

MUSICIANS

— H —

HARDING, DICK
MBS. Organist.

HAYTON, LENNIE
NBC. Pianist. Melody and Madness.

HEMINGS, BOB
WHAM, Rochester, N. Y. Pianist. A Study in Black and White.

HENDRICKSON, VIRGINIA
KWLC, Decorah, Ia. Violinist. The Singing Violin.

HENDRICKS, BELFORD
WEOA, Evansville, Ind. Pianist.

HERSH, MILT
NBC. Organist. The Milt Herth Trio.

HILL, ROY
WHIS, Bluefield, W. Va. Pianist. An Earlful of Music.

HILLIAR, KARL
KFJZ, Grand Junction, Colo. Organist. Vesper Whispers.

HINERT, ARTHUR
KYW, Philadelphia, Pa. Organist.

HIRSCH, BERTRANO
NBC. Violinist. American Album of Familiar Music.

HOLMES, E. G.
WNAX, Yankton, S. D. Pianist. Devotional Singers, Bohemian Band, Jammuncers, Western Jamboree, Rodeo Recess, Happy Jack's Old Times, Eleanor and Her Violin.

HOWARD, BOB
NBC. Pianist. Calsodent Presents, Gliding Swing.

HOWARD, ROBERT
WKY, Oklahoma City, Okla. Pianist. Piano Rambles.

HUGHES, FRANK
WKY, Oklahoma City, Okla. Pianist. Piano Rambles.

HUTTON, JOAN
WEBR, Buffalo, N. Y. Pianist. Girl With the Flaxen Hair.

— I —

IHRKE, ELMER A.
WEMP, Milwaukee, Wisc. Organist-Novachordist. Novachord Serenade, Paradise Isle, Twilight Melodies, Canary Serenade.

— J —

JENSEN, HELEN
WLS, Chicago, Ill. Pianist.

JOHNSON, DICK
KGAR, Tucson, Ariz. Pianist-Organist. Smiles, Home Folks Hymns.

JOHNSON, LAURA
WJMS, Ironwood, Mich. Pianist-Organist. Musical Miniatures.

JONES, SYNDEY
KXA, Seattle, Wash. Organist. Magic of the Organ.

JONES, VENIDA
KMOX, St. Louis, Mo. Organist. The Music Box.

JONSON, BILL
KGFJ, Shawnee, Okla. Organist-Pianist. Reveries, Four Hands of Harmony.

— K —

KAYE, MARION
KMO, Tacoma, Wash. Pianist. Kaye 'n' Kaye, Monologs in Melody.

— L —

LARSEN, LARRY
NBC. Organist. Malcolm Claire, Words and Music.

LEAF, ANN
NBC. Organist. Ellen Randolph, Lorenzo Jones.

LEE, EDDIE
WEEI, Boston, Mass. Pianist. Musical Rec. Tea With Eddie Lee.

LEE, MARY
KGFJ, Shawnee, Okla. Pianist. Four Hands of Harmony.

LE PERE, RAY
WFAA, Dallas, Texas. Organist. Evening, Employers Casualty Program.

LETRET, SHIRLEY
WJBW, New Orleans, La. Pianist. Schramm Studios of Music Program.

— M —

McALPIN, CLO
WAPI, Birmingham, Ala. Novachordist-Organist. Consolide Enoeos.

McLEOD, KEITH
NBC. Pianist-Organist. Armchair Quartette, Meet the Songwriter, Meet the Artist.

MASSEY, ALLEN
WLS, Chicago, Ill. Instrumentalist. The Westerners.

MASSEY, CURT
WLS, Chicago, Ill. Instrumentalist. The Westerners.

MATFIELD, JULIUS
CBS. Organist. From the Organ Loft.

MEEDER, WILLIAM
NBC. Organist. The O'Neills, Pepper Young's Family, Road of Life, The Gospel Singer.

MILLER, IRVING
NBC. Meet the Artist, Meet the Songwriter, The Wife Saver.

— N —

NELSON, RUTH HULSE
KMOX, St. Louis, Mo. Organist. Organ Melodies.

NEUMILLER, HOWARD
WBBM, Chicago, Ill. Pianist. Song Souvenirs.

— O —

OWEN, EM
WTAQ, Green Bay, Wisc. Organist-Pianist.

— P —

PATTON, ALICE
NBC. Pianist. Backstage Wife.

PATTON, LOWELL
NBC. Organist. Call to Youth, Homespun Opportunity, Religious Tunes.

PAUL, CHARLES
CBS. Organist. Men Against Death.

PERKINS, RAY
NBC. Pianist. Letters Home, Ray Perkins and His Piano "Clarence."

POLLOCK, MURIEL
NBC. Pianist-Organist. Adventure in Reading, Crawford Ensemble, The Family Man.

— R —

REISENBERG, NADIA
MBS. Mozart Concerto Series.

REISER, AL
NBC. Pianist. Turn Back the Clock, The Schaefer Review.

REISER, LEE
NBC. Pianist. Turn Back the Clock, The Schaefer Review.

— S —

SCOTT QUINTET, RAYMOND
CBS. Instrumentalists. Your Hit Parade.

SHEFTER, BERT
NBC. Pianist. Shefter and Brenner.

SIMS, RUDOLPH
CBS, New York, N. Y. Cellist. New York Philharmonic.

SUMNER, WILLIAM
NBC. Organist. Hymns of All Churches.

— T —

TEMPLETON, ALEC
Pianist. Alec Templeton Time NBC, Ford Sunday Evening Hour CBS.

TIRRELL, DORIS
WBZ-WBZA, Boston & Springfield, Mass. Organist. Friday Football Forecast.

TROTSMAN, ELLEN
KADA, Ada, Okla. Pianist. Sweet and Swing.

— V —

VAN DOREN, MILDRED
WEEL, Battle Creek, Mich. Pianist. Gospel Singer.

VERNON, HILDREN
WBTM, Danville, Va. Organist. Hymn Time.

— W —

WHITE, LYDIA
KVOO, Tulsa, Okla. Organist. Dream House, Your Singing Neighbor, Jenkins' Kiddies Revue, It's A Woman's World.

WILCHER, LOUISE
MBS. Pianist.

WRIGHT, KEN
WKY, Oklahoma City, Okla. Organist. Presenting Ken Wright.

— Y —

YOUNG, FRANK
WOL, Washington, D. C. Pianist. Tru Blu Program, Kraft Musical.

YOUNG, RUSSELL
KOCY, Oklahoma City, Okla. Pianist. Rhapsody in Black and White.

— Z —

ZAYDE, JASCHA
WQXR, New York, N. Y. Pianist. Herzer and Zayde, String Classics.

ZEPF, ARTHUR
KFPY, Spokane, Wash. Pianist-Organist. Portraits in Black and White, Moonlight Sonata.

ZIMMERMAN, WILLIAM
WVNC, Asheville, N. C. Pianist. Spotlight Serenade.



P R O G R A M S O F 1 9 3 9



***Major Networks
COMMERCIAL***



***Major Networks
SUSTAINING***



***Outstanding Local Programs
of Stations Everywhere***

A COMPLETE LISTING OF MAJOR NETWORK COMMERCIAL PROGRAMS OF 1939

Following is a complete listing of all national network commercial programs heard during the twelve-month period ending Jan. 1, 1940. Listing includes in addition to the program title, network, sponsor, product and agency handling the account. Compiled through the cooperation of NBC, CBS and MBS.

A

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Acme White Lead and Color Works Paints	Smilin' Ed McConnell	NBC—Blue & Red	Henri, Hurst & McDonald
Adam Hat Stores Hats	Boxing Bouts	NBC—Blue	Glicksman Advertising Co.
Air Conditioning Training Corp. Correspondence School	Smilin' Ed McConnell	NBC—Blue	Weill & Wilkins
Albers Bros. Milling Co. Cereals	Good Morning Tonight	NBC—PC	Erwin, Wasey & Co.
American Bird Products, Inc. Bird Food	American Radio Warblers	MBS	Weston-Barnett
American Cigarette & Cigar Co. Pall Mall Cigarettes	Eddie Duchin's Orchestra	NBC—Red	Young & Rubicam
American Oil Co. Gas and Oil	The Preakness (Horse Race) The Human Side of the News	NBC—Red CBS	Joseph Katz Co. Joseph Katz Co.
American Rolling Mill Co. Steel	Armco Band	NBC—Blue	N. W. Ayer & Son
American Tobacco Co. Lucky Strike Cigarettes	Your Hit Parade	CBS	Lord & Thomas
American Tobacco Co. Roi-Tan Cigars	Kay Kyser's Musical College Sophie Tucker and Her Show	NBC—Red CBS	Lord & Thomas Lord & Thomas
American Tobacco Co. Half & Half Tobacco	Ben Bernie and All the Lads	CBS	Young & Rubicam
American Tobacco Co. Pall Mall Cigarettes	Music by Malneck	CBS	Young & Rubicam

ADVERTISER and PRODUCT

PROGRAM

NETWORK

ADVERTISING AGENCY

Anacin Co.

Anacin

Atlantic Refining Co.

Gas & Oil

Axton Fisher Tobacco Co.

Twenty Grand Cigarettes

Bathasweet Corp.

B. T. Babbitt Co.

BAB-O Cleaner

Ballard & Ballard Co.

Biscuits

Bayer Co.

Aspirin

Bayer Co.

Lozenges

Bayuk Cigars, Inc.

Phillies

Bell & Co.

Bell-Ans

Beneficial Management Corp.

Personal Loans

Bisodol Co.

Bisodol

Bowey's Inc.

Chocolate Milk

Bristol-Myers Co.

Vitalis

Bristol-Meyers Co.

Ipana, Sal Hepatica

Brown & Williamson Tobacco Corp.

Avalon Cigarettes

Our Gal, Sunday

Easy Aces

Just Plain Bill

Football Broadcasts

Bob Garred

Captain Herne

Bob Garred

Quin Ryan's News Commentary

David Harum

Ballard's Oven-Ready Biscuit

Program

Smilin' Ed McConnell

Famous Actor's Guild (Second

Husband with Helen Menken)

Album of Familiar Music

Backstage Wife

Inside of Sports

Red River Dave

Doc Barclay's Daughters

Tracer of Lost Persons

John's Other Wife

Terry and the Pirates

News and Rhythm

For Men Only

George Jessel's Celebrities

Town Hall Tonight

(Fred Allen Show)

What's My Name

Avalon Time

CBS

NBC—Blue

NBC—Red

CBS-NE

CBS—PC

MBS

CBS—PC

MBS

NBC—Red

NBC—Red

NBC—Blue

CBS

NBC—Red

NBC—Red

MBS

MBS

CBS

NBC—Blue

NBC—Red

NBC—Blue

CBS

NBC—Red

NBC—Red

NBC—Red

NBC—Red

NBC—Red

NBC—Red

Blackett-Sample-Hummert

Blackett-Sample-Hummert

Blackett-Sample-Hummert

N. W. Ayer & Son

McCann-Erickson, Inc.

McCann-Erickson, Inc.

H. M. Kiewetter Advertising Agency

H. M. Kiewetter Advertising Agency

Blackett-Sample-Hummert

Henri, Hurst & McDonald

Henri, Hurst & McDonald

Blackett-Sample-Hummert

Blackett-Sample-Hummert

Blackett-Sample-Hummert

Ivey & Ellington

Anderson, Davis & Platte

Blackett-Sample-Hummert

Blackett-Sample-Hummert

Blackett-Sample-Hummert

Stack-Gable Advertising Co.

Sorensen & Co.

Pedlar & Ryan

Pedlar & Ryan

Young & Rubicam

Young & Rubicam

Russell M. Seeds Co.

B

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Brown & Williamson Tobacco Corp. Bugler Cigarettes	Plantation Party	MBS & NBC—Blue	Russell M. Seeds Co.
Brown & Williamson Tobacco Corp. Raleigh and Kool Cigarettes	Tommy Dorsey's Orchestra Home Town	NBC—Red NBC—Red	Batten, Barton, Durstine & Osborn Russell M. Seed Co.
Brown & Williamson Tobacco Corp. Raleigh Tobacco	Uncle Walter's Dog House Paul Sullivan, News	NBC—Red CBS	Russell M. Seeds Co. Batten, Barton, Durstine & Osborn
Brown & Williamson Tobacco Corp. Wings Cigarettes	News, Views & Sports Reviews	CBS—PC	Russell M. Seeds Co.
Buick Motor Co. Motor Cars	Louis Vs Lewis (Boxing Bout)	NBC—Red and Blue	Arthur Kudner, Inc.
Col Aspirin Corp. Col Aspirin	Young Widder Brown	NBC—Red	Blackett-Sample-Hummert
Calavo Growers of Calif. Calavo Pears	Fletcher Wiley	CBS—PC	Lord & Thomas
California Fruit Growers Exchange Citrus Fruits	Fletcher Wiley Hedda Hopper's Hollywood First Nighter	CBS—PC CBS CBS	Lord & Thomas Lord & Thomas Aubrey, Moore & Wallace
Campana Sales Co. Italian Balm, Coolies, Draskin, DDD Ointment	Brenda Curtis Campbell Playhouse Amos n' Andy	CBS CBS NBC—Red and CBS NBC—Red	Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co.
Campbell Soup Co. Soup, Beans, Tomato Juice	Edwin C. Hill, The Human Side of the News	CBS—Red	Ward Wheelock Co.
Campbell Soup Co. Spaghetti Beverages	Meet the Dixons Lanny Ross Information Please	CBS CBS NBC—Blue	Ruthrauff & Ryan Ruthrauff & Ryan, Inc. J. M. Mathes, Inc.
Canada Dry Ginger Ale Co. Candy	Night Editor	CBS-PC & NBC—PC	Tomaschke-Elliott, Inc.
Cardinet Candy Co. Candy	Contented Program	NBC—Red	Edwin, Wasey & Co.
Carnation Co. Milk	Eddie Albright & Erwin Yeo Anson Weeks	CBS—PC CBS	John H. Dunham Co. L. W. Ramsey Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Chesebrough Manufacturing Co. Vaseline Products	Dr. Christian	CBS	McCann-Erickson
Chrysler Sales Corp. Motor Cars	Major Bowes Amateur Hour	CBS	Ruthrauff & Ryan, Inc.
Cities Service Co. Gas and Oil	Cities Service Concert	NBC—Red	Lord & Thomas
Clear-Again, Inc. Cold Tablets	Your Hollywood News Girl	MBS	Erwin, Wasey & Co.
Colgate-Palmolive-Peet Co. Dental Products	Stepmother	CBS	Benton & Bowles
Colgate-Palmolive-Peet Co. Cashmere Bouquet Holo	Colgate Ask-It-Basket	CBS	Benton & Bowles
Colgate-Palmolive-Peet Co. Shaving Cream and Cue Dentrifice	Wayne King Orchestra	CBS	Benton & Bowles
Colgate-Palmolive-Peet Co. Palmolive Soap	Gang Busters	CBS	Benton & Bowles
Colgate-Palmolive-Peet Co. Super Suds	Sports Newsreel of the Air	NBC—Blue	Benton & Bowles
Coltagon Products Cosmetics	Strange As It Seems	CBS	Benton & Bowles
Colonial Dames, Inc.	Hilltop House	CBS	Benton & Bowles
Columbia Recording Corp. Records	Myrt and Marge	CBS	Benton & Bowles
Congress Cigar Co. La Palina Cigars	Ellen Randolph	NBC—Red	Benton & Bowles
Continental Baking Co. Wonder Bread	Woman of Courage	CBS	Benton & Bowles
Continental Baking Co. Wonder Bread, Hostess Cake	Return to Romance	CBS—PC	Glasser Advertising Agency
Thomas Cook & Son Travel Agency	Young Man With a Band	CBS	Direct
Corn Products Sales Co. Kremel, Linit	Ed Thorgeresen	MBS	Marschalk & Pratt
Coty, Inc. Cosmetics, Perfumes	Pretty Kitty Kelly	CBS	Benton & Bowles
Cudahy Packing Co. Old Dutch Cleanser	Sky Blazers	CBS	Benton & Bowles
	Jack Haley	CBS	Benton & Bowles
	The Man from Cook's	NBC—Blue	Newell-Emmett
	Society Girl	CBS	Hellwig-Miller Co.
	Marcelle Denya, Soprano	CBS	J. D. Tarcher & Co.
	Bachelor's Children	CBS	Roche, Williams & Cunnyngham

ADVERTISING AGENCY
 Cummer Products Co.
 Emerging
 Cummer Products Co.
 McElle Shaving Cream

PROGRAM
Paul Wing's Spelling Bee
What Would You Have Done?
Battle of the Sexes

NETWORK
 NBC—Red
 NBC—Blue
 NBC—Red

ADVERTISER and PRODUCT
 Stack-Goble Advertising Co.
 Stack-Goble Advertising Co.
 Stack-Goble Advertising Co.

D

Delaware, Lackawanna & Western
 Coal Co.
 Blue Coal
 Democratic State Committee
 Political
 Detrola Corp.
 Radios
 Duart Manufacturing Co.
 Face Cream, Lotion, Lipstick
 Dunn & McCarthy
 Enna Jettick Shoes
 E. I. Du Pont de Nemours & Co.
 Institutional

The Shadow
Talk
Fulton Lewis, Jr.
Spelling Bee
Human Interest
Enna Jettick Melodies
Cavalcade of America

MBS
 CBS—PC
 MBS
 CBS—PC
 CBS—PC
 NBC—Red
 CBS

Ruthrauff & Ryon
 Ray Davidson
 Bass-Luckoff, Inc.
 Erwin, Wasey & Co.
 Erwin, Wasey & Co.
 Marschalk & Pratt
 Batten, Barton, Durstine & Osborn

E

Emerson Radio & Phonograph Co.
 Radios
 Ethyl Gasoline Co.
 Ethyl Gas
 Euclid Candy Co.
 Candy Bars

Elliott Roosevelt
Tune Up Time
Euclid Ballot Box
Headlines on Parade

MBS
 CBS
 CBS—PC
 CBS—PC

Grady & Wagner
 Batten, Barton, Durstine & Osborn
 Sidney Garfinkel Advertising Agency
 Sidney Garfinkel Advertising Agency

F

Fels & Co.
 Soap Products
 H. Fendrich Inc.
 Cigars
 Firestone Tire & Rubber Co.
 Tires and Tubes
 F. W. Fitch Co.
 Shampoo

Hobby Lobby
Smoke Dreams
The Dreamer
The Voice of Firestone
Fitch Bandwagon

CBS &
 NBC—Blue
 NBC—Blue
 NBC—Red
 NBC—Red
 NBC—Red
 NBC—Red

Young & Rubicomb
 Ruthrauff & Ryon
 Ruthrauff & Ryon
 Sweeney & James
 L. W. Ramsey Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Food & Beverage Broadcasters Assn. Glass Containers	I Want A Divorce	NBC—Red	Emil Brisacher & Staff
Ford Motor Co. Motor Cars	Sunday Evening Hour Ford Summer Hour	CBS CBS	N. W. Ayer & Son N. W. Ayer & Son
I. J. Fox Co. Furs	Christmas Program	CBS—NE	David Malkiel Advertising Agency



Gallenkamp Stores Co. Shoes	Professor Puzzlewit	NBC—PC	Long Advertising Service
General Baking Co. and others Bond Bread	The Lone Ranger	MBS	Batten, Barton, Durstine & Osborn
General Cigar Co. White Owl Cigars	Raymond Gram Swing	MBS	J. Walter Thompson Co.
General Electric Co. Lamps	Hour of Charm	NBC—Red	Maxon Inc.
General Foods Corp. Grape Nuts	Kate Smith Hour	CBS	Young & Rubicam
General Foods Corp. Jello Products	Al Pearce and His Gang The Jello Program, starring Jack Benny	NBC—Red	Young & Rubicam
General Foods Corp. Maxwell House Coffee	We the People	CBS	Young & Rubicam
General Foods Corp. Huskies	The Aldrich Family	NBC—Blue and Red	Young & Rubicam
General Foods Corp. Diamond Crystal Salt	Good News of 1939 and 1940	NBC—Red	Benton & Bowles
General Foods Corp. La France, Satina	Joe Penner	CBS	Benton & Bowles
General Foods Corp. Swansdown, Coluemet	Kate Smith Speaks	CBS	Benton & Bowles
General Foods Corp. Sanka	Mary Margaret McBride	CBS	Young & Rubicam
General Foods Corp. Postum	Joyce Jordan	CBS	Young & Rubicam
General Foods Corp. Post Bran Flakes	Kate Smith Hour	CBS	Young & Rubicam
	Kate Smith Speaks	CBS	Young & Rubicam
	My Son and I	CBS	Young & Rubicam
	We, the People	CBS	Young & Rubicam
	Lum and Abner	CBS	Young & Rubicam
	Young Dr. Malone	NBC—Blue	Benton & Bowles

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
General Foods Corp. Post Toasties	Joe E. Brown	CBS	Benton & Bowles
General Mills, Inc. Minute Tapioca	Joyce Jordan	CBS	Young & Rubicam
General Mills, Inc. Corn Kix	Those Happy Gilmans The Grouch Club	NBC—Red CBS—PC and NBC—Red	Blackett-Sample-Hummert Blackett-Sample-Hummert
General Mills, Inc. Flour & Cereals	Billy & Betty Curfain Time Gold Medal Hour Caroline's Golden Store	CBS MBS NBC—Red NBC—Red and CBS	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
General Mills, Inc. Institutional General Mills, Inc. Wheaties	Kaltenborn Comments Get Thin to Music Jack Armstrong	MBS NBC—Red	Batten, Barton, Durstine & Osborn Blackett-Sample-Hummert Blackett-Sample-Hummert & Knox Reeves Advertising
Goodyear Tire & Rubber Co. Gilmore Oil Co. Gas & Oil	My Children By Kathleen Norris Billy & Betty Farm Radio News Gilmore Circus	CBS—PC CBS NBC—Red NBC—Blue NBC—PC	Westco Advertising Agency Knox Reeves Advertising Knox Reeves Advertising Arthur Kudner, Inc. Botsford, Constantine & Gardner
Gordon Baking Co. Silvercup Bread	One of the Finest	NBC—Blue	Young & Rubicam
Gospel Broadcasting Association Religious	Old Fashioned Revival	MBS	R. H. Alber & Co.
Griffin Manufacturing Co. Shoe Cleaner	Time To Shine	CBS	Birmingham, Castleman & Pierce
Grove Laboratories Bromo Quinine	Fred Waring and His Pennsylvanians Adventures of Sherlock Holmes Serenaders	NBC—Red NBC—Blue NBC—Blue	Stack-Goble Advertising Agency Stack-Goble Advertising Agency Charles W. Hoyt Co.
Charles Gulden Co. Mustard	Screen Guild Theatre Musical Playhouse	CBS CBS	Young & Rubicam Young & Rubicam
Gulf Refining Co. Gas & Oil			
Hartz Mountain Products Co. Bird Food	Hartz Mountain Singing Canaries	MBS	G. H. Hartman Co.
Hawaiian Pineapple Co. Dole Pineapple Juice & Fruit	Phil Baker Al Pearce and His Gang	CBS CBS	Young & Rubicam Young & Rubicam

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Hecker Products Corp. Flour	Woman's Magazine of the Air	NBC—PC	Erwin, Wasey & Co.
Holland Furnace Co. Heating Equipment	Holland Tulip Festival	CBS	Ruthrauff & Ryan
Hollywood Health Bread Co. Bread	Keep Fit to Music	MBS	Richard Foley Advertising Agency
Edna Wallace Hopper, Inc. Cosmetics	Romance of Helen Trent	CBS	Blackett-Sample-Hummert
George A. Hormel & Co. Food Products	It Happened In Hollywood	CBS	Batten, Barton, Durstine & Osborn
Household Finance Corp. Personal Loans	It Can Be Done	CBS	Batten, Barton, Durstine & Osborn
Hotel Roosevelt Hotel	Come to the Fair	MBS	M. H. Hackett, Inc.
Howard Clothes, Inc. and Others Men's Clothes	Show of the Week	MBS	Redfield-Johnstone, Inc.

International Cellulocotton Products Co. Kleenex	Her Honor, Nancy James	CBS	Lord & Thomas
International Silver Co. Silverware	Silver Theatre	CBS	Young & Rubicam
Iranized Yeast Co. Iranized Yeast	Goodwill Hour Court of Missing Heirs	MBS CBS	Ruthrauff & Ryan Ruthrauff & Ryan

Andrew Jergens Co. Soaps & Cosmetics	Jergens Journal with Walter Winchell The Parker Family	NBC—Blue CBS & NBC—Blue NBC—Red & Blue	Lennen & Mitchell Lennen & Mitchell Lennen & Mitchell
S. C. Johnson & Son Floor Wax	Hollywood Playhouse Fibber McGee & Molly Alec Templeton Time	NBC—Red NBC—Red	Needham, Louis & Brorby Needham, Louis & Brorby

Kellogg Co. Corn Flakes	Howie Wing The Circle	CBS NBC—Red	J. Walter Thompson Co. J. Walter Thompson Co.
Kellogg Co. Krispies	Don Winslow of the Navy	NBC—Blue	Hays MacFarland & Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Knox Gelatine Co. Gelatine	Fletcher Wiley	CBS—PC	Federal Advertising Agency
Kolynos Co. Dentifrice	Our Gal Sunday Just Plain Bill	CBS NBC—Red	Blackett-Sample-Hummett Blackett-Sample-Hummett
Kraft-Phenix Cheese Corp. Cheese Products	The Kraft Music Hall	NBC—Red	J. Walter Thompson Co.
L			
Lady Esther Co. Cosmetics	Guy Lombardo Orchestra	CBS & NBC—Red	Pedlar & Ryan
Lambert Co. Listerine and Brushes	Grand Central Station	CBS & NBC—Blue	Lambert & Feasley
Lamont Corliss & Co. Ponds	True Detective Mysteries Those We Love	MBS NBC—Blue	Lambert & Feasley J. Walter Thompson Co.
Lamont Corliss & Co. Danya Lotion	Woman Magazine of the Air	NBC—PC	J. Walter Thompson Co.
Langendorf United Bakeries Bakery Products	Rush Hughes	NBC—PC	Leon Livingston Advertising Agency
Lehn & Fink Products Co. Hind's Honey & Almond Cream	Burns and Allen	CBS	William Esty & Co.
Lever Brothers Co. Spry	Aunt Jenny's Real Life Stories	CBS	Ruthrauff & Ryan
Lever Brothers Co. Rinso	Big Sister Big Town	CBS CBS	Ruthrauff & Ryan Ruthrauff & Ryan
Lever Brothers Co. Lifebuoy and Rinso	Al Jolson Show Dick Powell Tuesday Night Party	CBS CBS CBS	Ruthrauff & Ryan Ruthrauff & Ryan Ruthrauff & Ryan
Lever Brothers Co. Lux Toilet Soap	Lux Radio Theatre The Life and Love of Dr. Susan	CBS CBS	J. Walter Thompson Co. J. Walter Thompson Co.
Lewis-Howe Co. Tums	Vocal Varieties	NBC—Red & Blue	H. W. Kastor & Sons Advertising Co.
	Quicksilver	NBC—Red and Blue	H. W. Kastor & Sons Advertising Co.
	Horace Heidt and his Musical Knights	NBC—Red	Stack-Goble Advertising Agency
	Pot of Gold Bert Lytell	NBC—Red NBC—Blue	Stack-Goble Advertising Agency H. W. Kastor & Sons Advertising Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Liggett & Myers Tobacco Co. Chesterfield Cigarettes, Granger Tobacco	Chesterfield Program with Paul Whiteman	CBS	Newell-Emmett Co.
Local Cooperative Campaign	Fred Waring and his Pennsylvanians	NBC—Red	Newell-Emmett Co.
Local Cooperative Campaign	Burns & Allen	CBS	Newell-Emmett Co.
Local Cooperative Campaign	Famous Jury Trials	MBS	J. Ralph Corbett
Local Cooperative Campaign	Front Page Parade	MBS	McCann-Erickson
Local Cooperative Campaign	Green Hornet	MBS	
Local Cooperative Campaign	The Lamplighter	MBS	Network Features, Inc.
Local Cooperative Campaign	Listen America	MBS	Henry Souvaine, Inc.
Local Cooperative Campaign	Marriage License Bureau Romances	MBS	
Loose-Wiles Biscuit Co.	Woman's Magazine of the Air	NBC—PC	Newell-Emmett Co.
P. Lorillard Co. Old Gold Cigarettes	Melody and Madness with Robert Benchley	CBS & NBC—Blue	Lennen & Mitchell
P. Lorillard Co. Sensation Cigarettes, Muriel Cigars	Don't You Believe It Sensation and Swing	MBS	Lennen & Mitchell
George W. Luft Co. Tangee Lipstick	The Right Thing To Do	NBC—Red	Warwick & Legler
Lutheran Laymen's League Religious	Lutheran Hour	MBS	Kelly, Stuhlman & Zarndt
MacFadden Publications Inc. True Story Magazine	Fulton Oursler	NBC—Blue	Arthur Kudner
Magazine Repeating Razor Co. Razors	Mary and Bob's True Stories Louis-Galento (Boxing Bout)	NBC—Blue	Arthur Kudner
Maine Development Commission Maine Products	Marjorie Mills, The Girl from Maine	MBS	J. M. Mathes
Maltex Co. Cereal	Uncle Don	MBS	Brooke, Smith, French & Dorrance
Manhattan Soap Co. Sweetheart Soap	Jack Berch and His Boys	NBC—Blue & Red	Samuel C. Croot Co.
Mars, Inc. Candy Bars	Dr. I. Q.	NBC—Blue & Red	Franklin Bruck Advertising Co. Grant Advertising Inc.

M

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
McKesson & Robbins Calox, Albolene	Girl Interne	CBS	Bowman & Columbia
Mennen Co. Toilet Articles	Sam Hayes Bob Garred	CBS—PC CBS—PC	H. M. Kiewetter Advertising Agency H. M. Kiewetter Advertising Agency
Metropolitan Life Insurance Co. Life Insurance	Colonel Stoopnagle's "Quixie Doodle Contest"	MBS	H. M. Kiewetter Advertising Agency
Miles Laboratories, Inc. Alka-Seltzer	People's Rally Fun Quiz Edwin C. Hill, The Human Side of the News	MBS MBS	H. M. Kiewetter Advertising Agency Young & Rubicam
Modern Food Process Co. Dog Food	Uncle Ezra Alec Templeton Time National Barn Dance	NBC—Red NBC—Red NBC—Blue	Wade Advertising Agency Wade Advertising Agency Wade Advertising Agency
Moody Bible Institute Religious Training	Dog Heroes The Moylan Sisters	NBC—Blue NBC—Blue	Clements Co. Clements Co.
Benjamin Moore & Co. Paints	Let's Go Back to the Bible	MBS	Critchfield & Co.
John Morrell & Co. Dog Food	Betty Moore	NBC—Red	Direct
Philip Morris & Co. Cigarettes	Bob Becker's Dog Chats	NBC—Red	Henri, Hurst & McDonald
Philip Morris & Co. Revelation Tobacco	Johnnie Presents Philip Morris Program What's My Name	CBS NBC—Red MBS	The Biow Co. The Biow Co. The Biow Co.
C. F. Mueller Co. Macaroni Products	Guess Where Breizing Along	MBS MBS & NBC—Blue	The Biow Co. The Biow Co.
Mustrole Co. Mustrole	Name Three	MBS	The Biow Co.
Nehi, Inc. Beverage	Thunder Over Paradise	NBC—Blue	Kenyon & Eckhardt
Noxema Chemical Co. Toilet Articles	Carson Robison and his Buckaroos	NBC—Blue	Erwin, Wasey & Co.
	Believe It Or Not with Robert L. Ripley	CBS	Batten, Barton, Durstine & Osborn
	Professor Quiz with Bob Trout News with Bob Trout	CBS CBS	Ruthrauff & Ryan Ruthrauff & Ryan

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Ohio Oil Co. Gas and Oil	Melody Marathon	NBC—Blue	Byer & Bowman Co.
Old Trusty Dog Food Co. Dog Food	Just Dogs	CBS—NE	H. B. Humphrey Co.
Pacific Coast Borax Co. Borax	Death Valley Days	NBC—Red	McCann-Erickson
Palmer Bros. Mattresses	Four Star News	NBC—Blue	Tucker Wayne Co.
Paramount Pictures, Inc. Motion Picture	Our Leading Citizen Premiere	CBS	Buchanan & Co.
Penick & Ford, Ltd. My-T-Fine Dessert	The Mighty Show	CBS	Batten, Barton, Durstine & Osborn
Penn Tobacco Co. Tobacco	Vox Pop	NBC—Red & CBS	Ruthrauff & Ryan
The Pepsodent Co. Antiseptic & Dentifrice	Mr. District Attorney	NBC—Red & Blue	Lord & Thomas
Pet Milk Sales Corp. Pet Milk	Bob Hope Pet Milky Way	NBC—Red	Lord & Thomas
Louis Philippe, Inc. Cosmetics	Saturday Night Serenade Romance of Helen Trent	CBS	Gardner Advertising Co.
Charles H. Phillips Chemical Co. Milk of Magnesia	Lorenzo Jones Stella Dallas Waltz Time	CBS	Gardner Advertising Co.
Charles H. Phillips Chemical Co. Haley's M-O	Young Widder Brown	CBS	Blackett-Sample-Hummert
Lydia E. Pinkham Medicine Co. Proprietary Medicines	The Voice of Experience Vaughn DeLeath and Orchestra Woman in White	NBC—Red MBS MBS	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
Pillsbury Flour Mills Flour	Champions of the Keyboard	NBC—Red	Erwin, Wasey & Co. Erwin, Wasey & Co.
Pittsburgh Coal Co. Coal	A Tale of Today	NBC—Blue	Hutchinson Advertising Co.
Princess Pat Ltd. Cosmetics	Pepper Young's Family	NBC—Red	Walker & Downing
Procter & Gamble Co. Camay	The Road of Life	NBC—Red & Blue	Gale & Pletsch
Procter & Gamble Co. Chipso	Manhattan Mother	NBC—Red & CBS	Pedlar & Ryan Pedlar & Ryan

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Procter & Gamble Co. Crisco	Vic and Sade	NBC—Red & Blue	Compton Advertising
Procter & Gamble Co.	Right to Happiness	CBS	Compton Advertising
	This Day Is Ours	NBC—Blue	Compton Advertising
	Kitty Keene	NBC—Red	Blackett-Sample-Hummert
	Jimmy Fidler in Hollywood Gossip	CBS &	H. W. Kastor & Sons Advertising Co.
	Professor Quiz	NBC—Red	
	The O'Neills	NBC—Red	H. W. Kastor & Sons Advertising Co.
	The Gospel Singer	NBC—Red	Compton Advertising
	Life Can Be Beautiful	CBS &	Compton Advertising
	Story of Mary Marlin	NBC—Red	Compton Advertising
		NBC—Red &	
	Against the Storm	NBC—Blue	
	Houseboat Hannah	NBC—Red	Compton Advertising
		NBC—Red	Blackett-Sample-Hummert
	Ma Perkins	NBC—Red	Blackett-Sample-Hummert
	The Goldbergs	CBS	Blackett-Sample-Hummert
	Central City	NBC—Blue	Blackett-Sample-Hummert
	The Man I Married	NBC—Red	Blackett-Sample-Hummert
	What's My Name	NBC—Red	Blackett-Sample-Hummert
	Trouble With Marriage	NBC—Blue	Blackett-Sample-Hummert
	Knickerbocker Playhouse	CBS	H. W. Kastor & Sons Advertising Co.
	Midstream	NBC—Red	H. W. Kastor & Sons Advertising Co.
		& Blue	
	Guiding Light	NBC—Red	Compton Advertising
	Kaltenborn Edits the News	CBS	Leo Burnett Co.
	Smilin' Ed McConnell	CBS	Campbell-Mithun, Inc.
	When A Girl Marries	CBS	Benton & Bowles
	Girl Alone	NBC—Red	Ruthrauff & Ryan
	Dick Tracy	NBC—Red	Sherman K. Ellis & Co.
	Quaker Variety Show (Quaker Party)	NBC—Red	Ruthrauff & Ryan
	Stop Me If You've Heard This One	NBC—Red	Sherman K. Ellis & Co.
	We, The Wives Quiz	NBC—Red & MBS	Benton & Bowles

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Radio Corporation of America Radio Sets and Services	The Magic Key of RCA	NBC—Blue	Direct
Ralston-Purina Co. Wheat Cereal	Baer vs. Nova (Boxing Bout) Inside Story	NBC—Blue CBS & NBC—Blue NBC—Blue	Lord & Thomas Gardner Advertising Co. Gardner Advertising Co. William Irving Hamilton
Ramsdell, Inc. Rito-Sov, Sulphur Cream	Adventures of Tom Mix The Johnson Family	MBS	
R. J. Reynolds Tobacco Co. Camel Cigarettes Prince Albert Tobacco	Camel Caravan Benny Goodman's Swing School Cantor's Camel Caravan Grand Old Opery Bob Crosby Blondie Announcement The Revelers	NBC—Red CBS CBS NBC—Red CBS CBS CBS NBC—Red	William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co. Charles W. Hoyt Co.
Richardson & Robbins Boned Chicken Richfield Oil Co. Gas & Oil	Richfield Reporter Calling All Cars	NBC—PC CBS—PC	Hixson & O'Donnell Advertising Hixson & O'Donnell Advertising

S & W Fine Foods, Inc. Food Products	I Want a Divorce	CBS—PC	Emil Brisacher & Staff
Sealfest Inc. Milk and Milk Products	Your Family and Mine	NBC—Red & CBS	McKee & Albright
Sherwin-Williams Co. Paints	Metropolitan Opera Auditions	NBC—Blue	Warwick & Legler
Signal Oil Co. Gas & Oil	The Signal Carnival	NBC—PC	Barton A. Stebbins Advertising Agency
Sofenz Sales Corp. Sofenz Lotion	Beauty Secrets	CBS—PC	Richard F. Connor
Sperry Flour Co. Flour	Dangerous Road Dr. Kate Martha Meade Woman's Magazine of the Air	NBC—PC NBC—PC NBC—PC NBC—PC	Westco Advertising Agency Westco Advertising Agency Westco Advertising Agency Westco Advertising Agency

ADVERTISER and PRODUCT

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Standard Brands Inc. Chase & Sanborn Coffee	Chase and Sanborn Hour	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Tender Leaf Tea	One Man's Family	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Royal Desserts	Rudy Vallee Program Those We Love	NBC—Red & Blue	J. Walter Thompson Co. J. Walter Thompson Co.
Standard Brands Inc. Fleischmann's Fowl Yeast	Getting the Most Out of Life	NBC—Blue	J. Walter Thompson Co.
Standard Brands Inc.	I Love a Mystery	NBC—Red	J. Walter Thompson Co.
Standard Oil Co. of Calif. Gas & Oil	Standard School Broadcasts Standard Symphony Sports Pop-Offs	NBC—PC NBC—PC CBS	McCann-Erickson McCann-Erickson Aitkin-Kynett Co.
Stephano Bros. Marvel Cigarettes	Lowell Thomas—The Day's News Smilin' Jack	NBC—Blue MBS	Roche, Williams & Cunnyngham The Biow Co.
Sun Oil Co. Sweets Co. of America, Inc.	Smile Parade	NBC—Blue	Stack-Goble Advertising Agency
Tootsie Rols Swift & Co.	Sales Meeting	NBC—Blue & Red	J. Walter Thompson Co.
Sunbrite Cleaner Swift & Co.			
Food Products			
T			
Texas Co. Gas and Oil	Texaco Star Theatre	CBS	Buchanan & Co.
Tide Water Associated Oil Co.	Football Games	CBS—PC & NBC—PC	Lord & Thomas
Tillamook Country Creamery Association Dairy Products	Bennie Wilker's Tillamook Kitchen	NBC—Blue	Botsford, Constantin & Gardner
Time Inc. Publications	March of Time	NBC—Blue	Batten, Barton, Durstine & Osborn
Twentieth Century Fox Film Corp. Motion Picture	Kentucky Derby Young Mr. Lincoln Premiere	CBS MBS	Kayton-Spiero Co. Kayton-Spiero Co.
U			
Union Oil Co. Gas and Oil	Union Oil Program	NBC—PC & CBS—PC	Lord & Thomas
U. S. Rubber Products, Inc. Rubber Products	99 Men and a Girl	CBS	Campbell-Ewald Co.

NATIONAL NETWORK SUSTAINING PROGRAMS OF 1939

Network sustaining programs listed herein were heard on regular schedules during 1939. No special event or one-time shots are included in the listings, which were compiled with the cooperation of CBS, MBS and NBC. In a majority of the cases, programs are institutional, or time has been devoted by the networks to an educational or civic organization.



SERIOUS MUSIC

From the Organ Loft
 N. Y. Philharmonic Young People's Concert
 Cincinnati Conservatory of Music
 Salt Lake City Tabernacle Choir and Organ
 N. Y. Philharmonic S y m p h o n y Concerts
 Music Hour—Columbia Concert Hall
 Music Hour—Story of a Song
 Music for Fun—Howard Barlow
 Music Hour—Indianapolis Symphony Orch.
 U. S. Navy Band
 Music Hour—U. S. Army Band
 Music Hour—Pop. Concert
 Music Hour—Curtis Institute of Music
 Music Hour—U. S. Marine Band
 Music Hour—Columbia C h a m b e r Orch.
 Cincinnati Symphony Children's Concert
 Music Hour—Keyboard Concerts
 Music Hour—League of Composers
 Columbia Concert Orch.—Exploring Music
 Music of the Restoration

Ruth Carhart with Marion Carley, pianist
 Alexander Semmler, pianist
 Aubade for Strings
 Music Hour—Sonata Series
 Clyde Barrie, baritone
 Walberg Brown Strings
 Musical Album
 The Hour of Musical Fun—"So You Think You Know Music"
 Lewisohn Stadium Concerts
 Dorian String Quartet
 Univ. of Kansas Music Camp
 Grant Park Concert
 A Little Light Music
 Maurice Brown, cellist
 Stadium Concert—N. Y. Philharmonic
 Vera Brodsky, pianist
 Madrigalists

ADULT EDUCATION

George Perrine — "This New York Town"
 The Fact Finder
 Americans All—Immigrants All
 Words Without Music
 Highways to Health
 Of Men and Books
 Men Behind the Stars
 The Student Takes the Mike
 What Price America?

NEWS

Evening News Report
Today with Bob Trout
Press Association News
H. V. Kaltenborn Gives the News
Oddities in the News
This Week in Washington—Albert Warner
Women's Page of the Air—Adelaide Hawley
Man About Hollywood
Let's Go to the Fair

DRAMA

Four Corners Theater
Men Against Death
County Seat—Ray Collins
Columbia Workshop
Buffalo Summer Theater
The West Remembers
So This Is Radio

SPORTS

WABC Sports Resume
Robert Edge, sportsman—"Outdoors with Bob Edge"
Baseball Preview
Meet Arch MacDonald
Sports Review—Mel Allen
That's What I Said—Ted Husing

POPULAR ENTERTAINMENT

A Tune for Today
Audrey Marsh
Captivators
Deep River Boys
Fred Feibel at the Organ
Melody Ramblings with Marty Dale
Mellow Moments
Montana Slim
Waltzes of the World
Bob Byron, songs
Eye-Opener Club
Morning Almanac with Phil Cook
Have You Forgotten?
Melody Time

2nd Edition — Phil Cook Morning Almanac
Tune in the Spotlight (also called "Tune of the Day")

ADULT EDUCATION

Adventures in Science
Americans at Work
People's Platform
Women in the World of Tomorrow
Democracy in Action
Bull Session
The Human Adventure
Professor Quiz
What's Art to Me?

CIVIC WELFARE

Molly Steinberg—Stage Relief Fund

RELIGIOUS

Church of the Air
Wings Over Jordan
Richard Maxwell—hymns
Greenfield Village Chapel
Choral Program—N. Y. World's Fair

INTERNATIONAL AND FOREIGN AFFAIRS

Salute to the New York World's Fair of 1939
International Exchange Program—
from Brazil
Serenade for Strings—from Montreal

NATIONAL AND PUBLIC AFFAIRS

Current Questions Before the Senate
Current Questions Before the House
Foundations of Democracy

AGRICULTURE

Farm News
Irene Beasley—R. F. D. No. 1
Columbia's Country Journal

NEWS

Radio Spotlight
Press Radio News
Ruth Brine, Commentator

POPULAR ENTERTAINMENT

Just Jack Shannon
Boy & Girl Next Door
Organ Reveille
Poetic Strings
Aeolian Ensemble
L'Amour Toujours
Blue Interlude
Chansonette
Charles Paul at the Organ
Eton Boys
Fiddler's Fancy
Four Clubmen
Major Bowes Capitol Family
Manhattan Minuet
Maurice Brown, cellist
Merrymakers
Morning Moods
National Hillbilly Champions
Old Vienna
Organ Moods (Leo Weber at the
Organ)
Over the Hills and Far Away
Rhythmaires
Romany Trail
Salon Musicale
Saturday Serenade
Sidney Raphael
Sunny Melodies
Tune Time
Al Bernard and his Merry Minstrels
Barry Wood, songs
Blue Streak Rhythm Ensemble
Bluegrass Brevities
Brush Creek Follies
Buffalo Follies
Castillians
Chicagoans
The Dancers

Don Tuttle
Four Clubmen
Genevieve Rowe
Goin' South (spirituals)
Instrumentalists
Joyce Jordan, Girl Interne
Judith Arlen
Keyboard Capers
Le Brun Sisters
Poetic Strings
Night Time on the Trail
Mayfair Orchestra
Melody Ramblings
Melody Serenade
Melody Weavers
Music, Maestro, Please
Michael Loring
Midland Minstrels
Not So Long Ago
On the Village Green
Lew White at the Organ
Johnnie Hereford at the Organ
Patterns in Swing
Pursuit of Happiness
Ray Block's Varieties
Ruth Carhart with Ray Scott's
Orchestra
Stanley Hickman, songs
Summer Serenade
Swing Silhouette
Syncopation Piece
Three Treys
Time Out for Dancing
Topical Tunes from Pittsburgh
Tower Town Tempos
Tito Guizar
Uncle Jonathan
Accent on Music
Adventures of Ellery Queen
Alibi Club
Armchair Adventures
Columbia Dance Orchestra
Concert in Rhythm
Court of Reflections
Doris Rhodes, songs
Frances Maddux

The Gay Nineties
 Let's Join the Band
 Make Mine Music
 Maxine Sullivan
 Music in the Air
 Music of the Theater
 Nightcap Yarns from KNX
 Saturday Scene
 Studio Rendezvous
 Summer Colony with Buddy Clark
 Under Western Skies
 Vocal Embers
 All Hands on Deck
 Ann Leaf at the Organ
 Buffalo Presents
 Dance Time
 Fran Hines
 Harry Cool and the Harmonettes
 Harry Cool with Joe
 It Goes Like This
 John Sturgess
 Matinee Promenade
 Melody Madcaps
 Milton Charles Recalls
 Monday Varieties
 Lyn Murray Presents
 Music Without End
 Nan Wynn
 Novelteers
 Rhythm Roundup
 St. Louis Blues
 Sing Incorporated
 The Texas Rangers
 Tuesday Matinee
 Walter Gross, pianist
 Waltzes of the World
 The Zany Family
 Buddy Clark Musical
 Console Echoes
 Dancing in the Moonlight
 Doris Rhodes Music Box
 In the Music Room
 Jack Berch, songs
 John Kirby and his Onyx Club Five
 On with the Dance
 Ray Heatherton, songs

Saturday Swing Session
 This Is New York



Abram Ruvinsky Ensemble
 Al Helfer's Football Talks
 Allen Courtney's Gloomchasers
 American Forum of the Air
 American Wildlife
 Arranged By
 Arthur Mann
 Author Author
 Bach Cantata Series
 Balladeer
 Bamberger Symphony
 Benay Venuta's Revue
 Betty and Buddy
 Book a Week
 BBC Music Hall
 Buckeye Four
 Carter and Bowie
 Cats 'n' Jammers
 Charioteers
 Choir Loft
 Concert Hall
 Concert Revue
 Congressional Review of the Week
 Cosmopolitans
 Dick Harding
 Doctor Charles M. Courboin
 Don Arres
 Ed Fitzgerald
 Erskine Butterfield
 Famous First Facts
 Fiesta Time
 First Offender
 Fulton Lewis, Jr.
 George Fisher's Hollywood Program
 Get Thin to Music
 Green Hornet
 Happy Gang
 Happy Larry Lawrence
 Haven of Rest
 Hawaii Calls

Hayride
 Hitmakers
 Impressions
 Invitation to Waltz
 Jack Arthur
 John Steele
 Johnson Family
 Kaye Brinker
 Listen America
 Lone Ranger
 Lucius Beebe's Play Reviews
 Marine Band Concerts
 Marriage Clinic
 Marriage License Romance Bureau
 Medical Information Bureau
 Melody Strings
 Milton Kaye
 Model Airplane Club
 Morton Gould's Music for Today
 Mozart Concerto Series
 Muse and Music
 Music and Manners
 Music By
 Music by Faith
 Music by Moonlight
 Music for Every Child
 Musical Steeplechase
 Mystery History
 Nation's Playhouse
 Nations School of the Air
 Ned Jordan
 Nobody's Children
 Oberlin College Series
 Old Fashioned Girl
 Old Time Tunes
 On a Sunday Afternoon
 Pageant of Melody
 Patrick Maitland
 Pegeen Fitzgerald
 Perole String Quartet
 Pet Club
 Play Ball
 Radie Harris
 Radio Garden Club
 Raymond Gram Swing
 Red River Dave
 Reviewing Stand

Rhythm Rascals
 Romance in Rhythm
 Rutgers Homemakers Forum
 Sally's Sallies
 Savoy Swing
 Scrapbook Stories
 Seven Men and a Maid
 Show of the Week
 Sigrid Schultz
 Sinfonietta
 Sons of the Pioneers
 Songs that Sweethearts Sing
 Songs without Words
 Southern School of the Air
 Stan Lomax
 Studies in Contrast
 Success Session
 Symphonic Strings
 This War
 This Wonderful World
 Thomas Conrad Sawyer
 Thyra Samter Winslow
 Toronto Symphony Orchestra
 Toronto Trio
 Trail Blazers of 1940
 Tropical Serenade
 Two Keyboards
 U. S. Army Band Concerts
 University Life
 Unsung Americans
 Victor Lusinchi
 Waverly Root
 We Want a Touchdown
 Welcome Neighbor
 WOR Symphony
 Your European Correspondents
 Your Sunday Date



Adventure in Reading
 Adventures in Photography
 Affairs of Anthony
 Along the News Front
 Breakfast Club

Brent House
 Cavalcade of Hits
 Cheerio
 Cloister Bells
 Norman Cloutier Presents
 Club Matinee
 Don't Forget
 Dreams Come True
 Echoes of History
 Favorite Waltzes
 Foreign Policy Association Program
 Lanny Gray's Rhythm School
 Green Hornet
 Hall of Fun
 Horse and Buggy Days
 Ideas That Came True
 Library of Congress Concerts
 Little Ol' Hollywood
 Magnolia Blossoms
 Josef Marais in Bushveld Songs
 Medicine in the News
 Meet the Artist
 Melody Rendezvous
 Morning Musicale
 Music for Listening
 Music for Young Listeners
 Name It and Take It
 National Radio Forum
 National Vespers
 NBC Music Appreciation Hour
 NBC Salon Orchestra
 NBC Symphony Orchestra
 News from London
 Novelettes
 Order of Adventurers
 Pilgrimage of Poetry
 Quilting Bee
 Radio Guild
 Rakov and His Orchestra
 Renfrew of the Mounted
 Revue in Miniature
 Rhythm and Song
 Doc Rockwell's Brain Trust
 Romance and Rhythm
 Roy Shield and His Orchestra
 Tapestry Musicale
 This Moving World
 Tone Pictures
 Trio Time
 United States Marine Band
 United States Navy Band
 Voice of Hawaii
 Washington Calling
 Wife Saver
 Yesterday's Children



Blue Moonlight
 Dol Brissett and His Orchestra
 Call to Youth
 Campus Capers
 Catholic Hour
 Frances Craig's Sunday Night
 Serenade
 Vernon Crane's Story Book
 Deliberate Reflections
 Do You Remember?
 European News
 From Hollywood Today
 Gene and Glenn with Jake and Lena
 General Federation of Women's
 Clubs
 Golden Melodies
 Gospel Singer
 Homespun
 Alma Kitchell's Streamline Journal
 KSTP Presents
 Letters from Abroad
 Li'l Abner
 Walter Logan's Musicale
 Luther-Layman Singers
 Magic Waves
 Music and American Youth
 Music for Moderns
 Music Styled for You
 Musical Soiree
 Musical Tete-A-Tete
 NBC String Symphony
 No School Today
 Arch Oboler's Plays
 On Your Job
 Opportunity
 Our Spiritual Life
 Primrose Quartet
 Radio Pulpit
 Rangers' Serenade
 Religion and the New World
 Religion in the News
 Romance Lyrics
 Romance Melodies
 Salon Silhouettes
 Song Busters
 Bill Stern's Sport Scraps
 Story Behind the Headlines
 Sweet and Low
 Timeless Truths Made Timely
 Torch of Progress
 Viennese Ensemble
 Vocal Vogues

Outstanding Local Programs — of Stations Everywhere

The following list of programs has been compiled by RADIO ANNUAL from questionnaires and direct contact. Listings are composed of programs voiced by stations as their most outstanding contributions to their listeners. The letters following the names of programs indicate as follows: "S," sustaining; "C," commercial; "P," participating.

Alabama

WHMA, Anniston

Lloyd's Kiddy Club (C)
Salute to the Cities (C)
Castle of Dreams (S)
National Gridiron Review (C)
A Listener's Choice (S)
Alabama in the News (C)

WAPI, Birmingham

Speaking of Sports (C)
Know Your City and State (P)
Women in the News (S)
Alabama Hayloft Jamboree (C)
Sleepyhead Serenade (P)
WAPI Model Electric Kitchen (P)
Auburn Farm and Family Forum (S)

WBRC, Birmingham

Town Talk (Man-in-the-Street) (C)
For You (S)
Birdie Trio (S)
Radio Forum (S)
Crossroads Varieties (C)
Trail Riders (C)
The Happy Hitlers (S)
Church of the Air (C)

WSGN, Birmingham

Variety Show (C)
Comic Club (C)
Birmingham Day by Day (S)
Radio Club (C)
Red Goose Popularity Contest (C)
Inquiring Mike (C)
Armchair Quarterback (C)
Movie Quiz (S)

WMFO, Decatur

Social and Household Hints (S)
Hi Light Boys (C)
Better Homes Show (S)
Afternoon Serenade (S)
Children's Program (C)
Saturday Morning Barn Dance (S)
The Up-State Hour (C)

WCOV, Montgomery

Garden of Dreams (C)
Man on the Street (S)
Jitterbug Jamboree (S)
Postal Oddities (S)
Job Forum (S)
Memory Singers (S)
WHBB, Selma
Musical Clock (S)

Story Telling Lady (C)
All Request Program (S)

Arizona

KSUN, Lowell

Social Secretary (C)

KOY, Phoenix

Phoenix Little Theatre (S)
Doubling in Ivory (S)
Musical Crossword Puzzle (C)
Arizona Dude Ranch (S)
Tuesday Night Frolic (S)

KTAR, Phoenix

KTAR School of the Air (S)
Three Bees (C)
Social Calendar (P)
Clerk of Oxford (S)
Sylvan of Ince (S)
Poetry Exchange (S)
Cavalcade of Builders (C)
Man on the Street (C)

KTUC, Tucson

There Are Smiles (C)
Pandemonia (C)

KVOA, Tucson

Arizona-Texas Baseball League
Broadcasts (C & S)

Arkansas

KELD, El Dorado

Sporting Events Broadcasts

KTHS, Hot Springs

Quachita Roundup
Food for Thought
News from Home
Women's World
Pleasure Party

KBTM, Jonesboro

Morning Herald—Local News (S)
You Request It, We Play It (P)
Farm Service Program (P)
Home-Makers Time (P)
Where's the Fire (C)
Children's Music (P)
Musical Rodeo (C)
Man on the Street (C)

KARK, Little Rock

An Orchid to You (C)
Death Rides the Highways (C)

Radiographies (C)
 Your Neighbor Speaks (C)
 The Parade of Sports (C)
 Unemployment Program (S)
 Capitol Pride Kiddies Club (C)
 Town Talks (P)

KOTN, Pine Bluff
 Koberlein's Konest Kwiz (C)
 News (C & S)

KUOA, Siloam Springs
 Trade Winds (P)
 Cathedral of the Ozarks (S)
 Ozarkian Male Quartet (C)
 News for Breakfast (C)
 Story Book: Castle (S)
 The Little Brown Church (S)
 KUOA Weather Bureau (C)
 Common Sense Viewpoints (S)

California

KERN, Bakersfield
 Kids Club (C)
 Radio Sportsgraph (C)

KPMC, Bakersfield
 Ballad Time (C)
 Four Dons (P)
 Football Broadcasts (C)
 Carlisle Nelson, Music (P)
 Pigskin Freshup (C)
 Nevada Slim (P)
 Fight Broadcasts (C)

KRE, Berkeley
 Music of the Masters (C)
 Harmony House (C)
 Clam bake Broadcasts (C)
 Open House (P)
 Golden Days (S)
 Adventures in Seven Seas (S)

KHSL, Chico
 Quiz Gold (C)
 Long Cabin Kiddie Club (C)

Reno Racketeers (S)
 Spotlight Parade (C)
 Calendar of Events (C)
 At Your Service (C)
 College Forum (S)
 Milady's Merry-Go-Round (P)

KARM, Fresno
 Valley Rancher's Hour (S)
 Early Risers Club (P)

KIEV, Glendale
 Moods in Music (S)
 Top Tunes at Two (C)
 Glen Unified School District (S)

KGER, Long Beach
 Long Beach Municipal Band (S)
 News on the Hour, Every Hour (C)
 Dr. Taubman's Bible Class (S)
 Officials on Parade (S)

KECA, Los Angeles
 Quiz Club (C)
 Broadway Memories (S)
 Musicantidares (S)
 Studio Dark Room (S)
 Classic Hour (S)
 Just a Moment Please (C)
 You Explain It (S)
 Nutshell Playhouse (S)

KFAC, Los Angeles
 Whoa Bill Club (C)
 School Kids Kwiz (C)
 Open Forum (C)
 Man-on-the-Sireet (C)
 Parents Forum (C)
 Musical Masterpieces (C)
 Operatic Dramas (S)
 Operas (S)

KFI, Los Angeles
 Meet Some People (S)
 Art Balser's Notebook (P)
 Robert L. Johnson's Bridge Club (P)
 Cabbages and Kings (C)

Ho Hum (S)
 Johnny Murray Talks It Over (C)

KFVD, Los Angeles
 Editor of the Air (S)
 Covered Wagon Jubilee (C)
 Jack the Bellboy (C)

KFWB, Los Angeles
 Swing-Musical Quiz (C)
 Let's Go Hollywood (C)
 Grouch Club—Created at KFWB (C)
 Telephone Quiz (C)
 Make Believe Ballroom (P)
 Picture of the Week (C)
 Rambles with Russ Hughes (S)
 Water-Upper (P)

KHJ, Los Angeles
 Nobody's Children (S)
 Help Thy Neighbor (C)
 Old Fashioned Revival (C)
 Sons of the Pioneers (S)
 Haven of Rest (S)
 Voice of Experience (C)
 Pull Over Neighbor (C)
 Adventures in Rhythm (S)
 Hollywood Whispers (S)
 Alvino Ray and His Orchestra with the King Sisters (S)
 Laws and Lawyers (S)
 Betty Jane Rhodes and Bob Mitchell's Choir (S)
 Adventure Ahead (S)
 Dramas of Youth (S)

KMTR, Los Angeles
 What's the Answer? (S)
 Spelling Bee (S)
 Melody Lane (C)
 Woman's World (P)
 Amateur Hour (S)
 Let's Dance (P)
 Guess Who? (S)
 Sing With Your Favorite Band (S)

KNX, Los Angeles
 Nighthap Yarns (S)
 Answer Auction (C)
 Midnight Merry-Go-Round (P)
 Camera Club (S)
 Spelling Beeliner (C)
 Saturday Morning Party (P)
 Sunrise Salute (P)
 Masterworks in Wax (C)

KDON, Monterey
 Calling All Tunes (P)
 Saturday Swing Club (P)
 Hacienda Homeemaker (C)

KLS, Oakland
 Cigar Box Review (P)
 Jan's Journal (P)
 Swing Club (S)
 Swing Spotlight (S)

KROW, Oakland
 Skullcrackers (C)
 Man on the Street (C)
 Announcers Contest (S)
 Commuter's Clock (P)
 24 Minutes from Broadway (C)
 Your Show (P)

KPPC, Pasadena
 Pasadena Junior College Presents (S)
 Yesterday's Headline (S)

KVCV, Redding
 Women's Program of the Air (C)
 Night Club Quiz (C)
 Telephone Conversations (C)
 I Stand Accused (C)
 Santa's Mail Bag (C)
 Mythical Airplane Lessons (S)
 Mythical Remote (C)

KFBK, Sacramento
 Inquiring Microphone (C)
 Meditation (S)
 Feminine Varieties (C)

- Breakfast Club (P)
Waltz Favorites (S)
Katherine Kitchen (P)
- KFXM, San Bernardino**
Early Birds of 1939
Mariana
Federal Mint
Tea Time
Go Forward
- KGB, San Diego**
Homeowner's Catalog (P)
Love Highlights (C)
Sports News and Reviews (C)
For Ladies Only
Voices (S)
- KFRC, San Francisco**
Feminine Fancies (S)
Brain Battle (C)
Headlines of the Past (C)
Scrap Book Stories (S)
Breakfast Club (S)
Bess Bye the Market Scout (C)
Morning Hostess (C & P)
Rise and Shine (C & P)
- KGO, San Francisco**
Who's in Town Tonight (S)
Thru a Woman's Eyes (P)
Musical Clock (P)
Potato Bug Band (S)
Financial Service (S)
World on Parade (S)
A Bookman's Notebook (S)
Hour House (P)
Paychecks Preferred (S)
Judy Deane (S)
Stringtime (S)
In the Good Old Days (S)
- KJBS, San Francisco**
Alarm Klok Klub (P)
Sherman Clay's Magic Hour or
the World's Finest Music (P)
- Jim O'Neill's Newscasts (P)
KJBS Night Owl Program (P)
- KPO, San Francisco**
Oh, Teacher— (C)
International Kitchen (P)
Sidewalk Reporter (C)
Sleep Serenade (C)
Oh, Mr. Dinwiddy (S)
Two in the Balcony (P)
Musical Clock (P)
Fellow Sportsman (S)
Tune Termites (S)
Football Scoreboard (C)
Radio Reporter (C)
Waltz Reflections (S)
- KSAN, San Francisco**
Telephone Quiz
Telephone Tune Quiz
News on the Hour Every Hour
Mothers Only
The Ne'er-do-well
Happy Gordon and His Gang
- KSFO, San Francisco**
Yawn Patrol (P)
Streamlined Headlines (C)
Friendly Homemaker (P)
Roving Reporter (C)
Sportsliner (S)
San Francisco Calling (S)
Hollywood Reporter (C)
- KYA, San Francisco**
Evening Concert (C)
Morning Concert (P)
Spotlight (C)
Early Birds (P)
America Sings (S)
- KQW, San Jose**
Charley Marshall (S)
Trading Post (C)
Farm Market Digest (S)
- Magic Hour (C)
Ranchouse Reveintes (S)
- KVEC, San Luis Obispo**
Morning Bulletin Board (P)
Rhythm by Request (P)
Electricity Speaks (C)
Local and the Organ (S)
Poet Events (C)
Nile School Radio Theatre (S)
Know Your City Government (S)
- KVOE, Santa Ana**
Orange County Quiz (C)
Your Hobby, Photography— (C)
Crime Marches On (S)
Vicki Renee, Stylist (S)
Orange County Gardens (S)
Veterans of Foreign Wars (S)
- KDB, Santa Barbara**
On the Sports Side (S)
Highways of the Air (S)
Parents Forum (S)
- KTMS, Santa Barbara**
Five Newscasts Daily (C)
Review of Sports (S)
The Forge on the Air (S)
The Scrapbook of Juan Estevan (C)
Bob's Best Bargains (C)
College Town Meeting (S)
- KSRO, Santa Rosa**
Rescoe Breakfast Club (P)
Music By and With the Masters (S)
Music in the Modern Manner (S)
KSHolling Along (S)
Judge Jive's Court (S)
Backstage Scrapbook (S)
Ye Olde Music Box (S)
Book Shelf (S)
- KTKC, Visalia**
The Old Timer (C)
Can You Spell It
- Gospel Messengers
Fox Kiddie Club
Footlight Follies (C)
Hits from Hollywood (C)
Purvillite Party Night (C)
Curbstone Capers (S)

Colorado

- KFEL, Denver**
Willie Hartzell and His KFEL-ers
- KLZ, Denver**
Lady, Lend An Ear (P)
Three B's (C)
Voice of the News (C)
Inquiring Reporter (C)
Infallible Pair (C)
Rocky Mountain Roundup (P)
Gas Hospitality House (C)
Captain Ozie (C)
Wells of Music (C)
Women In The News (S)
Farm Service Program (P)
Early Risers' Club (S)
- KOA, Denver**
Ranger's Serenade (S)
Once Upon a Time (S)
Farm Question Box (S)
KOA's Old Oary House (S)
Laromont School of Music (S)
Golden Melodies (S)
Nature Sketches (S)
Public Schools Program (S)
- KPOF, Denver**
Alma Temple Religious Service
- WICC, Bridgeport**
WICC Bowling Team Broadcasts (S)
Street Scene Broadcasts (S)
Yale University Drama Series (S)
Yale University Football Games (C)

Connecticut

- WICC, Bridgeport**
WICC Bowling Team Broadcasts (S)
Street Scene Broadcasts (S)
Yale University Drama Series (S)
Yale University Football Games (C)

- WDRG, Hartford**
Main Street (C)
Music Of the Record (P)
Shoppers' Special (P)
Ad-Liner (P)
Sincerely Swing (P)
Us On a Bus (P)
Esso Reporter (C)
Request Time (P)
Your Southern Chef (C)
Connecticut Hall of Fame (S)
Sunday Serenade (S)
Movie/land Melodies (C)
Old Fire Chief (S)
The World of Sports (S)
Hartford Public Forum (S)
- WTHI, Hartford**
Hartford Speaks (C)
Concert Hour (C)
- WTIC, Hartford**
The Fox Morning Watch (C)
When Day is Done (S)
History in the Headlines (S)
Noontime Varieties (S)
Trans Radio News (P)
Day Dreams (C & S)
Women's Radio Bazaar (P)
Jack Says Ask Me Another (C)
- WNBC, New Britain**
1380 Club (P)
Kiddies Revue (C)
Doris Peck Entertains (S)
Pappy Howard's Gang (S)
Man-in-the-Street (C)
Connecticut Cavalcade (P)
- WELL, New Haven**
Miracles in Health (C)
Club Forum (C)
Church Billboard (C)
Community Hostess (P)
- Danceland Ballroom (P)
Petticoat Vagabond (S)
What's In a Name (S)
What Are You Reading (S)
- WNLC, New London**
Melody Lane (P)
Local News (P)
Voice of the People (C)
Postal Telegraph Requests (P)
Lights Along the Shore (S)
Sidney's Amateur Program (C)
Connecticut College Series (S)
Coast Guard Band (S)
- District of Columbia**
- WJSV, Washington**
Arch McDonald (C)
Washington Hour (C)
Elder Micheaux (S)
Magic Carpet (C-P)
WJSV Drama Award (S)
- WMAL, Washington**
Quiz of Two Cities (C)
Cameras in Action (S)
In Town Tonight (S)
Baukhage Talking (S)
According To Coyle (S)
Glen Carow (S)
Morning Prelude (S)
Jack Foy (S)
Station PDS Presents (C)
- WOL, Washington**
Fulton Lewis, Jr. (C)
If We Call (C)
Tru Blu Musical Program (C)
American Wildlife Program (S)
- WRC, Washington**
Whispering Rhythm (S)
Gene Archer Entertains (S)
Dreams Come True (C)
Mary Mason (P)
- Gordon Hittenmark (P)
Night Watchman (P)
Old Timer (S)
Streamliner (P)
Devotions (S)
Charles Jaqan Programs (S)
National Children's Frolic (S)
Daily Weather Forecasts from U. S. Weather Bureau (S)
Pianos Three (S)
- Florida**
- WJAX, Jacksonville**
Florida Fishing (C)
Talk of the Town (C)
- WLAK, Lakeland**
Millers Fashion Hints (C)
Ford Football Finals (C)
Shoot the Works (C)
Household Institute (P)
- WIOD, Miami**
WIOD Light Symphony (S)
Do You Read the News (S)
WTOD Dance Frolic (S)
- WKAT, Miami Beach**
Two Grand Pianos (S)
Pelican's Pouch (S)
Sport of Kings (P)
Air Breaks (C)
Guesso (C)
Echoes of the Theater (S)
Football Roll Call (C)
Little Theater of the Air (S)
- WDBO, Orlando**
Norman Beasley's Fla. (C)
Family Altar of the Air (S)
Rollins College Radio Classroom (S)
Open House (S and P)
Morning Roundup (C and P)
I Want a Job (S)
Time for the Times (C)
- WCOA, Pensacola**
Vick's Community Bulletin Board (C)
Around the Clock (C)
Sports Spotlight Program (C)
- WSUN, St. Petersburg**
Oh! Say Can You Sing (C)
Hunting & Fishing (C)
Florida Speaks (S)
Books in Review (S)
Football Predictions and Scores (C)
For Women Only (P and C)
Inter-Civic Club Council (S)
Little Theater of the Air (S)
- WTAL, Tallahassee**
WTAL Jamboree (S)
Storytime with Sue Nesmith
Dance Time (S)
Musical Clock (S)
Morning Devotions (S)
Clambake Six (S)
- WDAE, Tampa**
Musical Mailman (S)
West Coast Hillbillies (C)
Eddie Ford Organist (C)
Football Predictions (C)
Bridge Forum (S and C)
- WFLA, Tampa**
Frank Grasso Presents
Forward Florida
Florida Job Clinic
- WJNO, West Palm Beach**
Mr. Yes n No
Quartermaster
Grab-Bag
I Want a Job
Palm Beach Speaks
Downtown at Noon
Call to Radio
Sunday Melody Parade

Georgia

WGAU, Athens

Our Church on the Air (S)
Our Community Sing (C)
Organ Treasures (S)
Midnight Momentoes (S)

WATL, Atlanta

Mid-Day Merry-Go-Round
Dinner Dance Parade (C)
The Music Masters (S)
Sunshine Hours (C)
Five Star Final (S)

KID, Idaho Falls

Farm Hour (S and C)
News (S and C)

WRDW, Augusta

WRDW Varieties (P)
Breakfast Club (P)
Pigskin Parade (C)
Boys News (C)
For Ladies Only (C)
R. C. Cola Quiz (C)

Uncle Marion Reads the Funnies
Highlights of the News of the Week

WBBL, Columbus

Sons of the South (C)
Baseball Questionnaire (C)
Women in the News (S)
Red Wagon Boys (C)
History in the Making (S)

WMAZ, Macon

Radio Stars on Parade (P)
Gospel Singer (C)
Boy Scout Program (S)
Man on the Street (C)
Dailton Norman, Singing Cowboy (S)
Ft. Valley Normal School Choir (C)

WMGA, Moultrie

'Tween You and Me (S)

WSAV, Savannah

Saga of Savannah

Savannah Speaks
Time and Tide
Salute to the Coastal Empire
Musical Scoreboard
Quiz Nite

WAYX, Waycross

Mercham's Parade (P)
George Tucker (C)
Twelve Hundred Club (S)
Kiddies Theater Club (S)

Idaho

KIDO, Boise

Bairds Big Eight (C)
Farm Men Only (C)
United Press News (C and P)
Home Quiz (C)
Boise Highlights (S)
U. S. Government Reports (S)
Morning Sermonette (S)
KIDO Request Hour (S)
Cowboy Slim (P)
Sportscasts (C)

Stevens Sunday Noon Hour (C)

KFXD, Nampa

Early Bird (P)
Dooley's Almanac (C)
KSEL, Pocatello
Six O'Clock Jamboree

Illinois

WJBC, Bloomington

Rural Free Delivery Hour (P)
WJBC Women's Hour (S)
So You're Entertaining (S)
Anniversary Party (C)

Singo (C)

Theater Time (C)
High Schools on Parade (S)
Sweet and Swing (P)

WDWS, Champaign

Home Town Birthday Party (C)
Mystery Melody Time (C)

WAAF, Chicago

Daily Symphonic Hour (S)
Council of Foreign Relations (S)
Mythical Ballroom (C)
Pick-Me-Up (C)
Breakfast Express (C)
Madcap Matinee (C)

WBMM, Chicago

Let's Get Together (S)
Meet the Missus— (C)
Musical Clock (C)
Sports Huddle (C)
What Can I Do? (S)
Voice of the City (S)
Sports Quiz (C)
Dr. Preston Bradley (C)

WCFI, Chicago

The Life Program (C)
Peekers in the Pantry (P)
Radio Gossip Club (S)
Hour of Opportunity (C)
This Week in Labor (S)
Make Believe Danceland (P)
Singing Strings (C)
Kelly's Old-Time Minstrels (C)

WEDC, Chicago

Humans of Fate (S)
Let's Act (S)

WENR, Chicago

Ten O'Clock Final (C)
Weekly Amateur Hour (C)
Music You Want (C)

WIJD, Chicago

Safety Count
Bureau of Missing Persons
Toastmaster
Women at the Crossroads
Supper-time Frolic
Dramas from Life
Know Your Postal Service
Famous Chicagoans

WLS, Chicago

WLS National Barn Dance (C)
School Time (S)
Dinnerbell (S)
Smile-A-While (C)
Henry's Exchange (C)
Morning Devotions (S)
Morning Minstrels (C)

WMAQ, Chicago

News Broadcasts (C and S)
High School Studio Party (S)
Cameos of New Orleans (C)
Take a Picture (S)
Weiboldt, Your Neighbor (C)
Doggy Dan (C)
Tony Wons (C)

WHFC, Cicero

Know Your Morlon
Paging the Preps
Stamp Chats

WDAN, Danville

Semi-Solid Family Party (C)
Juvenile Jamboree (C)
Moods and Melodies (S)
Man on the Street (P)
Chuck's Variety Clock Club (P)
Battle of Wits (C)
Your Home Town (C)
The Puzzle Man (C)

WJBL, Decatur

Street Forum of the Air (P)
Cross Country Interview (C)
John Bernard's Let's Dance (C)
Three Minutes of Safety (S)
The Golden Hour (C)

WTMV, East St. Louis

Stern Brau Band (C)
Crazy Auction (C)
Vital Statistics (C)
Juveniles on Parade (C)
Church in the Wildwood (S)
Rose Room Melodies (C)

- Game of Wits (S)
Joke Shop (C)
Woman's Magazine of the Air (C)
Opportunity Knocks (S)
- WEBQ, Harrisburg**
Sunday Morning Swing Session
Hay-Loft Hi-Jinks Barn Dance
Vick's Parade of Musical Hits
Happiness Hour
- WCLS, Joliet**
Social Editor of the Air
One Woman's Opinion
Deitchman's Polka Revue
Shopping with Your Neighbor
- WMBD, Peoria**
Juvenile Theater (S)
Musico (C)
His Majesty, The Baby (S)
Good Neighbor (S)
Nightfall (S)
Musical Clock (C)
Women of Today (C)
Announcers Contest (C)
- WTAD, Quincy**
Corn Belt Carnival (S)
Write the Manager (S)
Quarter wiz (S)
Happy Valley (C)
Guess It (C)
Community News (C)
- WROK, Rockford**
Town Crier
Man on the Street
News Programs
Women's Forum
Sports Program
Musical Clock
Women in the News
- WHBF, Rock Island**
Listen, Ladies! (P)
Ten Pin Man (P)
Mississippi Valley News (S)
- Frank Mike (C)
Songs That Don't Get a Chance (S)
Knox Chapel Services (C)
The Bee (S)
Juvenile Theater (S)
Views of Local News (C)
- WCBS, Springfield**
Rural School of Education (S)
Market Reports (C)
Homemakers Institute (C)
Town Meeting of the Air (S)
Lone Ranger (C)
- WDZ, Tuscola**
Irish Ballads (C)
Corncrib Hoedown (C)
Memories (S)
Screwball Club (S)
Know Your WDZ (P)
At Your Service (S)
- Indiana**
- WTRC, Elkhart**
Friendly Neighbors (C)
Pet Swaps (C)
- WEOA, Evansville**
Curbside Reporter
City Court
- WGBF, Evansville**
The Shut-In Program (S)
Radio Variety Show (C)
Little German Band (S)
Wedding Anniversary Program (S)
- WGL, Fort Wayne**
Time to Go to Work (S)
Indiana Indigo (S)
Gold Star Final News (C)
Dykta (C)
Metropolitan Madness (S)
Traffic Court (C)
School of the Air (S)
Sing a Long with Mary (C)
- Notre Dame Radio Stage
Highlights Weeks News in Review
- WBOW, Terre Haute**
Man on Street (C)
Morning Mail (P)
Merry-Go-Round (P)
Terre Haute Town Meeting (S)
- Iowa**
- WOC, Davenport**
WOC Luncheon Club (P)
Public Schools Program (S)
St. Ambrose College of the Air (S)
News from Our Neighbors (S)
Your Hymns and Mine (S)
Hour of Friendship (S)
- KWLC, Decorah**
News Courier (S)
Poetic Prelude (S)
Chapel (P)
Hymns We Love (S)
Adventures in Physics (S)
You, Incorporated (S)
Drama Workshop (P)
Campus Players (S)
- KRNT, Des Moines**
Tall Corn Time (S)
Thirty Minutes to Go (P)
Newsreel of the Air (C)
Uncle Bill Reads the Funnies (C)
Memories of You (S)
- KSO, Des Moines**
Inquiring Microphone (C)
Sum Fun (S)
The Friendly Counselor (C)
Evening Funnies (S)
Sports by Shumate (C)
The Sunshine Club (S)
Cheerful Charlie Flagler (C)
- KGLO, Mason City**
Hometown News (C)
The Rhythm Club (S)
The Mailbag (S)
- WOWO, Fort Wayne**
Morning Roundup (P)
Modern Home Forum (P)
Hoosier Hop (S)
Hey! Mr. Motorist
Bob Wilson Presents (C)
Ozark Open House (S)
Flapjack Boys (C)
Down the Field (C)
- WIND, Gary**
Sports Edition (C)
Night Watch (C)
Traffic Court (S)
- WFBI, Indianapolis**
Early Birds
Hoosier Talent Time (S)
Big Freddie Miller (S)
Hoosier Farm Circle (P)
Alice Abbot (P)
Gilbert Forbes (C)
- WIBC, Indianapolis**
Boy Grets Girl (C)
Brown County Revelers (C)
The Friendly House (C)
School for Brides (C)
Blues Chaser (C)
Fashion Footlights (C)
Lonesome Bill Jones (S)
- WLBC, Muncie**
Man on the Street
Animal Shelter Broadcast
The Old Ranger
- WFAM, South Bend**
South Bend at Work
South Bend at Play
Football for the Fans
The Three Notes
Little Jamboree
- WSBT, South Bend**
Hayloft Jamboree
Man on the Street

The Hours Ahead (C)
 Mystery Melody (P)
 Sport's Camera (C)
 Bullseye Topics (S)
 North Iowa Forum (S)
 Rural Roundtable (S)
KMA, Shenandoah
 KMA Country School (C)
 KMA Homemaker's Program (P)
 KMA Kitchen Klatier (P)
 Caleb Squibb's Joke Program (C)
 Lem Hawkins and His Gang (C)
 The Folks in Western Valley (P)
 The Round-up on Rhythm Range (C)

KTRI, Sioux City
 News on the Hour (C)
 Sports Parade (S)
 Musical Clock (P)
 Blind Balladier (S)
 Postoffice Parade (S)
 Women in the News (P)

Kansas

KVAK, Atchinson
 Mass direct from St. Benedict's
 Abbey Monastery

KIUL, Garden City
 Western Kansas Roundup (S)
 Hamilton Trio (C)
 Local News (C)

KSAC, Manhattan
 Homemakers' Hour (S)
 Farm Hour Program (S)
 In the Music Room (S)
 The Kansas Editor Speaks (S)
 Ships and Sealing Wax (S)

KCKN, Kansas City
 Olaf Soward News (C)
 Police Court (S)
 Noon Hour Clock (C)
 Raw-Milk Matinee (C)
 Peacock Program (C)

Dance with America (C)
 Behind the Headlines (C)
 Quizzer Court (P and C)

KOAM, Pittsburg

Pals of the Prairie (C)
 Lou and Al (C)
 Amateur Hour (C)
 Kiddies Revue (S)
 News (C)
 Sports Broadcasts (C)
 Songs of Terry (S)

KSAL, Salina

Musical Clock (P)
 Today (S)

Meet the Visitor (C)
 The Window Shopper (P)
 Dorothy Day (C)
 Quizzer Court (C)
 Barn Dance Frolic (S)
 Hilly Billy Program (P)
 Farm Hour (C)

WIBW, Topeka

The Kansas Roundup (C)
 The Dinner Hour (P)
 The Crossroads Sociable (S)
 Golden Belt Tent Theater (C)
 You Can't Do That (S)
 Saturday Night Roundup (P)
 Lee Noon News (C)
 Oklahoma Outlaws (C)

Kentucky

WCML, Ashland
 Sidewalk Spell Bee (C)
 Woman's Club (P)
 Rhythm Club (S)

WAVE, Louisville

Melody Time (P)
 Jewel Box (C)
 Noontime Roundup (S)
 What Do You Think (S)
 Play Laboratory (S)
 Hi-School Hi-Lights (S)

Cruising in Traffic (S)
 Ten O'Clock News Review (C)

WOMI, Owensboro

Kentucky Nightmare

Louisiana

KALB, Alexandria
 Business Marches On (P)
 Hello There (S)
 Pan-Am Views the News (C)

KVOL, Lafayette

Sons of the Acadicians (S)
 Wilson Humber's Orchestra (P)
 Twilight Quartette (P)
 Emily Landry (S)
 Roscoe Whilow (S)
 Southwestern Institute Program (S)
 Farm and Home Hour (S)
 Katherine Quint (S)

WBNO, New Orleans

Jax Midnight Dancing Party
 Highlights for High School
 Announcers Auditions of the Air
 Sunday Afternoon Variety Show
 Daily High School Dance Hour
 Alma Roiths Bridge Quiz

WWL, New Orleans

Dawn Busters (C)
 Dreamy Melodies (S)
 Job Mart (S)

KRMD, Shreveport

High School and L.S.U. Football (C)
 News Program (C)
 Women's Hour (S)

Maine

WCOU, Lewiston

Soliloquy and Organ (C)
 Good Morning Neighbor (C)
 Marriage Muddles (C)
 Yawn Patrol (P)
WCSH, Portland
 Recess Time (P)

WGAN, Portland

Quiz Court (C)
 Maine Memories (C)
 Coffee Cup Chatter (S)
 Late Risers Club (S)

WAGM, Presque Isle

WAGM-Tingley Birthday Party (C)
 Words with Music (S)
 Saturday Nite Jam Session (S)

Maryland

WBAL, Baltimore

Around the Dinner Table (P)
 Time for Romance (P)
 It Seems to Me (S)
 Around the Breakfast Table (C)
 Stories Behind the Headlines (C)
 Mary Landis
 Uncle Jack's Club

WCAO, Baltimore

Your Friendly Neighbor (P)
 Better Homes Program (P)

WFBR, Baltimore

Quiz of Two Cities (C)
 Carnival of Fun (C)
 Dramagrams (S)
 Open House (C)

WTBO, Cumberland

Eleventh Hour (C)
 Yours for the Asking (S)
 Spelling Bee (C)

WTOB, Cumberland

Man About Town (S)
 Social Column (S)
 Music Shop (C)
 Shopping Tour (C)
 State Teacher's College Musical (S)

WFMD, Frederick

Pappy and the Boys (C)
 Golden Slipper Gang (P)
 Ian MacFarlane (S)
 A Song for Sale (P and C)
 Telephone Tunes (S)
 The Farmer Comes to Town (P)

Massachusetts

- WAAB, Boston**
Edgeworth's Frank Ryan (C)
Sportswriters Quiz (S)
Marriage Clinic (S)
John Meicall's Choir Leit (S)
Young America Speaks (C)
Sears News Salute (C)
Friends Radio Club (C)
- WBZ & WBZA, Boston & Springfield**
Jordan Marsh Hour (C)
Olympic Hockey Games (S)
Name Three (C)
Indoor Baseball Games (S)
Home Forum (P)
Harvey and Dell (S)
Gilchrist Gossip (S)
Weather in Rhyme (C)
Boston Life (S)
We Women—Mary Ellen Brown (P)
Miss. on the March (C)
Gene and Glenn (S)
25 Years Ago Today (S)
- WCOP, Boston**
Rise 'n' Shine with Farmer Russ (C)
Frollicmakers Swing Club (P)
The Voice of the Community (C)
Consumers' Institute (S)
Jaunting Through Ireland (C)
- WEEL, Boston**
Caroline Cabot Shopping Service (P)
E. B. Rideout Weather Service (C)
Matinee Promenade (P)
Bill Elliot the Singing Cop (C)
Uncle Elmer (S)
- WMEX, Boston**
Pages from the Classical Album (S)
WMEX Camera Club of the Air (S)
The Variety Hour (C)
Today's Winners (P)
Peg Powers Program (S)
Moods in Music (S)
- Penny and Her Gang (S)
Comic Page Club (C)
- WNAC, Boston**
Sunshine News Reporter (C)
Names in the News (C)
Yankee Network News Service (P)
Inside of Sports (C)
Sports Roundup (C)
Fred Long Views the News (C)
George and Dixie (C)
Sunrise Melodies (S)
Marjory Mills (C)
First National's Imogene Walcott (C)
Gretchen McMullen (C)
- WORL, Boston**
Nine Twenty Club (P)
- WSAR, Fall River**
Is Your Name Lucky (C)
Attention Women (S)
WSAR Studio Orchestra (S)
Man on the Street (C)
McWhirr's Musical Parade (C)
Local News (P)
This is Magic (C)
- WHAI, Greenfield**
Let's Interrogate (P)
Entertainment Time (P)
WHAI Musical Grab Bag (S)
So You Want to Fly (S)
Weaver of Dreams (S)
News Week in Review (C)
- WLAW, Lawrence**
Auditions on the Air (C)
Sports Quiz (C)
Children's Radio Club
John Manning's Family (S)
Sidewalk Interview (C and S)
News in Review (C)
Children's Music Recital (C)
Baron and His Lone Star Texans (C)
WBRK, Pittsfield
Prof. Query (C)
- Kash Kwiz (C)
WMAS, Springfield
Music to Read By (S)
College of Fun (C)
Story Book Lady (C)
WMAS Little Theater (S)
4 Men About Town (C and P)
- WTAG, Worcester**
Mendelsohn Singers (C)
Sport Express (S)
Radio Journal (P)
Morning Parade (P)
Ruth Drops in to Chat (C)
Noonday Revue (P)
- Michigan**
- WELL, Battle Creek**
Battle Creek Public School Program
- WHDF, Calumet**
Warney Ruhl's Music School (C)
College Music Hour (S)
Houghton County Federal Band (S)
Finnish Musical Program (C)
Singing Violins (C)
- WJR, Detroit**
News Comes to Life (C)
Hermil's Cave (C)
Inside of Sports (C)
Peaceful Valley (S)
The Vagabonds (S)
Adventures in Music (S)
Musical Memories (S)
WMBC, Detroit
The Worker Speaks
Spices of 1939
Old Opery House
Happy Hour Club
Final Edition
WWJ, Detroit
The Yawn Club (C)
Listien, Ladies (S)
March of Youth (S)
- The Minute Parade (C)
Fantfare (S)
Detroit News Radio Extra (S)
Man on the Street (C)
C. C. Bradner's Newscast (C)
- WXYZ, Detroit**
The Lone Ranger (C)
The Green Hornet (S)
Ned Jordan Secret Agent (S)
Challenge of the Yukon (S)
Show World (S)
Fan on the Street (C)
Town Meeting (C)
Sunrise Club (P)
The Factfinder (C)
- WFDF, Flint**
Blues Chasers (P)
Skeets and Playboys (P)
Nick and Cornhuskers (P)
Job Clinic (S)
- WJMS, Ironwood**
Tony's Eye-Opener Hour (P)
Musical Miniatures (S)
Parish Players Radio Dramas (S)
Radio Home Market (P)
Song Time (C)
- WJIM, Lansing**
WJIM Juvenile Choir (C)
Drewry's Open House (C)
Knapp Family Hour (C)
Musical Clock (P)
- WKBZ, Muskegon**
Rol and Henry (P)
Hardytime (C)
Street Reporter (P)
Grand Haven Parade (P)
Morning Shopper (P)
Stump Us (C)
- WHLS, Port Huron**
Hired Man (P)
News Every Hour on the Hour (C)
Aunt Jane's Program (S)
Kiddies Hour (P)

Minnesota

KGDE, Fergus Falls
Miss Sally's Here's An Idea
For Women Only (P)
Fergus School of the Air (S)

KYSM, Mankato
Sunshine Dinnertime
Musical Roadmap
Birthday Party
Shindig
The Plowboys
Across the Garden Gate
The Voice of the Land o' Lakes

WDGY, Minneapolis-St. Paul
Music for Every Child (S)
WDGY Barn Dance (S)
Happy Hollow Boys (P)
Coffee Cake Club (P)
Funrise Frolic (P)
Livestock Farmers Program (C)
Minnesota Farm Bureau News (C)
Family Altar (C)

KSTP, St. Paul-Minneapolis
KSTP Presents (S)
Sunrise Roundup (P)
The Movie Fan Speaks (S)
The Household Forum (P)
Daily Messenger (C)
Tomorrow's Headlines Tonight (C)
Morning Newspaper of the Air (C)

WCCO, Minneapolis-St. Paul
Fitzer's Sportman's Special (C)
Saturday Morning Open House (P)
Sports Through the Keyhole (S)
Almanac of the Air (C)
Ladies First (P)
Who's the Champ (C)
The Sunrises (S)

WMIN, St. Paul and Minneapolis
Market Basket (P)
WMIN Safety Club (S)
Talking Things Over (C)

WTCN, St. Paul-Minneapolis
Church Music Appreciation (S)
For the Ladies (C)
Job Wanted (S)
Funny Paper Show (S)
News to Come (S)
Merle Potter's Movie Quiz (C)
Parents Classroom (C)

KVOX, Moorhead
Gain' to Town (P and C)
World of Sport (C)

KROC, Rochester
Minnesota 400 Program (C)
Farm Frolics (P)
KROC Farm Service
News Programs (C)

KFAM, St. Cloud
Sunrise Roundup (C and P)
Over the Kitchen Fence (C and P)
Junior Mixing Bowl (C and P)
Sincerely Headlines (S)
Merry and Mac (C)
KFAM Jamboree (S)

WHLF, Virginia
Please Play (S)
Sports Reporter (C)
Sports Broadcasts (C)
Swing Clinic (S)
Farm and Home Hour (S)
Our Friendly Neighbors
Virginia Symphonic Band

KWNO, Winona
KWNO Theater Workshop (S)
Organ Moods (S)
Mak'kes Junior Show (C)
Good Morning Neighbor (P)
Date Simons Blue Denim Boys (S)

Mississippi

WGCM, Mississippi City
Bocmen's Program

WGRM, Greenwood
Revell Hillbillies (C)

Lunch Hour (C)
Down South (S)
Song and Story (C)
Barnyard Jamboree (P)
Morning Serenade (P)
Delta Chevrolet Entertains (C)
Aunt Polly (S)

WFOR, Hattiesburg
Voice of 5th Avenue (C)
Little Trouper (S)
Birthday Club (C)
Nut Club (S)

WJDX, Jackson
For Women Only (P)
Buck Turner and His Buckaroos (P)
Roaming Cowboys (S)
Gospel Four (S)
Kiddie Matinee (S)

WSKB, McComb
Health Center Talks (S)
Unemployment Program (S)
Devotional Hour (S)
High School Program (S)
Poetry Lady (S)
Hollywood News and Views (C)
Pike County Ramblers (P)

Missouri

KFRU, Columbia
Musical Clock (P)
Missouri Farm and Home Hour (P)
Ozark Open House (C)
Thursday Night Club (P)
Sunrise Roundup (P)
Village Choir (S)
Missouri Calendar (S)
Mirror of Melodies (P)

KWOS, Jefferson City
Man on the Street (C)
Man in the Car (C)
Your Home and Mine (P)
Missouri Schools in Action (S)

WMBH, Joplin
Barn Dance
Man on the Street
Sportscast
News on the Hour
Walter Wheeler's Physical Culture
Number Please
Kiddies Review
Community Songfest
Ozark Wanderers

KMBC, Kansas City
Musical Memories Streamlined (S)
The Food Scout (C)
KMBC Happy Kitchen (C-P)
Brush Creek Follies (S)
The Little Show (S)

WDAF, Kansas City
Moonbeams (S)
Musical Melting Pot (S)
Tales of Industry (S)
Music Box Revue (C)
4-Bell Roundup (C)
Liars Court (C)
Musical Clock Revue (C)
WDAF Birthday Bell (S)

KWOC, Poplar Bluff
Man on the Street (C)
Quiz School (C)
Log Cabin Mountaineers
Luncheonaires (P)
Morning Musicals (S)
Little Church Around the Corner
Hymns and Their Stories
Treasure House of Poetry

KFEQ, St. Joseph
The Pony Express Roundup (S)
Interstate Varieties (C)
Good Samaritan Club (S)

KMOX, St. Louis
Mellow Time (C)
Alpine Varieties (C)
The Land We Live In (C)

- Barnyard Follies (C)
 Saturday Night Barn Dance (C)
 Ozark Varieties (C)
 Onward Road (S)
 Talent Court (C)
- KWK, St. Louis**
 The Inquiring Squad
 Barrel Roll
 Alpen Brau Song Fest
 Sunbonnet Social
 The Swing Clinic
 This Woman's World
 Paris Fashion Revue
 It's Fun to Keep House
- KXOK, St. Louis**
 Dinner with the Stars (S)
 Voice of the People (S)
 Pop Wise and His Kiddle Quiz (C)
 One Man's Diary (C)
 Chestnut 99 Forty Four (S)
 Football Jamboree (C)
 The Woman's Page (C)
 Jam for Supper (S)
- WEW, St. Louis**
 Sacred Heart Hour (S)
 Germania Broadcast of St. Louis (C)
 Roy Shaffer and His Gang (C)
 Moments with the Maslers (S)
 Swing for an Hour (S)
 Koffee Klatsch (S)
 Mothers Health Class (S)
- WIL, St. Louis**
 Civic Service Program (C)
 Birthday Bells (S)
 Today's Winners (C)
 Breakfast Club (C)
 Dawn Patrol (P)
- KDRO, Sedalia**
 Dr. Berry, Counselor of Life (S)
 Your Neighbors Opinion (S)
 Answer Rite Pay Nite (C)
 Missouri Playboys (C)
- KDRO Views the News (S)
 KDRO Little Theater of the Air (S)
- Montana**
KFBB, Great Falls
 Let's Do Some Talking (S)
 Speaking of Sports (S)
 KFBB Hi-Lites (S)
 The Three E's (C)
 Meditations in Music (S)
 Community Calendar (C)
 Music of Tomorrow (C)
 In the Sportlite (S)
KPFA, Helena
 Sports Review (C)
KGVO, Missoula
 Dude Ranch (S)
 This and That (S)
 Quiz Nite (C)
 Kiddies Kollege (C)
- KMMJ, Clay Center**
 Talent Review (S)
 Harris Sunrise News (C)
 Wolbach News (C)
 Market Reviews (S)
 The Rockin' Chair (P)
 Mother's Best Gospel Singers (C)
 Gooch's Buckaroos (C)
 Stuart's Happy Roving Cowboy (C)
- KFAB, Lincoln**
 Coffee Pot Inn (C)
 Cornhusker Jamboree (C)
 Around the Kitchen Kettle (C)
 All Bands Around (C)
 Football Games (C)
 Baseball Games (C)
- KFOR, Lincoln**
 Morning Musical Clock (C)
 Dual Tones (S)
 Street Forum (C)
- Fashion Tip-Teller (C)
 Hollywood Hi-Lites (C)
 Harry Johnson Sports Review (C)
 I May Be Wrong (C)
 Magee's Dance Parade (C)
 Birthday Club (C)
- WJAG, Norfolk**
 Voice of the Street (S)
 Noon News (S)
- KOIL, Omaha**
 Polly the Shopper (P)
 Answer Please (S)
 Junior I Q (C)
 The Homemakers (C)
 Sports Highlights (S)
 Orgels in the Air (S)
- WOW, Omaha**
 Farm Facts and Fun (S)
 Little Man (S)
 Junior Round Table (C)
 Lyle DeMoss and BGosh Boys (C)
 Man on the Street (C)
 Magic Story Circle (S)
 Family Party (S)
 Homemaker's Club (C)
 WOW Players (S)
- KGKY, Scottsbluff**
 Local News
 Musical Misfits
- Nevada**
KOH, Reno
 Police Blotter of the Air (S)
- New Hampshire**
WLNH, Laconia
 WLNH Birthday Party (P)
- WHEB, Portsmouth**
 Arbie Coty (P)
 Number Please (P)
 I'll Swap Yuh (P)
- New Jersey**
WCAP, Asbury Park
 Meet Our Visitors in Boardwalk Interviews (C)
 Neighborhood Hostess (C)
- WPC, Atlantic City**
 Atlantic City Entertains (S)
 Boardwalk Interviews (C)
 Your Favorite Band (S)
 Kiddies Theater (C)
 Jingle Time (C)
- WSNJ, Bridgeton**
 Quiz Master (C)
 Poultry Hour (P)
 Platter Picnic (P)
 1210 Club (P)
 Rhythm Class (C)
 Jack and Jill Auditions (S)
 Sunday Evening Gospel Hour
- WHOM, Jersey City**
 George—The Real McCoy (C and P)
 Sidewalk Reporter (C and P)
- WOR, Newark**
 American Forum of the Air
 Musical Steelmakers
 The Shadow
 Auhhor! Author!
 Music and Manners
 Raymond Gram Swing
 Fulton Lewis, Jr.
 WOR Symphony Orchestra
 Morton Gould and Orchestra
 Antonini Concert Series
 Mozart Concerto Series
 Lone Ranger
 Alfred Wallenstein's Sinfonietta
 Symphonic Strings
- WBRB, Red Bank**
 Happiness Village (S)
 Dream Peddler (S)
 Over the Tea Cups (S)
 Your Radio Shopper (P)

County Sports Review (S)
Football and Basketball Games (C)
WAWZ, Zarephath
Programs of New Brunswick, N. J.,
Public Schools

New Mexico

KGGM, Albuquerque
KGGM's Sunshine Special (P)
What Would You Do (C)
Oden's Silver Spelling Bee (C)
Pot o' Gold (P)
KGGM's Big Brother Club (C)
KOB, Albuquerque
A Dollar a Word (C)
March of Events (C)
I Want a Job (S)
How, When and Where to Go (C)
Facts, Foods and Fancies (P)
KOB Trading Post (S)
Men in the News (C)
The Movie Man (C)

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KICA, Clovis

Builders of Clovis (C)

New York

WARD, Brooklyn
Yiddle from the South (S)
Dora Weisman (C)
Yiddish Swing (S)
This is America (S)
The Irish World (C)
WCNW, Brooklyn
Swing Hi Club (P)
Forum of the Audience (S)
Talking Over the News (S)
Coffee Club (S)
Voice of the Negro Race (P)
Club House Politics (S)
Echoes of Russia (P)
Voice of the Unemployed (S)
WLTH, Brooklyn
The Court for Peace and Justice (P)

The Jewish Amateur Hour (C)
The Fantasy Theater (P)
The Album of Humor (C)
Questions in the Air (S)
The Imaginary Theater (S)

WVFW, Brooklyn

Personality Parade (S)
Meditations by Elmo Russ (S)
American Legion Auxiliary (S)
Radio Arts Theater (P)
The Wanderer (C)

WEBR, Buffalo

Liberty Children's Program (C)
Cy King, News Program (C)
Bob Kliment Sports (S)
Time to Chat (P)
Shopper's Matinee (P)
Musical Clipper (C)
Kenmore Calling (P)

WSVS, Buffalo

School Assemblies (S)
V.F.W. Programs (S)
Vocational Guidance Series (S)
Educational Series (S)

WCAD, Canton

Window on Streets of the World (S)
Bookworms Pantry (S)
The Story Behind the Painting (S)

WESG, Elmira

Quik Quiz (C)
Day Dreams (S)
Jim and Jane (S)
Western Ramblers (S)

WGBB, Freeport

The Right Time for Listening (C)

WBNX, New York

Seldom Heard Opera (S)
Golden Age of Song (S)
The Diamond Horseshoe (S)
Mendelssohn at the Organ (S)
The Hymn Book (S)
The Woman Speaks (S)

The Jewish Homemaker Speaks (C)
So Proudly We Hail (S)
Books and Music (S)

WHN, New York

There is a Law Against It (S)
Goliham Nights (S)
Charles McCarthy's Early Bird (P)
Now You Decide (S)
Polly the Shopper (P)
Microphone in the Sky (S)
American-Jewish Hour (C)
Refugee Theatre (S)

WMCA, New York

Five Star Final (C)
Original Good Will Hour (C)
Overseas Press Club (S)
Metropolitan Closeups (S)
Americana Quiz (S)
Let Your Hair Down (S)
Allie Love Miles (C)
Eugene Lyons (C)
Johannes Steel (C)

WNEW, New York

Make Believe Ballroom (C and P)
Milkman's Matinee (C and P)
Little Things in Life (S)
In the Spotlight (C)
Music Hall (C and P)
Gloomchasers (C and P)
Five Shades of Blue (S)

WNYC, New York

School for Listeners (S)
Symphonic Varieties (S)
World's Fair Reporter (S)
Metropolitan Scene (S)
Masterwork Hour (S)
Sunrise Symphony (S)
American Composer Presentis (S)
Town Hall Luncheon Club (S)
WOV, New York
Tango Cabaret (C)
Continental Nights (C)
Ivory Masques (C)

The Rimaldi Family (C)
Meditations (C)
La Rosa Program (C)

WQXR, New York

Symphony Hall (S)
Music to Remember (C)
String Classics (S)
Footlight Echoes (S)
Treasury of Music (C)
Breakfast Symphony (P)
Great Singers Series (S)

WHDL, Olean

Cheek to Cheek (P)
Spotlighting Sports (C)
Times-Herald News (C)
Your Civic Affairs (S)

WHAM, Rochester

Rochester Philharmonic Orchestra
Rochester School of the Air
Parade of Chorus
N. Y. State Troopers Dramas
Eastman School of Music
Pied Piper Players

WHEC, Rochester

Tydol News Reporters (C)
Ken Sparron's String Orchestra (S)
WHEC Presents (S)
Children's Recess (C)
Musical Clock (C)
Juvenile Theater (S)
Gulf Sports Reporter (C)
Woman's Corner (P)

WSAY, Rochester

Studio Frolic (P)
Curbstone Quiz (S)
Rhythm and Riddles (S)
Breakfast Club (P)

WNBZ, Saranac Lake

Noonday Varieties (S)
Expert's Table (C)
This Woman's World (P)
Moments with the Classics (S)

- WGY, Schenectady**
Musical Tete a Tete (S)
Gordie Randall Presents (S)
Your Neighbor (S)
Children's Theatre of the Air (S)
General Electric Farm Forum (C)
Fashions in Melody (S)
- WFBL, Syracuse**
Musical Clock (C)
Musical Bee (C)
Mother's Morning Meeting (C)
Top O' The Town (C)
Mr. Fix It (S)
Syracuse Voices (S)
- WSYR, Syracuse**
Console and Keys (S)
Timekeeper (P)
Ruth Chilton's Matinee (P)
Change of Pace (P)
Mid-Morning Ltd. (P)
- WIBX, Utica**
Salute to the Nations (C)
Just For the Fun of It (C)
Children's Theatre of the Air (S)
Women in the News (S)
White Elephant Trading Post (S)
Musical Merry-go-Round (P)
- WFAS, White Plains**
Your Program with Pat Barnes (C)
Westchester Breakfast Club (P)
Westchester Hostess (S)
Magic Microphone (C)
Quips and Quizzes (S)
Good Morning Neighbor (P)
Red and Gold Ensemble (S)
- WWRL, Woodside**
Auto Forum of the Air
The Chief—Civil Service
Tell it to the Judge
Official World's Fair Quiz
Children's Diseases
Society Editor
- We Women**
Community Builders
Auto Forum of the Air (S)
Wings Over Queens (S)
La Guardia Field (S)
Stampan Program
- North Carolina**
- WWNC, Asheville**
Spotlight Serenade (C)
Sopris Quiz (C)
Saturday Night Roundup (C)
What Do You Know (C)
- WBT, Charlotte**
Mantha Dulin—Woman's World (P)
Alarm Clock (P)
Jack Phipps at the Organ (C)
Rangers Quartette (C)
The Briarthoppers (C)
The Tennessee Ramblers (C)
- WSOC, Charlotte**
Headlines in the News (C)
Salon Swing Group (S)
Time On My Hands (C)
Football Round-up (C)
Early Risers Club (P)
Your Hollywood Reporter (C)
Sports Parade (C)
Castlebury's News Analyst (C)
- WDNC, Durham**
Your Duke Parade (S)
I'll Bet You a Quarter (S)
Wheel of Fortune (C)
Treasure House (C)
Tobacco Plantation (S)
Driftwood (S)
WDNC Little Symphony (S)
Dawn Patrol (P)
- WCNC, Elizabeth City**
The Farmer's Trading Post (C)
The Hot Stove League (S)
Just a Memory (S)
- WGRR, Goldsboro**
Songs of Long Ago (C)
Fireside Program (C)
Down-Home Boys (S)
Cherie Artist (S)
WBIG, Greensboro
Our Neighbors
Under the Carolina Moon
The Dinner Bell Hour
Evening Harmonies
Your Morning Mail
Great Hymns of the Church
The Sunshine Club
Golden Quarter Hour
- WFTC, Kinston**
We Visit Tonight With (S)
Did You Know That (C)
Sears On the Air (C)
The Fortune Wheel (C)
The Style-Hinter (S)
The Mailbag (P)
The Sunrise Serenade (P)
Youth On the Air (S)
- WPTF, Raleigh**
WPTF Little Varies (S)
Carolina Chats (C)
Cactus Kids (S)
Bargain Matinee (C)
Birthday Party (S)
Man on the Street (C)
- WRAL, Raleigh**
1210 Club (S&C)
Pete & Nery (S)
News In Revue (S)
Market Basket (C)
Darling Magazine (C)
Congratulations (S)
- WEED, Rocky Mount**
Carolina Planters (C)
1420 Alarmer (P)
- WMFD, Wilmington**
Barn Dance (P)
Opportunity Hour (P)
- WGTM, Wilson**
Mustard and Gravy (C)
Wheel of Fortune (C)
WGTM Staff Plays (S)
Sunday Meetin' Time (C)
Hill-Billy Jamboree (C)
For Ladies Only (S)
Man on the Street (C)
- WAIR, Winston-Salem**
Rhythm Rascals (S)
Community Sing (C)
Lynn Davies Note Book (P)
Melody Time (C)
- WSJS, Winston-Salem**
Kiddies Party
For Madame
Man on the Street
Stars of Tomorrow
- North Dakota**
- KFYR, Bismarck**
Cuckoo Quiz (S)
Memory Baseball (P)
The Weekly Press (S)
The Concert Master's Hour (S)
- KDLR, Devils Lake**
Children's Birthday Program (S)
The Family Altar (S)
Dance Time with Myhre (C)
- WDAY, Fargo**
Hayloft Jamboree (C)
We Salute (C)
- KGCU, Mandan**
KOVC, Valley City
Household Hour
Local News
Everything Stops for Tea
Hymns and Music
Sports I View
Uncle Bill's Birthday Bells

Ohio

WADC, Akron

Akron School of the Air
Betty Ross Speaks
Lucky Money Program
Ladies Only
The People's Choice

WICA, Ashtabula

Penthouse of Harmony (S)
Headlines of Yesterday (C)
Barnum's Amateur Show (C)
Vignettes Ohio History (S)

WHBC, Canton

Canton Quiz (C)

Helpful Henry (C)

News (S)

Coffee Time (S)

World in Review (S)

WHBC Little Theatre (S)

WKCY, Cincinnati

Blue Blades of the Bluesgrass (C)
Meet the People (S)
Celebrities Visit (S)
Hot Coffee (P)
Morn Patrol (P)

WCPO, Cincinnati

Guess 'N Giggle (C)

Silver Dollars (C)

Dizzy Spells (C)

Bowling Time (C)

Inside Football Dope (C)

Man on the Street (C)

What's Yours-in Music (C)

Jam for Supper (C)

Train Time (C)

WKRC, Cincinnati

Dawn Patrol (P)

Woman's Hour (P)

Economy Kitchen (P)

Corn Huskers Jamboree (C)

Old Fashioned Girl (S)

WKRC Safety Patrol (S)

WLW, Cincinnati

My Lucky Break
Cincinnati Summer Opera
Smoke Dreams
Everybody's Farm
Boone Country Jamboree
Moon River
Vocal Varieties
The Mad Hatterfields
Musical Chance of a Lifetime
Naitor's Playhouse

WSAI, Cincinnati

WSAI Wonder Kitchen (C)

I Need A Job (C)

Forenoon Frolics (S)

Cincinnati Food Show (C)

Community Interviews (C)

Fans in the Streets (C)

Cincinnati Symphony (S)

Our Cincinnati Schools (S)

WCLE, Cleveland

Wake Up and Swing (C)

For Farmers (S)

Burr's Amateur Hour (C)

Meat of the Meat (C)

Maritime Dance Time (P)

Old World Melodies (C)

The Ohio Farmer (S)

WGAR, Cleveland

Cultural Institute (S)

Gay Caballeros (P)

Hour of Worship (C)

Fiddles & Footlights (S)

Ruth Merriam Wells (P)

Melody Cruise (C)

City Club Forum (S)

Cleveland Scene (C)

WHK, Cleveland

America Works (S)

News By Otis (S)

Wake Up America (C)

Revue in Miniature (S)

Voice of Labor (C)

Beauty Parade (C)

Modern Living (C)

Seven Men and a Maid (S)

WTAM, Cleveland

Do You Remember (S)

Cobwebs and Cadanzas (S)

The Will to Win (S)

Rhythm and Romance (S)

WBNS, Columbus

Round Robin Review (C)

Start The Day Right (P)

Hello Ohio (P)

Words and Music By You (P)

Lighted Window (S)

How's The Patient (S)

Money at Stake (S)

Off the Campus (P)

WCOL, Columbus

Columbus Town Meeting (S)

News Programs (C)

Inquiring Reporter (C)

Sports Parade (C)

Tunes and Trends (C)

Youth Speaks (S)

WHKC, Columbus

Tip Top Bandwagon (C)

Buckeye Four (C)

Songs that Sweethearts Sing (S)

The Spectator (C)

Happy Larry (C)

Sports By Sweeney (C)

Silhouettes in Music (S)

The Boy Friend (S)

WOSU, Columbus

Radio Junior College Programs (S)

WHIO, Dayton

Women Magazine Program (P)

Municipal Court Proceedings (P)

Safety Patrol (S)

Tuneful Topics (C)

Safety Patrol (S)

Bicycle Court (S)

Musical Radio Directory (S)
Little Tom & Swinging Strings (P)

WSMK, Dayton

Man on the Street

Money Talks

Cowboy Church

Kiddies Revue

WLOK, Lima

Forty Flying Fingers (S)

Hank The Hired Hand (S)

Talk of the Town (C)

The Ridgerunners (P)

The Wise Sisters (S)

Homemakers Holiday (S)

Interesting Neighbors (S)

WMAN, Mansfield

News of the Hour

Coffee Club

The Bands'land

Morning Meditations

Movie Magic

Are Ye Listenin'?

Tea Time Music

WPAY, Portsmouth

Selby Classmate Hour (C)

Robert Horn Newscasts (C)

Musical Masterworks Hour (S)

Paul Wagner Sports (S)

Magic Claw (C)

By Request (P)

Football Roundup (C)

WSPD, Toledo

The Quiz Bee (C)

Music For Young Listeners (S)

Child Safety (S)

The Great Masters (S)

Reverie (S)

Your Radio Neighbor (P)

Kiddies Carnival (S)

WTOL, Toledo

Musical Cavalcade (P)

Name That Song (C)

The Quiet Hour (C)

Pennsylvania

- WFBG, Altoona**
 Birthday Greeters (C)
 Amateur Hour (C)
 Gospel Trumpeters (S)
 Remember Me (C)
 Gable Golden Trio (C)
 Bob and Jean (C)
 Freddy Glover (C)
- WLEU, Erie**
 Old Philosopher (S and C)
 Street Interview (S and C)
 Organ Varieties (S and C)
 Special Newscasts (S and C)
- WIBG, Glenside**
 World's Worst Program (C)
 Lucky Dollar Program (P)
 Song Title (P)
 Danceland (P)
 News Broadcasts (C)
- WHJB, Greensburg**
 WHJB Farm Service (S)
 Your Request Party (P)
 Sports Parade (P)
 Know Your Movies (P)
 Radio Ranch (C)
 Family Allar (S)
 Industry Speaks (C)
- WKST, New Castle**
 The Streamliners (P)
 Trial of Talent (C)
 Number Please (P)
 The Job Mart (S)
 Hear Yourself (C)
 Intercity Jamboree (P)
 News on the Hour—Every Hour (C)
- KYW, Philadelphia**
 Musical Clock (C)
 Music for Moderns (S)
 Hunting and Fishing Club (S)
 At Our House (C)
 Federal Symphony (S)
- WFCB, Allentown**
 Morning Request (P)
 Tunes and Topics (P)
 Women's Hour (P)
- KBKR, Baker**
 Baker Community Players
 Dad Farmer and His Boys
- KBND, Bend**
 Amateur Hour
 Football Jamboree
 Silver Quiz
- KORE, Eugene**
 What Lane County Thinks
 At Your Command
 Swap Program
- KOOS, Marshfield**
 Cowboy Jamboree (P)
 Morning Request (P)
 Remote from Department Store
- KALE, Portland**
 The Price Family (C)
 Memory Timekeeper (P)
 Memory Theater (C)
- KBPS, Portland**
 Educational Programs
- KEX, Portland**
 Covered Wagon Days (C)
 John Doe's Music (S)
 Listen & Win (C)
 Everybody Sing (C)
 Trail Blazers (P)
 Little Concert (S)
 Arabian Nights (S)
- KGW, Portland**
 Trail Blazers (P)
 I Want A Job (C)
 Me and My Shadow (S)
- KWJL, Portland**
 Montana Wranglers (S)
 Novelenders (S)
 Farm Hour (P)
 Midnight Jamboree (P)
 West Oregon Cross-Cuts (C)
- KOCY, Oklahoma City**
 Brown's Morning Watch (C)
 News On the Hour (C)
 P. T. Anderson Family Drama (S)
- KOMA, Oklahoma City**
 Penthouse Serenade (S)
 This Woman's World (P)
 Imperial Interlude (C)
 For Women Only (C)
- KTOK, Oklahoma City**
 Pulse of the Nation (C)
 Barn Dance of Air (S)
 Rollickers (S)
- WKY, Oklahoma City**
 Yellow Cab Servicemen (C)
 Uncle Dan and the Boys (C)
 Southwestern Serenade (S)
 Cameos of Melody (S)
 Unsolved Mysteries (S)
 Variety Theater (S)
- KGFF, Shawnee**
 Mr. Yes and No (C)
 Betty Lamar—Kitchen Specialist (C)
 Lilyd and Thelma (C)
 The Old Timers (C)
- KADA, Ada**
 Musical Clock (P)
 Double A Singers (C)
 Swoe and Swing (S)
- KVSO, Ardmore**
 Console Varieties (S)
 Woman's Club (P)
- KCRC, Enid**
 Sidewalk Interview (C)
 KCRC Question Box (P)
 Twenty Years Ago This Day (C)
 If I Had a Billion (S)
- WNAD, Norman**
 Comments on World Politics (S)
 Family Life Forum (S)
 Religion Alive (S)
 Spanish Lessons (S)
- KAST, Astoria**
 Early Birds (P)
- KOKA, Oklahoma City**
 News On the Hour (C)
- KOMA, Oklahoma City**
 This Woman's World (P)
 Imperial Interlude (C)
 For Women Only (C)
- KTOK, Oklahoma City**
 Pulse of the Nation (C)
 Barn Dance of Air (S)
 Rollickers (S)
- WKY, Oklahoma City**
 Yellow Cab Servicemen (C)
 Uncle Dan and the Boys (C)
 Southwestern Serenade (S)
 Cameos of Melody (S)
 Unsolved Mysteries (S)
 Variety Theater (S)
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 Betty Lamar—Kitchen Specialist (C)
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 This Woman's World (P)
 Imperial Interlude (C)
 For Women Only (C)
- KTOK, Oklahoma City**
 Pulse of the Nation (C)
 Barn Dance of Air (S)
 Rollickers (S)
- WKY, Oklahoma City**
 Yellow Cab Servicemen (C)
 Uncle Dan and the Boys (C)
 Southwestern Serenade (S)
 Cameos of Melody (S)
 Unsolved Mysteries (S)
 Variety Theater (S)
- KGFF, Shawnee**
 Mr. Yes and No (C)
 Betty Lamar—Kitchen Specialist (C)
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 The Old Timers (C)
- KADA, Ada**
 Musical Clock (P)
 Double A Singers (C)
 Swoe and Swing (S)
- KVSO, Ardmore**
 Console Varieties (S)
 Woman's Club (P)
- KCRC, Enid**
 Sidewalk Interview (C)
 KCRC Question Box (P)
 Twenty Years Ago This Day (C)
 If I Had a Billion (S)
- WNAD, Norman**
 Comments on World Politics (S)
 Family Life Forum (S)
 Religion Alive (S)
 Spanish Lessons (S)
- KAST, Astoria**
 Early Birds (P)

South Carolina

- WCAU, Philadelphia**
 Laura May Stuart (P)
 Bill Dyer's Sports Talk (C)
 Taylor Granis' Morning Herald (C)
 H. & H. Children's Hour (C)
 Vocational Forum for Youth (S)
- WDAS, Philadelphia**
 Evening Ledger Music Hour (C)
 Nocturne (P)
 Merry-Go-Round, Sr. (P)
 Mae Desmond Theatre (S)
 Four Provinces Inish Hour (P)
 Buzz Davis Sport Shots (C)
 Column of the Air (S)
 Your Neighbor (S)
- WFIL, Philadelphia**
 Mystery History (C)
 Philadelphia Town Meeting (S)
 Hayride (S)
 String Serenade (S)
 The Timekeeper (C)
 Champagne Time (C)
 Inter-Collegiate Debates (S)
 Hal Simonds Sports Shots (C)
- WTP, Philadelphia**
 Information Desk (S)
 True Mysteries (C)
 Nine O' Clock Scholars (S)
 Hand of Destiny (S)
 Uncle WIP Hall of Fame (C)
 For Men Only (C)
 John Q. Public (S)
 Two Seats on the Aisle (S)
 Dawn Patrol (C)
- WPEN, Philadelphia**
 John Corcoran News Program (C)
 920 Club (P)
 San Giorgio Varieties (C)
 Conie Luna Melodies (C)
 Night Club of the Air (C)
 Mirror of Life (C)
 International Children (S)
 Spatola Serenade (C)
- KDKA, Pittsburgh**
 Festival of Music (S)
 Treasure Trails of Song (S)
 Dutch Club (C)
 Designs for Dancing (S)
 Tap Time (C)
 Bernie Armstrong at Organ (C)
 Music Box Melodies (C)
 You Don't Say (S)
- KQV, Pittsburgh**
 Meet Your Neighbor (C)
 Nine Clubs of the Air (C)
 Blues Chasers (P)
 Todays Sports (P)
 March of Progress (C)
 Your Government (S)
 Lee Sellers Program (C)
- WCAE, Pittsburgh**
 Airlines (S)
 Linger Awhile (S)
 Junior Crime Prevention Bureau (S)
 Muted Music (S)
 Lazy Rhapsody (S)
 The Enchanted Hour (C)
 Figures in Brass (S)
 Big Swing (C)
- WWSW, Pittsburgh**
 Blessed Eventer (P)
 Pigskin Previews (C)
 Ollie Goes to Town (C)
 Alarm Clock (C)
 Sports Slants (C)
 Footlights & Stardust (S)
- WPIC, Sharon**
 Final Edition (P)
 Gentlemen of Swing (C)
 Your Inquiring Reporter (C)
 Poetic Musings (C)
- WKOK, Sumbury**
 The Little Things in Life (C)
 Tune Quiz (C)
 Cheerful Charlie
- WMBS, Uniontown**
 Smile-a-while (P)
 Hollywood Parade (P)
 Cohen's Amateur Hour (S)
 High School Parade (S)
 Old Trading Post (P)
 Musical Clock (P)
 Balkan Sons (P)
- WBAX, Wilkes-Barre**
 Wilkes-Barre Sinfonietta (S)
 Women in the News (C)
 Man on the Street (C)
 Sportsshots (C)
 Safety Show (C)
- WBRE, Wilkes-Barre**
 Italian Radio Hour (P)
 Happy Home Program (C)
 Children's Jubilee (S)
- WRAC, Williamsport**
 Melody Men (P)
 4 Esquires (S)
 Hot Stove League (C)
 Monday Evening Quarterback (C)
 Sports Parade (S)
 Early Riser (P)
- WFMB, Greenville**
 Hi Neighbor (C)
 News Parade (C)
 News for Women (C)
 Rise and Shine (P)
 Nothing Special (S)
- WGFX, Pierre**
 Hospital List Program (C)
- KOBH, Rapid City**
 You Asked For It (S)
 News for Women Only (S)
 Golden Jubilee of Statehood (S)
 Newspaper of the Air (C)
 Forest Fire Coverage (S)
 Diamond Ball Remote (P)
 Gold Discovery Days (P)
 The Thought for the Day (S)
WCAT, Rapid City
 Musical Moods (S)
 Music of Yesterday and Today
- WAM, Anderson**
 Middy Melodies (P)
 King's Pot O' Coffee (C)
 The Gift Shoppe (C)
 Builders of the Piedmont (C)
 Finer Things of Life (C)
 You Name It
- WCSC, Charleston**
 Palmetto Fantasies (S)
 Tommy Means at the Console (S)
 King St. Kwiz Klass (C)
 Stars of Tomorrow (S)
- WTMA, Charleston**
 Girls About Town (P)
 Sports Clinic (S)
 Organ Airs (P)
 Five Star Final (C)
- WIS, Columbia**
 Listen Closely! (P)
- WFBC, Greenville**
 Hi Neighbor (C)
 News Parade (C)
 News for Women (C)
 Rise and Shine (P)
 Nothing Special (S)

Rhode Island

- WEAN, Providence**
 The Reader's Guide (S)
 WEAN Singing Party (S)
 Delores Day Shopping News (P)
 R. I. Auditorium Boxing Bout (S)
 The Radio Quarterback (S)
 Uncle Red and His ABC Club (S)
 With the Gov. on Capitol Hill (S)
- WPRO, Providence**
 Marvels Sports Rendezvous (C)
 Take It Easy Time (S)
 T N T Revue (P)
 Background of Today's Events (S)
 Fashion Fanfare (C)
 Playhouse of the Air (S)

KUSD, Vermillion
 Something Old, Something New
 Something Hot, Something Blue (S)
 On Wings of Song (S)
 This Thing Called Radio (S)
WNAX, Yankton
 Pot O' Gold (P)
 Sunset Trail (S)
 The Royal Vikings (C)
 The Trading Post (S)
 The March of Agriculture (S)
 Rodeo Recess (P)

Tennessee

WOPI, Bristol
 WOPI School of the Air (S)
 Saturday Night Jamboree (S)
 All Request Program (P)
 Musical Clock (P)
 Breakfast Club (P)
WDOD, Chattanooga
 Noon Day Frolic (C)
 Merry Go Round (C)
 Breakfast Club (C)
 Man on Street (C)
WTJS, Jackson
 Lambuth College Glee Club (S)
 Aunt Mary's Radio Kitchen (C and P)
 WTJS Good Neighbor Program (C)
 Quiz Program (C)
 The Tiddiewinks (S)
 WTJS Little Theater of the Air (S)

WNOX, Knoxville
 Dizzy Spells (C)
 Indoor Sports (S)
 Style Show (C)
 News of the Week (S)
 All Newscasts (C)
 Swingster Time (C and P)
 Town Crier (C and P)
WROL, Knoxville
 Quarterback Queries (C)
 Chuck Swain's Radio Roundup (P)

Hoppeye Club Starmakers (S)
 Ship of Thought (S)
 Request Rhythm (S)
 Mynatt's Twilight Echoes (C)
WHBQ, Memphis
 Young Memphis Speaks (S)
 Dr. Sinbad's Synonym Spellers (S)
 Have You Heard? (C)
 The Stumpus Boys (C)
 Concert Miniatures (S)
WMC, Memphis
 Herbert Harper (S)
 WMC Talent Foundation (S)
 Morning Revue (C)
 Dance Jubilee (P)
WMP5, Memphis
 Ino the Cow (C)
 Jam for Supper (S)

Texas

KRBC, Abilene
 While's Man on the Street (C)
 Paul Southern's News (S)
 Hilton Hotel Dinner Quiz (C)
 Banner Birthday Club (C)
 I Can Fill that Job (C)
 Jack Free's Hilton Orchestra (S)
KFDA, Amarillo
 Rack Talk (C)
 Woman's Club of the Air (P)
 Sky Reporter (C)
 Help Your Neighbor (S)
KTBC, Austin
 The Jolly Texans (S)
 St. Edward's University Choir (S)
 Spicer Ensemble (S)
KRIC, Beaumont
 Leisure Thoughts (C)
 Prize Personalities (C)
 Stardust (S)
 Morning Paper and Ccffee (P)
 Laugh Roundup (P)
 Woman's Page (P)

KBST, Big Spring
 Especially for You (S)
 Sally Ann Time (C)
 Drifters Program (C)
 Sports Revue (C)
 Football Forecasts (C)
 Kiddy Hour (C)
WFAA, Dallas
 Dr. Pepper Hcuse Party (C)
 Early Birds (S)
 Dr. Pepper Cadets (C)
 You Might Be Right (S)
 Employers Casualty Program (C)
 Morning Meditations (C)
 Mrs. Tucker's Smile Program (C)
 Cass County Kids (S)
 Modern Homemakers (C)
WRR, Dallas
 Noon Hour Varieties (P)
KDNT, Denton
 News Periods (S)
 Dancing Around the Clock (S)
KFPL, Dublin
 Dublin Presents (P)
 Central Texas Jamboree (P)
 Central Texas Barn Dance (P)
KTSM, El Paso
 Builders of El Paso (C)
 Caravan of Melody (S)
 Filoosly and Foolishness (S)
 Aunt Martha's Scrapbook (C)
 What Would You Do? (C)
KFJZ, Fort Worth
 Texas Christian University Varieties
 All State Church of the Air
 The Job Finder
 I. Frank Norris
 Today's Sports
 Woman's Club
KGKO, Fort Worth
 Bewley's Chick Gang (C)
 Keith's Fruit Express (C)
 Texas Cowgirls (S)

Texas Electric's Gene Arnold (C)
 Little Willie & Uncle Ed (S)
 Today's Battles (S)
 Frances Warren (P)
 Suburban Editor (S)
WBAP, Fort Worth
 The House that Jan Built (S)
 Variety In Rhythm (P)
 On Wings of Song (P)
 Melodic Moments (S)
 Sweet And Lovely (P)
 The Jam Pantry (P)
 World's Greatest Short Stories (S)
KPRC, Houston
 Dawn Patrol (P)
 Helpful Homer (P)
 Sunday Serenade (C)
 The Ranch Hands (C)
 Melodies For the Moment (S)
 Birthday Club (C)

KPAB, Laredo
 Transradio News (P)
 Transradio Sports (P)
 Woman's Hour (S)
 Spanish Program (P)
KFRO, Longview
 KFRO News (C)
 East Texas Sundial (C)
KFYO, Lubbock
 Drug Store Cowboys (C)
 Snoop and Scoop (C)
 Professor Twigleaf (C)
 Radio Classroom (S)
KRLH, Midland
 Education Program (P)
 Sidewalk (C)
 Children's Hour (S)
 Radio Theater of the Air (S)
KNET, Palestine
 Black and White Reflections (S)
 Words and Music (S)
 Weekly Concerts (C)

KPDN, Pampa

The Cornshuckers (P)
 Name a Number (P)
 Women's Club of the Air (P)
 The Bonehead Contest (C)
 Fashion Flashes (C)
 It's A Fact (C)
 The Range Ramblers (C)
KABC, San Antonio
 Sportcast Program (C)
 Theatre Hi-Lites (C)
 Musical Market Basket (C)
KMAC, San Antonio
 Birthday Party (S)
 Cecil and Vi (S)
 Mexican Commercial Hour (P)
 Singing Gauchers (C)
 Grand Prize Dance Parade (C)
 Pearl Troubadours (C)
 Juvenile Stars (C)
 Music Your Way (P)
KONO, San Antonio
 The Weatherman Speaks (S)
 Ted Brown Organ Recital (C)
 Pennygrams (C)

KTSA, San Antonio

Karolik's Man on the Street (C)
 Kallison's Trading Post (C)
 Professor Seven-Up (C)
 Wheel of Fortune (P)
 Rise and Shine (P)
 Traffic Tragedies (S)
WOAI, San Antonio
 That Year (C)
 Saturday Night Parade (S)
 Reverie (C)

KRRV, Sherman

Happy Go Lucky Cowboys
 Singing Convention of the Air

KXOX, Sweetwater

Man on the Street (C)
 Kiddie Kollege (C)

KTEM, Temple

Czech Melody Hour (P)
 KTEM Singing Convention (P)
 The Blue Jackets (P)
 The Old Swapper (C)
 Sport Spotlights (C)
 KTEM Players (S)
 Texas Blue-Bonnet Boys (P)
 Just We Two (S)
KCMC, Texarkana
 Our Leading Citizen (C)
 Circus Broadcasts (C)
 Mystery Tunes (P)
 Do You Know (P)
 In Texarkana Tonight (C)
 Lost and Found Column of Air (C)
 What Would You Do (C)
 School Sports Revue (C)

KGKB, Tyler

Pearl Troubadours (C)
 Musical Jack Pot
 InReCo Football Broadcasts
 Santa Talks to the Kiddies
 Phonside Chats
 Holleys Football Forecast
KRGV, Weslaco
 Flowers for the Living (C)
 Man on the Street (P)
 Weslaco High School Band (P)
 Midjet Car Races (P)

KWFT, Wichita Falls

The Woman's Page (S)
 School of the Air (C)
 Capt. Billy and the Melody S (S)
 Words and Music (S)
 Goodner Home Journal (C)
 Gordie and Eddie (S)
 I Want A Job (C)
 Twilight Theater (C)
 Let's We Forget (S)
 J.G.B. Presents (S)

Utah

KLO, Ogden
 Honeymoon Melodies (C)

The Musical Train (P)

Viewing the News (S)
 The Breakfast Club (C)
 Reddy Kilowatt Club (C)
 Model Spelling Bee (C)
 On the Utah Trail (C)
 Music for Madame (S)

KOVO, Provo

Do You Remember (C)
 Arthur Gaeth, Newscaster (C)
 Community Builders (C)

KDYL, Salt Lake City

Music By Woodbury (S)
 Hill Billy Follies of 1940 (S)
 Morning Health Club (P)
 Woman to Woman (P)
 KDYL Ranch House (P)
 The Gift Box (C)
 Singtime (C)
 Sophisticated Swing (C)

KSL, Salt Lake City

Salt Lake Tabernacle
 KSL Varieties
 Interviews with Visiting Celebrities
 Story Telling Time
 Peggy and Her Pals
 KSL Players

KUTA, Salt Lake City

Public Speaks (S)
 Sporting Events (C)
 Who's Who and Why (C)
 Public Forum (S)

Vermont

WCAX, Burlington
 Northern League Baseball (C)
 Basketball (C)
 Calling All Women (C)
 Music of the Masters (S)
 Town Trotter Shopping News (C)
 Hall of Fame (C)

WQDM, St. Albans

This Week in Review (C)

Shopping Facts (P)

Fireside Forum (S)
 Farmer's Special (C)
 Writers Club (C)

WDEV, Waterbury

Country Woman
 Birthday Man
 Country Man
 Man About Town
 Housewife's Forum
 Melodies of Happiness
 Contest Club
 Green Mountain Trio

Virginia**WCHV, Charlottesville**

Vanity Fair (P) (copyrighted)
 Through the Years (S)
 Post Comics Time (C)
 WCHV Jamboree (S)
 Reveille Rhythms (P)

WBTV, Danville

Little Theatre of the Air (S)
 Can You Guess? (C)
 Farm Bulletin (P)
 WBTV Radio Bank (P)
 Jewels of Melody (C)
 Coffee Pot Parade (P)

WSVA, Harrisonburg

Leary Family (C)
 Nelson Huffman, tenor (S)
 Willie Coleman, pianist (C)

WTAR, Norfolk

WTAR Salon Orchestra
 Professional Football Games
 WTAR Radio Theatre
 Fashion and Thrift
 Radio Housewife
 WTAR String Quartet
 Strikes and Spares

WMBG, Richmond

Hymn Sing (S)
 The Todd Family (C)

- Little Minstrels of the Air (S)
 WMBC Theatre (S)
 Good Morning Neighbor (P)
 Public School Series (S)
 Puppet Theatre (S)
WRNL, Richmond
 Richmond Dairy Question Bee (C)
 Parade of Youth (S)
 Current Events (S)
 WRNL Sunday Matinee (S)
 Your Music and Mine (S)
 In the Spotlight (S)
 Morning Mailbag (P)
WRTD, Richmond
 P.S.D.S. Presents (C)
 Time Teller (P)
 Musical Master Mind (C)
 Sports Parade (S)
 Let's Dance (C)
 Do You Want A Job? (S)
WRVA, Richmond
 Stars of Tomorrow (C)
 Edgeworth Pipe Club (C)
 Marmonoh Minstrels (C)
 Salute to Virginia Industry (S)
 Let's Visit (S)
 As America Thinks (C)
 Domino Trading Post (C)
WDJB, Roanoke
 Musica: Clock (C)
 Music for Everybody (C)
 On Wings of Song (S)
 The Studio Party (S)
 WDJB Dramatic Guild (S)
 Children on Parade (S)
 Saturday Night Get Together (S)
Washington
XXRO, Aberdeen
 Synopacted Riddles (P)
 Man in the Street (P)
 XXRO News (P)
 Snow White Jingle Club (S)
 Toast and Coffee Program (P)
 Doodlebug (P)
 Evening Merry Go Round (P)
 Say It With Music (S)
KVOS, Bellingham
 News Programs (P)
 Community Singing (S)
 School and College Broadcasts (S)
 Annual Peace Arch Broadcast (S)
KWSC, Pullman
 Bob and Mom (S)
 Land of Make-Believe (S)
 Classroom Echoes (S)
 Spelling Bee (P)
 Roundtable (S)
 Lives We Live (P)
 Plays in Miniature (S)
KIRO, Seattle
 Farm Forum (P)
 Feminine Forum (P)
 Father Goose Comes to Town (S)
 Romance Time (C)
 Little Black Book (C)
 Knowledge College (C)
 KIRO Louie's Time Klock Klub (P)
 Concert Hour (S)
KIR, Seattle
 Youth In Review (S)
 Until Tomorrow (S)
 In the Mike Light (S)
 News Reporter (C)
 Sunshine Club (C)
 A Woman Wonders (C)
 Manufacturers Assn. of Wa. (C)
 Cook Book Quiz (C)
KOL, Seattle
 Ray Daughters Health Club (C)
 I Want a Job Program (C)
 Mary's Friendly Garden (P)
 Question Mint (C)
 Mast's Band Stand (C)
 Put 'N Take Program (C)
 All Women (P)
 World of Women (C)
 Dawn Patrol (P)
 Listener's Club (C)
KOMO, Seattle
 Armchair Cruises (C)
 Patty Jean's Health Club (C)
 Organ Concert (C)
 Old Songs of the Church (C)
 Top O' the Morning (C)
 Morning Memoranda (P)
 Radio Reporter (C)
KTW, Seattle
 Young Peoples Bible Class
 Morning Church Service
KXA, Seattle
 Variety Hour (S)
 Yodeling Melodies (C)
KFPY, Spokane
 Remember When (C)
 Sunday Evening Forum (S)
 Good Morning Neighbors (P)
 This Woman's World (P)
 News Programs (S and C)
 Portraits in Black and White
 Musical Merry-Go-Round (C)
KMO, Tacoma
 Mary Terry's Happy Homes
KVAN, Vancouver
 Happy Four (P)
 You and Your Neighbors (C)
KUF, Walla Walla
 Braden-Bell Serenaders (C)
 The Silver Lining (S)
 Early Birds (P)
West Virginia
WJLS, Beckley
 Baby Clinic (C)
 Classified Page (P)
 Bouquet to You (C)
 United Press (C)
 School Children Questionaire (S)
 Robbins Family (C)
 Kiddie Club (S)
WHIS, Bluefield
 The Koppers Variety Show (C)
 The Woman's Radio Journal (P)
 News Periods (C)
 Hillbilly Jamboree (P)
 Street Broadcast (C)
 Lee Moore and Janita (C)
 The Lilly Mountaineers (C)
WCHS, Charleston
 Young Stars of Tomorrow (C)
 Old Farm Hour (P)
 Saturday Recess of the Air (S)
 Rcving Caravan (S)
 Kay's Inquiring Reporter (C)
 Happy Family Girl (C)
 Kanawha Valley In the News (C)
WGKV, Charleston
 Breakfast Brevities (P)
 Curbstone Coaches (C)
WBK, Clarksburg
 I Want A Job (S)
 Madcap Tempos (S)
 Poetic Gems (S)
 Mind Your Manners (C)
 Your Home (S)
 What's New (C)
 Man on the Street (C)
 Women's Club Program (S)
WMMN, Fairmont
 Sunday with the Symphonettes (S)
 Sparring Scuses (C)
 Brush Creek Talks (C)
 Ted Grant's Varieties (S)
 Sagebrush Roundup (C)
 Original Musical Thoughts (S)
 Meet a Prospect (S)
 Music of Words (C)
WSAZ, Huntington
 Buck Fever (C)
 Birthday Party (C)
WPAR, Parkersburg
 Radio Theater Group (S)
 Sports Program (C)

Watt's the Answer (C)
Songs by Wanda (S)
Farm and Home Hour (C)
Venetian Singers (S)
The Hit of the Day (C)
Romancers (S)

Wisconsin

WEAU, Eau Claire
Keys to Popularity (C)
Mixing Bowl (P)
The Library Speaks (S)
Children's Corner of the Air (S)
Amateur Hour (C)
Hymn Time At Home (S)

KFIZ, Fond-Du-Lac
Kinney's Man on the Street (C)
Yawn Patrol (S)
State News Passes in Review (S)

WHBY, Appleton

Music For Every Mood (S)
Red Raven Orchestra (S)
Cuckoo Club (S)

WTAQ, Green Bay

Farm Hands (S and P)
Hayrack Cinfunny (S and P)
Fiddler's Three (S)
Monday Night Varieties (C and P)
The Maskers (S and P)

WCLO, Janesville

That's for Today
Way Back When
Shopping with Dorothy
Where to Go, What to Do
Around Blackhawk Land
Associated Press News
All American Sports

WHA, Madison

Wisconsin School of the Air
Wisconsin Farm Program
Homemakers Hour
Hour of Drama

WTBA, Madison
Noon News Flashes (P)
Smoke Rings (C)
Children's Hour (S)
The Two Hanks (C)
Football Interview (C)
Campus Jambree (P)
Occo Farm Reporter (C)
Sports Parade (P)

WOMT, Manitowoc
Air Exchange
Sport Parade
Woman's World
Social Calendar
Doing the Town
In a Concert Hall
Newscaster Hour

WEMP, Milwaukee

World in Review (C)
What's the Answer (C)
Man on the Street (C)
Novachord Serenade (C)

WISN, Milwaukee
Man on Street (C)
Down By Hermans (P)
Quiz Contest (C)
Hi School Dramatics (S)
Rendezvous (S)
Mary Ann Presents (P)
Ann Leslie Scrapbook (P)
Heat Wave (P)
Early Risers Club (P)

WTMJ, Milwaukee

Top O' The Morning (P)
What's New in Milwaukee (P)
Heinie and His Grenadiers (P)
Scng Doctor (P)
The Public Speaks (S)

WRJN, Racine

Serenade at Twilight
Melody Weavers
High Schools Speak

Happy Hour Club
Juvenile Traffic Court
Between Bites Club
Music at Twelve Thirty
Farm Service Program

WJMC, Rice Lake

Amateur Hour (C)
Family Forum (S)
Kiddie Club (C)
Farm Forum (S)
Right-Wrnc and Spelling Bee (S)
Your Country Editor Speaks (S)
Community Events (C)

WHBL, Sheboygan

The Choir Boy (C)
Tap the Tilt (C)
Mystery Melodies (C)
These Three (S)
Beck Talk (S)
Aunt Polly's Kiddie Klub (S)
Chapel of the Air (S)
Cocktail Hour (S)

WSAU, Wausau

Farm Front (P)
Homemakers Forum (P)
Hi-toppers (S)
Especially for You (P)
The Music Chest (S)
Best Wishes (S)
Evening Reveries (S)
Smile a While (S)

Wyoming

KWYO, Sheridan

Merchanis Cash Nite (C)
Quiz Box (C)
Tour of Sheridan (P)
Morning Visitor (P)
Spelling Bee Request Program (P)
Man on the Street (P)
Party Line (C)
Hi School Day

ALASKA

KFAR, Fairbanks

Airplane Movements
On the Spot (S)
Amateurs of Alaska
The Dial Teasers

KINY, Juneau

Around Town
Request Hour
Scandinavian Hour
Fisherman's Program

HAWAII

KGMB, Honolulu

Propyl-lactic Amateur Hour (C)
Maxwell House (Coffee) Party (C)
Heinz Hawaiian Serenade (C)
Listerine Question Box (C)
Hawaii Calls (S)
Shipside Broadcasts (C)
Around the Town (P)

PUERTO RICO

WPRP, Ponce

Dramalized News
The Hour of Good Humor
Popular Music Requests
The Popular Songster
Dramatic Episodes

WKAQ, San Juan

Programa de los Pueblos (S)
News in English (S)
Diaria del Aire (S)
Panorama Internacional (C)
Embojadores del Buen Humor (S)

WNEL, San Juan

Sal de Picot (P)
Radio Teatro (P)
La Correspondencia (C)
Kresto (C)
Pabst (C)
Operas Matinales (C)
Virgin Islands Program (P)

"A One Year Plan" For Sales Promotion

By *WALTER P. BURN, President, Walter P. Burn & Associates, Inc.*

SOMETHING must be sacrificed to speed in any business such as radio. Time that vanishes so quickly into thin air may be likened to the most perishable of commodities and while primarily the station manager must keep his eye on popularizing and maintaining his station in the front rank, nevertheless a considered approach to building a firm sales foundation for his commodity is often sacrificed.

Such a condition is reflected in much of the station promotion and sales material. Too often gunning for a special account or a frenzied attempt to overcome some immediate competitive condition has been the basis on which promotional dollars have been spent. Promotional funds deserve a more studied use than that—if they are to realize a return on their investment.

Coverage Data

If promotional monies are not to be spent in an effort to get quick results, how, then, should they be used? First, we suggest that every station needs a complete coverage definition. Today, the most widely accepted form is the field strength measurement made by an accepted, impartial authority. An accurate field measurement, made by an engineer recognized in the field, cannot leave a station open to attacks launched at its integrity.

With an accurate measurement completed, one of the basic sales tools for broadcasters are good maps of coverage. Radio coverage is geography and can be well shown on a map, giving essential detail clearly and omitting all confusing and unnecessary names, roads, villages, etc. For the convenience of the time buyer the map should be accompanied with the latest details of sales, number of stores, radio homes, wealth factors and other indices which he uses in computing the market covered by the lists he is compiling. This means that the coverage measured by an outside authority supports the station claims.

Campaign

All promotional effort of this nature should be part of a trade press campaign. Trade paper copy should have a recognizable, easy-to-remember style. The principal selling arguments should be reiterated constantly. Copy with a new twist should be used from time to time, but most important of all—keep the station name before trade paper readers.

Proportion of Time Sales

Promotional expenditures should be based on about five per cent of time sales. While at first glance this may seem high, it is sure to pay a profit in the form of increased sales efficiency and can also be considered an "extra salesman" constantly visiting prospects and unfolding the station's story.

TEL-PIC PLAN

*Will DO A JOB FOR YOU AND
YOUR SPONSOR*

To those stations interested in a bang-up sponsor tieup—and what station isn't!—TEL-PIC offers the attention-getting News Display and Service.

Features of this attractive 18 by 28-inch Display and Plan: 1, One outstanding news photo mailed daily for one year. 2, Illuminated call letters bordered by constantly flashing streaks of radio like waves. 3, Removable bottom panel with plenty of space for station or sponsor message. 4, Simple, durable equipment. Just plug into either AC or DC current and display becomes animated.

The best merchant and bank windows in town are available to you. Although TEL-PIC DISPLAY SERVICE has been available for only two months, IT IS DOING AN EFFECTIVE MERCHANDISING JOB FOR OVER FIFTY STATIONS. Comparable results can be produced for your station.

Sound expensive? It isn't—you'll be surprised and pleased with the real economy of this service. Sold on a yearly budget basis. For EXCLUSIVE rights in YOUR city, write or wire now for full particulars.

TEL-PIC SYNDICATE, INC.

1650 Broadway New York City

PROMOTION DIGEST

101 Tried and Proven Showmanship Ideas

Compiled by

TED LLOYD

of the Staff of RADIO DAILY



COMPILING of promotional and exploitation material from the files of RADIO DAILY during the past year was done with more diligence than previous. The following tried and proven material has been instrumental no end in aiding independent stations to compete with outstanding network programs by creating local interest. The available audience at any given time during the day or night, is large enough to share amongst the various outlets. However, it requires exploitation and promotion by the individual station to obtain interest from listeners; listeners who are accustomed to standard programs.

Herewith, one may find material credited to a station or party which had been previously executed by another. RADIO ANNUAL does not assume ownership of the foregoing material nor does it necessarily signify that the basic idea for the tried stunt originated with the credited source.

Yearly this section will be abreast with the trend and it is hoped that advertising, publicity and exploitation people representing all branches of this industry will continue to forward their creations of new ideas to RADIO DAILY for publication.

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

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

Showman's Calendar

FOR 1940

—JANUARY—

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

—FEBRUARY—

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

—MARCH—

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

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

—APRIL—

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

—MAY—

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

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



—JUNE—

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



—JULY—

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



—AUGUST—

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

—SEPTEMBER—

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



—OCTOBER—

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



—NOVEMBER—

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



—DECEMBER—

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

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

PUBLIC SERVICE

SHORT-WAVE FRENCH

AS its latest contribution to adult education in Connecticut, WTIC, Hartford began a weekly series of French lessons by ultra short-wave relay. Prof. A. Croteau broadcasted a 15-minute lesson over W1XCS at Connecticut State College, Storrs, 28 miles from Hartford and WTIC, using its new frequency-modulated receiver, picked up the broadcast on 100,000 kilocycles and rebroadcast on the regular WTIC wave. Station officials believe this was the only frequency-modulated transmission in the country operating on a regular schedule.

RURAL SERVICE

EMPLOYING its newly acquired library of farm publications, both government and independent, WBT, Charlotte, N. C., has expanded its early morning "Alarm Clock" program to include answers to questions on farming received from listeners. New library, presented to station by S. L. Jeffords, project manager of U. S. Soil Conservation Department, is thought by station to be the most complete in the south. WBT now declares that it can answer any sensible question pertaining to farming within 24 hours of receipt of letter, and, through the new services, hopes to make the "Alarm Clock" a "pivotal source of idea exchange wherein farmers can be mutually helpful in the exchanging of success stories."

LIFE-SAVING SQUAD

THE activities of Cincinnati's life-saving squad of the city fire department was explained to the public through a special WKRC broadcast. Lieutenant Carl Rogers, of the life-saving squad, has a regular, five-minute daily program on WKRC and helps with the Friday show. To make sure that no fire interrupts the progress of the program, WKRC transcribed the fifteen minutes and played the record later. Thus, if a fire breaks out and the men have to leave, WKRC can simply stop the interview and complete the recording after the blaze is put out.

CLEAN-UP CAMPAIGN

WIRE, Indianapolis, cooperated with the newly formed Civic Pride Committee, made up of representatives from all the local women's clubs, in a "Clean Up Indianapolis" campaign. Citizens were urged to keep their own property clean and to help the city administration by assuming personal responsibility for cleanliness of public streets, parks, and buildings. Station broadcasted daily announcements and arranged a series of booster programs.

SPECIAL SERVICE FEATURE

BEING a native of western Nebraska, Ed Quinn, KGNF, North Platte, announcer was familiar with problems confronting the cattlemen of that district and with the fact that the weatherman works seven days a week, not six as did KGNF. Quinn queried cattlemen's and farmer's organizations and received overwhelming endorsement of a special one-hour 7:30-8:30 a.m. Sunday program of weather forecasts, overnight news and time signals which station now is airing on regular schedule set to April 2. So popular has program proved that already six sponsors have climbed on the "Farmer-Stockmen Hour" bandwagon. According to KGNF, this is the only program in the district to which cattlemen can turn on Sundays for warnings of weather changes which might decimate their herds.

CAPITAL AIRINGS

WITH opening of the Sixtieth General Assembly in Missouri's Capitol Building, KWOS, Jefferson City, began a series of regularly scheduled airings direct from the rostrum of the House of Representatives. Programs, aimed to keep the public informed of the doings of their representatives and to stir interest in law-making, featured actual debate on the various measures under consideration. Series opened with much fanfare, presenting on the initial broadcast the more important dignitaries and legislators as well as the principal address of Gov. Lloyd C. Stark. KWOS declared that the legislators were eager to cooperate in arranging for the broadcasts.

L'AMOUR

A new business is being investigated by KQV, Pittsburgh, every Tuesday and Friday at 2:15 p.m., this "business" serving as title for the variety show—"Love-Making, Inc." Show is a combination of music, songs, humor and mythical lessons on "How to Make Love." Under the sponsorship of Spear & Co., programs made their initial appearance this week.

"SAVE A LIFE" CAMPAIGN

WCKY, Cincinnati, began its "Save A Life" campaign with an intensive program of publicity designed to impress upon the public the necessity of cutting down Cincinnati's traffic accident toll. The week was proclaimed officially by Mayor James Garfield Stewart. The Mayor, Police Department, Metropolitan Traffic Safety Council and the Cincinnati Automobile Club, as well as the daily newspapers, co-operated with WCKY in the campaign. Safety announcements were made on WCKY at all times requiring station identification.

Each evening throughout the week at 6:30 p.m., WCKY presented a different safety program on which prominent actors, public fig-

ures and the like appeared. This was topped with a mass meeting of bicycle riders at a local theater where entertainment by WCKY artists and safety films were presented. The Mayor and other public officials were present at this meeting.

STORM VIGIL

AS rescue workers labored 68 hours to remove the bodies of 8 firemen killed in the Collins block fire in downtown Syracuse—worst local disaster in 40 years—WSYR stood by almost continuously bringing news of the disaster and progress of rescue work to Central New York listeners. Announcers Bill Rothrum, Arnold Schoen, Al Parker and Jan Costley and engineers George Armand, Belle Isle, Charles Just, Al Eicholzer and Al Burgess put in a total of more than 173 hours from 10 a.m., Feb. 3, to midnight Feb. 5, at the scene of the disaster. Total of 91 special broadcasts, of which 37 remoted from the scene, were aired by the station for a total of 7 hours and 30 minutes of fire news. Longest continuous stretch on the air, 44 hours, 4 minutes. Pleas were broadcast for food, cigarettes, coffee and supplies as well as a complete description of the debris removal. Station cooperated throughout with city officials in airing statements and advice.

"BUFFALO" HERD

THIRTY-THREE thousand nickels were accumulated in CJOR, Vancouver, studios last month as result of program Director Dick Diespecker's "Texaco Nickel Club" broadcasts. This was second year station aired the Club with this year's donations topping the last year total by 18,500 of the nickel coins. Contributions of not more than five cents from each listener were requested on the daily broadcasts up until Christmas. Money was turned over to Vancouver's two evening newspapers for their Santa Claus fund for needy families.

GREETING TOURISTS

SEVERAL times during the day KGNC, Amarillo, greets tourists with announcements similar to the following: "Attention tourists! You are now in the Panhandle of Texas! The high plains, rich in color and historic backgrounds . . . a land of oil, sleek cattle and golden grain. Stop over and make this a memorable landmark of your trip . . . or plan to return soon to Amarillo, the Helium City, the Hereford capital of the world. While here, we invite you to keep your dials set to 1410 . . . KGNC, the NBC outlet of the Panhandle for the latest war news. Welcome travelers! You, who are now speeding across the high plains on the Grand Canyon Limited, will soon reach Amarillo."

C. OF C. LETTER

REPRODUCTION of a letter on heavy cardboard from the Worcester Chamber of Commerce to WTAG of that city was used as a promotion piece by the station. Letter tells of a poll conducted by the organization to determine the listener interest of its "Knowledge College" program. Quotes from the actual report are given in the letter in addition to actual listening figures. Last sentence plugs radio generally in addition to WTAG: "The important conclusion reached from the survey is that radio offers the most effective and least expensive method of bringing industry's story to the public." Attached to the letter is a blue string-tag with the following legend: "WTAG—naturally."

BENEFIT

LARGEST crowd in the history of Springfield, Mo., to see one show in a single day turned out to see the Weaver Brothers and Elviry Troupe when they presented a benefit performance with radio stars from KWTO-KGBX in the local Shrine Mosque, according to the station. Five thousand seat Mosque was jammed for matinee and 1,500 were turned away from the evening performance, it was estimated. George Earle Wilson, of KWTO-KGBX staff, emceed the radio part of show, which featured Mike Dosch, Bob and Dick Stahl, and others. Show is an annual event originated by station manager Ralph Foster with proceeds going to Salvation Army. This year's event provided for Christmas baskets for 800 families.

GOOD WILL

VACATION AIDS ON WNAX

DUE to requests from listeners inquiring about vacation spots in South Dakota, WNAX of Yankton has made arrangements with the state highway department to furnish illustrated maps and brochures picturing the state's beauty spots to listeners upon request.

SEE INDIANA CAMPAIGN

WIRE, Indianapolis, conducted a "See Indiana First" campaign. The Chamber of Commerce in each surrounding town is invited to send in booster material about interesting places in or near the community to be used in WIRE announcements throughout one day's schedule. Plugs such as "See Indiana First," "On Your Vacation See the Birthplace of the Famous Hoosier Poet, James Whitcomb Riley," "Visit Greenfield, Indiana," etc., were on the air at every open spot on the station's

schedule during August. Chambers of Commerce and newspapers in the towns so honored publicized the idea.

ENGLISH ALSO INVITED

ENGLISH radio executives and listeners received prepaid postal cards from the International Broadcasting Co., Ltd., representatives of Radio Normandy, inviting them to see "commercial" shows in production. Cards included space for the requester's name as well as firm name and position and the preferred hour.

GOODWILL LISTS

KOWH, Omaha, was offering complete drug and grocery store route lists of Omaha as goodwill gesture towards manufacturer, jobber and wholesaler field men. Lists were bound in separate pocket size booklets and divided up into time-saving easy to follow routes. At end of each route is blank space for notes and remarks on calls. Map and survey stressing the rich Omaha market were bound into both booklets. Route lists were published by the Omaha "World-Herald," owner and operator of KOWH.

WHAT THE PUBLIC WANTS

AN interesting experiment in listener reaction has been initiated by James F. Hopkins, general manager of WJBK, Detroit, in an attempt to get the answers to "the ever increasing number of adverse criticisms against radio entertainment appearing in the daily press." A half-page ad in the local "Times" was run by the station containing a list of questions on radio and a chart which readers were asked to fill out in accordance with their idea of an ideal radio program schedule. Questions asked dealt mainly with length of commercial announcement. According to Hopkins, the WJBK schedules will be rearranged and several new programs added as a result of the questionnaires. Results of the poll will not be made public, Hopkins said.

APPRECIATION

THE Oklahoma State Legislature has adopted a resolution asking the Speaker of the House to forward a letter to the management of WKY expressing that body's appreciation for the WKY News Bureau established at the state capital. WKY's News Editor, Ben Bezoff, broadcasts a daily fifteen-minute program of what happens in each day's session of the legislature direct from the capitol building.

COMPANY SHOW

THE Bigelow-Sanford Carpet Company, of Thompsonville, Conn., began a series of programs over WSPR, Springfield, Mass., designed to give employees of the company a

chance to show their talents to the public. The show, which was a half-hour every Saturday morning, was of the variety type on an amateur basis backed by an 18-piece employe orchestra. Under the direction of Wayne Henry Latham, producer, of the WSPR staff, the programs were similar in many respects to those conducted by the Wheeling Steel Company, and talent was drawn from 3,300 employes. Ad copy was held to a minimum. Arthur J. Bergstrom, of WSPR announcing staff, was emcee.

WLW's SCHOLARSHIPS

IN order to promote a greater interest in the principles and practices of radio broadcasting with special emphasis on the agricultural service by radio, WLW announced the establishment of a competitive project open to all senior students of agriculture at land grant institutions of the U. S. Six-month scholarships in practical radio training at WLW were offered to two students chosen by the committee of three nationally known judges under terms of the plan.

Competition was open to all students who received their degrees in 1939. Winners were trained in all phases of radio program work at WLW between July 1 and Dec. 31 of last year, and received \$500 for expenses. Announcement of the winners was made June 1.

STAR CONFABS

"GRANDMA Travels," the Sears-Roebuck program on the Texas State Network, inaugurated a series of interviews with long-time Sears customers in Texas. First interview was with a West Texas farm woman who wrote the mail order house she has been trading there since 1891. Series was based on letters taken from Sears' customer files. Station managers on the network contacted the customers and arranged to bring them into their studios for the interviews.

10th ANNIVERSARY

KTSM, El Paso, celebrated its tenth anniversary on August 20 and 21 by inviting listeners to visit the studios and join the festivities. Visitors were taken on guided tours of the entire station including the transmitter, studios, executive offices and sales offices. Ballroom in the hotel in which studios are located, was arranged to display "Ten Years of Progress in Radio." Guests were shown a "ham" outfit in operation and the making of transcriptions were demonstrated. Anyone wishing to do so had their voice recorded and then played back for them. All twenty-nine members of the staff wore large badges giving their first names and position. Theme of this anniversary was "You've heard us for ten years, now come up and see us." Approximately twelve hours of programs were planned for this occasion.

GOODWILL ACTIVITY

AT KWLK, Longview, Washington, Manager M. F. Woodling has inaugurated a successful goodwill activity: salesmen and announcers are required to make new friends every day and bring at least one each to the studios every day to meet the staff and enjoy personally conducted tour of the plant. Woodling believes personal interest of Longview citizens in their station not only helps the station but creates community interest.

CONTEST

"UNCLE LEW'S MAILBOX"

CHILDREN are invited to send letters and post cards telling of subjects in which they are interested to the "Uncle Lew and his Mailbox" show on WEW, St. Louis. These are read and then discussed, while a candid type camera is given as a prize to the writer of the best letter. Subjects of interest to youngsters, such as hobbies, games, pets, club news, handicraft and school affairs are discussed. Billy Boy and the Toy Tinker Band also appear on the show.

BEAUTY CONTEST

IN connection with its two programs for high school and college students, WCNW, New York, had a Beauty Contest among all New York City high school and college girls. Five prizes of Longine watches were awarded winners selected by a group of well-known men and women judges. Contest was in charge of Walter Windsor. Preliminary elimination was by means of photographs.

FREE DINNERS

HUNDREDS of suggested titles were received by Rosalind Sherman for Stanley McGinnis' new glass room restaurant in response to the offer made on one of her broadcasts over WNEW, New York when she interviewed the Sheepshead Bay restaurateur. The person submitting the name selected by the judge for the glass room, won a glass engraved card which entitled him to dinner for two once a month for life at McGinnis' restaurant.

"AROUND THE CLOCK"

THIS program being presented by WRTD, Richmond, is a twice daily entertainment feature offering cash awards in a test of the listener's ability to repeat what he hears. On the program a different name selected from the telephone directory is announced each day and, if that person phones the

station within 10 minutes of the announcement and repeats the exact manner in which his name was given, he receives the cash award. Peco Gleason handles the programs.

LISTENER RESPONSE

A single announcement, offering mechanical pencils to listeners in the northeastern Ohio and northwestern Pennsylvania area, resulted in 211 requests to WICA, Ashtabula, Ohio, according to the station. The offer was made to test audience and response on a 10 a.m. newscast.

P & G SLOGAN

NATION-WIDE slogan contest in behalf of Crisco was launched by Procter & Gamble through Compton Advertising, Inc. Original slogan in ten words or less was asked for plus one Crisco label. First prize was \$5,000 in cash, with 500 additional prizes of Sunbeam Electric Mixmasters. Contest ran three weeks on "Vic and Sade" program on NBC Red and Blue and "This Day Is Ours" on CBS. Printed media also was utilized.

WANTED: IDEAS

PUBLICITY department of KDAL, Duluth, posted a \$5 monthly prize for the best publicity suggestion emanating from any member of the staff.

CORN CONTEST

AGRICULTURAL department of WLW, Cincinnati, launched a contest to honor the "Tallest Corn Growers" in Ohio and Kentucky. Winners in the contest were awarded a loving cup and \$15 in cash, and personally presented by the governors of the respective states. Awards were made at the two state fairs. Fifteen corn growers submitting the tallest measurements were invited to ship their entries to their state fairs.

PRIZE PHOTOS

WDAY, Fargo, compiled an attractive magazine containing photos of recent events during the visit of Crown Prince Olav and Crown Princess Martha of Norway to North Dakota. Contest was staged with cash prizes for the best pictures of the royal couple appearing with a WDAY microphone in evidence. Best photos collected were included in the magazine telling of the WDAY coverage of the event. Magazine was distributed free of charge among listeners and was an appropriate souvenir of the event as well as a permanent record of the royal visit.

BOX-TOP MERCHANDISING

WITH the renewal of the sponsored "Piano Tones" programs for another 13-week period, a new version of the "box-top" merchandising idea was developed by KIRO,

Seattle. Program is built around a contest wherein listeners mail in correct titles of old songs played during each broadcast. Under the new setup, entries in the contest must be submitted on special blanks which are attached to dry cleaned articles when delivered by the sponsor. Blanks constitute a promotional piece in themselves and provide the sponsor with a close merchandising check as well as a desired means of limiting the contest to the territory served by the sponsor.

CAMERA AIDS

NEW promotional wrinkle was worked out by KSTP, Minneapolis and St. Paul, in connection with the Camera College program, featuring Harry Poague, photographer for the Minneapolis "Star-Journal," KSTP publicity affiliate. On the show, during which Poague gives out picture hunches and talks about lens-snappers' problems, three weekly prizes were awarded for the best photos shot on Poague's assignment. On the day of the show, the prize-winning shot for the week was published in the paper, calling attention to the program that night, and during the show Poague spent time discussing the merits of the shot, calling attention of course of camera fans to the "Star-Journal" and the picture. For full benefit from his advice, Poague urged them to get the paper for that night and spread it out before them while he talks about the prize-winners.

STUNT

MOBILE UNIT

LATEST stunt of CJRC, Winnipeg, in promoting its Mobile Unit to local sponsors was to call in station recording department and have a transcription made of a special broadcast. Idea helps all around, station reports, as salesmen now can take the recording around to merchants rather than having to call in an engineer to drive the truck. Two cuts were made, first giving detailed information on Unit, second being a special stunt broadcast. Latter side includes conversations by announcer in Unit, driving around Winnipeg with announcer in studio, announcer at studios of affiliated station CJRM in Regina, listener at home talking on the telephone and others. Transcription has already been responsible for signing of new series, "The Night Riders," according to the station.

A BREAK FOR BILL

AN authentic note was introduced into the WBAL, Baltimore, "Around the Breakfast Table" programs. Program was picked

up directly from the apartment of Bill Herson who announces the show. From 6:30-7:15 a.m. Herson produced the program from his apartment while seated at his own breakfast table chatting with his wife between popular recordings. At 7:15, while studio plays a record, Herson grabs a cab for the station and takes up remainder of program from there.

LISTENER REACTION

WHAT is believed to be the first attempt to air the reaction of listeners to a program was tried by KSTP, Twin Cities, as a new experimental and educational feature, under the direction of Thomas D. Rishworth, station educational director. Program is split into two parts, the first originating in the studios; second in the radio workshop at the Mary Miller vocational high school. The first half consists of a dramatization of lives of composers by the students, while the others in the workshop listen. Then the stanza switches to the school, where the reactions of the listening group are aired. Program was aired for half an hour each Friday.

FU MANCHU PROMOTION

SUCCESS of KDKA, Pittsburgh's "coming out" party for its "Fu Manchu" serial is attested, station reports, by the attention with which prominent business men, advertising agency executives and radio program sponsors and their wives greeted the first two episodes of the serial as "previewed" at the Jan. 18 dinner. KDKA went overboard in establishing a genuine Chinese atmosphere, including incense, Chinese waitresses, egg foo yong, chop sticks — and Production Chief Charley Urquhart, whose simulation of the murderous "Fu" almost stopped the show. KDKA plans to start the serial, produced by Fields Bros. and distributed by Radio Attractions, Inc., late this month or early in February.

KOMA JAMBOREE

A contract between KOMA and the City of Oklahoma City has been signed for staging of weekly dances and jamborees to carry the KOMA label Saturday nights in the local auditorium. The station features "KOMA Club" in connection with the weekly dances to be presented with station talent and staff band. Admission has been set at \$1.50 plus tax per couple for non-members of the "KOMA Saturday Night Club" and \$1 plus tax for members. Memberships can be secured by applying for them at the studios of KOMA. No charge is made for the membership cards.

"COLLEGE OF FUN"

BAKERY sponsor of the "College of Fun," telephone quiz game on WIP, Philadelphia, started an extensive promotional campaign for the program. Prior to start of the series, entire staff of over 600 drivers for the

bread company assembled in the company's auditorium for an explanation of the game so that they would be prepared to answer any questions that might be asked of them. Large advertising sheets covered each of the several hundred wagons and trucks of the sponsor. Special flyers were distributed to the homes in Philadelphia. Flyers, which contained rules and a contest form, were also enclosed in the packages of bread. In addition, both station and sponsor inserted advertisements of the program on every radio page in local newspapers.

LOGICAL

FEELING that radio advertising should have audible rather than visual appeal, KGNF, North Platte, Nebr., has been operating for some time under the policy that commercial announcements should "be heard and not seen." Instead of taking the approval copy to the sponsor's place of business for O. K., it is telephoned in to him and in that way he knows just what his advertising will sound like to prospective customers.

MERCHANT SERIES

TO prove the worth of radio to merchants skeptical about its value, WIS, Columbia, S. C., devised a promotional stunt designed to catch their interest. Local stores were holding a Merchants' Association series of days featuring shopping specials. On those days station interviewed the managers of the shops and recorded them. Talks were played together as a group over WIS on a special Merchants' Association Shopping Day show. Later smaller discs were dubbed from the master record and given to the merchants as souvenirs.

SPECIAL TRAIN

WBT's sports department, cooperating with the sponsors of the Wheaties baseball broadcasts over the station, made arrangements for a special eight-car train to carry Carolina baseball fans to Washington to see the Senators-Red Sox doubleheader Sunday, August 13th. Tickets cost \$10.50 for the round trip, and the price included a reserved seat in a special grandstand section set aside in the Washington ball park for the Carolina visitors. Announcement made on Russ Hodges' daily Wheaties baseball program brought in over 400 reservations, from 27 North and South Carolina towns. Prominent sports officials of the two states were also along, and representatives of the two Charlotte newspapers, usually inclined to soft-pedal radio news in their columns, accepted invitations to go.

"PINOCCHIO" EXPLOITATION

TO introduce its new program, "Pinocchio," Radio Attractions, Inc., sent out a four-page French-fold promotion titled "Hello."

Frontispiece shows a cartoon of the featured character of the new program holding up a montage photo of the various elements that make up a radio program (i.e., dramatic actors at mike, orchestra leader and band, technicians, announcer, etc.) Inside copy gives 10 facts in a build-up of the new series, as well as a formal announcement of its release with a "statement of policy." Purposes of policy are also stated. Back page contains additional copy tying up "Fu Manchu" program with the new series of the program-producing organization. Promotion is done in two colors on yellow photo-offset stock.

AMOS AND ANDY DISK

SOMETHING new in promotional work was done by WNAX, Yankton, when the station began carrying Amos 'n' Andy. It is customary for the black-face comics to send a transcription to stations joining their network, extending their best wishes, but WNAX took this short disc and worked it into a complete 15-minute show to bring to the station's listeners a little "human interest" material concerning the pair. To open, a portion of the regular "Perfect Song" theme was used, and listeners were made aware of the fact that they would soon be hearing that same theme each night over WNAX. Program Director Art Smith searched through the files and found a record made by Amos 'n' Andy some 15 years ago, when they were known as "Sam and Henry." An interesting fact brought out by the recording was that at that time their parts were reversed, with Amos as the comic, and Andy the "straight" man. This was the "Amos 'n' Andy of yesterday. Then to bring listeners up to date, the telegram and transcription from the black-face pair were used. One-minute and five-minute spots using the material were also used for quite a time preceding the actual broadcasting of the program, calling attention to the fact that the program would now be heard over WNAX, and giving the air-time of the show over the station.

FREE TRIP

A free round-trip by plane to Reno was offered by KYA by a local jewelry firm to any couple planning marriage. All expenses to and from the airport, plus meals, taken care of by the sponsor. Only catch was that the couple must buy one of the firm's wedding rings—for a mere \$99.50.

ADD FU MANCHU PREVIEWS

FULL dress "Shadow of Fu Manchu" previews coming thick and fast. KDKA, Pittsburgh; WHEC, Rochester, and KANS, Wichita, gave the local ad boys, prospective sponsors, et al, a taste of real Chinese food, incense, and other "atmosphere" along with a couple of reels of the thriller.

WHEATIES STUNTS

FOLLOWING are the various methods by which KROW, Oakland, publicized their "most popular player" contest in connection with the Wheaties baseball broadcasts: (1) movie trailers in two first-run and one second-run downtown theaters; (2) window displays at the studios and at the store of a prominent jeweler; (3) newspaper ads in 16 neighborhood and other papers; (4) letters to each grocer from baseball announcer, Dean Maddox; (5) letters to each grocer from the Oakland Baseball Club; (6) publicity photos of trophy and the baseball team; (7) publicity stories released to newspapers through advertising grocers.

G.E. "BULB"

A NOVELTY promotion, sent out by General Electric consists of a regular Mazda lamp. Attached to the socket base is ticker tape which is housed on the inside of the bulb and which may be read by removing the base and pulling the tape out. Copy on tape reads: "Here it is in a lamp bulb. For the fourth consecutive year, Phil Spitalny, renowned maestro, and his All-Girl Sing Orchestra, will bring the General Electric Company's popular 'Hour of Charm' back to the airways at 10 o'clock E.S.T., Sunday night, September 17—and every Sunday thereafter over the Red Network of NBC."

WSYR PLUGS SETS

A WSYR considered radio set dealers in a two-week promotion stunt designed to up the sale of portables. Courtesy announcements and daily 1x3 ads in each of Syracuse's two daily papers urged the listener to buy a portable for (1) convenience, (2) dependability, (3) enjoyment. Letters were sent to distributors and dealers urging them to feature portables in their set advertisements during the campaign. Reaction was two-fold. Not only did dealers increase space devoted to portables, but they increased space devoted to radios in general.

EXPO AIR SHOW

A THROUGH arrangements by WIRE with the National Broadcasting Company, NBC "Breakfast Club" stars were brought to Indianapolis to appear at the fifth annual Indianapolis News Food Show and Household Appliance Exposition at the state fairground. Don McNeill, master of ceremonies for the "Breakfast Club"; Evelyn Lynne, soloist on the program, and Jack Baker, vocalist, joined with Harry Bason, WIRE pianist-music director, to entertain at a special show Sunday.

PERSONAL APPEARANCE

A KSTP, working with the Procter & Gamble Distributing Company in Minneapolis, staged two "in person" appearances of "Vic and Sade," for the Minneapolis Centennial.

In addition, "Vic, Sade and Rush," all attended two performances at the Minneapolis Auditorium as a wind-up of a week-long celebration, also were featured in a television show immediately following presentation of their regular script from the stage.

FOOTBALL FEED

A AS a promotional stunt in connection with the Associated Oil Company's current sponsorship of football broadcasts in the West, KOY, Phoenix, invited all A. O. dealers and distributors to a buffet supper and open forum on football, with Dixie Howell, former all-American and now coach at Arizona State, and Lou Kroeck, Arizona net sportscaster, leading the discussion. Thirty minutes was allowed for discussion.

PHONE CALLS

A AS a special promotion service, KSFO had a girl whose duty it was to phone executives of firms to inform them when broadcasts by CBS in which they may be interested were released by KSFO. This service was established as a result of the interest of CBS-KSFO listeners, not only in national and international affairs, but also in sports events and serious music offered by the Columbia network.

SALT LAKE CITY STUNT

A IN a massed promotional effort, three Salt Lake City stations, KSL, KDYL and KUTA, took over the regular weekly meeting of the local Advertising Club and for an hour "sold" air media to the advertising executives.

E. J. Broman, Ad Club vice-president and an account executive at KSL, conducted the meeting, with members of the staffs of KSL, KDYL and KUTA all appearing and participating in the discussions. This was the first time in the history of the Salt Lake City Ad Club that radio was allowed full swing, despite the fact that newspapers have frequently broken through for mass promotion.



TIE-UP

WHO'S GOLDEN GLOVES TOURNAY

A FOR the second year, WHO, Des Moines, again sponsored the local elimination bouts of the national Golden Gloves boxing tournament and, according to the station, this year was "bigger and better than ever." Thought to be the only radio sponsored tourney in the country, others generally being promoted by newspapers, WHO's introduction of the competition to Des Moines last year

resulted in a tourney so much bigger than was expected that "we are still gasping." Two hundred boys participated last year with 14,000 persons viewing the fights. This year station had 300 contestants and a crowd of 32,000. Tourney, under the general supervision of Bill Brown, WHO sports editor, was held in the local Coliseum, Feb. 14, 15, 16 and 22.

PRUNE SALE HYPO

A potent store tieup with Hedda Hopper's "Hollywood Discoveries" on WTMJ for the California Prune Industry jumped a Milwaukee store's Saturday prune sales from 50 to 460 pounds, the station reports. Earl Tetting, Lord & Thomas special merchandising man, planted a girl in Gimbel Brothers' store to pass out hors d'oeuvres consisting of prune halves and Milwaukee cream cheese. The demonstrator, plugging California prunes and Hedda Hopper's opus on WTMJ, upped the day's prune sales for the store more than 800 per cent. The demonstration booth was surrounded with promotion advertising for the program.

WMCA'S NET SHOWS

PUBLICIZING the eight network daytime script serials aired between 8 and 10 p.m. on WMCA, New York, the independent station ran 8-inch ads in the daily press. In addition to giving time of each program, ads feature the slogan "dial Romance tonight—two hours of love, laughter, heartbreak, thrills!"

KLZ WAR COVERAGE

TO promote 24-hour coverage of European war news by KLZ, Denver, station made tie-ups whereby station's news services were publicized in four local motion picture theaters. Sixty-foot trailer, graphically illustrated by photos of troop movements and other war scenes, were shown in all four houses and were climaxed by flashing a photograph of H. V. Kaltenborn on the screen with appropriate block letter copy describing the KLZ-CBS-INS coverage. One theater gave station credit lines for news bulletins supplied at program breaks. Special service was announced by a screen slide with the news bulletins being read over p. a. system by a KLZ staff announcer. Theater featured this service in its newspaper ads in addition to a lobby display publicizing the stunt.

HOT SOUP

A unique way of backing up the Campbell's Soup program was devised by KOY, Phoenix, which served bowls of hot soup to all its studio audiences throughout a week. Listeners were invited to come down and witness any of the daily programs originating in Phoenix and to have a bowl of soup. Thousands of bowls of soup were dispensed.

MOVIE PROMOTION

"NEWS in the Air," 30-minute sound movie, was shown to more than six hundred South Carolina Esso dealers meeting in Columbia as guests of Standard Oil, United Press, and WIS. Film traced route of radio news from source to final airing by "Esso Reporter," then advanced suggestions by which dealers could promote program with greatest profit to themselves. "Esso Reporter" began January 30 at WIS on a four-a-day schedule for one year.

WANTED: CHARM

A survey was made with Bill Treadwell, radio writer, as chairman and several prominent radio names as committeemen, to find the ten people in the United States who possess the most charm. Charms Candy Co., of Bloomfield, N. J., with promotion head W. W. Reid, 3rd, were in back of promotion with the results exhibited at New York World's Fair.

DOUBLE FEATURE

IN cooperation with a local theater, the bakers of Longview, Cal., arranged a "Big Radio Kiddie Show" to which children were admitted for five cents and five local bread wrappers. Children saw radio show in addition to regular theater feature and had the opportunity of appearing before the microphone during the half-hour airing from theater's stage. Kiddie show is a regular feature of KFRO.

USES RAILROAD POSTERS

THE New York, New Haven & Hartford Railroad placed colorful posters in its stations and trains calling attention to its daily news program over WEEL, Boston. The railroad sponsors "Herald-Travel" news daily.

RCA STICKERS

FOLLOWING RCA Manufacturing Co.'s renewal of its contract for "Music You Want," transcribed feature on KGO, the Leo J. Meyberg Co., RCA distributor in San Francisco and northern California, pasted small stickers on all its packages, calling attention to fact that show was heard over KGO six nights weekly at 11:15 p.m. Idea proved so successful in stimulating interest in radio sales, it is expected to be followed on a national scale by RCA dealers throughout the country, as the program is heard over key NBC outlets. Program consists of RCA recordings by world-famous artists.

MOVIE SHORT

WFBL, Syracuse, is receiving widespread publicity through a movie short recently completed by the New York State Conservation Department which is being shown throughout the state on request. The picture, which deals with the re-stocking of streams, shows

WFBL's trailer with portable transmitter, news editor Bud Squires, and the conductor of the "Sportsman" series, Norm Basset, in action with their special "Trout Fishing" broadcast along the shores of Chittenango creek.

LOBBY DISPLAY

THE foyer of WGAR, Cleveland, has been enlivened with caricatures of outstanding stars of the Columbia network, which were executed by local newspaper artist Don Wooton. These are the originals from which were taken displays for use on street car cards, and on taxi cab covers.

SPORTS PROGRAM

ACCORDING to Bob Soule, vice-president in charge of promotion at WFBL, Syracuse, 19,900 baseball fans in the area saw the sports film "The National Game," as presented in behalf of Leo Bolley's Tydol-Vedol Sports Review program. With Bolley on hand for a short spiel, film made 38 individual showings in 6 days before clubs, schools, etc.

WJR's PLATES

OVER 100 cars blocking traffic in the Detroit area equipped with extra "license" plates plugging WJR. General Manager Leo Fitzpatrick has WJR-1 and Chief Engineer M. R. Mitchell carries WJR-750, which is station's band on the air.

"GATEWAY" BUILDERS

LETTERS and full information concerning the new "Gateway to Hollywood" talent hunt programs which go over CBS Sunday were sent to all RKO exhibitors throughout the country by RKO vice-president Ned E. Depinet. Letter requests that exhibitors listen to the show and explains how the program will aid theater managers and requests their cooperation. Included are application blanks for distribution to theater patrons and an "Exhibitors' Information Bulletin" giving details of the Jesse Lasky-Wrigley show and all subsidiary tie-ins. These include a four-page folder for distribution, one-sheets and lobby cards, publicity packets, and a trailer.

"LONE RANGER" PRODUCTS

"LONE Ranger" received extensive, indirect promotion through the sale of 126 merchandise products sold throughout the country. Newspaper advertisements placed by department stores, displays and store promotion were used to push the products. Thirty stores in as many cities participated in the campaign. Raymond Spector handles the commercial promotion.

SHOP BY PHONE

KATE SMITH appeared in an ad of the New York Telephone Co. stressing the advantages of shopping by phone. Miss Smith

was seen using a telephone and stating "Radio people haven't much time to make 'personal appearances' at the stores," while the ad copy explains that the singer uses the telephone for shopping. "Freckles," her cocker spaniel, also appeared in the ad.

TRIPLE CAMPAIGN

WDRS unleashed a publicity campaign designed to cover as extensive a field as possible. First move was a tie-up with State Theater, which brings in leading band every week, and plays to approximately 60,000 persons in five-day period. State featured a trailer showing WDRS's chief announcer Ray Barrett in action during his "Music Off the Record" program. In return, WDRS plugged State one day a week in "Man-on-the-street" program and distributed free passes to persons interviewed. In addition, Barrett made a personal appearance at the State's late Saturday night show, introduced the featured band, which then played his "Song of the Week" selected by listeners of the "Music Off the Record" program.

Second move was tie-up with music stores throughout city which placarded windows with pictures of Barrett at work on his "Music Off the Record" program. Placards were dotted with autographs of leading band conductors. Third step was widespread billboard advertising campaign on heavily-traveled highways in the state.

HOTEL CARDS

TO promote the L. B. Wilson station, Columbia programs, 50,000 watts and the station's newscasts, WCKY arranged with Cincinnati's Hotel Gibson to place flashy red cards under glass tops of each desk in the hotel's 1000 rooms. One card invites Gibson guests to visit WCKY studios on the first floor of the hotel and the other lists WCKY local and CBS news broadcasts. The cards replaced the hotel's "Radio receivers for rent" notices.

AD LISTINGS

KGKO, Fort Worth, was running full, one-column newspaper ads on the amusement pages of both the evening and morning Fort Worth "Star-Telegram." Ads list special programs in bold type, with art. Special attention was paid to making the ads as unique and attractive as possible. Eye-catching typography was used throughout and varied daily. Ads were prepared by KGKO's publicity department and attracted considerable attention from local readers.

ELECTION SPECIAL

A new high in promotional tie-up between newspapers and radio here was staged when KPO and KGO, NBC stations, jointly broadcast a five-hour Election Night Radio Party from the editorial rooms of "The Chronicle." Lasting from 9 p.m. until 2 a.m., the

show featured NBC musical and singing talent between bulletins on election returns.

Taking part were "Chronicle" manager Paul Smith, NBC manager Al Nelson, winning and losing candidates, and NBC entertainers Glenn Hurlburt, Clancy Hayes, Bennie Walker, Ruth Sprague, Will Aubrey, Dorothy Allen, Zella Layne, Camilla Romo, Armand Girard, Judy Deane, Three Cheers, and orchestral groups directed by Paul Martin, Ricardo, Ray Harrington, Eddie Swartout, and Walter Kelsey.

DISPLAY

WLW's DISPLAY WINDOW

A promotion plan approved recently by James D. Shouse, Vice President and Station Manager of WLW, Cincinnati, utilized a large space in the WLW reception room. A window, seven feet long by three feet deep, was constructed facing the room's door. Every advertiser was given a full display of his products for a specified length of time and the displays were rotated so as to give fair play to every client. It is estimated that several thousand people per week saw the displays for every person who witnesses a show in the WLW studios must pass the window.

WINDOW TIEUP

IN cooperation with two sponsors, CKAC, Montreal, prepared a special window display using photographs of featured radio artists, both local and network, as well as pictures of old and new broadcasting equipment. The displays are being used in the windows of the sponsor's stores.

COUNTY FAIR

KTFI built a special booth at the Twin Falls County Fair at Filer, Idaho, with the exhibit one of the most elaborate ever built in that area. Broadcasting studio was 8 by 14 feet in size. The first unit of the station's 1,000 watt transmitter was on display as well as other broadcasting gadgets. Actual broadcasts averaged 7½ hours of commercial time plus about 15 hours of sustaining time. Special booklets were prepared on the radio industry and handed out to visitors.

WSAI's POSTERS

FOUR thousand 8 x 10 posters every month and bulletins each week were distributed by the local office of the Ohio State Employment Service to promote their series of weekly broadcasts over WSAI, Cincinnati. Posters and bulletins were sent to all employees of Cincinnati industries. Listing the speak-

ers and subjects of coming broadcasts, the bulletins invited both employer and employee to listen to the programs. Posters were displayed in every machine shop and factory in the Cincinnati area.

WHEATIES-KMO CO-OP

GENERAL Mills' Wheaties and Bananas' sale brought two-fold results to Tacoma and vicinity grocers, via unique KMO, Tacoma, promotion. KMO ballcaster, Jerry Geehan, sent sale posters to stores. Grocers turning in posters with greatest number of fans' signatures got free ball game ducats.

PROGRAM PLUGS

IN connection with the Gillette-Mutual Network broadcast of the World Series, WHMA, Anniston, Alabama, secured a supply of window display material from the razor blade people and placed several window displays in local drug stores. Direct mention of the games being broadcast over the Anniston station was made in all displays. Local drug stores exerted special efforts to sell Gillette Tech Razors and good sales were reported. Station also publicized the broadcast in newspapers.

HORMEL LAYOUT

HORMEL, INC. used a spread in "Look" to promote its products and its program, "It Happened in Hollywood," on CBS three days a week. The ad appeared in regular "Look" format and featured talent on the show. Wayne Tiss of BBD&O's Minneapolis office prepared it. Hormel also used four pages in "Life" in which the radio program was mentioned.

STUDIO ROUNDUP

PARALLELING a heavy schedule of news casts WMBR sponsors, in Sterchi Furniture Co., an immense map of Europe. By use of specially designed buttons with attached ribbons leading to several miniature sized blackboards, the day's latest news is easily and clearly depicted. And due to the fact that these bulletins are printed in eraseable chalk the boards can be kept up to date with a maximum of efficiency and a minimum of bother. Among the advantages of such a map is the fact that visitors might become acquainted with the nature of the land as well as the location of various European countries. Mountains are brought out and elevated by a unique cellophane effect dabbed with a dull gray paint.

LARGEST RADIO

ONE of the features of Salt Lake City's annual Covered Wagon Days parade was the world's largest radio. Built for KSL, the radio was 23 feet long, nine feet high and eight feet wide. Equipped with sound equip-

ment, the station broadcast along the three-mile route of the parade, spectacular finale of this city's annual fete honoring the pioneers who settled Salt Lake Valley in 1847.

WINDOW DISPLAY

A large picture panel of special events covered by KDAL, Duluth, was the center of attraction in a display window featured in a store at the city's busiest downtown corner. Besides the panel were two blow-up pictures, remote amplifier, short wave transmitter and CBS and KDAL banners.

EDUCATIONALS

WHKC, Columbus, used 100 squares of newspaper media each week to publicize its educational programs. Ads appeared in the Columbus "Citizen" and called attention to the value of local and MBS programs of an educational nature. Copy was written by Fred Sample, continuity editor of the station and stressed the idea that listeners need to know more about national and international problems.

PROGRAM

"SCRAPBOOK FOR 1909"

MEN and women who participated in headline events back in 1909 took part in several broadcasts of the above title which the BBC aired. Important events in British political and scientific history as well as sketches and songs from popular musical comedies of thirty years ago was presented on the program.

KITCHEN SHOW

SISTER Mary St. Clara, BVM, believed to be the only Catholic sister with her own regularly scheduled air program, is commentator on a new "Kitchen of Tomorrow" cooking school program which WKBB, Dubuque, Iowa, is airing a half-hour weekly in cooperation with the Home Economics Department of Clarke College. Program remotes direct from the college campus where a model kitchen has been built on a stage according to specifications of James D. Carpenter, WKBB general manager. Mel Galliard, station program director, produces and announces the programs.

"A TUNE AND A TALE"

THIS program, sponsored by Loft, Inc., over WOR, New York, replaces its "Jenny of Sweetbriar Manor." New program, which debuted Jan. 11, presents the Novelty Choir in a different melody each week, and then

the "story behind the tune" is dramatized. First program featured "When the King Goes Forth to War."

EXCHANGE MART

"SWAP SHOP," offering dialers a chance to exchange unwanted articles among themselves, is the new KYA, San Francisco, idea on Mondays, Wednesdays, and Fridays. Persons with "swaps" send detailed information and name and address, all of which is read over the air. Anyone interested contacts the individuals directly. Program is written and produced by Adrian Gendot, features voices of Reiland Quinn and Lois Hampton.

SPORTS "INFORMATION PLEASE"

FEATURING outstanding local sports authorities WJJD, Chicago, launched a Sunday afternoon 30 minute show titled "Challenging the Experts." Patterned after "Information Please," show presents John Carmichael of the "Daily News," Irv Kucinet of the "Times" and Jimmy Corcoran of the "American" as the board of strategists. Each week, there is a guest star—first one was Dick Hanley, former Northwestern football coach. Cash prizes are awarded to listeners sending in acceptable questions and there are additional prizes for stumping the experts.

JUVENILE PROGRAM RESEARCH

"IN an effort to find a satisfactory medium for children's programs," the New York Junior League began a series of "fantasy" broadcasts over WMCA from 5:15-5:30 p.m., based on original radio scripts written, directed and produced under the supervision of its society members. Titled "The Lost Star," the series, written by Frances Fullerton Neilson, ran for a period of 13 weeks and was an extension of the "Alice in Wonderland" series which the League produced on the same station last year. "The Lost Star" series deals with the adventures of a group of "Orgets," described as streamlined people inhabiting the other side of the milky way. Searching for a star that dropped from the heavens, the "Orgets" reach the earth and are involved in a series of adventures, which, according to the League producers, provide exciting entertainment from which moral lessons are subtly drawn.

"DID YOU KNOW?"

A late Sunday evening five-minute program was started on WEEL, Boston. It's called "Did You Know?" and consists of little-known facts as well as some erroneous ones which are usually taken for granted. These, of course, are delivered in the corrected version. Each fact is prefaced by the question, "Did You Know?"

AMATEURS

THE WTAG talent discovery program, a new amateur show, designed to include several innovations in the Worcester, Mass., broadcasting field, was launched direct from the stage of the Plymouth Theater. Show, featuring strictly amateur talent from Worcester and Central Massachusetts, is of half-hour duration and will be heard weekly on Saturday nights. Produced under the direction of Chester Gaylord, in co-operation with the Plymouth Theater, the show's chief objective is to present first class entertainment. Two professional accompanists have been engaged. One of the innovations was an interlude devoted to asking the audience questions and broadcasting their replies, or songs, by means of a roaming microphone.

FARMER'S INFO

WOR began signing on 25 minutes earlier at 6 a.m. in order to broadcast a program of farm information, "The Farmer's Digest," prepared by Transradio Press. Half-hour program, aired daily except Sunday, presents a "crisp" resume of market trends, weather reports, road conditions, crop statistics and agricultural news "all blended into a comprehensive picture of farming and marketing conditions throughout the east." In addition Mrs. Farmer hears of improvements in home-making, child education and some fashion hints.

PERSONAL PROBLEMS

DUART Manufacturing Co., makers of "Creme de Milk" cosmetics and beauty shop equipment, is sponsoring "Problem Clinic," a new type of informal program in which personal problems of listeners are discussed, over seven CBS stations on the Pacific coast. Discussions, conducted by Vance Graham and Marcia Miller aided by an attorney, reporter, business man and housewife, are entirely extemporaneous. Listeners are invited to submit questions on marriage, engagements, child training and similar matters.

CIRCUS STUFF

WBAX, Wilkes-Barre, staged a complete promotion in connection with a visit of a circus to that city. Assisted by the press agent of the circus, a spot campaign was conducted one week before the show's arrival in addition to daily 15-minute shows depicting the life "under the big top." On show day, the agent, with a portable microphone was on the lot at the break of dawn with a broadcast of the unloading of the show and the setting up of the tents. At noon he gave a description of the parade through the streets of Wilkes-Barre from a local department store, which sponsored this airing as well as the rest of the day's events. Broadcasts at 1 p.m.

and 2 p.m. were made from the sideshows and the big tent, respectively. Description of the entire matinee performance was broadcast. Tieup for the department store was made with a display of its furniture in one of the tents at the circus.

"COURANT" ADS

ASSOCIATED Grocers, an affiliation of 30 grocerymen in Greater Hartford and Central Connecticut, began their new three-time-a-week "Your Southern Chef" program over station WDRC with a big advertising splash in the Hartford "Courant." The program featured James Cox, expert southern recipe-maker.

PRIZE INTERVIEWS

AS a promotion stunt for Purina's "Checkerboard Time" program, winners of the chick-growing contest held in connection with the show were brought to Phoenix from all parts of the state and interviewed in the KOY studios over the entire Arizona network, on a special "Checkerboard Special" program.

SPOT PLUGS

W. T. GRANT'S newly opened \$250,000 store used fifteen 50-word spots and two quarter-hour programs on KGKO, Fort Worth, to promote the store's opening. Quarter-hours originated from the store with department heads and customers being interviewed by Clarence "Scooter" Tonahill.

STORE DEDICATION

WHEN Purina Mills opened a new Checkerboard Store in Dallas, WFAA, which carries Checkerboard Time transcriptions regularly for the company, made a remote pickup from the store location and the Cass County Kids, WFAA trio, made a personal appearance as well as the broadcast. The stunt drew an overflow crowd and got the store off to a big start.

STATE FAIR

KSTP talent, featured last season on the Red network, was used by the Minnesota State Fair to plug its forthcoming exposition over four Minnesota stations. The shows, aired each Tuesday night over KSTP, KFAM, KROC and KYSM, featured Leonard Leigh, musical director of the station; the Knights of Note and their Lady, Bonnie; and Flo Seidel, torch singer.

INTERVIEW ETs

"INTERESTING People" is title of program idea worked over by Allyn Corris, having been conceived by Station Manager G. Richard Shafto, WIS, Columbia, S. C. Idea was to interview interesting people visiting Columbia making ET of the talk for airing later on

definite schedule along with other recorded interviews. Interviewees thus would be available at times most convenient for them.

RETAIL CO-OP

LATEST step in WKRC's campaign of cooperation with Cincinnati retailers occurred on "Woman's Hour" broadcast when prominent retail grocers appeared to tell of latest developments in that industry. Among those interviewed by Ruth Lyons, station program director, were: Gerritt Vander Hooning, president of the National Association of Retail Grocers; Homer N. McGonkey, secretary of the Ohio Retail Grocers and Meat Dealers Association and editor of the "Buckeye Grocer"; J. F. Healey, of Hilmer N. Swenson Co., agency for the NARG; and August Meyer, secretary of the Cincinnati Retail Grocers and Meat Dealers Association. Vander Hooning discussed the new movement under way in his association and other retail groups, to educate retailers in new methods of further serving the community.

GOVERNMENT SERIES

WHN, New York, presented a series of programs under the auspices of the Office of Government Reports, which sponsored recorded talks by President Roosevelt and members of his cabinet. Series was aired Tuesdays and featured heads of the various government agencies discussing functions of their departments. John M. Carmondy opened the series, all of which was presented via recordings.

INSIDER'S VIEWPOINT

ATTEMPT to hypo baseball broadcast was an apparent success at WSYR, Syracuse, when Nick Stemmler, Wheaties and Atlantic baseball reporter on the station invited Ted Kleinhans, pitcher of the Syracuse Chiefs, to handle a couple of half-innings of a ball game. Stunt drew a stack of fan mail for Kleinhans the next morning, station reports.

GIVE-AWAY

BIRTHDAY BALL

PROMOTION folder by Artists Management for Paul Whiteman employs photos of the Whiteman crew at the President's Birthday Ball at the Mayflower Hotel, along with a letter praising Whiteman's outfit by the manager of the hotel. Letter cites this year's Ball as "the most unusual success" and declares participation was more than doubled over previous year. Folder showed P.W. with Mrs. Roosevelt and declared that "whether

it be the country's No. 1 President's Birthday Ball, the 'Junior Hop' at Yale, etc., Paul Whiteman and his Orchestra have consistently played to record breaking crowds. Paul Whiteman's orchestra gives complete entertainment satisfaction and still sets the pace as America dances."

STAR ALBUM

IN behalf of its "Mystery Control" remote unit, Philco Corp. distributed a 16-page "Radio Star Album" containing pictures of 144 headliners, each cut containing a small reproduction of sponsor's product. Book also included latest log of long-wave stations and listing of principal foreign short-wave stations. Book was distributed at session of Philco dealer convention at Savoy Plaza.

WNEW PROGRAM SKED

WNEW blossomed out with a large size printed program schedule replete with a "Highlights" box and including a special plug for the "Milkman's Matinee," all-night, all-recorded program. Item reprints a letter from Postal Telegraph stating that Stan Shaw, emcee of the "Milkman" program, received more telegrams through the company than any other individual—"possibly surpassing the President in this respect." Shaw got 26,453 messages during past year.

OLD DUTCH OFFER

CUDAHY Packing Co. offering the story of "Bachelor's Children" in book form on its CBS program by that name. Book written by Bess Flynn, author of script show, was offered in connection with a floral pattern handkerchief. Photographs of cast and announcer appear in book which is published by Donnelly's. Account, handled by Roche, Williams & Cunyningham agency, is using 18 stations.

WBBM's RADIO NEWSPAPER

WBBM is distributing free to customers at the Wrigley Building restaurant, which because of its central location is the daily gathering place of radio and advertising executives, a two-page tabloid "newspaper" under the title "Radio Headliner." The Headliner is the creation of J. Oren Weaver, news editor of WBBM-CBS. It was issued several times a day during the critical days in Europe. Run off on a duplicating machine the Headliner came out at 11:45 a.m. with its first edition containing noon New York stock reports as well as news flashes. Afternoon editions hit the cocktail sippers and there was a final for dinner customers. Saturday's noon edition contained a week's business review.

SALES PLATTER

WFIL used a platter sales message to acquaint the trade with a new baseball score signal package. The platter contains a short punchy sales talk and a complete illustration of a sample spot. The disk idea is the brainchild of Murray Grabhorn, national sales manager, and ran three minutes. They were mailed to 50 agencies and prospects. The package guaranteed a minimum of five sets of baseball scores with an attention-getting production opening and a 25-word commercial each afternoon between the hours of 3 and 5.

ESSO MATERIAL

GENERAL publicity material was prepared by Marschalk & Pratt, Inc., for use by stations broadcasting news sponsored by Esso. Publicity stresses that the five-minute programs condense all news and give a complete picture of local, state, national and foreign news. Programs are broadcast at 8:00 a.m.; 12:30 p.m.; 6 p.m. and 11 p.m. on 34 stations.

DISPLAY GUIDE

WHK-WCLE's new Merchandising Display Guide was in the hands of Cleveland's leading drug, grocery and department store buyers, display managers and advertising managers. The Guide urges those men to tie their advertising into the campaigns on WHK and WCLE since "WHK-WCLE Advertised Products Sell." Guide is contained in an attractive maroon and gold three-ring binder. New pages are issued on the first and 15th of each month. These pages list the products on the air and give full details about some of the newer programs.

GUN SHELLS

WHBQ, Memphis, manager E. A. Alburty timed a promotional piece to coincide with the opening of Tennessee's duck-hunting season. Into empty shot-gun shells were wadded the promotional pieces, and Western Union messengers then delivered the wadded shells directly to Memphis time-buying prospects. Ducks, flying with \$-inscribed pocket-books in their bills, headed the piece. Then, in a brief text, Alburty pointed out that it was not only the season for ducks, but also for customers, and that WHBQ's inexpensive radio messages would bag the customers.

KPO GIVEAWAYS

SPONSOR offers on KPO, San Francisco, include a set of cheese covers by Tillamook Creamery Assn., for strip from cheese box and 25 cents; 200-page cook book by Rumford Baking Powder for label and 25 cents; and steel paring knife by Procter & Gamble, for two Drefit box tops.

JUMPING THE GUN

WBIG, Greensboro, N. C., prepared for Feb. 14th distribution a valentine featuring the Lone Ranger with the caption across the top "Greetings Comrade!" Centered in a large green heart is picture of the Lone Ranger astride "Silver" waving to the recipient. What was presumably a special greeting to Ranger Club members was written in "code." Whole was identified with "compliments of WBIG" in lower corner.

BLARNEY BRACELETS

B. T. BABBITT, INC., offered "Blarney Stone Bracelets," made from the ten tons of imported Blarney Stone recently arrived in this country, in behalf of its "David Harum" program over WOR. According to Robert Brenner of Babbitt, Inc., the stone was chiselled from the same quarry on the original grounds of Blarney Castle, County Cork, Ireland, from which the famous Blarney Stone itself came. Bracelet is of antique gold color, bearing a piece of the stone, a miniature of the Blarney Castle, a shamrock and four-leaf clover.

NEW YORK "VILLAGE"

COUNCILMAN Robert K. Straus, in connection with his weekly WHN program, gave away to listeners a large comic colored map of "Your Town—That Village of 8,000,000 People." Done in typical comic map style, the promotion piece features Jimmy Walker in the "Tammany Doghouse," Mayor LaGuardia "applauding" Tammany, Robert Moses looking for more Park sites to conquer, Grover Whalen emceeding the Fair, etc.

POETRY BOOK IN DEMAND

A spot announcement offering a book of 12 poems written by Barton Rees Pogue and read on the Boone County Jamboree brought 22,000 requests, according to WLW officials. Besides the poetry, the book contains pictures of the cast.

COVERING BOTH SIDES

TRADE press advertisements were mailed out by CBS telling of that network's coverage of "both sides of the railroad tracks." Piece cited statistics that those living on the "other side of the tracks" are 94 per cent radio equipped and buy more basic commodities than the more favorably situated group across the tracks which is "the only market for products made for their exclusive use and pleasure." CBS, it was pointed out, covers both sides completely.

IMPARTIAL SURVEY

PROMOTION item gagging the numerous surveys issued by networks and stations was issued by WOC, "Your Davenport, Rock Island, Moline buy for this quarter-million market." Titled "An Impartial? Survey," piece

stated that WOC asked its own 43 staff members: "To which radio station do you listen?" Forty-two replied WOC exclusively and 'I said WOC most of the time.

"He is a capable engineer—now at liberty. We gladly recommend him."

SELLING FOOD

REPRINT of trade press ad was distributed by WLS, Chicago, on behalf of its "Feature Foods" programs conducted by Martha Crane and Helen Joyce. Letter accompanying reprint cites statistics of sales in connection with resumption of the program over the station, and lists various promotion tie-ins used. Reprint cites the program as "the show that pulled more proof-of-purchase mail on WLS than any other in one entire year."

COVERAGE MAP

HAVING received a copyright on a four-color map outlining the WSAI "Coverage in Terms of Retail Sales," a product of the Cincinnati station's sales research department, the station is now preparing it for distribution to agencies, clients and prospective advertisers. Both primary and secondary areas are included on the map which shows coverage over a three-state area—Ohio, Indiana and Kentucky. The map, said to be first of its kind, shows the various sales divisions both in intensity of shading and size of area.

INFO FROM WGAR

TO all offices of its national representatives, Edward Pety & Co., WGAR, Cleveland, sends a weekly news letter embodying local trade information, items about WGAR personalities and comments on the progress of Pety-placed accounts. Written in conversational style, the letter is signed "Sixty-three Employees."

SPONSOR PROMOTION

PROCTER & GAMBLE shot the works in the Milwaukee area in backing up the local airings of its "Story of Mary Marlin" broadcast over WTMJ. A special factory detail man engaged a crew of 25 distributors and over a period of time sampled 80 per cent of the homes in Milwaukee with Ivory Soap leaving on door knobs a promotion device urging "Listen to the 'Story of Mary Marlin' daily at 2 p.m. over WTMJ." The item suggested that the card be attached to knob of radio.

LISTENER PERCENTAGE

WPIC, Sharon, Pa., bit off almost more than they could chew when, in an attempt to check percentage of listeners in its primary coverage area, 1000 stainless steel ashtrays were offered to the first thousand persons requesting same. Announcements were made over the station at intervals during

one day only—with 5,251 replies from persons in Pennsylvania, New York, Ohio and West Virginia. Postmarks were used in judging earliest requests. Survey gave WPIC management a thorough picture of listener percentage as well as a count of its audience at various times of the day.

PIE RECIPE

PROCTER & GAMBLE, through Compton Advertising, Inc., offered a special Pumpkin Mince Pie recipe on two P. & G. shows during the weeks preceding the Christmas holidays. Recipe, which was given through dealers, was offered free.

RADIO TOPS OTHER MEDIA

ACCORDING to an announcement by the Joe Lowe Corp., sponsors of Jack Johnstone's "Buck Rogers" serial, that program drew 8,000,000 requests for a premium book, more than was ever before received as a result of advertising in other media. Johnstone was commissioned by the Lowe Corp. to cut 39 more transcriptions of the serial while plans were under way for widespread promotion of the program in high schools of the country. Johnstone, radio production head of the Biow Agency, is authoring a 75-page booklet on scientific aspects of the "scientific world of tomorrow" for distribution through the public school systems. Prizes were offered for design and invention of scientific gadgets.

SKY RIDER

WWL, New Orleans, cooperated with Chicago and Southern Airlines in promoting aviation in the South. A "Sky Riders Club" was formed and members received free rides from local airport for three weeks after which a young man and lady as well as an elderly couple were chosen to participate in a three-day tour from New Orleans to St. Louis, Chicago and return with all expenses paid. Station's special events department accompanied the group and recorded impressions expressed by them en route for later broadcast.

KENTUCKY "U" PROGRAMS

LISTING of the radio programs to be presented at the University of Kentucky through WHAS, Louisville, for the six months beginning July 1 and continuing through December 31 was available to the public in a printed booklet on request to the school's publicity bureau. Booklet headlines several program series which were inaugurated during the six-month period and included a group of talks on propaganda. Besides the program listings and descriptions of various series, details of school's radio personnel, facts about other stations being used in addition to WHAS, other data was presented in the booklet.

Rules And Regulations Of F. C. C. Regarding Production By Radio Broadcast Stations

As of January 1, 1940

GENERAL

Except Sundays, the licensee of each broadcast station shall maintain a minimum regular operating schedule of two-thirds of the total hours that it is authorized to operate during each broadcast day (both day and night) except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the inspector in charge shall be notified in writing immediately after the emergency develops.

The licensee of each standard broadcast station shall operate or refrain from operating its station during the experimental period as directed by the Commission in order to facilitate frequency measurement or for the determination of interference. (Stations involved in the after-midnight frequency monitoring programs are notified of their operating and silent schedule.)

If the license of a station specifies the hours of operation, the schedule so specified shall be adhered to until otherwise ordered by the Commission.

Share-Time Stations

If the licenses of stations authorized to share time do not specify hours of operation, the licensees shall endeavor to reach an agreement for a definite schedule of periods of time to be used by each. Such agreement shall be in writing and each licensee shall file the same in triplicate original with each application to the Commission for renewal of license. If and when such written agreements are properly filed in conformity with this rule the file mark of the Commission will be affixed thereto. 1 copy will be retained by the Commission, 1 copy forwarded to the inspector in charge, and 1 copy returned to the licensee to be posted with the station license and considered as a part thereof. If the license specifies a proportionate time division, the agreement shall maintain this proportion. If no proportionate time division is specified in the license, the licensees shall agree upon a division of time. Such division of time shall not include simultaneous operation of the stations unless specifically authorized by the terms of the license.

For the purpose of determining the proportionate division of time of the

broadcast day for sharing time stations one night hour shall be considered the equivalent of two day hours.

If the license of a station authorized to share time does not specify the hours of operation, the station may be operated for the transmission of regular programs during the experimental period provided an agreement thereto is reached with the other stations with which the broadcast day is shared and further provided such operation is not in conflict with (Sec. 3.72) Time sharing agreements for operation during the experimental period need not be submitted to the Commission.

Departure from the regular operating schedule set forth in a time-sharing agreement will be permitted only in cases where an agreement to that effect is reduced to writing, is signed by the licensees of the stations affected thereby and filed in triplicate by each licensee with the Commission prior to the time of the proposed change. If time is of the essence, the actual departure in operating schedule may precede the actual filing of written agreement, provided appropriate notice is sent to the Commission and the inspector in charge.

If the licensees of stations authorized to share time are unable to agree on a division of time, the Commission shall be so notified by statement to that effect filed with application for renewal of license. Upon receipt of such statement the Commission will designate the application for a hearing, and pending such hearing, the operating schedule previously adhered to shall remain in full force and effect.

Limited Time Stations

If the licensee of a broadcast station is required to cease operation of the station at the time of sunset at some point within the United States, the license will specify the hour of the day during each month of the license period when operation of such station shall cease.

The licensee of a secondary station authorized to operate limited time and which may resume operation at the time the dominant station or stations on the same channel ceases operation shall, with each application for renewal of license, file in triplicate a copy of its regular operating schedule, bearing a signed notation by the licensee of the dominant station of its objection or lack of objection thereto. Upon approval of such operating schedule, the Com-

mission will affix its file mark and return 1 copy to the licensee authorized to operate limited time which shall be posted with the station license and considered as a part thereof. Departure from said operating schedule will be permitted only in accordance with the procedure set forth in these rules.

If the licensee of a secondary station authorized to operate limited time and a dominant station on a channel are unable to agree upon a definite time for resumption of operation by the station authorized limited time, the Commission shall be so notified by the licensee of the station authorized limited time. After receipt of such statement the Commission will designate for hearing the applications of both stations for renewal of license, and pending the hearing the schedule previously adhered to shall remain in full force and effect.

Material Term of License Violations

In all cases where a station licensee is required to prepare and file an operating schedule, any deviation or departure from such schedule, except as herein authorized, shall be considered as a violation of a material term of the license.

All references herein to Standard time or local standard time refer to local standard time as determined and fixed by the Interstate Commerce Commission.

Time Changes

If local time is changed from standard time to daylight-saving time at the location of all stations sharing time on the same channel, the hours of operation of all such stations on that channel shall be understood to refer to daylight-saving time, and not standard time, as long as daylight-saving time is observed. This provision shall govern when the time is changed by provision of law or general observance of daylight-saving time by the various communities, and when the time of operation of such stations is specified in the license or is mutually agreed upon by the licensees: *Provided, however*, That when the license specifies average time of sunset, local standard time shall be observed and in no event shall a station licensed for daytime only operate on regular schedule prior to 6 a.m. local standard time or shall a station licensed for greater daytime power than nighttime power operate with the daytime power prior to 6 a.m. local standard time.

Where the local time is not changed from standard time to daylight-saving time at the location of all stations sharing time on the same channel, the hours of operation of such stations shall be understood to have reference to standard time, and not daylight-saving time, unless said licensees mutually agree upon a new schedule which shall be effective

only while daylight-saving time is observed at the location of some of these stations.

The time of operation of any broadcast station which does not share time with other stations on the same channel shall be understood to have reference to local standard time unless modification of such license with respect to hours of operation is made by the Commission.

Station License

The station license and any other instrument of authorization or individual order concerning construction of the equipment or the manner of operation of the station shall be posted in a conspicuous place in the room in which the transmitter is located in such manner that all terms thereof are visible and the license of the station operator shall be posted in the same manner.

The license of each station shall have a licensed operator or operators of the grade specified by the Commission on duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located.

The licensed operator on duty and in charge of a standard broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another radio station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such other stations: *Provided*, However, That such duties shall in no wise interfere with the proper operation of the standard broadcast transmitter.

Logs

The licensee of each broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

A. In the Program Log

a. An entry of the time each station identification announcement (call letters and location) is made.

b. An entry briefly describing each program broadcast, such as "music," "drama," "speech," etc., together with the name or title thereof, and the sponsor's name, with the time of the beginning and ending of the complete program. If a mechanical record is used, the entry shall show the exact nature thereof such as "record," "transcription," etc., and the time it is announced as a mechanical record. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

c. An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor.

B. In the Operating Log

a. An entry of the time the station begins to supply power to the antenna, and the time it stops.

b. An entry of the time the program begins and ends.

c. An entry of each interruption to the carrier wave, its cause and duration.

d. An entry of the following each 30 minutes:

- (1) Operating constants of last radio stage (total plate current and plate voltage).
- (2) Antenna current.
- (3) Frequency monitor reading.
- (4) Temperature of crystal control chamber if thermometer is used.

e. Log of experimental operation during experimental period (If regular operation is maintained during this period, the above logs shall be kept).

- (1) A log must be kept of all operation during the experimental period. If the entries required above are not applicable thereto, then the entries shall be made so as to fully describe the operation.

Logs of standard broadcast stations shall be retained by the licensee for a period of two years except when required to be retained for a longer period in accordance with the provisions of the rules pertaining to logs involving communications incident to a disaster or which include communications incident to or involved in an investigation by the Commission and concerning which the licensee has been notified, shall be retained by the licensee until specifically authorized in writing by the Commission to destroy them: Provided, further, That logs incident to or involved in any claim or complaint of which the licensee has notice, shall be retained by the licensee until such claim or complaint has been fully satisfied or until the same has been barred by statute limiting the time for the filing of suits upon such claims.

Station Identification

a. A licensee of a standard broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation on the hour and half hour as provided below:

b. Such identification announcement during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert or operatic production of longer duration than thirty minutes. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion of such program.

c. In case of variety show programs, baseball game broadcasts, or similar programs, of longer duration than thirty minutes, the identification announcement shall be made within five minutes of the hour and half hour.

d. In case of all other programs (except provided in paragraphs (b) and (c) of this section) the identification announcement shall be made within two minutes of the hour and half hour.

e. In making the identification announcement, the call letters shall be given only on the channel of the station identified thereby.

Mechanical Reproduction

Each broadcast program consisting of a mechanical record, or a series of mechanical records, shall be announced in the manner and to the extent set out below:

1. A mechanical record, or a series thereof, of longer duration than fifteen minutes, shall be identified by appropriate announcement at the beginning of the program, at each fifteen minute interval, and at the conclusion of the program; provided, however, that the identifying announcement at each fifteen minute interval is not required in case of a mechanical record consisting of a single, continuous, uninterrupted speech, play, symphony, concert or operatic production of longer duration than fifteen minutes;
2. A mechanical record, or a series thereof, of a longer duration than five minutes and not in excess of fifteen minutes, shall be identified by an appropriate announcement at the beginning and end of the program;
3. A single mechanical record of a duration not in excess of five minutes, shall be identified by appropriate announcement immediately preceding the use thereof;
4. In case a mechanical record is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of the sponsorship of the program proper, no announcement of the mechanical record is required.
5. The exact form of the identifying announcement is not prescribed but the language shall be clear and in terms commonly used and understood by the listening public. The use of the applicable identifying words such as "a record", "a recording", "a recorded program," "a transcription," "an electrical transcription," will be considered sufficient to meet the requirements hereof. The identifying words shall accurately describe the type of mechanical reproduction used, i.e., where

a transcription is used it shall be announced as a "transcription" or an "electrical transcription" and where a phonograph record is used it shall be announced as a "record" or a "recording".

Rebroadcast Programs

(a) The term "rebroadcast" means reception by radio of the program of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station. (In case a program is transmitted from its point of origin to a broadcast station entirely by telephone facilities in which a section of such transmission is by radio, the broadcasting of this program is not considered a rebroadcast.)

(b) The licensee of a standard broadcast station may, without further authority of the Commission, rebroadcast the program of a United States standard broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program. (The notice and certification of consent shall be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a standard broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.)

(c) No licensee of a standard broadcast station shall rebroadcast the program of any other class of United States radio station without written authority having first been obtained from the Commission upon application accompanied by written consent or certification of consent of the licensee of the station originating the program. (The broadcasting of a program relayed by a relay broadcast station is not considered a rebroadcast. Informal application may be employed.)

(d) In case of a program rebroadcast by several standard broadcast stations such as a chain rebroadcast, the person legally responsible for distributing the program or the network facilities may obtain the necessary authorization for the entire rebroadcast both from the Commission and from the person or licensee of station originating the program.

Attention is directed to Section 325 (b) of the Communications Act of 1934, which reads as follows:

"No person shall be permitted to locate, use or maintain a radio broadcast

studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there having a power output of sufficient intensity and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application thereof." (Formal application required. See "Standards of Good Engineering Practice" for form number.)

Political Broadcasting

No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate. The following definitions shall apply for the purpose of this rule: a. 'A legally qualified candidate' means any person who has met all the requirements prescribed by local, state or federal authority, as a candidate for the office which he seeks, whether it be municipal, county, state or national, to be determined according to the applicable local laws. b. 'Other candidates for that office' means all other legally qualified candidates for the same public office.

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

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



THE LEGAL SIDE



**RECENT LAW
in
REVIEW**

By Louis Nizer

•

**Seventy-Sixth Congress
Legislative Digest**

•

**Federal Communications
Bar Association**

Last year RADIO ANNUAL presented Mr. Nizer's article "An Analysis of New Principles of the Law of Radio." It was hailed not only by the radio industry but by members of the legal profession as a valuable contribution toward lifting the maze of uncertainty surrounding radio from the legal aspect.

In presenting the following article we believe another valuable contribution is being made, not only in the field of radio law, but indeed, to the general philosophy of law.

Lonis Nizer, a member of the law firm of Phillips & Nizer, is a prominent member of the New York Bar. He is an authority on the law of screen, stage and radio. He is the author of the book entitled NEW COURTS OF INDUSTRY, and of other legal works, such as LITERARY PIRACY, AN ANALYSIS OF THE NATIONAL LABOR RELATIONS ACT, LAW OF RECEIVERSHIPS, PROPRIETARY INTERESTS IN RADIO PROGRAMS, THE LAW OF SUBSTITUTION IN MOTION PICTURES, THE RIGHT OF PRIVACY and other articles.

Jack Alicoate.

RECENT LAW

IN

REVIEW

By

LOUIS NIZER

INTRODUCTION

I BELIEVE the reader of a legal article, no less than the listener to a symphonic concert, is entitled to know in advance the selections which have been made for him. His love for music may not be deemed less because he shuns certain compositions. His option to exclude should not be denied him.

Without suggesting the consistency of the analogy insofar as the harmonies or the values of this article are concerned, I offer the program's outline so that the reader may practice selectivity.

The first half of the program is devoted to substantive law; that is, law involving conduct as distinguished from rules of procedure. Such questions will be considered as: Is a trade-mark, which has been applied to radio broadcasts, infringed by the use of a similar trade-mark on phonograph records? Are radio slogans trade marks?

May a company selling electrical appliances under a trade name prevent the use of the same name by a subsequently formed company engaged in the manufacture and sale of phonograph and radio devices? Who can regulate the broadcast of a musical recording,—the performing artist, the recording company, or the broadcaster? May the owners of musical copyrights band together in licensing the use of compositions by radio broadcasting companies? Is a broadcasting company liable for defamatory remarks made by an employee of the lessee of broadcast time?

These questions range over many fields of law. Answers to them will be found in cases involving trade-marks, unfair competition, copyright law, patent law and defamation.

The second half of the program is devoted to procedural law which concerns the functions and decisions of the Federal Communications Commission.

I. Substantive Aspect

Trademarks

ARE trademarks, which are applied to a magazine and to motion and sound films and radio broadcasts, infringed by a legend on phonograph recordings of radio speeches? Are these articles "merchandise of the same descriptive properties"? Is a radio slogan entitled to protection from a similar legend on a record? These, inter alia, are the issues raised in *Time, Inc. v. Barshay*, 27 Fed. Supp. 870 (S. D. N. Y. 1939). Plaintiff owns three registered marks "Time," "Time" and "The March of Time." The first two of these are for a weekly magazine and the third is for motion pictures and sound films. The plaintiff publishes and distributes the news magazine, "Time" and produces periodic radio broadcasts and motion pictures under the name of "The March of Time." The "The March of Time" broadcasts and newsreels and the "Time" magazine have been carried on for a long period and have received extensive publicity. The radio slogan "The Voice of Time" was first used in "Time" magazine in October, 1936. The narrator for the radio programs and the motion pictures has often been referred to as "The Voice of Time." For the purpose of identifying its trademarks in the mind of the public, the plaintiff has expended approximately \$4,500,000 for advertising.

As to the defendant, it advertised "The Voice of Time" records in the *Herald Tribune* in December, 1936.

It is charged that the defendant sells phonograph records reproducing famous radio speeches in infringement not only of plaintiff's registered trademarks, but also of its common law rights, by applying to these records the name, "The Voice of Time" thereby misleading the public into believing that it is procuring plaintiff's product when it is not.

The Federal District Court, noting that plaintiff has built up a well identified good will through the use of its

trademark "Time" and "The March of Time," that these trademarks are directly associated with its publications, its radio program and its newsreel productions, and that plaintiff has also built up a certain good will in connection with the legend or slogan "The Voice of Time," held that the defendant's use of a similar phrase is an infringement of the plaintiff's trademark "The March of Time" and an unfair competition with all the plaintiff's trademarks and the good will attending his slogan "The Voice of Time."

The trademark "The March of Time" is, according to the court, valid and is infringed. It does not describe the motion pictures nor sound films nor radio broadcasts to which it is applied, and in consequence is not excluded from registration as "descriptive" under the Trademark Act (15 U.S.C.A. §85). The general use of the name and its identification would be interfered with by the use of an essentially similar trademark in a closely affiliated art. Motion picture films as well as phonograph records involve the reproduction of sound. "In the ordinary marts of trade it is most likely that a phonograph record stamped with the mark,—'The Voice of Time' would be associated with 'The March of Time' as generally used by the plaintiff. With a wide variety of choices available there should be no effort, conscious or otherwise, to invade plaintiff's good will."

However, the plaintiff's trademarks covering the term "Time" as applied to a news magazine, the court maintains, are not infringed by the legend on the defendant's phonograph records, since such records are not merchandise of the same descriptive properties.

Furthermore, the court declares that the defendant's use of the mark "The Voice of Time" is unfair competition with all of plaintiff's trademarks, because of confusion that might arise as to the source or origin of the goods, and not because of confusion between

a phonograph record and a motion picture. The law will not countenance the passing off of one's goods as the goods of another. It is no answer to say that phonograph records have not the same descriptive properties as sound motion pictures.

The instant court applies two well established principles in the law of trade regulation in its recognition of the necessity of a nondescriptive term for the creation of a valid trademark and the existence of goods of the "same descriptive properties" for its infringement. The latter factor, as the case indicates, is not requisite to relief from unfair competition, thus differentiating it from an infringement suit; confusion is a basis for relief in an action of unfair competition. The protection of plaintiff's radio slogan is entirely equitable in view of its prior use and general association with the plaintiff's broadcasting and motion picture activities and plaintiff's expense in advertising them. The effect of priority in a particular field will be further discussed under the topic of "Unfair Competition."

Unfair Competition

The law of unfair competition, under certain circumstances, may protect a party from loss of a potential market and from injury to general reputation. For instance, (1) if a first merchant has established a business under *his own name* in wares of one sort, a second merchant may not use that name in selling other wares if they are so like the first merchant's that the public will be apt to think that the first merchant is selling them. The second may be a pirate if he uses the first merchant's *trademark*. (2) But the second merchant may have already established a business in *his name* which he may wish to extend into a market *alien* to the one he has been exploiting, *yet akin* to the first merchant's. This would probably not be a good excuse. (3) Again, the new market may be equally appropriate to and akin to the old market of each and important to the business of each.

In that event perhaps the first of the two to occupy it might succeed in retaining possession although he is junior to the other as between the markets each has heretofore been exploiting. (4) Finally, the second merchant may be forced to exploit the new market to preserve the business he already has. These variants indicate that there can be no set rule for all the cases and that the conflicting interests must be weighed.

Such was the analysis made by Judge Learned Hand in the course of his opinion in *Emerson Electric Mfg. Co. v. Emerson Radio and P. Corp.*, 105 F. (2d.) 908 (C.C.A. 2d. 1939), a case of the third type indicated above. There the plaintiff had been engaged in the manufacture and sale of electrical appliances under the name "Emerson" (registered as a trademark) since 1890. Its only and brief excursions in the field of radio were in the manufacture and sale of a generator in 1922, its experiments with receiving sets (never marketed) in 1926, and the sale of a dynamotor from 1931 to 1935.

The defendant is the successor to a phonograph company which was acquired in 1915 and which made records and accessories under the name "Emerson" (registered as a trademark in 1916). Since 1923, the defendant has manufactured and sold radios and combined radio-phonographs under its trademark. In 1933, with the probable advent of television, the defendant applied for registration of its well known trademark for television and combined radio and television equipment. Despite plaintiff's opposition on the basis of confusion and similarity between plaintiff's and defendant's products, the Court of Customs and Patents decided in defendant's favor [89 F. (2d.) 349 (1937), *Aff'd on Reargument*, 90 F. (2d.) 331 (1937)] and trademark registration for its old trademark as applied to radio television was issued in 1937. During the pendency of these proceedings, the plaintiff instituted the present suit for trademark infringement.

ment and unfair competition, which was the first protest against the defendant's use of its old trademark or assertion as to infringement from such use.

From 1922 to 1938, the defendant sold throughout the United States, 20,000,000 radio sets and phonographs at a value of over \$30,000,000 and expended more than \$2,500,000 for advertising.

The lower court's dismissal of the complaint was affirmed on appeal. The Court announced that the plaintiff's registration of its name did not enlarge its substantive rights, but merely conferred jurisdiction; that the plaintiff was merely a merchant which had used its name upon its goods since 1890, and that the suit was one for unfair competition. The Court pointed out that there had been no confusion in the mind of the public and that the plaintiff's reputation was not likely to suffer as the defendant has carried on a respectable business. The interests of the parties in the radio market in 1923 were evenly matched and the Court assumed, for the disposition of the case, that priority between the existing markets was the critical fact and that the plaintiff could have enjoined the defendant at that time.

But what has been the effect on the plaintiff's rights by the intervening of thirteen years between 1923 and 1936, when suit was brought? The element of delay, which is not decisive as to the remedy of an injunction for trademark infringement, is significant when the supposed infringer is using his *own name* to extend an *existing business* into a market which *no one else* is exploiting under that name. And even though merely delay might not bar this suit, there was more here—the building up of an immense business at great expense by the Spring of 1936 so large that, judged as of that time, the defendant's interest in the name as applied to radios, vastly outweighed the plaintiff's.

The case boiled down to whether or not the defendant had notice of the plaintiff's claims before building up

his business. Plaintiff never advised the defendant, except by this suit. The opposition in 1933 merely contested the defendant's exclusive right to the name, but was not a claim to the exclusive use by the plaintiff. Only a plain assertion of plaintiff's intention to monopolize the name would have been notice to charge the defendant and would have put at his risk the continuance of his business. The defendant should certainly not be charged with notice that plaintiff would begin to sell radios or that the public would assume their sale to be by the plaintiff. Moreover, the fact that the dispute was over a proper name already lawfully used, and not a trademark and the fact that the extension of the business was not into new territory, which is always probable,—but to new wares, which nobody can foresee, were considerations to be weighed.

The Court balanced the factor of plaintiff's priority against the cumulative weight of the lack of confusion, the absence of damage to reputation, plaintiff's delay, the development of a huge business at considerable expense and without notice, the previous lawful use of the proper name and the fact of extension into new wares, not new territory. The result reached is entirely supportable.

The Emerson case can easily be distinguished from *Time, Inc. v. Barshay*, supra, in which by contrast, the plaintiff, first merchant, was granted relief in unfair competition against the second or junior merchant. This latter case is somewhat similar to the first type (not third), described above as involving the doctrine of "passing off." Furthermore, these considerations — huge investment and considerable advertising expense, prompt action, confusion and notice plus priority, weighed heavily in favor of the first merchant.

The theory of unfair competition and the doctrine of property rights provide bases of relief against the radio broadcasting of recordings, which are labeled "Not licensed for Radio Broadcasting." *Haring v. WDAS Broadcasting Sta-*

tion, Inc., 327 Pa. 433, 194 Stp. 631 (1937). The same attitude is expressed where the legend or notice merely restricts the use of the record to a particular program. *Waring v. Dunlea*, 26 F. Supp. 338 (E.D.N.C. 1939). In this case, the notice on the record limited its use by distributee to the Ford Motor Program. The defendant, without the consent of Fred Waring, and not a licensed distributee, played one of the restricted records. The Court granted injunctive relief, following closely the reasoning of the Pennsylvania Court.

The Court recognized the plaintiff's common law "property right" in his unique rendition and pointed out that performance was not such publication as to divest the performing artist of his right. The Court also stated that the restrictive covenant was not unreasonable nor against public policy and that therefore, as to parties not within the contract, the breach of the restrictive covenant was enforceable.

In addition, relief was held available on the theory of unfair competition, as both the plaintiff and defendant were in the business of selling musical entertainment and the defendant's ability to sell at no expense the identical renditions would evidently injure the plaintiff.

It may be argued that the Copyright Law should protect an artist's electrical transcriptions since they constitute novel creations.

But if there is no restrictive notice on the record, will the Court also grant injunctive relief? The only case that discusses this problem indicates an affirmative answer. *R.C.A. Mfg. Co. v. Whiteman*, 28 F. Supp. 787 (S.D. N.Y. 1939). R.C.A. filed a bill of complaint against Whiteman, station WNEW and a certain sponsor to enjoin the broadcasting of phonograph records. It alleged that the use of its records by others for profit constituted a wrongful exploitation of its property rights, caused a species of unfair competition, resulting in damages because of the destruction of the

saleability of its records through constant repetition, and constituted a breach of contract resulting from violation of the restrictive covenant against broadcasting, present in the notice on certain of the records; furthermore, that the attempt by Whiteman to license records for broadcasting and public performances constituted unfair competition and amounted to an exploitation of the plaintiff's property rights. The records which were played without permission were recorded by Whiteman pursuant to contracts consummated in 1924, 1931 and 1934. The earlier two granted all the rights and equities of Whiteman, his orchestra and members, to the master records to RCA's predecessors and the 1934 contract granted RCA the right to manufacture and sell records for use with talking machines, but not for broadcasting. Records made prior to 1932 were not restrictively labeled against broadcasting; those made since then were so labeled.

The Court enjoined Whiteman, acting alone, from licensing or authorizing any broadcasting station to play over the radio, phonograph records made by plaintiff, even under the 1934 contract, which did not grant it the right to dispose of the records for broadcasting, and enjoined the radio station from broadcasting such records without its express assent. Whiteman would also be entitled to protection from the broadcasting of phonograph records containing his renditions as against the other defendants.

The Court stated that Whiteman, because of his unique interpretation of musical selections, had a common law property right in his rendition. The fact that the musical composition itself was already subject to a copyright, did not detract from his right over and above the existing property rights of the composer as the ultimate product need not be the work of a single creator. Nor did RCA's part in the process of recording the rendition constitute such intellectual and artistic contribution as to vest in RCA

a common law property right in the rendition; its contribution was the production of a perfect recording, but the performance was by Whiteman.

Moreover, according to the Court, Whiteman had the power to and did bargain away all his common law property rights to his musical interpretations made under the 1924 and 1931 contracts, but reserved such right to his renditions in respect to the broadcasting of records made under the 1934 contract.

The Court also pointed out that the sale of a Whiteman record with or without any restrictive notice, would not give the purchaser the right to broadcast its contents over the radio in the absence of a special authorization. First, it is well settled that the performance of a work is not of necessity an abandonment of it. Publication may be "general" or "limited." And the very nature of the phonograph record, even without a restrictive notice thereon, indicates the "limited" form of its publication, it being clearly intended and made for listeners at a phonograph, not for a radio audience. Of course, the restrictive notice on records made after 1932 was of itself sufficient to "limit" the publication. In fact, the breach of such a restrictive covenant was enforceable as such, since it was not illegal, an unreasonable restraint of trade, or against public policy.

The primary basis for enjoining Station WNEW and the sponsor from broadcasting such phonograph records was that such conduct constituted unfair competition, since the defendant was misappropriating the plaintiff's property for his own profit. The Court relied on the reasoning and principles set forth in the famous case of *International News Service v. Associated Press*, 248 U.S. 215, 39 Sup. Ct. 68. On the same theory, Whiteman would be entitled to protection against the broadcasting station.

The Court in applying the questionable doctrine of "property rights" and the principles of unfair competition extended the scope of judicial protection beyond its previous bounds to include

records without restrictive notices. Such records probably date back to the time when they were exclusively used with and intended for phonographs; their potential use for broadcasting being not foreseen, notices were superfluous and not attached. This omission was remedied by the instant Court's curtailment of their use for broadcasting. Today the practice of licensing, which developed with the growth of "canned music" over the air, adequately provides for the dual use of records.

The decision also raises the interesting question as to who can license the broadcasting of records made under the 1934 contract which provides that RCA does not acquire the right to manufacture and sell records for broadcasting. On the one hand, the Court explicitly recognizes the language as a reservation by Whiteman of his common law property right and denies any such right to RCA for its contribution to the recording process, and then on the other hand, it bars Whiteman from licensing such records for broadcasting on the ground of unfair competition. Must Whiteman obtain RCA's consent to such licensing? If so, the explicit language of the reservation is being distorted and its value decreased. In effect, RCA's purchase of the right to license for phonograph use seems to have given it an equity in the broadcasting right, at least under this decision. On the same reasoning, why should not Whiteman's consent be necessary for RCA's licensing of phonograph records in order to protect his broadcast rights. In short, what was the effect of the sale of one right and the retention of the other? The language of the reservation, considered in the light of the sale, should have left the right to license for broadcasting with Whiteman. If the reservation was intended to protect Whiteman's radio performances from the competition of his records, he correspondingly should be able to expose himself to such competition, when he so desires.

Under the recent developments in the law of unfair competition, the absence

of the element of competition is not necessarily fatal to a claim for equitable relief. This view is taken in *Prouty v. N.B.C.*, 26 F. Supp. 265 (D. Mass. 1939). There plaintiff, author and owner of the copyrighted novel "Stella Dallas," charged the defendant with broadcasting skits and episodes in the life of Stella Dallas without plaintiff's consent, that such skits were mere improvisations, not consistent with the novel and of inferior artistic and commercial quality, and that in this way the defendant was misappropriating the plaintiff's rights to the title and character, Stella Dallas, so as to imperil further sale of the said novel or of any sequel and plaintiff's reputation as an author.

The Court denied the defendants' motion to dismiss the complaint. If it appears that in these broadcasts the defendant had appropriated without plaintiff's consent the plot and principal characters of the novel, as to injure the reputation of the work and the author and to deceive the public, relief may be afforded under the principles of unfair competition. The absence of competition between plaintiff and defendant was held not material, since it was the injury to the author and the fraud upon the public that constituted the real offense alleged.

It would seem that the defendant attempted to capitalize on the reputation of plaintiff's novel, but in a manner not punishable under the copyright law. Nevertheless, fairness to the plaintiff demands relief. The Court acts on the basis of its equitable powers.

Copyright

Music is a vital factor in the business of radio entertainment and musical compositions are subject to the Copyright Law. Therefore, it is necessary for broadcasters to enter into some arrangement with the owners of copyrighted music in order to obtain the use of their compositions. The copyright owners have banded together to form the American Society of Composers, Authors and Publishers (ASCAP),

the constituent elements of which are clearly indicated in the title.

ASCAP was organized in 1914, principally for the purpose of protecting the legal rights of its members in copyrighted musical compositions against infringement by unlawful public performance for profit. This purpose is accomplished by licensing the performing rights of musical compositions. The receipts, except for certain deductions, are divided among the members. The functioning of the Society is described in the following terms by Justice Black, dissenting in *Gibbs v. Buck*, 307 U. S. 66, 59 Sup. 725 (1939), discussed infra:

"This combination apparently includes practically all (probably 95%) American and foreign copyright owners controlling rendition of copyrighted music for profit in the United States. Not only does this combination fix prices through a self perpetuating board of twenty-four directors, but its power over the business of musical renditions is so great that it can refuse to sell rights to single compositions, and can, and does require purchasers to take at a monopolistically fixed annual fee, the entire repertory of all numbers controlled by the combination. And these fees are not the same for like purchasers even in the same locality. Evidence shows that competing radio stations in the same city, operating on the same power and serving the same audience, are charged widely variant fees for identical performance rights, not because of competition, but by the exercise of monopoly power. Since it appears that music is an essential part of public entertainment for profit, radio stations or other businesses arbitrarily compelled to pay discriminatory fees are faced with price fixing practices that could destroy them, because the Society has a monopoly of practically all, if not completely all available music."

To combat this concentration of control over copyrighted music, several states, Florida, Montana, Nebraska, North Dakota, Kansas, Tennessee and

Washington, probably at the instigation of broadcasting companies, have recently enacted (bills are pending in other legislatures) so called "Anti-ASCAP" legislation. Three representative types are the Florida, Washington and Montana statutes, the first being prohibitory and the latter two regulatory.

The Florida statute makes it unlawful for the owners of copyrighted music to combine to fix license fees for the use of musical compositions for profit when the members of the combination constitute a substantial number of owners of musical copyrights. It declares the combination an unlawful monopoly, the price fixing in restraint of trade, and the collection of license fees and all contracts by the combination illegal.

The Washington statute makes it unlawful for two or more persons holding separate copyrighted works to pool their interests in order to fix prices, to collect fees or to issue blanket licenses for their commercial production. Joint undertakings for this purpose are permitted if the licenses are issued at rates assessed on a per piece system of usage. All combinations of owners of separate copyrighted musical works are required to file a complete list of their works once each year with the Secretary of State, together with detailed information.

The Montana statute provides as a condition of doing business within the State, that certain lists shall be filed (similar to list required in Washington), requires payment of two cents for every composition filed, and requires the licensing to be on the basis of a charge upon programs using the composition. Compliance with the statute is a requisite to the bringing of an action within the State.

These three statutes have already been attacked by ASCAP as invalid, inter alia, for violating the Copyright Act, the "due process" and "equal protection" clauses, for impairing the obligation of contract and for operating as an ex post facto law. No final adjudication on the merits however,

has yet been made. Two test cases, which came before the Supreme Court of the United States, involved the Florida and Washington statutes and related to matters of jurisdiction and procedure. In *Buck v. Gibbs*, supra, the Supreme Court affirmed the decision of the three-judge Federal Court below, which had enjoined the enforcement of the statute, and held that the Federal Court had jurisdiction and that a motion to dismiss before answer was properly denied where the bill, supported by factual allegations, raised "grave doubts" of the constitutionality of the act in the mind of the lower court. Justice Black vigorously dissented, stating inter alia, that the State has power to prohibit monopolistic price fixing and that the complainants failed to sustain their burden of showing the jurisdictional facts.

In *Buck v. Gallagher*, 307 U. S. 95, 59 Sup. Ct. 740 (1939), the Supreme Court reversed the dismissal of the bill to enjoin the enforcement of the Washington statute, holding that the requisite jurisdictional amount was shown and that certain vital evidence had been improperly excluded. Both Supreme Court cases were remanded for further proceedings. The Montana statute, which was litigated in *Carl Fischer, Inc. v. Shannon*, 26 F. Supp. 727 (D. Mont. 1938), dismissed ASCAP's complaint for lack of jurisdiction in reliance upon *Buck v. Case*, 24 F. Supp. 541 (W. D. Wash. 1939), the lower court decision in *Buck v. Gallagher*, supra. Probably ASCAP will be afforded an opportunity to reopen this suit in view of the Supreme Court decisions.

In an opinion, unreported to date, a Federal District Court in 1937 temporarily enjoined the Nebraska statute (similar to Florida's) which made unlawful any monopolistic combination of copyright owners and penalized the operation of such organization. The Court held that the Act impaired the obligations of contracts and deprived the copyright owners of their property without due process of law, [see Von Brandenfels, Copyright in Its Relation

to Radio Broadcasting, 18 Neb. Law Bulletin 109, 120 (1939)]. However, no final decision seems as yet to have been handed down.

This recital of legislation and litigation is incomplete at this stage. More states will probably enact such "Anti-ASCAP" legislation and the Supreme Court will eventually have to determine the merits. Meanwhile, in other jurisdictions, ASCAP continues its suits to discourage infringements and collect its tributes. *Famous Music Corp. v. Melz*, 28 F. Supp. 767 (W. D. La. 1939); *Buck v. Crescent Gardens Operating Co.*, 28 F. Supp. 576 (D. Mass. 1939). At the same time the radio broadcasting companies continue to consolidate themselves into an organization known as National Association of Broadcasters (NAB). In any event, a working agreement between broadcasters and ASCAP is necessary; its exact nature will largely depend on the outcome of the legal struggle now going on.

Patents

Radio, talking pictures and the telephone may be considered analogous arts, in that they are all concerned with the reproduction of sound. Both scientific information and devices may be expected in some instances to be equally appropriate to them. For instance, a patented device as an amplifier may be useful for radio and sound pictures. Suppose that the patentee licenses A to manufacture and sell the device in the field of motion pictures and B only in the field of radio, and then contrary to the license, B manufactures the device for theatres and sells to C who has notice of the limitation of B's license. Is C guilty of infringement? Yes, according to *General Talking Pictures v. Western Electric*, 305 U. S. 675 59 Sup. Ct. 355 (1938). The Supreme Court of the United States announced that any use beyond the valid terms of a license was an infringement of the patent, and that the restrictive license was legal, since it embodied such a condition, the performance of which was reasonably

within the reward, which the patentee was entitled to secure. As the device was made and sold outside the scope of the license, the effect was precisely the same as if no license whatever had been granted. Since the purchaser knew the facts it was in no better position than if it had manufactured the device itself without a license. It was liable because it used the invention without license to do so.

Justice Black in his dissent argued that the Court was departing from its traditional view, "that when an article described in a patent is sold and passes to the hands of a purchaser, it is no longer within the limits of the monopoly. It passes outside of it and is no longer under the protection of the Act of Congress' . . . The departure here permits the patentee—by virtue of his contract with the manufacturer—to restrict the uses to which this purchaser and owner may put the device."

The dissent believes that the scope of the patent monopoly is dangerously widened by permitting unlimited restriction upon the use of patented articles in the hands of purchasers and that, as such, the extension is against public policy. But denial of the validity of such restriction may lead to an increase in patentee's selling price to compensate for his possible loss because of a smaller market, or may result in non-distribution of the patented device to the general public. Neither alternative is beneficial.

Then again, suppose a device is used to obtain an alternating current for a telephone. Subsequently, X patents a device changing a direct into an alternating current for use in an automobile radio. X discards an unwanted part of the telephone device and makes his own device smaller. Can there be an infringement of patent? No, according to *Utah Radio Products Co. v. GMC*, 106 F. (2d) 5 (C.C.A. 2d, 1939). The Court stated that X's device for doing the same thing as the telephone device was in an analogous art, and that neither the omission of the unwanted part nor the reduction in size constituted inventive thought. The case ac-

cords with well established principles in the law of patents.

Defamation

Disagreement exists as to the nature of defamation by radio. Oregon and Washington statutes have defined it as libel, whereas California, Illinois and North Dakota have enacted legislation declaring it to be slander. A somewhat similar split is found in the decisions. However, New York calls an extemporaneous comment, slander, and reading from script, libel. Pennsylvania considers it a separate tort.

The significance of differentiating between libel and slander lies in the fact that the law limits recovery in the latter case to those damages which are actually proved, whereas for a libel the law presumes damage to the plaintiff although no proof of the damages suffered is offered.

This entire problem received comprehensive treatment in the recent Pennsylvania case of *Summit Hotel v. N.B.C.*, 8 A. (2d) 302 (Pa. 1939). The precise question involved, according to that Court, had never come before an Appellate Court in the United States or England, although foreshadowed in one or two decisions and articles. The issue posed was whether a radio broadcasting company, which leases its facilities, is liable for an impromptu defamatory statement, interjected "ad lib" into a radio broadcast by a person hired by the lessees, and not in the employ of the broadcasting company. The lower Court held that the defendants' liability was absolute and that it was immaterial that it had rented its facilities to another to publish and disseminate a non-defamatory program and that the defamatory interjection was spoken by the lessee's employee under circumstances which precluded anticipation or prevention by the broadcaster.

On appeal, however, the Supreme Court of Pennsylvania reversed the decision, rejecting the rule of absolute liability for radio defamation and applied a standard of due care.

The facts of the case are interesting.

N.B.C. rented its facilities to J. Walter Thompson, a commercial advertising corporation, for the transmission of a series of sponsored radio programs over one of its networks, comprising 26 stations. The series was sponsored by Shell Eastern Petroleum Products. The principal performer was Al Jolson, a comedian. All of the participants, including the announcer, were employed by the advertising company. A script for each program was prepared in advance, submitted to the broadcaster, and followed exactly by the performers at rehearsals in the broadcasting studio where it was approved. The script for June 15, 1935, called for an interview by Jolson with the winner of an annual golf championship. In broadcasting from the defendants' studio in New York City, Jolson suddenly interjected an extemporaneous remark. In response to the golf champion's statement that he secured his first job at the Summit Hotel, Uniontown, Pa., Jolson said, "That's a rotten hotel." The interjected remark was made without warning; it did not appear in the script, had not been made at rehearsals and defendant, N.B.C., did not know the words were to be used. Present in the studio were defendants' production director and the Thompson program director; neither had an opportunity to prevent the interjection.

In an action of defamation brought to recover damages for injury to the hotel's business, no substantial attempt was made to show special damages. The trial judge instructed the jury that the remarks were slanderous per se. The Upper Court assumed the remarks to be actionable per se, but noted that the defendant disputed it strenuously and "with much merit." The conclusion of the Supreme Court was that a "broadcasting company which leases its time and facilities to another, whose agents carried on the program, is not liable for an interjected defamatory remark where it appears that it exercised due care in the selection of the lessee, and having inspected and edited the script, had no reason to believe an extem-

poraneous remark would be made" and could in no possible way have prevented the remark. But where the broadcasting station's employee or agent makes the defamatory remark, it is liable unless the remarks were privileged and there was no malice.

The Court, tracing the history of the doctrine of liability without fault in Pennsylvania, points out that it is restricted to redress for injuries to land, that it is not ordinarily applied to personal injuries and that it is a general exception to the modern rule that liability will not be predicated on innocent and diligent conduct. A close examination of Pennsylvania law will show that even in a suit against a publisher for defamatory remarks the rule is not one of absolute liability, as in some jurisdictions, but rather of a strict standard of care to ascertain the truth of published matter. And although this doctrine of absolute liability has been applied to radio broadcasting by analogy to the liability of newspapers in several cases in other jurisdictions, these cases are distinguishable on their facts and can be supported even under the Pennsylvania rule. Besides this analogy is inappropriate in view of the superior control in the hands of the newspaper publisher. The Court also rejects other analogies to telegraph and telephone, to dissemination by news vendors and booksellers, and to a loudspeaker device, as inherently weak.

It is dangerous, the Court states, to apply the fixed principles of the law of libel or slander to the tort of defamation by radio. The factors underlying the rule of liability for defamation are as follows: the extent and permanence of publication; the capacity for future, continuous harm; and the traditional belief in the veracity of the printed word. Newspaper defamations, according to the Court, possess possibilities for real harm far greater than radio defamations, as they constitute permanent, continuing records which, through circulation, are constantly republished. The radio word is quickly spoken and

quickly forgotten. Because of differences in the power of the stations, it may receive widely varying circulation. It is true that radio is a powerful agency and does to an extent compete with the newspapers. However, these factors are not sufficient to impose upon radio broadcasting the same rule of liability and thereby extend the Pennsylvania law of libel. Radio defamation, though possessing many attributes of both libel and slander, differs from each and may be regarded as a distinct form of action.

Furthermore, several other considerations militate against the application of the rule of absolute liability to broadcasting,—namely, the imposition of an unreasonably heavy burden on industry; possible guilt of criminal libel, though innocent of wrong; strict governmental regulation of radio via licensing as contrasted with freedom of speech; the infrequency of radio defamation plus patent check by government regulation; and opening the door to frauds and perjuries as gross as can be practised in actions of slander.

The Supreme Court of Pennsylvania has thus indicated keen insight into this problem. It has not, in accordance with the progressive spirit of the times, restricted the pleader to a particular form of action—libel or slander,—but has recognized a new and distinct tort of defamation by radio. It has weighed numerous countervailing factors in refusing to adopt a mechanical classification of the tort. And it has established as a basis of recovery, the flexible standard of due care.

On the other hand, a tenable argument may be made in favor of the imposition of absolute liability on the basis of public policy. In the instant case the injury was inflicted during a purely commercial enterprise. The defendant, who was the active party, is in a better position to shift the loss than the plaintiff, the passive victim. These considerations were entirely overlooked. Yet the Court's attitude is not surprising in view of the general reluctance in Pennsylvania to apply any

doctrine of absolute liability. This same attitude is expressed in an Iowa statute (Laws of 1937, C. 238) which specifically exempts from liability for any defamatory remark uttered as part of a radio broadcast, a broadcasting station, among others, if it "shall prove the exercise of due care to prevent publication or utterance of such statement in such broadcast."

In contrast with the elaborate analysis of radio defamation in the *Summit Hotel* case, the Massachusetts Court in *Lynch v. Lyons*, 20 N. E. (2d) 953 (Mass. 1939) did not discuss the question at all, but mechanically applied the pre-existing rules of defamation. In an action for slander, based on statements made in radio speeches during the course of a political campaign in which the plaintiff and defendant were candidates for the office of Mayor, it was alleged in the first count that the defendant stated that the plaintiff charged relief (ERA) workers 10c each for cashing their pay checks, imputing that plaintiff, a substantial business man, for his own financial gain, was depriving the indigent, employed by the ERA, of a portion of their weekly wage for the service of cashing their checks; and in the second count, that the defendant stated that the Court records contained an action by the *Commonwealth v. Lynch*, in which the present plaintiff was found guilty of a violation of the liquor laws involving the sale of liquor to a minor, the innuendo being that the plaintiff was convicted of the crime of sale of liquor to a minor. In fact, a copy of the record disclosed that the complaint against Lynch, the present plaintiff, was for failure to keep a liquor book and that he was found guilty and sentenced to pay a fine. The defendant was not permitted to show by other evidence that the sale of liquor to a minor was involved. On appeal from the denial of defendant's motion for a directed verdict on the first count and for exclusion of evidence, the upper Court reversed as to the former, and sustained as to the latter.

As to the first count, the Court stated

that the acts charged to plaintiff were such as he had a legal right to do. The words and the innuendo did not impute the commission of a crime or dishonesty in office. The words were not actionable per se.

As to the second count, the Court said that the record had to speak for itself and could not be enlarged or explained by parole evidence. The words were actionable per se since they imputed the commission of a crime. Proof of justification by truth in slander or libel must be as broad as the charge against the plaintiff. It was not here.

The failure of the Massachusetts Court to consider the nature of radio defamation may perhaps be attributed to rigid adherence to the common law form of actions—complaint clearly specified slander. The decision on the first count might have been different as there was no allegation of special damages. The case as a whole, however, is easily reconcilable with *Summit Hotel v. N.B.C.* supra, since the instant suit is against the speakers, not the broadcaster; the analogous situation in the *Summit Hotel* case would have been a suit against the performer—Jolson.

In recent years, radio has become a popular forum for the dissemination and discussion of current events, even to the extent of competing with newspapers. Periodic news summaries are broadcast over all stations. It is, therefore, natural to find reports of legislative, judicial or other public proceedings broadcasted. The question may therefore arise as to whether the common law privilege of a fair report of such proceedings, which has been embodied in several American and English statutes, applies to a radio broadcast thereof. In New York, the legislature passed a statute in 1939 (Laws 1939 c. 415, C.P.A. 337-A) protecting "a reporter, announcer, commentator, speaker, editor, broadcaster or proprietor of a radio broadcasting station facility or system" from any civil or criminal action for publication by radio broadcasting apparatus of a fair and true report (oral or written) of any

judicial, legislative or other public or official proceedings or for any title or headnote to such a report which is a fair and true title or headnote thereto. An almost identical New York statute, protecting reporters, editors, publishers or proprietors of newspapers, has

been on the books since 1930 (Laws 1930, c. 619, C.P.A. §337). Although no cases have as yet come up, it is safe to predict that, even in the absence of such protective legislation in other states, the same result would be reached under the common law.

II. Procedural Aspect

Federal Communication Commission

Pursuant to the interstate commerce clause of the federal Constitution, Congress has legislated over the field of radio communication. States cannot validly prescribe regulations covering interstate radio broadcasting. Regulations of this nature would be unconstitutional, and administrative activities thereunder enjoined. Therefore, where the New Jersey Board of Public Utility directed a radio station, admittedly engaged in interstate commerce, to apply for a certificate of public convenience and necessity, pursuant to the New Jersey Radio Broadcasting Act, the federal District Court correctly issued a permanent injunction against the Board and declared the New Jersey Act unconstitutional in its interstate operation, refusing to decide its unconstitutionality as to its intrastate operation. *N.B.C. v. Board Public Utility Commissioners*, 25 F. Supp. 761 (D. N. J. 1939). It would seem that where intrastate stations, operating pursuant to state supervision, but lacking federal license, substantially interfered with the federally licensed interstate stations, even such state regulation could be enjoined. The legitimate scope of state control probably covers only intrastate stations unable to interfere with the federally licensed ones.

In the exercise of its power, Congress created the Federal Communications Commission. This agency determines the granting of licenses in accordance with the "public interest, convenience or necessity." This criterion does not announce a standard so indefinite as to confer unlimited power. The yard-

stick for measuring the "public interest, convenience or necessity," as established by the Commission, includes, among other things,—a showing of citizenship, a need of services at the place, the ability of community to support the station and to furnish talent, the ability of the applicant to finance the construction and operation of the station, absence of objectionable interference with some other operating station, and conformity of the equipment with the rules of the Commission.

The Commission also decides on the renewal of licenses, "governed and limited by the same considerations and practice which affect the granting of original applications," namely, in the "public interest, convenience or necessity." However, Section 308 of the Act (47 U.S.C.A. §308 (Supp. 1938)) provides that applications for renewals shall set forth such facts as prescribed by the Commission, as to citizenship, character, financial qualification, etc. And Section 312 (a) (47 U.S.C.A. §312 (a) (Supp. 1938)) provides for revocation, inter alia, for violation of the Act or of authorized rules of the Commission. These two sections, according to the Court in *Greater Kampeska Radio Corp. v. F. C. C.* (App. D. C. 1939) (not yet reported), suggest the nature of the considerations Congress intended to be weighed and practices it intended to be followed, in determining whether applications for renewal should be granted. Therefore, in considering an application for renewal, the past conduct of the applicant is an important consideration. The applicant's violations of the Act and the Commission's rules justify a denial of a renewal. Previous behavior indicates the char-

acter and fitness of the licensee, and his qualifications to operate the station. Former renewals do not bar consideration of applicant's past record. The consideration of the need for service, efficiency of equipment and suitability of site must be weighed by the Commission along with those of the willingness and ability of the licensees to comply with the law and the rules of the Commission, as indicated in *Greater Kampeska Radio Corp. v. F.C.C.*, supra.

Scientific advances in the field of radio equipment may compel the Commission to change certain of its technical requirements. For instance, the development of the directive antenna, which concentrates the station's signal in the areas desired to be served and limits the signal in other areas as not to cause interference with other stations, formed the basis of the Commission's departure from its usual allocation practice by reducing the distance between two stations of the same frequency, from 640 miles to 545. This explanation for the lack of electrical interference, despite reduced mileage separation, was accepted by the Court in *Woodmen of the World Life Ins. Soc. v. F.C.C.* 105 F (2d) 75 (App. D.C. 1939). The implication of this invention may be widespread; it may increase the number of stations physically possible; thereby lead to the granting of more licenses; thus sharpen competition for advertisers and talent; decrease income of existing licensees; etc. The discovery of other new devices may also lead to a similar chain of events. Such interrelated, fluctuating factors affect the Commission's decision in the granting or denial or renewal of licenses.

The "Due Process" Requirement

The history of procedural due process is associated with civil and criminal procedure at common law. It is in this connection that its content has been spelled out. Certain requisites drawn therefrom are equally applicable to the field of administrative procedure.

It has been usually maintained that neither Court nor administrative agency may consider evidentiary matter not received in evidence. The absence of such a requirement would leave a party without an opportunity to disprove or offset matters which are being weighed by the tribunal, but of which he has not been informed. This would certainly be unjust to the party and would seem to violate the "due process" clause of the federal constitution. This element of due process was recognized in *Sanders Bros. Radio Station v. F.C.C.*, 106 F. (2d) 321 (App. D.C. 1939), where the appellant alleged on information and belief that the Commission considered certain reports, not offered in evidence and not available to parties, in arriving at its decision. The Court forcefully proclaimed:—"Even the necessity of administrative efficiency cannot excuse the use of star chamber proceedings to deprive a citizen of a fair hearing. Consequently, if the Commission based its decision upon matter not introduced in evidence at the hearing, as was done in *United States v. Abilene & Southern R. Co.* 265 U. S. 274, 288, 44 Sup. Ct. 565, (1924), the order would have been void, because such matter cannot be considered as evidence when it is not introduced as such, a finding without evidence is beyond the power of the Commission, and an order or decision unsupported by evidence is void."

However, the Court found that the assertion of improper action was entirely unsupported by the record and was contradicted by the Commission's positive denial in its reply, and decided that under the circumstances, the presumption of regularity of official conduct controlled.

This view reflects the ordinary judicial attitude toward administrative procedure in erecting the same safeguards that govern the Court's conduct of trials.

It has also been frequently stated, though not without contradiction, that due process requires an opportunity for oral or written argument. It might very well induce the tribunal to make

one finding, when without such argument, it may have made a contrary finding. The right of argument (oral or written), as held in the well known decision of *Morgan v. U. S.*, 298 U. S. 468, 56 Sup. Ct. 906 (1936), is an indispensable step to a fair hearing. The failure to afford an opportunity to present oral argument was urged as a basis for invalidating an order of the Commission in *Tri-State Broadcasting Co. v. F.C.C.* (App. D.C. 1939) (not yet reported). Replying to this claim, the Court recognized the right of argument and pointed out that both the Communications Act and the Commission's rule pursuant thereto, provides for oral argument before the Commission in all cases heard by an examiner "on request of either party." However, an examination of the Act clearly shows that oral argument is not required to validate an order otherwise properly made. The clear words of the statute, the Court states, indicate the need of a request for oral argument. At no time did the appellant make such request. It failed to give the administrative body an opportunity to grant oral argument and cannot be heard to complain thereby for the first time in Court.

It seems that the appellant was sleeping on his rights. Oral argument, under the language of the statute, does not follow as a matter of course in all cases; its desirability in a particular instance is left to the parties. The Commission may, therefore, save a great deal of valuable time by not scheduling oral arguments unless requested. The denial of such a request, moreover, would primarily violate the statute, so that the Commission would be acting beyond its delegated authority. This action would raise no constitutional question since the statutory procedure conforms with the requirements of due process.

Findings of facts have also been deemed a requisite of due process of law. The function of such findings is lucidly described by the Court of Appeals in a footnote in *Sanders Bros. Radio Station v. F.C.C.*, 106 F. (2d)

321, 325 (App. D. C. 1939) in the following terms: ". . . the rule requiring courts and Commission to make basic findings of fact is designed to insure the decision of cases according to the evidence and the law rather than arbitrarily and in derogation of the facts and issues involved; and to apprise the parties and reviewing Court of the bases and validity of the decision thus rendered. In the absence of findings of basic facts the reviewing Court cannot determine whether the tribunal acted in accordance with the evidence presented. The requirement, therefore, is more than a mere technicality being a safeguard of the interests of all concerned."

The Court in the *Sanders Bros.* case, inter alia, correctly upheld appellant's contention that the Commission's decision could not be supported in view of the absence of a finding on one of the issues involved. The Commission argued that, since appellant, although given opportunity to do so, failed to furnish evidence to establish the issue, it was therefore not required to make a finding thereon. The Court, however, maintained that as the issue was clearly presented, the Commission was bound to decide it one way or the other, and to make appropriate findings of fact in support of its decision. Absence of findings, whatever the reason therefor, cannot take the place of adequate findings, and the Commission's decision cannot stand unless supported by such findings. Moreover, it is not the function of the Court to review the evidence to make findings or to justify their omission. It will not infer a proper finding on the issue from other related findings, as suggested by the Commission. Nor is it sufficient that there is much in the record or in the bill on appeal relating to the issue. The Commission must prepare the findings of fact on which its decision may be rested, otherwise the administrative process has not been completed and there is no proper basis for judicial review. Therefore, the Commission's decision is arbitrary and capricious and must be set aside.

The Court is not unduly harsh, for the requirement is well established and well known to the Commission. It does not impose an excessive burden nor unnecessarily hamper its action; and it is desirable because it clarifies the question and simplifies review. In fact, as the Communications Act requires such findings, the Commission's omission contravenes the statute.

The findings of facts must be stated in clear, unambiguous language. They must not leave room for differing interpretations, else they are uninformative and do not adequately serve their function. However, the Court may overlook one ambiguous finding where there are clear and unequivocal statements in other findings which form a sufficient basis for the Commission's determination, as was done in *Yankee Network v. F.C.C.* (App. D.C. 1939) (unreported to date). Judicial leniency in such a case is commendable as it can in no way adversely affect the rights of the parties, saves time and money for all, and eliminates unnecessary delay, before the Commission's order becomes final. The Court's reprimand for ambiguity should be sufficient to prevent future recurrence.

Once the necessary findings have been made and then set out in unambiguous terms, they become final for purposes of judicial review, if based upon substantial evidence. In the exact language of the Act:—"findings of fact by the Commission, if supported by substantial evidence, shall be conclusive unless it shall clearly appear that the findings of the Commission are arbitrary or capricious." (47 U.S.C.A. §402 (e) (Supp. 1938)). The crux of the problem lies in the meaning of the terms "substantial evidence." Their signification has been determined by reference to the opinion of the Supreme Court in *N.L.R.B. v. Columbia Enameling & Stamping Co.*, 306 U.S. 292, 59 Sup. Ct. 501 (1939), which declared substantial evidence to be "more than a scintilla and must do more than create a suspicion of the existence of the fact to be established. It means such relevant evidence as a reasonable mind

might accept as adequate to support a conclusion [*Consolidated Edison Co. v. N.L.R.B.*, 305 U.S. 197, 59 Sup. Ct. 206 (1939)] and it must be enough to justify, if the trial were by a jury, a refusal to direct a verdict when the conclusion sought to be drawn from it is one of fact for the jury." So said the Court of Appeals in *Courier Post Publ. v. F.C.C.*, 104 F. (2d) 213 (App. D.C. 1939) in reversing the Commission's order as based on a finding, not supported by substantial evidence and so arbitrary and capricious. Furthermore, it is not determinative that the evidence is susceptible of other conclusions than those drawn from it by the Commission, nor material that the Court might have arrived at other conclusions. *Yankee Network v. F.C.C.*, supra. The Court is concerned with the weight of the evidence. It will not substitute its judgment for that of the Commission. See *Evangelical Lutheran Synod v. F.C.A.*, 105 F. (2d) 793 (App. D.C. 1939).

The standard for determining "substantial evidence," above described, tends to assimilate the Commission to the position of the jury as the trier of facts. This may have been the congressional intention in view of its use of language having a well settled meaning at common law. Moreover, the same definition has been adopted by the Courts in interpreting an identical or similar provision in the Federal Trade Commission Act and in the National Labor Relations Act, respectively. In any event, the Court should avoid surrounding such an expert body as the Commission with rules imposed upon jury action because of its inexpertness.

Rule of Priority

The main question of appeal in *Colonial Broadcasters v. F.C.C.*, 105 F. (2d) 781 (App. D. C. 1939) was whether the Commission acted unlawfully in failing to consider and decide appellant's application contemporaneously and on a comparative basis with an application which had been filed and set for hearing prior to the filing of

appellant's application. The Commission's action was upheld. The Court referred the Commission's Rule 106-4 (now 12-21) which provides as follows:—

"In fixing dates for hearings the Commission will, so far as practicable, endeavor to fix the same date for hearings on all related matters which involve the same applicant, or arise out of the same complaint or cause; and for hearings on all applications which by reason of the privileges, terms or conditions requested present conflicting claims of the same nature, *excepting, however, applications filed after any such application has been designated for hearing.*" (Italics supplied.)

According to the Court, this rule merely means that "where two applications are filed for the same facilities and neither has been set for hearing, the applications will be consolidated and heard together; but where, by reason of previous filing, one of the applications has been designated for hearing, the applications will be heard in turn and not necessarily on a comparative basis." This rule seems logical, reasonable and fair, as well as to promote orderly procedure. It is not inconsistent to adhere to the rule and yet permit a later applicant to intervene in the proceedings to show proper cause, if he can, why the application should not be granted. The statutory requirement of granting a license only in the public interest does not necessitate overlooking the fact of priority, leaving the field open to all newcomers and weighing all their respective merits, before the actual grant. To put the prior applicant in hodge-podge with the later applicants whose records are not made at the time his application is heard would encourage "strike" applications and would replace a fixed and easily applied standard by one of unlimited individual discretion, which should be avoided. That an advantage of positions may occasionally be conferred on persons acting promptly and with provision does not militate against its validity. The Court maintained that

there was no abuse of discretion by the Commission.

The Commission rule on priorities is obviously one for the sake of administrative convenience. It also prevents excessive delay in accumulating too many applications, before considering their merits. The public interest is not sacrificed, since there must always be an affirmative showing, to the satisfaction of the Commission, of the usual considerations for the grant of a license.

The problem of priorities was also raised, but in a different manner, in two other cases: *Pottsville Broadcasting Co. v. F.C.C.*, 105 F. (2d) 36 (App. D.C. 1939) (mandamus action) and *McNinch v. Hectmeyer*, 105 F. (2d) 41 (App. D. C. 1939) (suit to enjoin). The issue posed in both was whether, when the Court reverses a decision of the Commission and remands the case for further proceedings, the Commission is required to reconsider the same record in the light of the Court's opinion, or may reopen the case and hear it on an entirely new and different record. And incidental to the latter alternative the priority of the applicant was to be disregarded, as the Commission intended to hear and consider the prior and subsequent applications on a "comparative basis." In both cases, the Court directed reconsideration by the Commission on the record originally considered, stating that the Commission may not disregard the priority of the applicant and consider its application on a comparative basis with subsequent applications on records made after the Commission original decision.

The reasoning of the Court in the Pottsville case was as follows:—the Act empowers the Court to determine appeals on the record, to affirm or reverse the decision of the Commission, and in the event of reversal, to remand the case to the Commission to carry out the Court's judgment, which shall be final, subject, however, to review on certiorari to the Supreme Court [47 U.S.C.A. §402 (e) (Supp.

1938)]. As far as practicable the Court's order on appeal from the Commission ought to have the same effect and be governed by the same rules as apply in appeals from a lower federal Court to an appellate federal Court in an equity proceeding.

The rule, briefly stated, is,—“when a case has been decided on appeal and remanded to the trial Court, the latter has no authority, without leave of the appellate court, to grant a new trial, a rehearing, or a review, or to permit new defenses on the merits to be introduced by amendment of the answer.” Of course, the Commission may upon a showing of newly discovered evidence or upon a showing of supervening facts which go to the very right of the applicant to have a license, to re-make the record in those respects without the necessity of a bill of review or other like technical methods of bringing into the record new and previously undiscovered facts, but there should be some control of the exercise of this right and control is of necessity lodged in the Court.

Furthermore, the Court points out, the petitioner ought not now be put in any worse position than it occupied at the original hearing and therefore should not now be put in hodge-podge with later applicants whose records were not made at the time of the previous hearing, thus destroying his priority under Rule 106.4 (now 12.21).

McNinch v. Heitmeyer, supra, accepted the rule announced in the Pottsville case. The only substantial difference (apart from the different procedures followed) is that in the Heitmeyer case, the Commission, instead of passing on all of the issues set down for hearing before the examiner, denied the application on the single ground of applicant's lack of financial qualification and made no findings as to the other matters in issue, as was done in the Pottsville case. This difference was not considered material, though it does indicate that the administrative process is nearer completion in the Pottsville case.

Thus the Court, by analogy to the judicial hierarchy, relegates the Commission to the position of a lower tribunal and at the same time arrogates to itself the discretion of reopening a record. It rejects absolute administrative authority to determine the rights of applicants for permits without regard to previous findings or decisions made by it or by the Court which, in fact, was the real bone of contention. The criterion of public interest, convenience or necessity, in accordance with which the Commission is required to act, does not, as the Court maintains, set up such an indefinite standard as to confer unlimited power. The rule of priority, established by the Commission for the sake of administrative convenience, has been turned into a limitation upon the Commission's action, thereby freezing administrative procedure into a pattern—the very evil sought to be avoided by use of administrative bodies. In fact, the language of the rule may well permit the construction that its application is for the convenience of the Commission and therefore discretionary. Again, if the rule of priority is considered, mandatory, thus precluding a consideration of later claims on a comparative basis, it would seem to contravene the public interest, convenience or necessity. On the other hand, the denial of the priority would be unfair to prior applicants and would cause excessive delay because of the new matters to be presented.

Exclusive Appellate Jurisdiction

The Radio Act of 1927 authorized an election to appeal either to the Court of Appeals for the District of Columbia or to the appropriate District Court. The language of the Act of 1934 is materially different. In the latter Act, Congress has made the Court of Appeals for the District of Columbia the sole appellate body (with right to petition for certiorari to the Supreme Court) whereby the action of the Commission can be tested. The question then arises

whether any other method for attacking the Commission's actions is available. Does a suit to enjoin, which contests the propriety of the Commission's action, violate the statutory provision, designating the appellate body? Is the appellate procedure such a plain, speedy, adequate remedy at law as to ground a denial of the equitable remedy? At what point in the administrative process can such attack be made, if at all? These issues were presented in *Black River Valley Broadcasts v. McNinch*, 101 F. (2d) 235 (App. D.C. 1939). The facts are as follows: The Commission, after hearings on certain applications, denied W's and granted plaintiff's. Thereupon, plaintiff, pursuant to a construction permit, began to erect its antenna, expending a considerable sum. Within the statutory period, W petitioned for a rehearing of its application and also that of the plaintiff. Plaintiff filed an opposition to this petition. Thereafter, the Commission granted W's petition, ordering a hearing de novo. And upon the Commission's denial of plaintiff's request for a reconsideration of its order granting the petition for rehearing, plaintiff filed a bill in equity for a decree declaring that its construction permit was a valid authorization and enjoining the Commission from conducting the rehearing. The Commission answered, alleging, inter alia, the absence of a final decision by the Commission on the plaintiff's application, the presence of a plain, speedy remedy at law by appeal under the statute, and lack of irreparable harm. The district court dismissed the bill and the Court of Appeals affirmed, stating that the bill does not set up a cause of action recognizable in equity.

As the exclusive remedy provided by the statute to test the Commission's action is vested in the Court of Appeals, it follows, according to the Court of Appeals, that other courts do not grant equitable relief in such cases. Furthermore, this statutory provision for appeal, made the exclusive remedy for an aggrieved party before

the Commission, is a recognition and adoption by Congress of the well known rule that injunctive relief can not be granted where the complaining party has a plain, adequate and complete remedy at law. The establishing of the administrative tribunal together with the exclusive remedy of appeal from decisions of that tribunal to the Court, provides a plain, adequate and complete remedy. And no one is entitled to judicial relief for a supposed or threatened injury until the prescribed administrative remedy has been exhausted. Here, the plaintiff seeks to invoke injunctive relief at a point in the administrative proceedings where the rights of none of the parties have been finally determined by the Commission. Lastly, as there was no final grant of a permit or a license to the plaintiff, it went forward with the project of construction at its own risk.

The Court properly refused to allow a blockade of the duties of the agency, requiring complete exhaustion of the administrative process before the invoking of judicial remedies. Its underlying philosophy accords with the recent declaration of the Supreme Court in *Meyers v. Bethlehem Shipbuilding Corp.*, 303 U.S. 41, 58 Sup. Ct. 459 (1939), holding that all administrative remedies must be exhausted before judicial relief can be invoked. This view suggests that the Courts have created a self-imposed limitation in their review of administrative agencies.

The Court recognized the adoption of the old equitable rule of an adequate legal remedy in both the Judicial Code and the appellate provision of the Communications Act. For this same reason, an injunction was denied in *McNinch v. Heitmeyer*, supra. The Court pointed out that the legal remedy of mandamus or appeal after completion of the administrative process was available. In both the Black River and Heitmeyer cases, the Court practically assumes from the existence of the legal remedies, their completeness, plainness and adequacy, and does not trouble to explain how the available remedy

meets the test applied. Even at common law, the application of this test caused much difficulty.

Appealable Interest

The question of who has an appealable interest has proved both perplexing and highly controversial. It can better be understood after an examination of the statutory provision for appeal, which states: "An appeal may be taken to the United States Court of Appeals for the District of Columbia in any of the following cases: (1) By any applicant for a construction permit for a radio station, or for a radio station license or for renewal of an existing radio station license, or for modification of an existing radio station license, whose application is refused. (2) By any other person aggrieved or whose interests are adversely affected by any decision of the Commission granting or refusing any such application. (3) By any radio operator whose license has been suspended." 47 U.S.C.A. §402 (b) 1, 2, 3 (Supp. 1938).

Subdivision (1) and (3) are plain on their face. The major dispute rages around the meaning of the catch-all subdivision (2). Some of the questions raised are:—Who is an "aggrieved" person? What is the scope of "interests adversely affected"? Does it mean anyone who might suffer as a result of the Commission's action because, for instance, he might generally dislike all broadcasting? Does it include one adversely economically affected as newspapers, magazines, other advertising media, etc.? Is one aggrieved because of the mere possibility of electrical interference? The language of the statute is literally broad enough to cover all the situations suggested, but obviously it was not the Congressional intention to produce such absurd results.

The content of "appealable interest" is being spelled out via litigation. Several recent cases have turned on whether the creation of "unfair," "destructive," and "ruinous" competition grounds an appeal under Section 402 (b) (2). A

final determination of this question has been made in the affirmative. The first case so to hold was *Sanders Bros. Radio Station v. F.C.C.*, supra. In that case, the F.C.C. granted an application of X to construct a new radio broadcasting station at Dubuque, Iowa. At the same time, it granted an application of Sanders Bros. to move its station to Dubuque from across the river. Sanders Bros. petitioned for a rehearing of the decision granting X's application; its petition was denied, and this appeal was taken. On appeal, Sanders Bros. raised the question of economic injury, maintaining that there was not sufficient economic support for two stations, that the decrease in revenue would lead to impairment of service, and that greater losses than heretofore suffered by appellant would result.

The Court of Appeals held that an economic injury to an existing station through the establishment of an additional station furnishes proper grounds of contest on appeal. It added that "where the effect of granting a new license will be to defeat the ability of the holder of the old license to carry on in the public interest, the application should be denied, unless there are overweighing reasons of a public nature for granting it" and "it is obviously a stronger case where neither license will be financially able to render adequate service," this being the clear intent of §402 (b) (2).

The second case was *Yankee Network v. F.C.C.*, supra. A applied to the F.C.C. for permission to increase its power. B, another station in the same community, intervened, claiming that the change would cause such decrease in revenue as to impair its service. The Commission found that such results would not follow, and granted A's application. Thereupon, B appealed. The Commission challenged B's standing to protest. The Court dismissed the appeal on the facts and strongly reaffirmed the position taken in the Sanders Bros. case, that destructive competition constitutes a sufficient basis of appeal.

In the course of its opinion, the Court explicitly rejected the Commission's contention that the appellant had to show injury to a legal right (existing apart from statute) and that there was no legal right to be free from competition. The Court pointed out that Congress had the power to provide safeguards against destructive economic injury to existing licensees and did so. While it is true that Congress intended to preserve competition in broadcasting as indicated in the statute, it does not follow therefrom that Congress intended the Commission to grant or deny an application in any case other than in the interest of the public. The test is not whether there is a monopoly, on the one hand or an overabundance of competition on the other, but whether the grant or denial of the application will best serve the interest of the public. The rapidly increasing number of stations and the resulting competition for advertising and program talent have dangerous possibilities. If destructive competition is permitted to develop, then the more effective use of radio in the "public interest" cannot be achieved.

Again, in *Tri-State Broadcasting Co. Inc. v. F.C.C.*, (App. D.C. 1939) (not yet reported), the Commission challenged the right of an existing licensee to appeal from its grant of a license to a newcomer on the basis of economic injury, as it was merely *damnum absque injuria*, even if suffered. The Court cited the *Sanders Bros.* and *Yankee Network* cases as adverse to the Commission's contention, but dismissed the appeal on the facts. The granting of the license would not, according to the Court, result in such a reduction in income as to require deterioration of appellant's service to the public nor create and foster "unfair, destructive and ruinous competition" as to bring appellant within the limits of §402 (b) (2). The mere showing that the income of an existing station might be reduced if another station entered its field was not considered sufficient.

The criterion of economic injury is designed to prevent the impairment of

the financial ability required of a licensee and protect his revenue so as to permit him to render adequate service. It is admittedly undesirable to allow competition of such nature as will drive existing licensees out of business, especially in view of the considerable investment in equipment. However, a mere decrease in income resulting from additional competition does not afford a basis of appeal. It would seem that as the number of stations increases, the total revenue remaining approximately the same, there is greater probability that each new grant of a license will cause ruinous competition. In short, the industry can support only a limited number of stations which can properly serve the public interest. The test provides a guide to the Commission which must examine the basic economic facts in each situation.

A second criterion of grievance, namely, the creation of objectionable interference has been posited in two recent cases of *Ward v. F.C.C.*, supra, and *Woodmen of the World Life Ins. Soc. v. F.C.C.*, 105 F. (2d) 175 (App. D.C. 1939). In the former, a companion case to the *Yankee Network, Inc. v. F.C.C.*, the appellant, licensed on a kilocycle frequency of 1470, intervened in the hearing of X's application for a license to operate its station on the same frequency, and appealed from the Commission's decision granting X's application. During this time, the appellant had on file with the Commission, its own application for an increase in power and a construction permit, which application had not yet been acted on.

The Court stated that the same considerations upon which an injury to economic interests might be sufficient to bring licensee within the terms of §402 (b) (2) as an aggrieved person, were equally applicable in the case of objectionable electrical interference. And the pendency of appellant's own application for an increase in power and a construction permit, did not operate to cut off any right which might exist in his favor under §402 (b) (2), under which he asserted his rights to

appeal. Furthermore, according to the Court, if the Commission's prior consideration of a previously filed and pending application where request had been made for a joint hearing, had "seriously" prejudiced an applicant, in such a case the later applicant would have an appealable interest as a person aggrieved. But there was no request for a joint hearing in this case.

Similarly, it was announced in the Woodmen case, *supra*, that objectionable interference to one licensee, resulting from the granting of an increase in power to another licensee grounded an appeal by the former as an aggrieved person. Here too the appeal was dismissed since the finding of no objectionable interference was supported by substantial evidence and hence not arbitrary.

The test of electrical interference is a clear recognition of the operation of natural phenomena. The quantity of such interference would seem to be measurable by experts, but its permissible extent is a question of fact and policy to be determined by the Commission in accordance with the public interest.

Electrical interference, as a purely scientific problem, may be reduced by the use of devices as directive antennae. Consequently, additional stations may become physically possible. As more are licensed, their cumulative interference, as well as the concomitant growth of competition, will provide their own check against an excessive increase in the number of stations.

Conclusion

Statutory and administrative compliance with the essentials of due process in respect to non-reliance on confidential reports, oral or written argument, and findings of fact has virtually eliminated the bases of constitutional attack upon the functioning of the Federal Communications Commission. The narrower question of conformance to the legislative formula has been raised and administrative deviations rectified. However, "so long as the Commission complies with the mandate of the statute, it has and

should have, wide discretion in determining questions of both public policy and of procedural policy, and in making and applying appropriate rules therefor. It is not the function of this Court [that is, Court of Appeals for the District of Columbia] to direct the Commission as to the routine of its administrative procedure so long as it conforms to the law." Therefore, it is the duty of the Court not to convert discretionary rules of procedure, established merely for the sake of administrative convenience into mandatory requirements strictly to be followed by the Commission in every case. Nor should the existence of a so-called analogous practice at common law, prove necessarily determinative, unless it indisputably accords with the Congressional intention and will not unduly constrict the action of the Commission. Nor should there be a religious application of the doctrine of *stare decisis* to decisions of the Commission, in view of the flexible standard of "public interest" to guide it and the fluctuating factors to be weighed.

It is, of course, highly desirable that the Commission be permitted to complete the administrative process without interference and interruption by auxiliary or collateral suits, to enjoin, begun by complaining parties. Thus, harassing suits, which may tie up administrative action and cause the loss of time and money, will be discouraged. The controversial subject of the nature of an "appealable interest" has been considered by the Court and two criteria, designed ultimately to protect the public interest, have been established, namely, destructive competition and objectionable interference.

Radio created problems in trademarks, unfair competition, copyright, patents and defamation. A necessary adjustment in the law has been and is being made through the process of litigation and legislation. Old principles have been applied to novel situations and new doctrines have been expounded when considered necessary.

Radio is finding its place both in science and in the law.

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LEGISLATIVE DIGEST

Digest of Radio Legislation Introduced Into The Senate and House of Representatives During The Seventy-Sixth Congress—(First Session).

(An asterisk () following a bill number indicates that the bill so marked has been reported or otherwise advanced.)*

SENATE

- S. 332. Mr. Vandenberg; January 5, 1939 (Post Offices and Post Roads).
Provides that "manuscripts of authors' works other than actual correspondence" may be carried in the mails as third- and fourth-class matter. [Under present law "proof sheets and manuscript copy accompanying same" are so classified—U. S. C. 39: 325, 240.]
- S. 517. Mr. Johnson of Colorado; January 10, 1939 (Interstate Commerce).
As reported in Senate April 28, 1939:
Amends the Communications Act of 1934 [U. S. C. 47: 316] to prohibit the advertising of alcoholic beverages by radio, subject to maximum fine of \$1,000, 1 year imprisonment, or both, and revocation of basic permit by the Federal Alcoholic Administrator.
- S. 550. Mr. Sheppard; January 12, 1939 (Interstate Commerce).
The Federal Communications Commission shall have authority to issue radio station operators' licenses only to applicants 21 years of age or over, but the Commission may waive the age-limit in issuance of license to amateur operators [amending U. S. C. 47: 303 (1)].
- S. 575. Mr. Capper; January 12, 1939 (Interstate Commerce).
Penalizes interstate transmission, by mail or otherwise, of advertisements for alcoholic beverages or of order solicitations in newspapers, periodicals, news reels, photographic films or records. Advertising by radio is also prohibited, or the sending of circular letters, etc., into states which bar liquor advertisements.
- S. 594. Mr. Reynolds; January 12, 1939 (Commerce).
The provisions of the act [36 Stat. 1358] for establishing marine schools at certain designated ports are broadened to authorize the chairman of the U. S. Maritime Commission on the application of the governor of any State, Territory, or possession of the United States, or the chief executive of another nation on approval of the Secretary of State, to furnish suitable vessels, aircraft, radio apparatus, etc., for the use of any nautical school, college, or university conducting approved courses in seamanship, engineering, aviation, etc. To aid in constructing and equipping such schools and in operating them, appropriations are authorized on a matching basis with the States, etc. The coast line of the United States and its Territories is to be divided into maritime districts equal in number to the total of the States (including inland States), Territories, and possessions for the purpose of providing suitable sites for schools.
Provides for the erection and operation of radio stations in each district for intercommunication between the schools and as a coastal network if needed as a screen against foreign radio penetration and propaganda in times of war. Four of such stations (located on the Atlantic, Pacific, and Gulf coasts and on the Great Lakes) shall be capable of being received around the world and shall broadcast regular programs of hydrographic information, storm warnings, educational programs, code messages to American Embassies, etc.
Establishes a U. S. Maritime Corps consisting of maritime workers, students, instructors, and employees of nautical schools who apply for enlistment therein; members shall be permitted, if eligible, to transfer to the Naval Reserve without examination. They shall be required annually to perform 15 days active employment in a regular maritime occupation and shall receive a base pay therefor prescribed by the Chairman of the U. S. Maritime Commission. They may, with their consent, be order to active duty. The uniform of the Corps shall be of a special design or bear a special emblem or insignia.
Authorizes appropriation of \$10,000,000 annually for the purposes of this act.

S. 635. Mr. Schwellenbach; January 16, 1939 (Interstate Commerce).

Each licensee of a radio broadcasting station shall set aside regular periods for uncensored discussion on a nonprofit basis of public, social, political, and economic problems, and for educational purposes. Equivalent facilities shall be afforded opposing viewpoints. The licensing authority and licensees shall have no power of censorship, and no license shall be revoked for broadcast of such material. (Present law [U. S. S. 47: 315] requires that equal facilities be afforded opposing candidates for public office.)

S. 636. Mr. Schwellenbach; January 16, 1939 (Interstate Commerce).

Radio-broadcasting stations shall keep records (to be open to public inspection) of: (1) Applications for time; (2) rejections of applications, with reason; (3) additions and changes requested in arranged programs on public, social, political, and economic issues and on educational subjects. [Adding to § 315 of the Communications Act of 1934, U. S. C. 47: 315.]

S. 637. Mr. Schwellenbach; January 16, 1939 (Interstate Commerce).

The provision of the Communications Act (§ 326) forbidding interference with the right of free speech by means of radio communication shall not be construed to exempt a radio licensee from liability for defamatory, profane, or obscene language or action broadcast by its employees or representatives [in lieu of the provision forbidding any person to utter any obscene, indecent, or profane language by means of radio communication].

S. 1027. Mr. Capper; January 26, 1939 (Judiciary).

In proceedings before United States courts, the grand jury, either House of Congress or any committee thereof, newspaper reporters, editors, or publishers shall not be compelled to disclose the course of confidential information obtained for publication.

S. 1095. Mr. Shepard; January 28, 1939 (Interstate Commerce).

See Senate Bill No. 550.

S. 1268. Mr. Wheeler; February 9, 1939 (Interstate Commerce).

Establishes a Federal Communications and Radio Commission (to be administered by a board of three members appointed by the President for staggered 6-year terms) and transfers to it all the powers, etc., of the Federal Communications Commission. The board shall appoint necessary personnel including administrative assistants for broadcasting, communications carriers, and international radio and communications. Transfers to the Commission all personnel of the Federal Communications Commission, except those whose offices are abolished, for a period of 2 to 4 months. Such personnel shall have preference in appointment. Continues all orders, proceedings, etc., of the Federal Communications Commission.

S. 1520. Mr. White; February 21, 1939 (Interstate Commerce).

Increases the membership of the Federal Communications from 7 to 11 and abolishes the offices of the present members. Divides the Commission into two divisions (Public Communications and Private Communications) of 5 members each, the chairman to be ex officio (without a vote) member of both divisions. The chairman shall be appointed for a 6-year term at \$12,000, while the other members shall have staggered 6-year terms at \$10,000.

Division of Public Communications shall determine all cases relating to wire and radio communications intended to be received by the public directly. The Division of Private Communications shall determine cases involving communications by common carriers. The whole Commission shall have jurisdiction over the assignment of bands of frequencies, the adoption of rules and regulations, emergency communications, the communications of amateur stations, their licensing, etc.

Extends the Commission's power to regulate consolidations, etc., of telephone companies to all carriers (i. e. carriers for hire in interstate or foreign communications by wire or radio except radio broadcasters).

Permits the Commission to grant licenses to standard broadcast stations for terms of from 1 to 3 years (other stations—from 1 to 5 years), while licenses for shorter periods may be granted for experimental stations, etc.

Repeals § 314, dealing with the preservation of competition in commerce, and § 315 dealing with equal facilities for candidates for public office. Persons discussing public or political questions by radio shall first deliver in writing to the station licensee, the name of the person or organization on whose behalf such broadcast is made. The name of the speaker and the other information shall be announced at the beginning and end of such broadcast. In the case of

public officers, the following shall be announced: (1) name; (2) office; (3) whether such office is elective or appointive; and (4) by whom elected or appointed. Station licensees may not censor, alter, or control the political or partisan trend of material broadcast but if slanderous or libelous, such licensee may demand a copy thereof in advance in order to delete the slander or libel.

Suits to enforce, enjoin, set aside, annul, or suspend an order of the Commission (except those appealable to the Circuit Court of Appeals, District of Columbia) shall be prosecuted in the same manner as suits to enforce, etc., orders of the Interstate Commerce Commission. All such suits except suits to enforce such orders may also be brought in the District Court, District of Columbia. The following cases may be appealed to the Circuit Court of Appeals, District of Columbia: (1) denial of an application for an instrument of authorization for construction or operation of a radio station; (2) denial of an application for authority to transfer or assign any such instrument or control of a corporation holding such instrument; (3) by other parties aggrieved by any decision of the Commission granting or denying such applications; and (4) by the holder of a revoked or suspended instrument of authority required by this act. In such appeals the review shall be limited to questions of law; findings of fact by the Commission if supported by substantial evidence shall be conclusive unless they clearly appear to be arbitrary and capricious. The court's decision shall be final except for review by the Supreme Court on certiorari [amending § 402].

S. 2058. Mr. Nye; April 4, 1939 (Post Offices and Post Roads).

Requires persons conducting contests by mail, by advertisement in newspapers, etc., in interstate commerce, or by any other facility of such commerce, to announce publicly the name of each winner and his entry.

S. 2251. Mr. Chavez; April 27, 1939 (Foreign Relations).

Directs the Secretary of the Navy to construct the United States Pan American Radio Station in or near Washington, D. C., with power sufficient to transmit programs throughout the Western Hemisphere upon high frequencies. Authorizes \$3,000,000 for construction, \$100,000 for maintenance in 1940, and necessary sums thereafter. The programs of the station, to be selected by the Secretary of State, shall be such as to promote friendly relations, and strengthen cultural, political, and commercial ties. An ex officio advisory council is provided for. Private commercial companies may use the station, without profit, and present programs approved by the Secretary of State.

S. 2466. Mr. Sheppard; May 22, 1939 (Interstate Commerce).

Directs the Federal Communications Commission to refuse licenses and renewals thereof to stations having an authorized power in excess of 50 kilowatts which broadcast network programs. Upon advance application to the Commission, network programs may be permitted in the public interest, but not to exceed 1 hour in any calendar month [adding U. S. C. 41: 307½].

S. 2611. Mr. Wheeler; June 15, 1939 (Interstate Commerce).

As passed by Senate July 18, 1939:

Authorizes the Federal Communications Commission to purchase land, etc., in Massachusetts and to erect thereon a radio-monitoring station.

RESOLUTIONS

S. Res. 94. Mr. White; March 6, 1939 (Interstate Commerce).

Directs the Senate Committee on Interstate Commerce to investigate the Federal Communications Commission, censorship of communications, license fee system, network and newspaper control, effects of high power, information required from applicants for station licenses, and the competition between communication companies in domestic service and the competition between companies in communication between the United States and foreign countries.

HOUSE OF REPRESENTATIVES

H. R. 36. Mr. Curley; January 3, 1939 (Judiciary).

Prohibits the holding in contempt by any United States court of any editor, news reporter, correspondent, journalist, or publisher who refuses to reveal the source of confidential communications or conversations obtained for publication in the press, and written in the interest of public welfare, provided such conversation, etc., does not constitute an act of treason (adding to U. S. C. 28: 385).

- H. R. 94. Mr. Maloney; January 3, 1939 (Interstate and Foreign Commerce).
Personal endorsements of articles by radio, if paid for, must be accompanied by statement to that effect.
- H. R. 251. Mr. Culkin; January 3, 1939 (Interstate and Foreign Commerce).
Amends the Communications Act of 1934 (U. S. C. 41: 316) to prohibit the advertising of alcoholic beverages by radio.
- H. R. 253. Mr. Culkin; January 3, 1939 (Interstate and Foreign Commerce).
See Senate Bill No. 575.
- H. R. 924. Mr. Culkin; January 3, 1939 (Interstate and Foreign Commerce).
See Senate Bill No. 575.
- H. R. 2721. Mr. Celler; January 18, 1939 (Naval Affairs).
Instructs the Secretary of the Navy to construct a radio broadcasting station with power sufficient to transmit programs throughout the United States and other countries of the Western Hemisphere upon high frequencies, said station to be located at Jacksonville, Fla., to be known as the Pan American Radio Station. Authorizes \$700,000 for construction and \$100,000 annually for operation and maintenance.
The United States Commissioner of Education shall be in charge of all programs for said station. He shall select programs which will render a distinct national or international service, which will promote a better understanding among Republics of the American Continent, and which will be of educational and cultural value. No commercial advertising shall be permitted on said programs. General policies shall be determined by an advisory council which shall include the Secretary of State, the Director General of the Pan American Union, the Chairman of the Federal Communications Commission, the Commissioner of Education, and such other Government officials as the President may select. The council may permit privately owned radio companies to use the facilities of the Pan American Radio Station during certain periods provided that their programs do not interfere with the general purposes of this act.
- H. R. 2981. Mr. Celler, January 20, 1939 (Judiciary).
Amends the Judicial Code to provide that owners, lessees, licensees, and operators of radio stations shall not be liable for libelous, slanderous, and defamatory statements made during a broadcast by one other than owners, lessees, licenses, or operators or their agents and employees if due care was exercised to prevent their publication [U. S. C. 28: 400].
- H. R. 3582. Mr. Flannery; February 1, 1939 (Interstate and Foreign Commerce).
Advertisements of imported articles shall contain in a conspicuous place, a definite statement of the country of their origin. Radio broadcasters shall state the country of origin at the beginning and end of the period.
- H. R. 3752. Mr. Lea; February 6, 1939 (Interstate and Foreign Commerce).
See Senate Bill No. 550.
- H. R. 4224. Mr. Lea; February 16, 1939 (Interstate and Foreign Commerce).
Establishes a Federal Communications and Radio Commission in place of the Federal Communications Commission—similar to S. 1268 as introduced.
- H. R. 4684. Mr. McLeod; March 2, 1939 (Interstate and Foreign Commerce).
Broadcasting stations may be licensed for periods of 3 to 5 years (now not over 3 years); renewals are to be for not less than 3 years [amending U. S. C. 47: 307 (d)].
In acting upon applications for renewals, the commission shall not consider the political views expounded over the station, or held or expressed by the applicant. Where an applicant states under oath that he believes a refusal to renew is based upon such considerations, he may appeal to the "district court of appeals" for a mandamus, and pending such action the license shall remain in force [amending U. S. C. 47: 307 (e)].
- H. R. 4798. Mr. O'Toole; March 6, 1939 (Judiciary).
Only members of the bar who are also admitted to practice (or at least not debarred from practice) before the particular department or agency of the Government may represent any person or corporation in connection with any claim or matter before it involving the construction or interpretation of the Constitution or a law of the United States.
Authorizes the heads of departments and agencies to make rules of practice and procedure applicable to proceedings before their departments, etc.; existing rules and regulations are to be continued (not more than 90 days) until promulgation of the new rules.

- H. R. 5508. Mr. Peterson of Florida; April 3, 1939 (Interstate and Foreign Commerce).
See Senate Bill No. 2466.
- H. R. 5791. Mr. Schulte; April 17, 1939 (Interstate and Foreign Commerce).
See House of Representatives Bill No. 6695.
- H. R. 5985. Mr. Flannery; April 25, 1939 (Interstate and Foreign Commerce).
Advertisement of Imported Articles Act—Makes it unlawful to advertise an imported article for sale by the United States mails or by any means in or affecting commerce, including radio broadcast, unless the advertisement clearly discloses the country of origin of such articles (if the article is assembled in the United States from parts, the major proportion of which, are imported, it shall show the origin of such parts only). Containers of imported articles, shipped in interstate commerce are also required to bear this information. Violation of this act shall constitute an unfair and deceptive act under section 5 of the Federal Trade Commission Act.
- H. R. 6219. Mr. Doughton (by request); May 8, 1939 (Ways and Means).
Amends the Federal Alcohol Administration Act (1) to place officers and employees under the civil service laws and classification act; (2) to require annual renewal of basic permits and payments of a \$10 fee ($\frac{1}{4}$ of 1 cent per 12-hour-gallon-capacity in case of distillers); (3) to require basic permits for manufacture, sale, etc. of malt beverages; (4) to rewrite provisions on regulation of unfair competition and unlawful practices, and to add subsections which forbid radio advertising and the bringing of liquor into any State, Territory, or possession for use in violation of its laws.
- H. R. 6695. Mr. McGranery; June 6, 1939 (Interstate and Foreign Commerce).
Makes it unlawful for any person, without the written consent of the performers, to record or mechanically reproduce for profit or gain any music or program material transmitted by wire or radio or to sell or to have in his possession for sale, etc., such record or reproduction, except a recording for private, personal, civic, or political use or addresses on subjects of a public nature [adding to U. S. C. 47: chap. 5, title V].
- H. R. 6973. Mr. Lea; June 23, 1939 (Interstate and Foreign Commerce).
See Senate Bill No. 2611.
- H. R. 7188. Mr. Cochran; July 13, 1939 (Interstate and Foreign Commerce).
Nullifies § 42.03 of Federal Communications Commission Regulations, adopted May 23, 1939, relating to the character of international broadcasts, and forbids the Commission to make regulations limiting such broadcasts to service which will reflect the United States culture, promote international good will, etc. [Note:—The rule was suspended July 14, 1939, Fed. Reg. July 18, 1939, p. 3336.]
- H. R. 7456. Mr. Michael J. Kennedy; August 1, 1939 (Patents).
Copyright infringement by radio broadcast—similar to S. 2846 as introduced.

RESOLUTIONS

- H. Res. 70. Mr. Connery; January 25, 1939 (Rules).
Authorizes the Speaker to appoint a committee of seven members of the House to investigate the charge that a monopoly or monopolies exist in radio broadcasting, and the effect of such on the character of programs, rates charged advertisers, etc. The committee shall also investigate the Federal Communications Commission, and all charges of neglect, inefficiency, misuse of power, corruption, etc. The committee is authorized to hold hearings, subpoena witnesses, etc. Report shall be made in whole or in part during the present Congress, together with legislative recommendations, or otherwise.
- H. Res. 72. Mr. Wigglesworth; January 25, 1939 (Rules).
Authorizes the Speaker to appoint a committee of seven members of the House to make a thorough investigation of the broadcasting industry in the United States and of the policies of the Federal Communications Commission with respect to broadcasting. The committee is authorized to hold hearings, employ experts, subpoena witnesses, etc., and to report to the House its findings.
- H. Res. 234. Mr. Larrabee; June 28, 1939 (Interstate and Foreign Commerce).
Directs the Federal Communications Commission to take steps to provide a method to secure data on the social and economic effects of high-power operation in the standard broadcast band (550-1600 kilocycles) in excess of 50 kilowatts. The Commission may license one or more stations for experimental purposes.



THE EDUCATIONAL AND CULTURAL SIDE



***National Association
of
Educational Broadcasters***

Non-Commercial Stations

F.C.C. Regulations

***Colleges and Universities
Offering Courses in Radio***

Your Radio Library

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

As of January 1, 1940

<i>Call Letters</i>	<i>Institutions</i>	<i>Address</i>	<i>Director</i>
KFDY	S. Dak. State College	Brookings, S. D.	S. W. Jones
KFJM	Univ. of N. Dakota	Grand Forks, N. D.	D. R. Jenkins
KFKU	Univ. of Kansas	Lawrence, Kansas	Harold G. Ingham
KOAC	Oregon State College	Corvallis, Oregon	Luke L. Roberts
KUSD	Univ. of S. Dakota	Vermillion, S. D.	R. E. Rawlins
KWSC	State College of Wash.	Pullman, Wash.	Kenneth E. Yeend
WBAA	Purdue University	Lafayette, Ind.	Gilbert D. Williams
WCAL	St. Olaf College	Northfield, Minn.	M. C. Jensen
WCAT	S. Dakota School of Mines	Rapid City, S. D.	C. M. Rowe
WESG	Cornell University	Ithaca, N. Y.	Wilmer S. Phillip
WHA	Univ. of Wisconsin	Madison, Wis.	H. B. McCarty
WHAZ	Rensselaer Poly.	Troy, New York	W. J. Williams
WILL	Univ. of Illinois	Urbana, Ill.	Jos. F. Wright
WNAD	Oklahoma University	Norman, Okla.	Homer Heck
WNYC	City of New York, Municipal Broadcasting System	New York, N. Y.	M. S. Novik
WOI	Iowa State College	Ames, Iowa	W. I. Griffith
WOSU	Ohio State University	Columbus, Ohio	R. C. Higgy
WRUF	Univ. of Florida	Gainesville, Fla.	Garland Powell
WSAJ	Grove City College	Grove City, Pa.	H. W. Harmon
WSUI	State Univ. of Iowa	Iowa City, Iowa	Carl Menzer
WRUL & WRUW	World Wide Broadcasting Foundation	Boston, Mass.	Walter S. Lemmon
	Cleveland College	Cleveland, Ohio	Gazella P. Shepherd (Mrs.)
	University of Kentucky	Lexington, Ky.	Elmer G. Sulzer
	University of Michigan	Ann Arbor, Mich.	Waldo Abbot
	Western State Teachers College	Kalamazoo, Mich.	W. G. Marburger
	Indiana University	Bloomington, Ind.	Robert Allen
	Chicago Radio Council	Chicago, Ill.	Harold W. Kent
	University Broadcasting Council	Chicago, Ill.	Allen Miller

EDUCATIONAL BROADCASTING IN 1939

By

THOMAS D. RISHWORTH

Educational Director, KSTP

CORRELATION is the keynote in the development of educational broadcasting during the past year. The decade between 1929 and 1939 has seen educational radio pass through all the stages of growth from the colic of noisy infancy to the exuberance of adolescent youth. Ten years ago educators and broadcasters glared at each other as they walked the floor with their squalling child, educational radio. Today they meet at the family table to discuss their joint responsibilities toward this healthy, alert, and curious youth they have created and for whom they must choose the proper career.

Growth

Educational broadcasting has not matured. It is adolescent in its physical characteristics and in its mental and spiritual capacities. But it is potentially an adult, and the past year has brought it many opportunities for attaining that goal.

Correlation has dominated the efforts of the commercial broadcasters, both network and local, in their educational activities during 1939. The Columbia Broadcasting System reports that one hundred ten of its stations have designated staff members as educational directors. Sterling Fisher of CBS has appointed five regional educational directors to correlate work in this field for the entire network.

The National Broadcasting Company, under the guidance of Dr. James Rowland Angell, educational counselor, has extended its operations in the educational field to provide programs for adult and student alike, listening in the home or the classroom, in nearly every phase of learning. Listeners' aids are supplied by the National Broadcasting Company and cooperating organizations for many NBC educational features. A series of four portfolios, containing full-color reproductions of the world's greatest paintings, both classic and modern, together with biographical notes and critical analysis of the artists, is available for the "Art For Your Sake" program, constituting a complete course in art for every listener. This is typical of the expanding interest in the use of visual aids and the written word as a means of

correlating listening activity with the actual learning process.

Conferences

Educational conferences sponsored by the networks for their own staff members and intended to afford a medium for the exchange of ideas and practices and for the development of further cooperation among affiliated stations have been held for the first time during the past year. Both CBS and NBC have called conferences of this type last year, and these meetings have attracted representatives from stations throughout the country, indicating the increased interest in educational broadcasting on the part of the commercial broadcasters.

Further correlation has been promoted by the action of the United States Office of Education and Commissioner John W. Studebaker in appointing Dr. Leonard Power as assistant in charge of Research for the Federal Radio Education Committee. During the closing months of 1939, Dr. Power has made a nationwide tour to study cooperation between broadcasters and the educational facilities of the community in every section of the country. The United States Office of Education has continued to use the facilities of all major networks in presenting programs that have created new standards for education by radio: "The World Is Yours" (NBC), "Americans All, Immigrants All" (CBS), "Democracy In Action" (CBS), and a unique experiment in the field of documentary radio presented once only on the NBC network