

ANNOUNCERS

- EHINES, HOWARD**
KMPC, Beverly Hills, Calif.
- RHODES, BILLY**
WSAU, Wausau, Wisc.
- RHODES, DUSTY**
KPAC, Port Arthur
- RHODES, HAROLD**
WBTH, Williamson, W. Va.
- RHODES, JOHN**
WHUB, Cookeville, Tenn.
- RICAN, LIONEL**
WSM, Nashville, Tenn.
- RICE, CONRAD**
WEMP, Milwaukee, Wisc.
- RICE, WILLIAM**
WMBC, Detroit, Mich.
- RICHARDS, MAL**
WJHO, Opelika, Ala.
- RICHARDSON, JESSE**
WRR, Dallas, Texas.
- RICKEK, BILL**
WDEV, Waterbury, Vt.
- RIDER, MAURY**
KIRO, Seattle, Wash.
- RIDGELY, HARRY**
WDAN, Danville, Ill.
- RIDGEWAY, JACK**
KTHS, Hot Springs, Ark.
- RIGSBEE, LOUIS**
WCNC, Elizabeth City, N. C.
- RIND, JULES**
WJDX, Jackson, Miss.
- RIPLEY, JOE**
WSLS, Roanoke, Va.
- RIPPE, WILLIAM M.**
WCBA-WSAN, Allentown, Pa.
- RISER, JAMES**
WJEJ, Hagerstown, Md.
- RITCHIE, CAMPBELL**
CKLW, Windsor, Ontario, Can.
- RITTER, BOB**
WJTM, Lansing, Mich.
- RITTS, PAUL**
WKAR, East Lansing, Mich.
- RIVERA, NIEVES DIAZ**
WKAQ, San Juan, Puerto Rico.
- ROACH, PAUL**
WAVE, Louisville, Ky.
- ROARK, C. A.**
KRLH, Midland, Texas.
- ROBATOR, HARRY**
WNBC, New Britain-Hartford, Conn.
- ROBB, MAJOR**
WINX, Washington, D. C.
- ROBBIE, Jr., JOE**
KUSD, Vermillion, S. D.
- ROBBINS, BILL**
WCKY, Cincinnati, Ohio.
- ROBERTS, ART**
CKRC, Kitchener, Ont., Can.
- ROBERTS, CHARLES**
KVOR, Colorado Springs, Colo.
- ROBERTS, CHAS. S.**
WLAC, Nashville, Tenn.
- ROBERTS, CLIFF**
WIBA, Madison, Wisc.
- ROBERTS, DAVE**
KDYL, Salt Lake City, Utah.
- ROBERTS, HOWARD**
WMT, Cedar Rapids-Waterloo, Iowa.
- ROBERTS, PETER**
WNBZ, Saranac, New York.
- ROBERTS, ROGER**
KLS, Oakland, Calif.
- ROBERTSON, BRUCE**
KOAM, Pittsburg, Kans.
- ROBERTSON, GEORGE**
CJRM, Regina, Sask., Can.
- ROBERTSON, JAMES**
WIBA, Madison, Wisc.
- ROBERTSON, STEVE**
WEBC, Duluth, Minn.
- ROBERTSON, TRAFTON**
WBT, Charlotte, N. C.
- ROBINSON, DALE**
WKY, Oklahoma City, Okla.
- ROBINSON, MAX**
WHO, Des Moines, Iowa.
- ROBINSON, NORMAN**
CFGP, Grande Prairie, Alberta, Can.
- ROBINSON, TOM**
KPAB, Laredo, Texas.
- ROBINSON, WIP**
WDZ, Tuscola, Ill.
- ROBITAILLE, GLEN**
CKWX, Vancouver, B. C., Can.
- ROBSON, ED**
WBRB, Red Bank, N. J.
- RODDA, WALLY**
WBRG, Birmingham, Ala.
- RODGERS, DON**
WSOY, Decatur, Ill.
- RODRIGUEZ, MATEO**
WHOM, Jersey City, N. J.
- ROEHLING, JOSEPH**
WGL-WOWO, Ft. Wayne, Ind.
- ROEN, LOUIS**
WMAQ-WENR, Chicago, Ill.
- ROGERS, BEN**
KWKH, Shreveport, La.
- ROGERS, EDLY**
KALB, Alexandria, La.
- ROGERS, EDWIN**
WMAL-WRC, Washington, D. C.
- ROGERS, FEY**
WOPI, Bristol, Tenn.
- ROGERS, JOHN**
KOMA, Oklahoma City, Okla.
- ROGERS, LYLE**
KWJJ, Portland, Ore.
- ROGERS, RALPH**
KEX-KGW, Portland, Ore.
- ROGERS, ROGERS**
KOCY, Oklahoma City, Okla.
- ROGERS, RONNIE**
WFLA, Tampa, Fla.
- ROGERS, TOM**
KQQV, Pittsburg, Pa.
- ROHRER, BILL**
KWJJ, Portland, Ore.
- ROLL, RICHARD**
WHIO, Dayton, Ohio.
- ROMINE, DOUG**
KTSB, San Antonio, Texas.
- ROMITI, PHILIP**
WJMS, Ironwood, Mich.
- RONEY, JACK**
WMAL-WRC, Washington, D. C.
- ROOT, EDWARD**
WKAR, East Lansing, Mich.
- ROOT, JUAN**
CHML, Hamilton, Ont., Can.
- ROSCOE, PAUL**
KGFV, Kearney, Nebr.
- ROSE, WILLIAM**
WCAX, Burlington, Vt.
- ROSENBERG, ISRAEL**
WVFW, Brooklyn, N. Y.
- ROSKIN, LEWIS**
CJOC, Lethbridge, Alberta, Can.
- ROSS, DAVID**
CBS, Take It or Leave It.
- ROSS, DICK**
KMO, Tacoma, Wash.
- ROSS, HAROLD**
WBOW, Terre Haute, Ind.
- ROSS, NORMAN**
NBC, Suburban Hour.
- ROTHRUM, BILL**
WSYR, Syracuse, N. Y.
- ROUND, JR., WILLIAM**
WSIX, Nashville, Tenn.
- ROUNDTREE, GEORGE**
KUOA, Siloam Springs, Ark.
- ROURKE, HOWARD**
KWJB, Globe, Ariz.
- ROUSE, GENE**
WMAQ-WENR, Chicago, Ill.
- ROUSH, SIG**
WBOW, Terre Haute, Ind.
- ROWE, RALPH**
WMT, Cedar Rapids-Waterloo, Iowa.
- ROWEN, TOM**
WJHO, Opelika, Ala.
- ROWENS, BILL**
WSOC, Charlotte, N. C.
- ROWLAND, DAVE**
WOSU, Columbus, Ohio.
- ROWLAND, ED**
KMTR, Hollywood, Calif.
- ROWLAND, VIC**
KVOE, Santa Ana, Calif.
- ROWIE, BRUCE**
WDBJ, Roanoke, Va.
- RUBENDAL, EVERETT**
WRAC, Williamsport, Pa.
- RUBESSA, GENE**
WGNV, Newburgh, N. Y.
- RUDDOCK, BILLINGS**
WRNL, Richmond, Va.
- RUEGG, FRED**
KQW, San Jose, Calif.
- RUGH, VIC**
KFBI, Wichita, Kans.
- RUHLE, PAUL**
WCLO, Janesville, Wisc.
- RUID, LLOYD**
KWLC, Decorah, Iowa.
- RUMSEY, LEO**
KGMB, Honolulu, Hawaii.
- RUSH, PHILLIP**
KSAL, Salina, Kans.
- RUSK, CLAY**
WOC, Davenport, Iowa.
- RUSSELL, DAVE**
WFAA, Dallas, Texas.
- RUSSELL, D. E.**
KWAT, Watertown, S. D.
- RUSSELL, FRANK**
KECA-GFL, Los Angeles, Calif.
- RUSSELL, JOE**
KABC, San Antonio, Texas.
- RUSSELL, RUSS**
KWYO, Sheridan, Wyo.
- RUSSELL, TOM**
WKNE, Keene, N. H.
- RUSTAD, JOHN**
KSTP, St. Paul, Minn.
- RYAN, TED**
KTBC, Austin, Texas.
- RYDZINSKI, STANLEY**
WDAS, Philadelphia, Pa.

— S —

- SAFFORD, EDWARD P.**
KROD, El Paso, Texas.
- SAGES, J. S.**
WMBS, Uniontown, Pa.
- SALINER, PAUL**
WHIP, Hammond, Ind.
- SALSBERG, JOE**
KGGM, Albuquerque, N. M.
- SALTER, RUSSELL**
WMRN, Marion, Ohio.

ANNOUNCERS

SANDACK, WALLY
KSL, Salt Lake City, Utah.

SANDERS, ERNIE
WHO, Des Moines, Iowa.

SANDERS, TIM
WLAC, Nashville, Tenn.

SANDSTROM, STANLEY
KVOE, Santa Ana, Calif.

SANFORD, BILL
KMJ, Fresno, Calif.

SANFORD, LARRY
WDZ, Tuscola, Ill.

SATER, HARTLEY
KEX-KGW, Portland, Ore.

SATEREN, LELAND B.
WLB, Minneapolis, Minn.

SAUNDEKS, CARL
WBTM, Danville, Va.

SAUNDEKS, CHARLES
KARK, Little Rock, Ark.

SAVALLI, JOSEPH
WHOM, Jersey City, N. J.

SAWYER, GENE
KGMB, Honolulu, Hawaii.

SAWYER, TOM
WLOF, Orlando, Fla.

SANTON, GLENN
WFTL, Fort Lauderdale, Fla.

SCARBOROUGH, GANUS
WSAY, Savannah, Ga.

SCHAUGHENCY, ED
KDKA, Pittsburgh, Pa.

SCHAUS, GORDON
CKCR, Kitchener-Waterloo, Ontario, Can.

SCHIRMER, CARLTON
KFEQ, St. Joseph, Mo.

SCHMELING, NORMAN
KTRI, Sioux City, Iowa.

SCHNEIDER, AL
WHKC, Columbus, Ohio.

SCHOOLEY, IVAN
KVOR, Colorado Springs, Colo.

SCHOW, REG
WFEA, Manchester, N. H.

SCHROEDER, KARL
KGGM, Albuquerque, N. M.

SCHULTZ, A. F.
KVSF, Santa Fe, N. M.

SCHULTZ, STANLEY
WCAR, Pontiac, Mich.

SCHWEER, ROLAND
KPRC, Houston, Texas.

SCHWEER, ROLAND
KRGV, Westlaco, Texas.

SCHWELLENBACH, BAXTER
KOL, Seattle, Wash.

SCOFIELD, DAVE
KFRC, San Francisco, Calif.

SCOTT, DALE
KTOK, Oklahoma City, Okla.

SCOTT, DAVID
WJLS, Beckley, W. Va.

SCOTT, FRED
WAVE, Louisville, Ky.

SCOTT, J.
WHFC, Cicero, Ill.

SCOTT, JOHN
WHLD, Niagara Falls, N. Y.

SCOTT, RAY
KTRB, Modesto, Calif.

SCOTT, RAY
WJAC, Johnstown, Pa.

SEAGRAVE, ORVILLE B.
WSAR, Fall River, Mass.

SEAMAN, CHARLES
WMBC, Detroit, Mich.

SEARLE, WILLIAM
WTAR, Norfolk, Va.

SEARS, ROLAND
WOCB, Cape Cod, Mass.

SEBASTIAN, CHARLES
KSCJ, Sioux City, Iowa.

SECHREST, LOLA
KWOC, Poplar Bluff, Mo.

SECHRIST, MITCHELL
KPLT, Paris, Texas.

SEDEGWICK, BILL
WNN, Louisville, Ky.

SEDON, PAUL
WGTC, Greenville, N. C.

SEEHAFFER, GENE
WHA, Madison, Wisc.

SELLERS, DON R.
WCSH, Portland, Me.

SEROTA, SAM
WHAT, Philadelphia, Pa.

SETTELL, CLARY
CBY-CBL, Toronto, Ont., Can.

SEXTON, JACK
WTAD, Quincy, Ill.

SEXTON, JESSE
KALB, Alexandria, La.

SEXTON, MORGAN
WMAN, Marinette, Wisc.

SHAFFER, FRANK
WAJR, Morgantown, W. Va.

SHANESY, JACKSON
WSJS, Winston-Salem, N. C.

SHANNON, PAUL
KDKA, Pittsburgh, Pa.

SHANTZ, JR., MARSHALL B.
WJRN, Jamestown, N. Y.

SHAPARD, WILLIAM
WHN, New York, N. Y.

SHARBUTT, DELL
NBC, Musical Americana, Campbell Soup, CBS.

SHARP, IRVING
WDBJ, Roanoke, Va.

SHARPE, WILLIAM E.
KRDD, El Paso, Texas.

SHAW, GILL
WMBG, Richmond, Va.

SHAW, GORDON
WWJ, Detroit, Mich.

SHAWCROFT, J. J.
KEVR, Seattle, Wash.

SHAYON, ROBERT
WOR, Newark, N. J.

SHEA, G. BEVERLY
WMBI, Chicago, Ill.

SHEA, LEWIS
WFTM, Ft. Myers, Fla.

SHELDON, WALLY
WCAU, Philadelphia, Pa.

SHELLGROVE, CARL
WAGF, Dothan, Ala.

SHELTON, JAMES
WROK, Rockford, Ill.

SHEPHARD, RUSSELL
KLS, Oakland, Calif.

SHEPHERD, MILES
KODL, The Dalles, Ore.

SHEPPARD, GLENN
KRLH, Midland, Texas.

SHEPPARD, ROD
KARM, Fresno, Calif.

SHERMAN, BOB
WGL-WOVO, Ft. Wayne, Ind.

SHERMAN, JOHN
WFIG, Sumter, S. C.

SHERMAN, ORVILLE
KGFP, Shawnee, Okla.

SHERMAN, WINTHROP
KMOX, St. Louis, Mo.

SHEILDS, BOB
KDKA, Pittsburgh, Pa.

SHIFLETT, LILBURN
WMSD, Muscle Shoals, Ala.

SHINBAUM, BOB
WNOX, Knoxville, Tenn.

SHIPLEY, GENE
WIBW, Topeka, Kans.

SHIRLEY, TOM
NBC, Just Plain Bill, Grand Central Station.

SHOEMAKER, MILTON
WINX, Washington, D. C.

SHOEMAKER, RALPH
WBAD, Atlantic City, N. J.

SHORT, JOSEPH
WHOU, Ithaca, N. Y.

SHORT, ROBERT
WBLK, Clarksburg, W. Va.

SHUBINSKI, JAKE
WLAP, Lexington, Ky.

SHUMATE, HAROLD
KRGB, Westlaco, Texas.

SHUMATE, LEWIS
KFBI, Wichita, Kans.

SHURTLEFF, DAVID
WFEA, Manchester, N. H.

SHUTE, JR. ELDEN H.
WCOU, Lewiston, Me.

SIEVERS, ROBERT
WGL-WOVO, Ft. Wayne, Ind.

SIGHT, ROBERT
KCKN, Kansas City, Kans.

SILER, WENDELL
WSVA, Harrisonburg, Va.

SILVERT, ARNOLD
WBLK, Clarksburg, W. Va.

SIMMONS, DAVE
KDYL, Salt Lake City, Utah.

SIMMONS, PARK
WCKY, Cincinnati, Ohio.

SIMMS, LARRY
KTSW, Emporia, Kans.

SIMMS, RAY
WCHV, Charlottesville, Va.

SIMON, GEORGE
WJAC, Johnstown, Pa.

SIMONSEN, WILLIAM
KGB, San Diego, Calif.

SIMPSON, CHUCK
WDOD, Chattanooga, Tenn.

SIMPSON, JIMMY
WGTC, Greenville, N. C.

SIMPSON, JOHN
WCMI, Ashland, Ky.

SIMPSON, SPIKE
WKOK, Sumbury, Pa.

SIMS, JAMES V.
KRDD, El Paso, Texas.

SINGER, SPIZZ
WTAX, Springfield, Ill.

SIRMONS, JAMES
WFMJ, Youngstown, Ohio.

SITTON, M. A.
WBBL, Richmond, Va.

SKAFF, VINCENT
KTRI, Sioux City, Ia.

SKELTON, KENNETH W.
WDAE, Tampa, Fla.

SKELTON, ROGER
WSAY, Savannah, Ga.

SKINNER, PAUL
WMAN, Marinette, Wisc.

SLAGLE, JOHN
WXYZ, Detroit, Mich.

SLATER, BILL
NBC, Uncle Jim's Question Bee.

SLATER, TOM
WOR, Newark, N. J.

SLATTERY, BART
WIL, St. Louis, Mo.

SLATTERY, JACK
KMPC, Beverly Hills, Calif.

SLOCUM, BOB
KFDY, Brookings, S. D.

SMALL, BILL
CFAR, Flin Flon, Man., Can.

SMALL, BODIE
KGVO, Missoula, Mont.

ANNOUNCERS

- SMITH, A.**
CFAC, Calgary, Alberta, Can.
- SMITH, B. A.**
WHOP, Hopkinsville, Ky.
- SMITH, BERNIE**
WEBQ, Harrisburg, Ill.
- SMITH, BLAINE**
KCRC, Enid, Okla.
- SMITH, BOB**
KRBM, Bozeman, Mont.
- SMITH, BOB**
WGLO, Janesville, Wisc.
- SMITH, C.**
CJAT, Trail, B. C., Can.
- SMITH, CAL**
KROC, Rochester, Minn.
- SMITH, DEAN**
WABY, Albany, N. Y.
- SMITH, DON**
KSRO, Santa Rosa, Calif.
- SMITH, DON**
WLPW, Suffolk, Va.
- SMITH, FRED**
WHBF, Rock Island, Ill.
- SMITH, GLEN**
WLB, Minneapolis, Minn.
- SMITH, GORDON**
WAKR, Akron, Ohio.
- SMITH, HAL**
WIBX, Utica, N. Y.
- SMITH, HAL**
WRR, Dallas, Texas.
- SMITH, HOMER**
WKOK, Sunbury, Pa.
- SMITH, J. EDWARD**
WFBC, Greenville, S. C.
- SMITH, JOE D.**
KALB, Alexandria, La.
- SMITH, STARR**
KALB, Alexandria, La.
- SMITH, WHEELER**
KOL, Seattle, Wash.
- SNOWDEN, BILL**
WTAL, Tallahassee, Fla.
- SNOWDON, CHARLES**
WBLK, Clarksburg, W. Va.
- SNYDER, GEORGE**
WHL, Port Huron, Mich.
- SNYDER, RALPH**
WLAJ, Grand Rapids, Mich.
- SNYDER, ROSS**
KHSL, Chico, Calif.
- SOARS, JACK**
CFGP, Grande Prairie, Alb., Can.
- SOBOWSKI, CARL**
WHOM, Jersey City, N. J.
- SOLER, JOSE**
WKAQ, San Juan, Puerto Rico.
- SOLOMON, COUNT**
KFRU, Columbia, Mo.
- SOYDE, LUTHER**
WFHR, Wisconsin Rapids, Wisc.
- SPARGO, PAUL W.**
KWIL, Albany, Ore.
- SPARKS, GARNET G.**
WEXL, Royal Oak, Mich.
- SPARKS, GORDON A.**
WEXL, Royal Oak, Mich.
- SPEARS, CHARLES**
WORD, Spartanburg, S. C.
- SPENCE, ROBERT**
KIRO, Seattle, Wash.
- SPENCER, BILL**
WSB, Atlanta, Ga.
- SPENCER, LESTER**
WHIO, Dayton, Ohio.
- SPENCER, ROBERT**
WJBC, Bloomington, Ill.
- SPIEGLE, STANLEY**
KXRO, Aberdeen, Wash.
- SPILLMAN, SANFORD**
KSFO, San Francisco, Calif.
- SPOKES, ALFRED E.**
WJTN, Jamestown, N. Y.
- SQUIER, LLOYD**
WDFV, Waterbury, Vt.
- ST. GEORGE, DORIAN**
WMAL-WRC, Washington, D. C.
- STACKHOUSE, DAVID**
WJAR, Providence, R. I.
- STAFFORD, JACK**
KMPC, Beverly Hills, Calif.
- STAILL, GERTRUDE**
KMMJ, Grand Island, Nebr.
Market Basket Homemakers Club.
- STAILL, PHILIP**
WQXR, New York, N. Y.
- STALEY, PHIL**
WOSU, Columbus, Ohio.
- STANLEY, CHARLES**
WMBC, Detroit, Mich.
- STANTON, JES**
KSAM, Huntsville, Texas.
- STANTON, PAT**
WDAS, Philadelphia, Pa.
- STARK, CHARLES**
NBC, Gangbusters, Mother of Minc.
- STARK, RICHARD**
WNEW, New York, N. Y.
- STARLING, DAVID**
KFI-KECA, Los Angeles, Calif.
- STAUFFER, LEON**
KMYC, Marysville, Calif.
- STAVROPOULOS, COSTAS**
WHOM, Jersey City, N. J.
- STEADMAN, BILLY**
WGTM, Wilson, N. C.
- STEARNS, L. E.**
WEEI, Boston, Mass.
- STECK, JACK**
WFIL, Philadelphia, Pa.
- STEELE, BILL**
KGGF, Coffeyville, Kans.
- STEELE, ROBERT**
WTFIC, Hartford, Conn.
- STEELE, TED**
CBS, Ted Steele Songs.
- STENS LAND, TOM**
KUSD, Vermillion, S. D.
- STEIN, BILL**
WTSP, St. Petersburg, Fla.
- STELL, WALLACE**
WRNL, Richmond, Va.
- STEMMLER, NICK**
WSYR, Syracuse, N. Y.
- STEPHENS, GABBERT**
KPAC, Port Arthur, Texas.
- STEPHENSON, ROBERT**
WHN, New York, N. Y.
- STERLING, F.**
WHFC, Cicero, Ill.
- STEVEN, PEEL**
CFCE, Montreal, Que., Can.
- STEVENS, ALSTON**
WFIL, Philadelphia, Pa.
- STEVENS, CARLYLE**
KTUL, Tulsa, Okla.
- STEVENS, HARMON L.**
WHL, Port Huron, Mich.
- STEVENS, LEONARD**
WNLG, New London, Conn.
- STEWART, FRANK**
K TSA, San Antonio, Texas.
- STEWART, J.**
CFAC, Calgary, Alberta, Can.
- STEWART, JOE L.**
WFTL, Fort Lauderdale, Fla.
- STEWART, RALPH E.**
WMBL, Chicago, Ill.
- STEWART, RUSSELL**
KSL, Salt Lake City, Utah.
- STEWART, STAN**
WTAQ, Green Bay, Wisc.
- STILES, PAUL**
WNBH, New Bedford, Mass.
- STILLI, LEROY**
WBNS, Columbus, Ohio.
- STILLMAN, JOHN**
WHIO, Dayton, Ohio.
- STINSON, ARNOLD**
CKLW, Windsor, Ont., Can.
- STITT, WAYNE**
KCKN, Kansas City, Kans.
- STODDARD, BOB**
KERN, Bakersfield, Calif.
- STOECKLER, J. C.**
WEEI, Boston, Mass.
- STOKES, GENE**
WMFD, Wilmington, N. C.
- STONE, DAVID**
WINS, New York, N. Y.
- STONE, JAMES**
KTBS, Shreveport, La.
- STONE, JERRY**
WDAS, Philadelphia, Pa.
- STONER, PETER**
WSUN, St. Petersburg, Fla.
- STOREY, CHET**
KWJB, Globe, Ariz.
- STOUT, ALLEN**
WROL, Knoxville, Tenn.
- STOVIN, WILLIAM**
CKSO, Sudbury, Ont., Can.
- STRAKER, EASTER**
WSOY, Decatur, Ill.
- STRANGE, VALMORE**
KPIO, Spokane, Wash.
- STRAUSS, WILLIAM D.**
WQXR, New York, N. Y.
- STRICKLAND, EARL**
W2XOY, Schenectady, N. Y.
- STRONG, HAL**
WMIN, St. Paul, Minn.
- STRUBLE, ROBERT**
KVCV, Redding, Calif.
- STUART, ALLEN**
WNEW, New York, N. Y.
- STUBBS, H.**
CJCS, Stratford, Ont., Can.
- STUHLMAN, FRANK**
WTFIC, Hartford, Conn.
- STULLA, BILL**
KECA-KFI, Los Angeles, Calif.
- SUGG, LEVIS**
WGRB, Goldsboro, N. C.
- SULLIVAN, ALBERTA**
WFEA, Manhester, N. H.
- SULLIVAN, DENNIS**
KNET, Palestine, Texas.
- SULLIVAN, HENRY**
WBIG, Greensboro, N. C.
- SULLIVAN, JAMES G.**
KNET, Palestine, Texas.
- SULLIVAN, JOHN**
KNET, Palestine, Texas.
- SULLIVAN, JOHN L.**
WARM, Scranton, Pa.
- SUMBLER, JIM**
CJIC, Sault Ste. Marie, Ont., Can.
- SUNDBERG, OSCAR**
KHSL, Chico, Calif.
- SUTHERLAND, BILL**
KDKA, Pittsburgh, Pa.
- SUTTERFIELD, PHIL**
WCSC, Charleston, S. C.
- SVEHLA, WALTER**
WQAM, Miami, Fla.
- SWAFFORD, ROY**
KANS, Wichita, Kans.
- SWANSON, CLIFFORD**
WCAL, Northfield, Minn.
- SWANSON, J. HERBERT**
WLB, Minneapolis, Minn.
- SWEENEY, BUDD**
WHRC, Columbus, Ohio.

ANNOUNCERS

SWEENEY, FLORENCE
CKCK, Regina, Sask., Can.

SWENSON, DONALD
WNEL, San Juan, Puerto Rico.

SWERT, JR., GROVER
KNOW, Austin, Texas.

SWIFT, JACK
WTSP, St. Petersburg, Fla.

SWIMELAR, PAUL
WHTT, Hartford, Conn.

SWINEFORD, JACK
KOMA, Oklahoma City, Okla.

SWINFORD, PAUL
KADA, Ada, Okla.

SWINGLEY, M. E.
WDAE, Tampa, Fla.

SWISHER, ARDEN
WNAX, Yankton, S. D.

SWISHER, BEN
KWLK, Longview, Wash.

SWYSTUN, THEODORE
WDAS, Philadelphia, Pa.

SYLER, BOB
KDNT, Denton, Texas.

SYLVAIN, MARCEL
CKAC, Montreal, Que., Can.

SYMES, BERT
KLS, Oakland, Calif.

— T —

TAGGART, BYRON
WINN, Louisville, Ky.

TANNER, GLEN
KWG, Stockton, Calif.

TANNER, LUKE
KUAO, Siloam Springs, Ark.

TAPLEY, S. E.
CJCS, Stratford, Ont., Can.

TAPLIN, PRESTON
WHCU, Ithaca, N. Y.

TATE, RAY
CFAR, Flin Flon, Man., Can.

TAULBEE, ALAN
WARM, Scranton, Pa.

TAYLOR, A. L.
WBEN, Buffalo, N. Y.

TAYLOR, CRAWFORD
WLOK, Lima, Ohio.

TAYLOR, DAVE
WSJS, Winston-Salem, N. C.

TAYLOR, GLEN
WJJD, Chicago, Ill.

TAYLOR, LEON
KFDL, Beaumont, Texas.

TAYLOR, LEONARD
WHBC, Canton, Ohio.

TAYLOR, SAM
KWJJ, Portland, Ore.

TAYLOR, TED
WTOI, Toledo, Ohio.

TAYLOR, WILLIAM
WPAY, Portsmouth, Ohio.

TEAR, SID
WLOG, Logan, W. Va.

TEASLEY, JESSE
WGPC, Albany, Ga.

TEMPLE, PETER
WLOL, Minneapolis-St. Paul, Minn.

TEN, EYCK, SIDNEY
WHCU, Ithaca, N. Y.

TERKEL, HAL
KQV, Pittsburgh, Pa.

TERRY, GENE
WTAD, Quincy, Ill.

TERWEY, TYS
WNOX, Knoxville, Tenn.

TESSMAN, ABBOT
KGO-KPO, San Francisco, Calif.

THIERIAULT, Y.
CKCH, Hull, Que., Can.

THOMA, GEORGE
WKBB, Dubuque, Iowa.

THOMAS, BOB
WFLA, Tampa, Fla.

THOMAS, GEORGE
WCAU, Philadelphia, Pa.

THOMAS, GLENN
WJEJ, Hagerstown, Md.

THOMAS, HAL
KFPY, Spokane, Wash.

THOMAS, JACK
WFAA, Dallas, Texas.

THOMAS, LARRY
WDAS, Philadelphia, Pa.

THOMAS, MURPHY
KDRO, Sedalia, Mo.

THOMLINSON, BOB
KEX-KGW, Portland, Ore.

THOMPSON, AL
KSAL, Salina, Kans.

THOMPSON, BUD
KFYO, Lubbock, Texas.

THOMPSON, CLAY
KFYO, Lubbock, Texas.

THOMPSON, G.
CFRN, Edmonton, Alberta, Can.

THOMPSON, JACK
CJRC, Winnipeg, Man., Can.

THOMPSON, JAMES
KQV, Pittsburgh, Pa.

THOMPSON, R. S.
KBIZ, Ottumwa, Ia.

THOMPSON, REO
CJCA, Edmonton, Alberta, Can.

THOMPSON, VERL
WXYZ, Detroit, Mich.

THORPE, JOHN
KYW, Philadelphia, Pa.

THRONTON, HARRY
WBLJ, Dalton, Ga.

THWING, RICHARD
WNLC, New London, Conn.

TICE, J. OLEN
WCOS, Columbia, S. C.

TIFFANY, GERALD
KABR, Aberdeen, S. D.

TIFFIN, WILBUR
CKNX, Wingham, Ont., Can.

TIGNER, CHARLES
KWKH, Shreveport, La.

TILDEN, LAMONT
CBY-CBL, Toronto, Ont., Can.

TIMM, ALLEN
WEMP, Milwaukee, Wis.

TINLEY, JR., G. HOWARD
WCAO, Baltimore, Md.

TOBIN, JOSEPH
WESX, Salem, Mass.

TOBIN, MARTIN
KMBC, Kansas City, Mo.

TOBIN, MARTIN
KOA, Denver, Colo.

TOBOLA, JOHN
WAYX, Waycross, Ga.

TODD, HOMER U.
WCBM, Baltimore, Md.

TODD, JACK
KANS, Wichita, Kans.

TODD, JIMMY
KVOO, Tulsa, Okla.

TOLIN, GEORGE
KROW, Oakland, Calif.

TOLLIVER, DON
WTMV, East St. Louis, Ill.

TORLAND, TOR
KOA, Denver, Colo.

TORMEY, JAY
WFAS, White Plains, N. Y.

TOWERS, JACK
KFDY, Brookings, S. D.

TOWNE, MICHAEL
WINN, Louisville, Ky.

TOWNSLEY, RUSS
KVGB, Great Bend, Kans.

TOZIER, HAROLD
WSAU, Wausau, Wis.

TRAUM, BILL
WROK, Rockford, Ill.

TREASTER, LYMAN
KTKC, Visalia, Calif.

TREWAY, BILL
KFBB, Great Falls, Montana.

TREMBLE, SIDNEY B.
KSAL, Salina, Kans.

TROUT, BOB
CBS, Saturday Night Serenade, Prof. Quiz.

TRUDEAU 3rd, EDWARD L.
WOKO, Albany, N. Y.

TRUEMAN, HUGH
CHSJ, St. John, N. B., Can.

TUCHOLKA, EDWARD
WEBR, Buffalo, N. Y.

TUCKER, EDWIN W.
WCAM, Camden, N. J.

TUMA, CY
KMMJ, Grand Island, Nebr.

TUNIS, HAL
WIBG, Glenside, Pa.

TUPPER, HOWARD
WGY, Schenectady, N. Y.

TURNER, GLEN
CHAB, Moose Jaw, Sask., Can.

TURNER, HARRY
KOBH, Rapid City, S. D.

TURNER, HOWARD
WSPA, Spartanburg, S. C.

TURNER, HUGH
KLS, Oakland, Calif.

TURNER, ROBERT
WEBR, Buffalo, N. Y.

TURNER, WALTER
WLOK, Lima, Ohio.

TURNROSE, ARTHUR
KWJB, Globe, Ariz.

TUTT, BOB
KROY, Sacramento, Calif.

TWYMAN, HARVEY
KOIL, Omaha, Nebr.

TYLER, NOAH
WIOD, Miami, Fla.

— U —

ULMER, ROCH
KFI-KECA, Los Angeles, Calif.

UNDERCOFFER, JIM
WCMI, Ashland, Ky.

UNDERHILL, DUTCH
WOC, Davenport, Iowa.

UNDERWOOD, CHARLES
WMBS, Uniontown, Pa.

UPSON, PAUL
WTRC, Elkhart, Ind.

URIE, HURSCHELL
KSUB, Cedar City, Utah.

— V —

VADAKIN, DOROTHY
KWAT, Watertown, S. D.

VAILE, DAVID
KOA, Denver, Colo.

VAINRIB, STANLEY
WCSC, Charleston, S. C.

VALACH, CHARLES
WDAS, Philadelphia, Pa.

VALAJTIS, J.
WHOM, Jersey City, N. J.

VALENTINE, BILL
CKSO, Sudbury, Ont., Can.

VALENTINE, DAN
WRUF, Gainesville, Fla.

VALENTINE, JIMMY
KEJM, Grand Forks, N. D.

VALENTINE, RANCE
WTAM, Cleveland, Ohio.

ANNOUNCERS

- VANCE, JOHN**
WDAN, Danville, Ill.
- VANCE, KEN**
WJHO, Opelika, Ala.
- VANDERWALKER, EARL**
KWLC, Decorah, Iowa.
- VAN DYKE, RUSSELL**
KHAS, Hastings, Nebr.
- VAN HAAFTEN, RED**
KOB, Albuquerque, N. M.
- VAN HORN, ARTHUR**
KFRC, San Francisco, Calif.
- VAN KUREN, JAMES**
CKLW, Windsor, Ont., Can.
- VAN MATRE, EVERETT**
KFRU, Columbia, Mo.
- VANN, FRANK**
WGH, Newport News, Va.
- VAN SANDT, JOE**
WMSD, Muscle Shoals, Ala.
- VAN SANT, JOHN T.**
WCBA-WSAN, Allentown, Pa.
- VARES, GEORGE**
WEDC, Chicago, Ill.
- VASILATOS, E.**
WVFW, Brooklyn, N. Y.
- VAUGHN, ROBERT**
KIT, Yakima, Wash.
- VEAL, S.**
WJHP, Jacksonville, Fla.
- VEDDER, CHESTER**
WGY, Schenectady, N. Y.
- VERBA, GILBERT**
KOA, Denver, Colo.
- VERNON, CONRAD**
KNOW, Austin, Texas.
- VICKERS, LEE E.**
WJSV, Washington, D. C.
- VICTOR, IRVIN**
WJJD, Chicago, Ill.
- VINCENT, PAUL**
WMBG, Richmond, Va.
- VINES, LEE**
WIP, Philadelphia, Pa.
- VINEY, HENRY**
CJOC, Lethbridge, Alberta, Can.
- VOGEL, FRANCIS**
WHDL, Olean, N. Y.
- VOGEL, PHIL**
WGKV, Charleston, W. Va.
- VON BERGEN, JOHN**
WARM, Scranton, Pa.
- VON EGGER, HAROLD**
KGKL, San Angelo, Texas.
- VON LINDER, L.**
WMT, Cedar Rapids-Waterloo, Iowa.
- VONROTH, ROGER**
WRC-WMAL, Washington, D. C.
- VON ZELL, HARRY**
The Aldrich Family NBC, Time to Smile NBC, Helen Hayes Theater CBS.
- VOSS, HERMAN**
WMBI, Chicago, Ill.
- VOSSE, FRED**
WMP5, Memphis, Tenn.
- VRZAL, CARL**
WEDC, Chicago, Ill.
- W —**
- WABER, THOMAS**
WKAR, East Lansing, Mich.
- WADE, FRED**
WTIC, Hartford, Conn.
- WADE, OZZIE**
WKNE, Keene, N. H.
- WADE, TOM**
WMP5, Memphis, Tenn.
KSRO, Santa Rosa, Calif.
- WAHLBERG, JOEL F.**
WGH, Newport News, Va.
- WAKEMAN, TONY**
WOL, Washington, D. C.
- WALDEN, PAUL**
KODL, The Dalles, Ore.
- WALDROP, JAMES**
WORK, Spartanburg, S. C.
- WAGNER, JACK**
- WALDS, DICK**
KFRU, Columbia, Mo.
- WALKER, BILL**
CJRM, Regina, Sask., Can.
- WALKER, BILL**
KPFJM, Grand Forks, N. D.
- WALKER, CECIL**
WTRY, Troy, N. Y.
- WALKER, DAVID**
KOVO, Provo, Utah.
- WALKER, HAL**
WISN, Milwaukee, Wis.
- WALKER, ROGER W.**
WCHS, Portland, Me.
- WALLACE, GUY**
WCFL, Chicago, Ill.
- WALLACE, MYRON**
WXYZ, Detroit, Mich.
- WALLACE, ROBERT M.**
WOLS, Florence, S. C.
- WALTER, CHARLES HENRY**
WRDW, Augusta, Ga.
- WALTERS, JOE**
KSFO, San Francisco, Calif.
- WALTERS, LEON**
WWSW, Pittsburgh, Pa.
- WALTMAN, LA VELLE**
KRCC, Rochester, Minn.
- WALTON, JAMES M.**
WHAS, Louisville, Ky.
- WALTON, SIDNEY**
Sidney Walton's Music NBC.
By Kathleen Norris CBS, MBS.
- WANNAMAKER, ALEN**
WGTM, Wilson, N. C.
- WARD, DAVE**
WKRC, Cincinnati, Ohio.
- WARE, TOL**
KSFO, San Francisco, Calif.
- WAREMBUD, NORMAN H.**
WLTH, New York, N. Y.
- WARNER, BILL**
KMA, Shenandoah, Iowa.
- WARNER, NAOMA**
KTOK, Oklahoma City, Okla.
- WARNER, NEWELL**
WCBM, Baltimore, Md.
- WARREN, CARLTON**
WOR, Newark, N. J.
- WARREN, DOC**
KWFC, Hot Springs, Ark.
- WARREN, GIL**
KFWB, Los Angeles, Calif.
- WARREN, JAY**
WBEQ, Harrisburg, Ill.
- WASS, BOB**
WADC, Akron, Ohio.
- WATKINS, JOHN**
WGAC, Augusta, Ga.
- WATKINS, WAT**
WAAT, Jersey City, N. J.
- WATSON, C. B.**
WFNC, Fayetteville, N. C.
- WATSON, JR., LOREN L.**
WIS, Columbia, S. C.
- WATTS, JACK**
WHBC, Canton, Ohio.
- WAUGH, IRVING**
WDBJ, Roanoke, Va.
- WAYNE, STEWART**
WTHT, Hartford, Conn.
- WEAKLEY, SCOTT**
KROW, Oakland, Calif.
- WEATHERWAX, LESTER**
KFB1, Wichita, Kans.
- WEAVER, BEN T.**
KWIL, Albany, Ore.
- WEAVER, MAL**
WDEV, Waterbury, Vt.
- WEBB, HUGH**
WJHO, Opelika, Ala.
- WEBER, TED**
WINS, New York, N. Y.
- WEBBER, FRED**
WFIL, Philadelphia, Pa.
- WEBER, JOHN PAUL**
WIP, Philadelphia, Pa.
- WEBER, KEN**
WLEU, Erie, Pa.
- WEBSTER, MAURIE**
KNX, Los Angeles, Calif.
- WEBSTER, REX**
KFYO, Lubbock, Texas.
- WEBSTER, ROBERT**
WCAE, Pittsburgh, Pa.
- WEEKS, BOB**
KFBC, Cheyenne, Wyo.
- WEEKS, E. L.**
KABR, Aberdeen, S. D.
- WEEKS, JOE**
WJR, Detroit, Mich.
- WEEKS, JOHN**
KPDN, Pampa, Texas.
- WEGMAN, EDWARD**
WEBR, Buffalo, N. Y.
- WEIGEL, FRAN**
WLAU, Grand Rapids, Mich.
- WEIL, ANDREW**
WTMC, Ocala, Fla.
- WEIL, LESTER**
WTMC, Ocala, Fla.
- WEINGARTH, FRED**
WDAF, Kansas City, Mo.
- WEIR, J.**
KBIZ, Ottumwa, Ia.
- WEIST, DWIGHT**
NBC, Valiant Lady, By Kathleen Norris.
- WELCH, CHARLES**
KASA, Elk City, Okla.
- WELCH, HERBERT**
WBNS, Columbus, Ohio.
- WELCH, JOSEPH**
WSAR, Fall River, Mass.
- WELCH, WILLIAM**
WKRC, Cincinnati, Ohio.
- WELDON, MARTIN**
WINS, New York, N. Y.
- WELLER, ROSS**
WSAY, Rochester, N. Y.
- WELLER, SAMUEL**
WJOB, Hammond, Ind.
- WELLS, BILL**
WMP5, Memphis, Tenn.
- WELLS, JACK**
CFQC, Saskatoon, Sask.
- WELSH, JACK**
WSTV, Steubenville, Ohio.
- WERTZ, HOYT**
WIBW, Topeka, Kans.
- WESTERKAMP, RICHARD F.**
WCMI, Ashland, Ky.
- WESTMORELAND, LLOYD**
CKCK, Regina, Sask., Can.
- WETZEL, E. H.**
WCBA-WSAN, Allentown, Pa.
- WETZLER, JOSEPHINE**
WMBD, Peoria, Ill.
- WHEEDREE, CHARLES**
WGTC, Greenville, N. C.
- WHEELER, CHET**
KWIL, Albany, Ore.
- WHEELER, JOE**
WSIX, Nashville, Tenn.
- WHEELER, TONY**
WFIL, Philadelphia, Pa.
- WHITE, ANDY**
KVOA, Tucson, Ariz.
- WHITE, DON**
KXRO, Aberdeen, Wash.

ANNOUNCERS

- WHITE, JACK**
WJR, Detroit, Mich.
- WHITE, PAUL**
WESX, Salem, Mass.
- WHITE, RAY B.**
WAWZ, Zarephath, N. J.
- WHITE, ROBERT E.**
WBZ-WBZA, Boston-Springfield, Mass.
- WHITING, BILL**
KFAC, Los Angeles, Calif.
- WHITINGTON, DICK**
WTSP, St. Petersburg, Fla.
- WHITLEY, RAYMOND**
KABC, San Antonio, Texas.
- WHITMORE, JOHN**
WJHP, Jacksonville, Fla.
- WHITNEY, PHIL**
WKNE, Keene, N. H.
- WHITEKER, G. E.**
CBO, Ottawa, Ont., Can.
- WHITTIER, CHARLES**
WBAX, Wilkes-Barre, Pa.
- WHITWORTH, RAY**
KVWC, Vernon, Texas.
- WIDNEY, STAN**
WHO, Des Moines, Iowa.
- WIGGINGTON, BILL**
WCCO, Minneapolis, Minn.
- WIGHT, H. B.**
WCAx, Burlington, Vt.
- WIKEHART, EDDIE**
WBTH, Williamson, W. Va.
- WILBUR, BEN**
WPBM, Indianapolis, Ind.
- WILCOX, HARLOW**
NBC, Fibber McGee and Molly.
- WILCOX, JOHN**
KWNO, Winona, Minn.
- WILCOURT, ARLEN**
WAYX, Waycross, Ga.
- WILDE, EMIL**
KFUO, Clayton, Mo.
- WILDE, R. B.**
WOKO, Albany, N. Y.
- WILDS, R. B.**
WJHO, Opelika, Ala.
- WILES, WILLIAM**
WHIZ, Zanesville, Ohio.
- WILL, BOB**
WIRE, Indianapolis, Ind.
- WILLARD, DICK**
WOR, Newark, N. J.
- WILLARD, SID**
WBML, Macon, Ga.
- WILLETT, R. C.**
CFCT, Victoria, B. C., Can.
- WILLIAMS, ALUN**
WMCA, New York, N. Y.
- WILLIAMS, AUSTIN**
KLZ, Denver, Colo.
- WILLIAMS, DALLAS**
KOL, Seattle, Wash.
- WILLIAMS, FOSTER**
WINS, New York, N. Y.
- WILLIAMS, JACK**
KOY, Phoenix, Ariz.
- WILLIAMS, JIM**
WKPA., New Kensington, Pa.
- WILLIAMS, JOHN**
WESX, Salem, Mass.
- WILLIAMS, KEN**
WFBR, Baltimore, Md.
- WILLIAMS, MARK**
WBTH, Williamson, W. Va.
- WILLIAMS, MILDRED E.**
WTAL, Tallahassee, Fla.
- WILLIAMS, NED**
WRNL, Richmond, Va.
- WILLIAMS, RAY**
WHIP, Hammond, Ind.
- WILLIAMS, WALLY**
WBIG, Greensboro, N. C.
- WILLIS, AUSTIN**
CBY-CBL, Toronto, Ont., Can.
- WILLIS, J. E.**
WLAR, Lexington, Ky.
- WILLIS, JR., R. K.**
WFNC, Fayetteville, N. C.
- WILLS, HARRY**
WJMS, Ironwood, Mich.
- WILLS, PAUL**
KMOX, St. Louis, Mo.
- WILMARTH, ALBERT**
WSAR, Fall River, Mass.
- WILSON, BILL**
WSPB, Sarasota, Fla.
- WILSON, CLAUD**
WSB, Atlanta, Ga.
- WILSON, DAVE**
KVGB, Great Bend, Kans.
- WILSON, EDDIE**
WSOY, Decatur, Ill.
- WILSON, ELVAN B.**
WLAK, Lakeland, Fla.
- WILSON, GEORGE**
WSTV, Steubenville, Ohio.
- WILSON, HAL**
WGTM, Wilson, N. C.
- WILSON, KEN**
WAJR, Morgantown, W. Va.
- WILSON, LEO**
WHOP, Hopkinsville, Ky.
- WILSON, PAUL**
WSLI, Jackson, Miss.
- WILSON, READ**
WWNC, Asheville, N. C.
- WILSON, SCOTT**
KTBS, Shreveport, La.
- WILSON, WILLIS**
KGFI, Brownsville, Texas.
- WINBROW, DON**
WKAT, Miami Beach, Fla.
- WING, GERALD**
KROC, Rochester, Minn.
- WINN, BERT**
KROW, Oakland, Calif.
- WINN, WILLIAM**
WRAK, Williamsport, Pa.
- WINNE, WILLIAM**
WABY, Albany, N. Y.
- WINTER, JOHN**
CFCF, Montreal, Que., Can.
- WINTERS, JERRY**
WGPC, Albany, Ga.
- WINTERS, RAY**
La Rosa Concerts, MBS, Manufacturers Trust.
- WITANOWSKI, EDWARD**
WHOM, Jersey City, N. J.
- WITHERS, LOU**
KECA-KFI, Los Angeles, Calif.
- WITMER, WEBB**
WDAP, Kansas City, Mo.
- WITTE, FRANZ**
WTMA, Charleston, S. C.
- WOLEVER, JACK J.**
KWPC, Hot Springs, Ark.
- WOLF, HAL**
KFO-KGO, San Francisco, Calif.
- WOLFRAM, A. L.**
WAWZ, Zarephath, N. J.
- WOLFRAM, ORLAND**
WAWZ, Zarephath, N. J.
- WOOD, H. BARRY**
CKCK, Regina, Sask., Can.
- WOOD, HARRY**
KYW, Philadelphia, Pa.
- WOOD, STUART**
WFTM, Ft. Myers, Fla.
- WOOD, WILLIAM**
KGO-KPO, San Francisco, Calif.
- WOODARD, HOWARD**
KPRC, Houston, Texas.
- WOODARD, J. C.**
WGKV, Charleston, W. Va.
- WOODARD, RAY**
WPTC, Kinston, N. C.
- WOODARD, TED R.**
WOLS, Florence, S. C.
- WOODBRIIDGE, ROSS**
WHEC, Rochester, N. Y.
- WOODLE, HAMILTON**
WOLF, Syracuse, N. Y.
- WOODS, JOHN**
KGCV, Mandan, N. D.
- WOODSON, BILL**
WTCN, St. Paul-Minneapolis, Minn.
- WORLEY, DAVE**
KFYO, Lubbock, Texas.
- WORMAN, THERESA**
WMBI, Chicago, Ill.
- WORTHY, JOE**
WMRC, Greenville, S. C.
- WRIGHT, CHARLES H.**
WELI, New Haven, Conn.
- WRIGHT, DON E.**
CJRM, Regina, Sask., Can.
- WRIGHT, HOLLIS**
WTAG, Worcester, Mass.
- WRIGHT, KEN**
WNOX, Knoxville, Tenn.
- WRIGHT, MEL**
KLO, Ogden, Utah.
- WRIGHT, SHERMAN T.**
KSUB, Cedar City, Utah.
- WRIGHT, STERLING**
WSPA, Spartanburg, S. C.
- WRIGHT, WILL**
KTFL, Twin Falls, Idaho.
- WYATT, JACK**
WHBC, Canton, Ohio.
- WYLLIE, WALCOTT A.**
WBRK, Pittsfield, Mass.
- WYLY, RUSSELL**
WMBD, Peoria, Ill.
- WYNNE, DICK**
KSFO, San Francisco, Calif.

— Y —

- YELLAND, STARR**
KOA, Denver, Colo.
- YOUNG, BERN**
WTOL, Toledo, Ohio.
- YOUNG, DUKE**
KORE, Eugene, Ore.
- YOUNG, FRANK**
WOL, Washington, D. C.
- YOUNG, GORDON**
CFCF, Montreal, Que., Can.
- YOUNG, HAL**
CBY-CBL, Toronto, Ont., Can.
- YOUNG, JAMES**
WJHP, Jacksonville, Fla.
- YOUNG, JERRY**
WJEJ, Hagerstown, Md.
- YOUNG, KENNETH**
KCKN, Kansas City, Kans.
- YOUNGREN, FRANCES**
WMBI, Chicago, Ill.
- YOUNIN, WOLF**
WARD, Brooklyn, N. Y.
- YOUSE, BOB**
WDB, Roanoke, Va.

— Z —

- ZAPNOUKAYIAS, NICK**
WHOM, Jersey City, N. J.
- ZERGA, JAMES**
WEAN, Providence, R. I.
- ZIMMERMAN, DAVIS**
WWJ, Detroit, Mich.
- ZINK, ALBERT**
WGY, Schenectady, N. Y.
- ZUKOWSKY, EUGENE**
WHOM, Jersey City, N. J.

Sports Commentators

AND THEIR WORK DURING 1940



— A —

ADAMS, GLENN
WMRC, Greenville, S. C.,
Hudiphole Sports Column.

AGNEW, SAM
WKRC, Cincinnati, Ohio.

ALLEN, MEL
CBS, Camel, Baseball, WMCA,
New York, N. Y.

ANDERSON, ARTHUR C.
KTAR, Phoenix, Ariz.

ANDREWS, TED
KOCY, Oklahoma City, Okla.

ARNOLD, ALVIN
KOBH, Rapid City, S. D.

ARTHUR, FRANK
KSNAN, San Francisco, Calif.

— B —

BACH, JOE
WHL D, Niagara Falls, N. Y.

BAKER, MELVIN
KABR, Aberdeen, S. D.

BAKER, NELSON
WFBR, Baltimore, Md.

BAKER, ROGER
WSAI, Cincinnati, Ohio.

BARBEE, BUD
WJPF, Herrin, Ill.

BARBER, WALTER (RED)
WOR, Newark, N. J.

BARKER, BUD
WPAR, Parkersburg, W. Va.

BARNETT, MELVIN
WHIS, Bluefield, W. Va.

BARTLETT, LEONARD
KTRB, Modesto, Calif.

BATES, JR., WILLIAM H.
KTRB, Modesto, Calif.

BATEY, O.
CFCT, Victoria, B. C., Can.

BATTERS, CHARLES
WBRY, Waterbury-New
Haven, Conn.

BECKMAN, W. C.
WCOS, Columbia, S. C.

BEDDELL, A. DOUGLAS
WCAP, Asbury Park, N. J.

BELL, BILL
WRAK, Williamsport, Pa.

BELL, DICK
WARD, Brooklyn, N. Y.

BELL, JACK
WIOD, Miami, Fla. Jack
Bell's Review.

BELL, TED
KRSC, Seattle, Wash.

BENDT, JACK
WINN, Louisville, Ky.

BENJAMIN, JIMMY
KWJB, Globe, Ariz.

BENNETT, "BILL"
KODL, The Dalles, Ore.

BENNETT, LEE
WAGA, Atlanta, Georgia.

BENNETT, THURSTON
WRDW, Augusta, Ga.

BERGER, HAL
KMPC, Beverly Hills, Calif.

BINGHAM, BOB
WWNC, Asheville, N. C.
Sports Special.

BISHOP, BURTON
KTEM, Temple, Texas.

BLACKBURN, FRED
KYCA, Prescott, Ariz.

BLAIR, BIRNEY
KUJ, Walla Walla, Wash.

BLANCHARD, LOWELL
WNOX, Knoxville, Tenn.

BLATZ, BILL
WHKC, Columbus, Ohio. Ten
Pin Tattler.

BLUE, IRA
KGO-KPO, San Francisco,
Calif. Sports Searchlight.

BOGGS, OTIS
WRUF, Gainesville, Fla.

BOLLEY, LEO
WFBL, Syracuse, N. Y.

BOND, CHUCK
KPYR, Seattle, Wash.

BONNER, CRENSHAW
WATL, Atlanta, Ga.

BOON, SHERMAN
KATE, Albert Lea, Minn.

BOURNE, PORTER L.
WEXYL, Royal Oak, Mich.

BOWDEN, R. H.
WMFD, Wilmington, N. C.

BOWEN, BILL
WBRB, Red Bank, N. J.

BOX, YES
KRLD, Dallas, Texas.

BOYEN, JOHNNIE
KQV, Pittsburgh, Pa.

BOYLING, SID
CHAB, Moose Jaw, Sask., Can.

BOZEMAN, JERRY
KTBS-KWKH, Shreveport, La.

BRANDY, JOE
WSLB, Ogdensburg, N. Y.

BRAY, DICK
WSAI, Cincinnati, Ohio.

BRECKNER, GARY
KMPC, Beverly Hills, Calif.
Pisikin Predictions.

BRIN, JIM
KNX, Los Angeles, Calif.

BREEN, ED
KVPD, Fort Dodge, Iowa.

BRENT, RALF
WFPG, Atlantic City, N. J.

BRESCIA, MATTIE
WICC, Bridgeport, Conn.

BRESSLER, RUBE
WCKY, Cincinnati, Ohio. To-
day's Baseball.

BRIGHT, HARRY
WGRB, Goldsboro, N. C.
Bright-Lites of Sports.

BRITT, JIM
WAAB-WNAC, Boston, Mass.

BRONDFIELD, JERRY
WCLE-WHK, Cleveland, Ohio.
Football Interviews.

BROSSEAU, BILL
CKAC, Montreal, Quebec, Can.

BROWN, BILL
WHO, Des Moines, Iowa.

BROWN, FAY
KPYR, Bismark, N. D.

BROWN, HAL
KMJ, Fresno, Calif.

BRYANT, CHARLES
KCMO, Kansas City, Mo.

BRYAR, ROBERT
WHIP, Hammond, Ind. Spor-
traits.

BUNNELL, MERRILL J.
KLO, Ogden, Utah.

BURDY, BOB
WSKB, McComb, Miss.

BURDICK, ST
WHIO, Dayton, Ohio.

BURT, EDWARD
KMYC, Marysville, Calif.

BURY, ED
WMFF, Plattsburg, N. Y.

BUTLER, CLIFF
CFCF, Montreal, Que. Sports
Review.

BUTLER, GRANT
WHFC, Cicero, Ill.

BUXBAUM, JR., PHILIP
WELI, New Haven, Conn.

BYERS, WAYNE
WHLB, Virginia, Minn.

— C —

CAGLE, GENE L.
KFJZ, Fort Worth, Texas.

CAIN, DOYLE
KFXD, Nampa, Ida.

CALDER, WYLIE
WTMA, Charleston, S. C.

CALDWELL, JOHN
KSUN, Bisbee-Douglas, Ariz.

CALLEY, GENE
KOB, Albuquerque, N. M.

CALLOWAY, JOE
WSIX, Nashville, Tenn.

CAMPBELL, DICK
KGGF, Coffeyville, Kans.

CANUP, RED
WAIM, Anderson, S. C.

CARAY, HARRY
WCLS, Joliet, Ill.

CARLYLE, HUGH
WRNL, Richmond, Va.

CARMICHAEL, LEE
KMICD, Shreveport, La. Jax
Beer-Sports Review.

CARPENTER, JIM
WKBB, Dubuque, Iowa.

CARPENTER, JOHNNY
KALE, Portland, Ore. Speak-
ing of Sports.

CARR, THOMAS
WESX, Salem, Mass.

CARSON, R. GRANT
CJRM, Regina, Sask., Can.

CARTER, BOB
WMCA, New York, N. Y.

CARTWRIGHT, JACK
KEVR, Seattle, Wash.

CASE, GEORGE
WTMV, East St. Louis, Ill.

CASPER, CY
KXOK, St. Louis, Missouri.

• • • **SPORTS COMMENTATORS** • • •

CASPER, TEE
KGKO-WBAP, Fort Worth, Tex.

CECIL, HERMAN
KDNT, Denton, Texas.

CHAMBERLIN, FRANCIS
WMPS, Memphis, Tenn.

CHAPMAN, DAVE
KWFT, Wichita Falls, Texas.

CHAPMAN, REED
CKWX, Vancouver, B. C., Can.

CHARD, LARRY
KSUN, Bisbee-Douglass, Ariz.

CHENAULT, GENE
KMJ, Fresno, Calif.

CHEYNE, ART
KIT, Yakima, Wash.

CHILDS, LELAND
WBRC, Birmingham, Ala.

CHRISTENSEN, WALT
KSRO, Santa Rosa, Calif.

CIVILLE, ROY
KIDO, Boise, Idaho.

CLARK, ELMER A.
KABR, Aberdeen, S. D.

CLARK, J. B.
WRAL, Raleigh, N. C.

CLARK, JAMES "Red"
WHIS, Bluefield, W. Va.

CLAYTON, BOVARD
WEBQ, Harrisburg, Ill.

CLOUGH, L. D.
KLUF, Galveston, Texas.

CODDING, BILL
WAIM, Anderson, S. C.

COFFIN, FRANK H.
KVCV, Redding, Calif.

COLLINS, BOB
WFEA, Manchester, N. H.

COLON, ROYCE
KRLD, Dallas, Texas.

CONNOLLY, JOHN
WBRC, Birmingham, Ala.

COPELAND, JACK
KGLU, Safford, Ariz.

CORLEY, BILL
WBNS, Columbus, Ohio.

CORLEY, STAN
KBIZ, Ottumwa, Ia.

CORNISH, WORTHEN "Bud"
WGAN, Portland, Maine.

CORSON, BARNEY
WNAX, Yankton, S. D.

COWELL, EDDIE
WJHL, Johnson City, Tenn.

COZAD, "SAM"
WFMD, Frederick, Md.

CRABTREE, CHARLES
KTFI, Twin Falls, Idaho.

CRADDOCK, JACK
WWSW, Pittsburgh, Pa.

CRAFT, A. B.
KVOL, Lafayette, La.

CRAIG, BENNY
KARK, Little Rock, Ark. Passing Parade of Sports.

CRANS, DICK
WGNV, Newburgh, N. Y.

CRAWFORD, EUGENE
WEBQ, Harrisburg, Ill.

CREASMAN, JAMES
KTAR, Phoenix, Ariz.

CREIGHTON, HARRY
FWAA, Chicago, Ill.

CRUICKSHANK, JOHN
CKNX, Wingham, Ontario, Can.

CUMMINGS, GORDON
CFGP, Grand Prairie, Alb., Can.

CUNNINGHAM, HOMER
WIBW, Topeka, Kans.

CUNNINGHAM, P. H.
KWOC, Poplar Bluff, Mo. Hyde Park Final.

CUSHING, KERBY
KYW, Philadelphia, Pa. Kerby Cushing Sportscaster.

— D —

DAIGER, FRED
WSUN, St. Petersburg, Fla.

DAILEY, TOM
WOW, Omaha, Nebr., Sports-time With Falstaff.

DALE, HAROLD
WGTC, Greenville, N. C.

DANBOM, M. E.
KGKB, Tyler, Tex.

DANFORTH, ED
WSB, Atlanta, Ga.

DAOUST, CHARLES
CKCH, Hull, Que., Can.

DARLING, FRED
C9KGB, Timmins, Ont., Can.

DAUGHERTY, JACK
KGKL, San Angelo, Texas.

DAVIDSON, BOB
WHUB, Cookeville, Tenn.

DAVIES, BILL
WBLJ, Dalton, Ga.

DAVIES, BOB
KSN, San Francisco, Calif.

DAVIS, ARCHIE
WFHR, Wisconsin Rapids, Wis.

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DAVIS, BILL
KDRO, Sedalia, Mo.

DAVIS, BOB
ROLL, Omaha, Neb.

DAVIS, BUZZ
WDAS, Phil., Pa.

DAVIS, GEOFF
CBR, Vancouver, B. C., Can.

DAVIS, JIMMY
KOVC, Valley City, N. D.

DAVIS, LEE
WCBM, Baltimore, Md.

DAVIS, REX
WCKY, Cincinnati, Ohio.

DEAL, JAKE
WDEV, Waterbury, Vermont.

DEINES, NORVAL
KMMJ, Grand Island, Nebr.

DELANEY, GLOVER
WHTT, Hartford, Conn.

DELMONT, JIM
WMIN, St. Paul, Minn.

DEMERS, JACQUES
CKAC, Montreal, Que., Can.

DENNIS, DINTY
WQAM, Miami, Fla. Dugout of the Air.

DESCHENES, CHARLES M.
CKCV, Quebec, Que.

DESMOND, CONNIE
WCOL, Columbus, Ohio.

DESMOND, DAN
KSCJ, Sioux City, Ia. Sport Static of the Air.

DE YOUNG, GENE
KARM, Fresno, Calif. Midget Auto Races.

DIGHTON, JOHN
WJRD, Tuscaloosa, Ala.

DILLER, ROBERT
WMRO, Aurora, Ill.

DILLON, HARRIDON
KGY, Olympia, Wash.

DILLON, JOHN
WFAS, White Plains, N. Y.

DIXON, MASON
WNOX, Knoxville, Tenn.

DOLLAR, RUSSELL
WAIR, Winston-Salem, N. C.

DONLIN, THOMAS M.
WCAZ, Burlington, Vt.

DOOLEY, JIMMY
WSTV, Steubenville, Ohio.

DOTSON, PERRY
WTCN, St. Paul-Minneapolis, Minn.

DOUGLAS, HAROLD
KFRU, Columbia, Mo. Hyde Park Final.

DOWTY, BYRON
KALB, Alexandria, Louisiana.

DRAKE, JACK
KRGV, Weslaco, Texas.

DRAKE, MYRON
KTAR, Phoenix, Ariz.

DRAVES, BILL
WFHR, Wisconsin Rapids, Wis.

DREES, JACK
WIND, Gary, Ind.

DRISCOLL, DAVE
WOK, Newark, N. J.

DRYBURGH, DAVE
CRCK, Regina, Sask., Can.

DUDLEY, JIMMY
WCFL, Chicago, Ill.

DUMM, BOB
KROW, Oakland, Calif.

DUNBAR, STUART
KSAL, Salina, Kans.

DUNPHY, DON
WINS, New York, N. Y.

DUPRE, HENRY
WWL, New Orleans, La.

DURGIN, LARRY
WCOU, Lewiston, Me. The World of Sport.

DURKIN, SHERWOOD
KCKN, Kansas City, Kans.

DURNEY, BILL
WIL, St. Louis, Mo.

DYBDAL, VERNON
KWLC, Decorah, Iowa.

DYER, BILL
WCAU, Philadelphia, Pa.

DYER, BRAVEN
KNX, Los Angeles, Calif.

— E —

EDDY, BOOTH
WLQL, Minneapolis-St. Paul, Minn.

EDWARDS, JACK
KPLT, Paris, Texas.

EDWARDS, WEBLEY
KQMB, Honolulu, Hawaii.

EGAN, GAIL
CFAC, Calgary, Alberta, Can.

EISENMAN, ROBERT
WSAV, Savannah, Ga.

ELDER, DON
WDAY, Fargo, N. D.

ELKINS, LISTON
WAYX, Waycross, Ga.

ELLENBERGER, HANK
KTSW, Emporia, Kans.

ELMER, BOB
WFTL, Fort Lauderdale, Fla.

ELSON, BOB
WGN, Chicago, Ill. World Series Broadcasts MBS.

ELVIN, RALPH
WLQK, Lima, Ohio.

EMBURY, AL
KROC, Rochester, Minn.

EMICH, HOWARD
WMAN, Marinette, Wis.

ENDERSBE, FRANK
KYSM, Mankato, Minn.

ENKOTH, DICK
KDAL, Duluth, Minn.

EPSTEIN, JOE
WNOX, Knoxville, Tenn.

ERICKSON, ROLF
WEBC, Duluth, Minn.

ESCUPIER, R. A.
KVOL, Lafayette, La.

ESSEX, HAROLD
WSJS, Winston-Salem, N. C.

EUBANKS, BLAIR
WTAR, Norfolk, Va.

EVANS, BOB
WFSRD, Toledo, Ohio.

EVANS, HERB
KUSD, Vermillion, S. D.

EVERHART, A. J.
WMBS, Uniontown, Pa.

— F —

FARIS, CLINTON
WGTM, Wilson, N. C.

FARNAN, BUD
WFLA, Tampa, Fla.

FARREN, WILLIAM
NBC.

FARRELL, MAURY
WAPI, Birmingham, Ala.

FAY, JOE
WPRO, Providence, R. I.

FEAGANS, ERNEST
WDOD, Chattanooga, Tenn.

FELDMAN, ROBERT
WMAS, Springfield, Mass.

FENBERG, SAM
KPDN, Pampa, Texas.

FENTON, EDDIE
WCBM, Baltimore, Md.

FERMAINTT, P. R.
WPRR, Mayaguez, Puerto Rico.

FERN, C. J.
KTOH, Lihue, T.H.

FERRIS, ROBERT
KJR, Seattle, Wash.

FINCH, HOWARD K.
WJIM, Lansing, Mich.

FINGER, LEN
KFDM, Beaumont, Texas.

FISHELL, DICK
WHN, New York, N. Y. Sports Resume, Giant Football Games, Hockey Games.

FISHER, HANK
WMBD, Peoria, Ill.

FITZCHARLES, H. V.
WHPP, Hammond, Ind. Twentieth Century Bowling.

FITZPATRICK, JACK
KLZ, Denver, Colo.

FLAHERTY, PAT
WQAI, San Antonio, Texas.

FLEISCHMAN, SOL
WDAE, Tampa, Fla.

FLETT, DEANNE
KFBB, Great Falls, Mont.

FLINT, JULIAN
WATL, Atlanta, Ga.

FLYNN, FAHEY
WEMP, Milwaukee, Wisc. Sports Roundup.

FORBES, JOHN
KXRO, Aberdeen, Wash.

FOSTER, HARRY
CBY-CBL, Toronto, Ont., Can.

FOSTER, JACK
WCKY, Cincinnati, Ohio. Sports And Music.

FOSTER, WILSON K.
KFAR, Fairbanks, Alaska.

FOWLER, CLINTON
KUOA, Siloam Springs, Ark.

FRANKLIN, ALLAN
WTAQ, Green Bay, Wisc.

FRANKLIN, LEONARD
KWLK, Longview, Wash.

FRANKLIN, ORVIN
KRRV, Sherman, Texas.

FRANKOVITCH, MIKE
KFAC, Los Angeles, Calif.

FRITZ, BOB
CJCA, Edmonton, Alberta, Can.

FULTON, JOHN
WGST, Atlanta, Ga.

— G —

GADBERRY, BOB
KOAM, Pittsburg, Kans.

GAGAN, GEORGE
WLLH, Lowell-Lawrence, Mass.

GALLAGHER, EDDIE
WCCO, Minneapolis-St. Paul, Minn. Sports Thru The Keyhole.

GANNON, JOE
WMSL, Decatur, Ala.

GARDNER, DON
WKBN, Youngstown, Ohio.

GARNES, CLARENCE
KANS, Wichita, Kans.

GARRIOCK, TOMMY
CKTB, St. Catharines, Ont., Can.

GARROWAY, DAVE
WMAQ-WENR, Chicago, Ill.

• • • **SPORTS COMMENTATORS** • • •

GATES, HILLIARD
WGL-WOVO, Ft. Wayne, Ind.

GEEHAN, JERRY
KMO, Tacoma, Wash. Sports Slants.

GENTILE, JOE
CKLW, Windsor, Ont., Can.

GEORGE, LEE
WTAX, Springfield, Ill.

GIBBONS, TOMMY
WPIC, Sharon, Pa.

GIBNEY, JACK
WRBL, Columbus, Ga.

GIBSON, BILL
WLB, Minneapolis, Minn.

GILL, BO
WGNY, Newburgh, N. Y.

GILLIS, FRANK
WMEX, Boston, Mass.

GILMORE, JIM
CJOR, Vancouver, B. C., Can.

GIVEN, KEN
WLPW, Suffolk, Va. Atlantic Sports Parade.

GLICKMAN, MARTY
WHN, New York, N. Y. Sports Resume, Today's Baseball, Sports Fanfare.

GODWIN, AL
WWL, New Orleans, La.

GOLDBERG, ARNOLD
WMBS, Uniontown, Pa.

GOLDEZ, HARRY
WXYZ, Detroit, Mich.

GOODWIN, AUSTIN
WGAN, Portland, Maine.

GOODWIN, CARL
WCHV, Charlottesville, Va.

GOODWIN, HAL
WHAI, Greenfield, Mass.

GOSS, BAILEY
WBAL, Baltimore, Md.

GOSS, FRANK
KFWB, Los Angeles, Calif.

GOULET, ARMAND
CHLP, Montreal, Que., Can.

GOWANS, AL
WTCN, St. Paul-Minneapolis, Minn.

GOWEN, CAWTHON
WLSL, Roanoke, Va.

GRAY, JACK
WHK-WCLE, Cleveland, Ohio.

GRANGE, RED
WCLE-WHK, Cleveland, Ohio. Football.

GRANT, HUBERT
WNOE, New Orleans, La.

GRANT, LESTER
KROW, Oakland, Calif.

GRANT, TAYLOR
WCAU, Philadelphia, Pa.

GRAY, DICK
WORD, Spartanburg, S. C. Pigskin Parade.

GREGORY, LLOYD
KPRC, Houston, Texas.

GREGSON, JACK
KSFO, San Francisco, Calif.

GRIFFITHS, BILL
WJW, Akron, Ohio.

GRIFFITHS, DAVE
WGBI, Scranton, Pa.

GRIGGS, NELSON
WGNY, Newburgh, N. Y.

GRIZZARD, HERMAN
WLAC, Nashville, Tenn.

GROSMILLER, "KEN"
KODL, The Dalles, Ore.

GUNN, GEORGE
WMAL-WRC, Washington, D. C.

GUYER, ROBERT S.
WBTM, Danville, Va.

GWYNN, Z. V.
WFNC, Fayetteville, N. C.

— II —

HACKETT, JOHN
WGL-WOVO, Ft. Wayne, Ind.

HAD, ALLEN
WHIZ, Zanesville, Ohio.

HALE, ALAN
WISN, Milwaukee, Wis.

HALL, AL
KGKB, Tyler, Texas.

HALL, HALSEY
KSTP, St. Paul, Minn.

HALL, PAT
WHDL, Olean, N. Y.

HALL, SAMUEL
WAGF, Dothan, Ala.

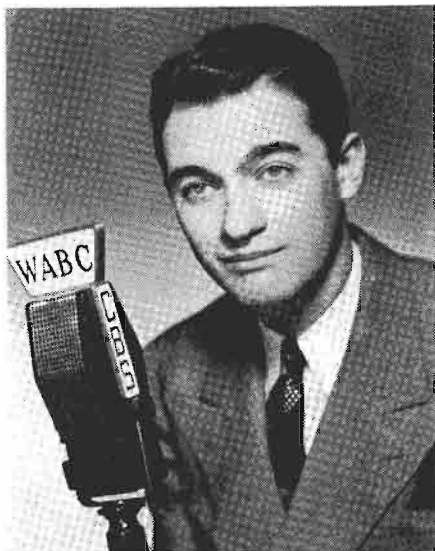
HALLOREN, RYAN
KWNO, Winona, Minn.

HAMILTON, DICK
KIUL, Garden City, Kans.

HANLON, TOM
KNX, Los Angeles, Calif.

HANSEN, BOB
KUTA, Salt Lake City, Utah.

HARSON, ELMER
KFJM, Grand Forks, N. D.



MEL ALLEN
Sports — CBS



STAN LOMAX
Sports Commentator
WOR

• • • **SPORTS COMMENTATORS** • • •

HANSTROM, ARTHUR
WEAU, Eau Claire, Wisc.

HARKINS, PETER J.
WBTM, Danville, Va.

HARMAN, MARION
WRDW, August, Ga.

HARMON, KING
KGVO, Missoula, Mont.

HARMON, TOM
WCAR, Pontiac, Mich.

HARRIS, JACK
WSM, Nashville, Tenn.

HARRISON, SCOUT
WDAF, Kansas City, Mo.

HART, DON
WMFF, Plattsburg, N. Y.

HARTMAN, R.
GJAT, Trail, B. C., Can.

HARWELL, ERNEST
WSB, Atlanta, Ga.

HASBROOK, DICK
WJMS, Ironwood, Mich.

HASEL, JOE
NBC-CBS-WNEW-WNYC, New York, N. Y., Tennis, Track, Baseball, Football, Commentaries.

HEILMAN, HARRY
WXYZ, Detroit, Mich. Detroit Tiger Baseball Broadcasts (MRN), Michigan State College Football Broadcasts (MRN).

HELFER, AL
WOR, Newark, N. J.

HENDERSON, LLOYD
WPAY, Portsmouth, Ohio.

HENRY, LEW
WCLE-WHK, Cleveland, Ohio.

HERBERT, BILL
CBR, Vancouver, B. C., Can.

HEREFORD, DOUGLAS
WAYX, Waycross, Ga. Sports-cast.

HERRICK, SHERB
WOKO, Albany, N. Y.

HEWITT, FOSTER
CBY-CBL, Toronto, Ont., Can.

HICKS, MORRIS
WINN, Louisville, Ky.

HIGGINS, "JAKE"
WDAN, Danville, Ill.

HILL, BOB
CKSO, Sudbury, Ont., Can.

HILL, D.
CFRN, Edmonton, Alberta, Can.

HILL, DON
WAVE, Louisville, Ky. Sports Rambler.

HILL, JOE
WAGA, Atlanta, Georgia.

HOARE, HARRY
KPDN, Pampa, Texas.

HOBGOOD, ROBERT
KLUF, Galveston, Texas.

HODGES, RUSS
WBT, Charlotte, N. C.

HODGES, RUSS
WOL, Washington, D. C.

HOLLISTER, HERB
KANS, Wichita, Kans.

HOLLISTER, JACK
KDKA, Pittsburgh, Pa.

HOLT, H. RUSS
WOLS, Florence, S. C.

HOOPER, JACK
WMBG, Richmond, Va.

HORNER, GORDON
KTRI, Sioux City, Ia. Your Sports-caster.

HOUSEMAN, KENNETH
WHAI, Greenfield, Mass.

HOWELL, WAYNE
WTMA, Charleston, S. C.

HUNTER, PINKY
WCLE-WHK, Cleveland, Ohio. Bowling News.

HURT, ZACK
KFJZ, Fort Worth, Texas. Sport Spotlight.

HUSING, TED
CBS.

— I —

INGHAM, BOB
WTOL, Toledo, Ohio. Highlights In the World of Sports.

INGLIS, CHARLES
WKY, Oklahoma City, Okla.

INGSTAD, ROBERT
KOVV, Valley City, N. D.

— J —

JACKSON, BILL
WBIG, Greensboro, N. C.

JACKSON, BUD
KVOO, Tulsa, Okla.

JACKSON, FRANK
KGFF, Shawnee, Okla.

JACKSON, GLENN E.
WLVA, Lynchburg, Va.

JENNINGS, AL
WTMC, Ocala, Fla.

JENSEN, CARL
KFYD, Brookings, S. D.

JENSEN, JERRY
KUJ, Walla Walla, Wash.

JESSE, GEORGE
WLAP, Lexington, Ky.

JEZLER, KARL
KHSL, Chico, Calif.

JOHNSON, LeROY
KUSD, Vermillion, S. D.

JOHNSON, MOTT
KMA, Shenandoah, Iowa.

JOHNSON, ROLLIE
WCCO, Minneapolis-St. Paul, Minn. Sports Thru The Key-hole.

JOHNSTON, DOC W. R.
WAPQ, Chattanooga, Tenn.

JONES, JAMES
KSAM, Huntsville, Texas.

JONES, PAUL
KGB, San Diego, Calif.

JORDAN, CHAS. B.
WRR, Dallas, Texas.

JORDAN, HARRY
KJR, Seattle, Wash.

JOSLYN, HENRY
KVOR, Colorado Springs, Colo.

— K —

KAMM, HERBERT
WCAP, Asbury Park, N. J.

KARSON, LEE
KTAR, Phoenix, Ariz.

KAY, RAY
WJRD, Tuscaloosa, Ala.

KEEGAN, LEO
WNBC, New Britain-Hartford, Conn.

KEFLER, GUY V.
KFKU, Lawrence, Kans.

KEESE, FLOYD
WBNY, Buffalo, N. Y.

KELLEY, A. B.
KRLH, Midland, Texas.

KELLEY, BOB
WGAR, Cleveland, Ohio.

KELLY, GENE
WSAZ, Huntington, W. Va.

KENNARD, STEWART
WFBR, Baltimore, Md.

KEMPER, HOWARD
KBST, Big Spring, Texas.

KEMPTON, ALVIN
KTPI, Twin Falls, Idaho.

KENNEDY, ED
WSPR, Springfield, Mass.

KENNEDY, GORMAN
CFCF, Montreal, Que., Can.

KENNON, STAN
WGH, Newport News, Va.

KENT, CARL, JR.
WAKR, Akron, Ohio.

KERNAN, JOE
KROC, Rochester, Minn.

KIELLER, BUS
CFOS, Owen Sound, Ont., Can.

KILLIAN, GEORGE
KOVO, Provo, Utah.

KINCAID, FRED
KRRV, Sherman, Texas.

KING, DAVE
WEDC, Chicago, Ill.

KING, PETE
KOL, Seattle, Wash. Speaking of Sports.

KIRBY, LEE
WBT, Charlotte, N. C.

KIRKHAM, ART
KALE, Portland, Ore.

KLIMENT, ROBERT
WEBR, Buffalo, N. Y.

KNORR, FRED
WMBC, Detroit, Mich. Headlines In Sport.

KOEGLER, JOE
KPAB, Laredo, Texas.

KOHLER, BRUCE
WLNH, Laconia, N. H.

KOLBMANN, JOHN
WHAT, Philadelphia, Pa.

KONZ, WALLY
KFIZ, Fond-Du-Lac, Wisc.

KRAH, ABE
KFBC, Cheyenne, Wyo.

KRETSINGER, JACK
WJBC, Bloomington, Ill.

KYLER, JIM
WCLO, Janesville, Wisc.

— L —

LACKEY, F. E.
WHOP, Hopkinsville, Ky.

LACKEY, PIERCE
WPAD, Paducah, Ky.

LAGRAVE, ED, JR.
KUSD, Vermillion, S. D.

LaLONDE, JEAN
CKAC, Montreal, Que., Can.

LAMB, RUSS
KFJZ, Fort Worth, Texas.

LANDIS, DeWITT
KFYO, Lubbock, Texas.

LANTZ, JR., JAMES
KSAL, Salina, Kans.

LASSER, LEO
KFSC, Seattle, Wash.

LAUX, FRANCE
KMOX, St. Louis, Mo. Sports Review, Sports Quiz, Dope From the Dugout.

LaVALLE, AL
WEDC, Chicago, Ill.

LAVERY, DON
WEDC, Chicago, Ill.

• • • **SPORTS COMMENTATORS** • • •

- LAWRENCE, B.**
WSOC, Charlotte, N. C.
- LAYER, BRUCE**
KPRC, Houston, Texas.
- LEE, BERT**
WHN, New York, N. Y. Today's Baseball, Sport's Fanfare, Hockey Games, Professional Football Games.
- LEE, BOB**
WTAB, Quincy, Ill.
- LEE, H. W.**
WMFD, Wilmington, N. C.
- LEE, ZEB**
WISE, Asheville, N. C.
- LENTZ, ARTHUR**
WIBA, Madison, Wisc.
- LEONARD, BOB**
WSOY, Decatur, Ill.
- Leroy, HARRY**
KQW, San Jose, Calif.
- LeSUEUR, PERCY**
CKOC, Hamilton, Ont., Can.
- LEWIS, RAY**
KQW, San Jose, Calif.
- LIBBY, JOHN C.**
WCOU, Lewiston, Me.
- LINTHICUM, WALTER**
WBAL, Baltimore, Maryland.
- LITTLE, JACK**
KQW, San Jose, Calif.
- LLOYD, JACK**
WTHT, Hartford, Conn.
- LOCHMAN, WALT**
KMBC, Kansas City, Mo.
- LOMAX, H. STANLEY (Stan)**
WOR, Newark, N. J. Sports Broadcast, Professional Football Games.
- LONDON, JACK**
WMIN, St. Paul, Minn.
- LONG, SI**
KVWC, Vernon, Texas.
- LUBOW, MORT**
WNLC, New London, Conn.
- LUDWIG, LYELL**
WCO, Janesville, Wisc.
- LUND, VIC**
WAOV, Vincennes, Ind.
WIRE, Indianapolis, Ind.
- LUNDQUIST, ELDON**
WTRC, Elkhart, Indiana.
- LYNCH, FRANK**
CKLW, Windsor, Ont., Can.
- LYONS, CURTIS**
WPD, Petersburg, Va. Watching The Wave.
- LYONS, JIM**
KVOE, Santa Ana, Calif.
- **M** —
- McALISTER, R. B.**
KFYO, Lubbock, Texas.
- McBRIDE, C. E.**
WDAF, Kansas City, Mo.
- McCANN, JIM**
WIBG, Glenside, Pa.
- McCARTHY, CLEM**
NBC-WHN, New York, N. Y. Racing Scratches.
- McCARTY, JACK**
KORE, Eugene, Oregon.
- McCONNELL, PAUL**
KMYC, Marysville, Calif.
- McCOY, JACK**
WBIJ, Dalton, Ga.
- McCURLEY, LANSIE**
WDAS, Philadelphia, Pa.
- McDANIEL, CARL**
KLUF, Galveston, Texas.
- McDANIEL, TOM**
WCOS, Columbia, S. C.
- McDONALD, ARCH**
WJSV, Washington, D. C.
- McFARLANE, JAMES**
KVCV, Redding, Calif.
- McGINNIS, BOB**
KMJ, Fresno, Calif.
- McGIVERN, FRANK**
WJBC, Bloomington, Ill.
- McGOFFIN, W. M.**
KXRO, Aberdeen, Wash.
- McGOWAN, GEORGE L.**
KFPY, Spokane, Wash.
- McGRATH, ED**
WSPA, Spartanburg, S. C. Sports Roundup.
- McININCH, NELSON**
KDYL, Salt Lake City, Utah.
- McKENZIE, PUDGE**
KXOX, St. Louis, Mo.
- McKNIGHT, WES**
CFRB, Toronto, Ont., Can.
- McLEOD, DUKE**
CFAR, Flin Flon, Man., Can.
- McLINN, GEORGE "Stoney"**
WIP, Philadelphia, Pa.
- MABBY, JOE**
WHUB, Cookeville, Tenn.
- MacDONALD, CECIL**
CKCH, Hull, Que., Can.
- MacMILLAN, DON**
CKCK, Regina, Sask., Can.
- MacMILLAN, LOWELL**
WHEC, Rochester, N. Y.
- MacPHERSON, STEWART**
CJRC, Winnipeg, Manitoba. Sport Highlights, Sports Review.
- MARGET, MANNY**
KVOX, Moorehead, Minn.
- MAHON, FRANK**
WEW, St. Louis, Mo.
- MALL, DICK**
KCKN, Kansas City, Kans.
- MANN, STU**
WDGY, Minneapolis, Minn. In The Bleachers.
- MANNING, TOM**
WTAM, Cleveland, Ohio.
- MARBLE, ALICE**
WNEW, New York, N. Y.
- MARIANA, NICK**
KGVO, Missoula, Mont.
- MARKEY, ARTHUR**
WJAR, Providence, R. I.
- MARKEY, RAY**
WTHT, Hartford, Conn.
- MARKS, GARNETT**
WKRC, Cincinnati.
- MARKWARD, BILL**
WCAM, Camden, N. J.
- MARSHALL, NORM**
CHML, Hamilton, Ont., Can.
- MARTIN, GEORGE**
WSMD, Muscle Shoals, Ala.
- MARTIN, JACK**
WKBH, La Crosse, Wisc.
- MARTIN, O. O.**
CHLP, Montreal, Que., Can.
- MATTHEWS, TOM**
WLAJ, Lakeland, Fla.
- MAWSON, RICHARD**
WBAX, Wilkes-Barre, Pa.
- MAXWELL, JOCKO**
WWRL, Woodside, N. Y.
- MAYHEW, "TINEY"**
KASA, Elk City, Okla.
- MERNA, JOHN**
WIBX, Utica, New York.
- MEYER, Fred**
WHDL, Olean, N. Y. Seare Football Broadcasts.
- MICHAEL, RAYMOND**
WMAL-WRC, Washington, D. C.
- MIERAS, WES**
KVI, Tacoma, Wash. Sports Sparks.
- MILDER, NATE**
WHIZ, Zanesville, Ohio.
- MILLER, C. A.**
WCBS, Springfield, Ill.
- MILLER, DAVE**
WGCM, Gulfport, Miss.
- MILLER, HOWARD A.**
WGIL, Galesburg, Ill.
- MILLER, JOHNNY**
WSJS, Winston-Salem, N. C.
- MILLON, RENE**
KGFI, Brownsville, Texas.
- MILLS, FRANK**
KGKO-WBAP, Fort Worth, Tex.
- MINER, PAUL**
KVOO, Tulsa, Okla.
- MITCHELL, JACK**
KOMA, Oklahoma City, Okla.
- MITCHELL, W. C.**
CKCR, Kitchener-Waterloo, Ont., Can.
- MOCK, BILL**
KEX-KGW, Portland, Ore.
- MOLEN, SAM**
WCBS, Springfield, Ill.
- MORAN, JACK**
WABI, Bangor, Me.
- MORELAND, HARRY**
WROL, Knoxville, Tenn.
- MORGAN, RAY**
WBAB, Atlantic City, N. J.
- MORRIS, CHICK**
WBZ-WBZA, Boston-Springfield, Mass. Kickoff.
- MORRISON, ARTHUR**
CJRC, Winnipeg, Man., Can.
- MORTIMER, ROSS**
CJOR, Vancouver, B. C., Can.
- MOSELY, PAUL**
KFJM, Grand Forks, N. D.
- MOSHIER, JEFF**
WSUN, St. Petersburg, Fla.
- MOYLE, PAUL**
WCNC, Elizabeth City, N. C.
- MULLINAX, EDWIN**
WHMA, Anniston, Ala. Sports Roundup.
- MURPHY, R.**
CKOV, Kelowna, B. C., Can.
- MURRAY, JIM**
WCAE, Pittsburgh, Pa.
- MYERS, JOE**
KQA, Denver, Colo.
- **N** —
- NAUMAN, DICK**
KWFT, Wichita Falls, Texas.
- NEAL, JIM**
KOME, Tulsa, Okla.
- NELSON, ROSS**
WGRM, Greenwood, Miss.
- NELSON, STUB**
KEX-KGW, Portland, Ore.
- NEVADA, CHARLEY**
WTMJ, Milwaukee, Wisc.
- NICHOLSON, LEO**
CJOR, Vancouver, B. C., Can.
- NOLL, HERMAN**
WKOK, Sunbury, Pa.
- NORMAN, NEIL**
WIL, St. Louis, Mo.
- NORRIS, PAUL**
WSOC, Charlotte, N. C.

• • • **SPORTS COMMENTATORS** • • •

— **O** —

OAKES, BARNEY
WATL, Atlanta, Ga.

O'BRIEN, DON
KTUL, Tulsa, Okla. Sports Parade.

O'BRIEN, JOE
WMCA, New York, N. Y.

O'BRIEN, SHERRY
WDAS, Philadelphia, Pa.

O'BRIEN, TOMMY
KRIC, Beaumont, Texas.

O'REILLY, JAY
WJLS, Beckley, W. Va.

OTT, WOODROW
WENY, Elmira, N. Y.

OWEN, JR., FORREST
WKAR, East Lansing, Mich.

OWENS, MAURICE P.
WROK, Rockford, Ill.

— **P** —

PADGETT, PAT
WBML, Macon, Ga.

PAGET, JOE
WJDX, Jackson, Miss.

PALANGE, ANGELO
WVFW, Brooklyn, N. Y.

PARKES, HALL
KLO, Ogden, Utah. In the World of Sports.

PARRISH, CARL
KBIZ, Ottumwa, Ia.

PARSONS, PEG
WLEU, Erie, Pa.

PARTON, "RED"
WOLF, Syracuse, N. Y. Sportscoop, Sports Roundup.

PATRICK, VAN
WHBF, Rock Island, Ill.

PATTEE, FLOYD
WNBC, Hartford-New Britain, Conn.

PAULSGROVE, WM. H.
WJEJ, Hagerstown, Md.

PEARSON, FORT
WENR-WMAQ, Chicago, Ill.

PECK, VIC
KTSW, Emporia, Kans.

PENNEY, WILLIAM
WSAV, Savannah, Ga.

PEPE, JOHNNY
WPIC, Sharon, Pa.

PERRIN, T. E.
KRRV, Sherman, Texas.

PERRY, ROBERT N.
WORL, Boston, Mass.

PETERSON, JACK
WDZ, Tuscola, Ill.

PETRANKA, JOE
WSFA, Montgomery, Ala.

PETTEGREW, C. W.
WOSU, Columbus, Ohio.

PHILLIPS, BILLY
KIDO, Boise, Idaho.

PHILLIPS, ROGER
WSIX, Nashville, Tenn.

PHILLIPS, THOMAS C.
WDAK, West Point, Ga.

PICHE, EDMOND
CBV, Quebec, Que., Can.

PIERCE, EDDIE
WDLP, Panama City, Fla.

PIGUE, BOB
WMC, Memphis, Tenn.

PLACE, ED
WAAB, Boston, Mass. Play-time On the Air.

PLAMADORE, RAY
WKBH, La Crosse, Wisc.

PLOWMAN, MARSH W.
KWAT, Watertown, S. D.

POINTELL, CHARLES
WFIG, Sumter, S. C.

POOLE, BOB
WKPT, Kingsport, Tenn.

POPE, BILL
WENY, Elmira, N. Y.

POWELL, JIMMY
KVOA, Tucson, Ariz.

POWER, J. BROOKS
WABI, Bangor, Me.

POWERS, JIMMY
WHN, New York, N. Y. Powerhouse.

PROCTOR, ROBERT
WDAE, Tampa, Fla.

PROYOR, JIM
WAJR, Morgantown, W. Va.

PUCKETT, BERT
WMT, Cedar Rapids-Waterloo, Iowa.

— **Q** —

QUALTROUGH, MORRISON
KROD, El Paso, Texas.

QUIGLEY, E. C.
WIBW, Topeka, Kans.

— **R** —

RAND, GREN
WABY, Albany, N. Y.

RAPIEFF, KEN
WICC, Bridgeport, Conn.

RATHBUN, JACK
WJHP, Jacksonville, Fla.

RAWLS, CHARLIE
WSLI, Jackson, Miss.

RAY, ED
WDAE, Tampa, Fla.

REAGAN, NEIL
KFWB, Los Angeles, Calif.

REVES, GEORGE
KCRC, Enid, Okla.

REVES, RAY
WRAL, Raleigh, N. C.

REEVES, WAYNE
WHBU, Anderson, Ind.

REID, JAMES W.
WFBC, Greenville, S. C.

REILLY, BYRON
KLS, Oakland, Calif.

REJEBIAN, ARAM
KVEC, San Luis Obispo, Calif.

REVELLE, ORVILLE
WKAT, Miami Beach, Fla.

REYNOLDS, BOB
WHAI, Greenfield, Mass.

RHODES, BILLY
WSAU, Wausau, Wisc.

RICHARDS, MAL
WJHO, Opelika, Ala.

RIDER, MAURY
KIRO, Seattle, Wash.

RIEGEL, RHEINHOLD
WHA, Madison, Wisc.

RILEY, DON
WCAO, Baltimore, Md.

RILEY, LEN
WFBN, Indianapolis, Ind. Len Riley Reports the Sports.

RILEY, MICKEY
KMPC, Beverly Hills, Calif.

RISER, JAMES
WJEJ, Hagerstown, Md.

RIVERO, RAMON ORTIZDEL
WKAQ, San Juan, Puerto Rico.

ROBERTS, R. H.
CKY, Winnipeg, Man., Can.

ROBERTSON, BRUCE
KOAM, Pittsburg, Kans.

ROGERS, EDDY
KALB, Alexandria, La.

ROLL, RICHARD
WHIO, Dayton, Ohio.

ROMINE, DOUG
KTSA, San Antonio, Texas.

ROSCOE, PAUL
KGFV, Kearney, Nebr.

ROSKIN, LEW
CJOC, Lethbridge, Alberta, Can.

ROSS, GEORGE
KWG, Stockton, Calif.

ROTHRUM, BILL
WSYR, Syracuse, New York.

ROUGH, FRANK
KWFC, Hot Springs, Ark.

ROWE, C. M.
WCAT, Rapid City, S. D.

ROWSWELL, ROSEY
KDKA, Pittsburgh, Pa.

ROZELL, ED
WKIP, Poughkeepsie, N. Y.

RUGH, VIC
KFBI, Wichita, Kans.

RUHL, OSCAR
WMAN, Mansfield, Ohio.

RULE, ELTON
KROY, Sacramento, Calif.

RUSK, CLAY
WOC, Davenport, Iowa.

RUSSELL, JACK
CKCR, Kitchener-Waterloo, Ont., Can.

RUSSELL, TOM
WKNE, Keene, N. H.

RYAN, FRANK
WNAC-WAAB, Boston, Mass.

— **S** —

SAAM, BYRUM
WIP, Philadelphia, Pa.

SAMUEL, RUT
WGAC, Augusta, Ga.

SANDACK, WALLY
KSL, Salt Lake City, Utah.

SAUNDERS, ART
WGCM, Gulfport, Miss.

SAVAGE, GUY
WGN, Chicago, Ill.

SAXTON, GLENN
WFTL, Fort Lauderdale, Fla.

SCHREIBER, MARK
KLZ, Denver, Colo.

SCHULTZ, STANLEY
WCAR, Pontiac, Mich.

SCOTT, DALE
KTOK, Oklahoma City, Okla.

SCOTT, JAY
WIOD, Miami, Fla.

SCOTT, RAY
WJAC, Johnstown, Pa.

SEARS, BILL
KUTA, Salt Lake City, Utah. Inside Story Of Sports, Covered Wagon Days.

SEARS, CARL
KOME, Tulsa, Okla.

SHAVER, BUD
WXYZ, Detroit, Mich.

SHIPES, JOHNNY
WAYX, Waycross, Ga.

SHIRREFF, H.
CKOV, Kelowna, B. C., Can.

SHOLAR, WILEY
WBIG, Greensboro, N. C. Football With Wiley Sholar.

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SHORT, JACK
CKMO, Vancouver, British Columbia, Can.

SHUBINSKI, JAKE
WLAP, Lexington, Ky.

SHUDT, ROY
WTRY, Troy, N. Y.

SHUMATE, GENE
KRNT-KSO, Des Moines, Iowa.

SIEBERT, HERB
KWYO, Sheridan, Wyo.

SILVA, FRANK
WSAY, Rochester, N. Y.

SIMMONS, DAVE
KDYL, Salt Lake City, Utah.

SIMMS, FRANK
KVFD, Fort Dodge, Iowa.

SIMONDS, HAL
WFIL, Philadelphia, Pa.

SIMONSEN, ROD
KWLK, Longview, Wash.

SIMPSON, CHUCK
WDOD, Chattanooga, Tenn.

SIMPSON, DALE
WKY, Oklahoma City, Okla.

SIMPSON, STAN
KTKC, Visalia, Calif.

SMITH, C.
CJAT, Trail, B. C., Can.

SMITH, ERNIE
KYA, San Francisco, Calif. The Sportsman.

SMITH, HAL
WRR, Dallas, Texas.

SMITH, ROBERT H.
WOOD-WASH, Grand Rapids, Mich.

SNOWDON, CHARLES
WBLK, Clarksburg, W. Va.

SNYDER, RALPH
WLAV, Grand Rapids, Mich.

SPADARO, TOM
WOV, New York, N. Y.

SPARKS, SPARKY
KFDA, Amarillo, Texas.

SPENCE, BOB
KIRO, Seattle, Wash.

SPENCER, RAY
WADC, Akron, Ohio.

SPOKES, ALFRED E.
WJTN, Jamestown, N. Y.

STAHL, GEORGE
WKOK, Sunbury, Pa.

STANLEY, CHARLES
WMBC, Detroit, Mich.

STANLEY, FRANK
WKAT, Miami Beach, Fla. Old Gold Sports Parade.

STARR, FRANK
CFCF, Montreal Que., Can.

STARR, JACK
WBAX, Wilkes-Barre, Pa.

STEELE, ROBERT
WTIC, Hartford, Conn.

STEIS, BILL
WTSP, St. Petersburg, Fla.

STEMMLER, NICK
WSYR, Syracuse, N. Y.

STEPHENS, GEBBERT
KPAC, Port Arthur, Texas.

STEPHENSON, STUART X.
WSFA, Montgomery, Ala.

STERN, BILL
NBC, Madison Square Boxing Bouts, Sports Newsreel of the Air, Bill Stern's Sports Scraps.

STEVENS, HARMON I.
WHLs, Port Huron, Mich.

STEVENS, JACK
WNAC, Boston, Mass. Inside of Sports.

STEWART, M. D.
KNET, Palestine, Texas.

STIMERS, REX
CKTB, St. Catharines, Ont., Can.

STONE, PAUL
WPID, Petersburg, Va. Paul Stone's Review.

STONE, RALPH
KSRO, Santa Rosa, Calif.

STOUT, ALLEN
WROL, Knoxville, Tenn.

STREET, GABBY
KXOK, St. Louis, Mo.

STRUBLE, BO B
KVCV, Redding, Calif. Football Forecasts.

SUTERFIELD, PHIL
WCSC, Charleston, S. C.

SWEENEY, BUDD
WHKC, Columbus, Ohio.

SYLVAIN, MARCEL
CKAC, Montreal, Que., Can.

— T —

TANNER, LUKE
KUOA, Siloam Springs, Ark.

TAUB, SAM
NBC-WHN, New York, N. Y. Madison Square Boxing Bouts.

TEAR, SID
WLOG, Logan, W. Va.

TEAS, CHARLES
KOB, Albuquerque, N. M.

TEN EYCK, SIDNEY
WHCU, Ithaca, N. Y.

THOMAS, HARRY
KGGM, Albuquerque, N. M.

THOMPSON, DON
KGO-KPO, San Francisco, Calif.

THOMPSON, HAL
WFAA, Dallas, Texas.

THOMPSON, JIMMIE
WFBC, Greenville, S. C.

THOMPSON, KELLY
WLBj, Bowling Green, Ky.

THORNBURGH, RED
WSAI, Cincinnati, Ohio.

TODD, JACK
KANS, Wichita, Kans.

TOTTEN, HAL
Hal Totten's Sports WCFL, Sports Broadcasts WENR-WMAQ.

TOWERS, TOMMY
KGMB, Honolulu, Hawaii

TREDWAY, BILL
KFBB, Great Falls, Montana.

TRUE, HAROLD
WXYZ, Detroit, Mich.

TRUITT, ROLLIE
KEX-KGW, Portland, Ore.

TUCKER, JOE
WWSW, Pittsburgh, Pa.

TUCKER, RALPH
WBOW, Terre Haute, Ind.

TURNER, J. P.
WLBj, Bowling Green, Ky. Royal Crown Sports Review.

TURTON, WALT
WHLs, Port Huron, Mich.

TYSON, E. L.
WWJ, Detroit, Mich.

— U —

UNDERHILL, DUTCH
WOC, Davenport, Iowa.

UPSON, PAUL
WTRC, Elkhart, Ind.

— V —

VAIL, LARRY
WLOF, Orlando, Fla.

VANDERPYL, ELLIS
WGAR, Cleveland, Ohio.

VAN DYKE, RUSSELL
KHAS, Hastings, Nebr.

VAN SANT, JOHNNY
WCBA-WSAN, Allentown, Pa.

VAZQUEZ, PEDRO
WKAQ, San Juan, Puerto Rico.

VELA, WILLIAM
KPAB, Laredo, Texas.

VENTER, MEL
KFRG, San Francisco, Calif.

VERNON, CONRAD
KNOW, Austin, Texas. Facing The Facts.

VINEY, HENRY
CJOC, Lethbridge, Alberta, Can.

VOLTZ, LUTHER
WIOD, Miami, Fla.

VOSSE, FRED
WMPS, Memphis, Tenn.

— W —

WAGNER, PAUL
WPAV, Portsmouth, Ohio.

WAHLBERG, JOEL F.
WGH, Newport News, Pa.

WAKEMAN, TONY
WOL, Washington, D. C.

WALDEN, WARREN
WEAN, Providence, R. I.

WALKER, BILL
WIBA, Madison, Wisc.

WALKER, HAL
WISN, Milwaukee, Wisc.

WALKER, MICKEY
WKIP, Poughkeepsie, N. Y. Mickey Walker's Slants.

WALLACE, RAY
WKST, New Castle, Pa.

WALSHP, GEORGE
WHAS, Louisville, Ky. Accent On Sport.

WALTMAN, LaVELL
KROC, Rochester, Minn.

WALTON, LUKE
WBOW, Terre Haute, Ind.

WARD, GRANT P.
WOSU, Columbus, Ohio.

WARDEN, AL
KLO, Ogden, Utah.

WARDLE, JIM
CFAR, Flin Flon, Man., Can.

WARE, BILL
KTHS, Hot Springs, Ark.

WARREN, CHARLES
WCOL, Columbus, Ohio.

WATSON, BOB
KGNC, Amarillo, Texas.

WEAYER, BILL
KOVC, Valley City, N. D. Sports I View.

WEAVER, HANK
KMPC, Beverly Hills, Calif.

WEAVER, J. R.
WBTH, Williamson, W. Va.

WEAVER, MEL
WDEV, Waterbury, Vt.

WEBBE, TED
WINS, New York, N. Y.

WEBER, KEN
WLEU, Erie, Pa.

WEINGARTH, FRED
WDAF, Kansas City, Mo.

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WEGENER, DICK
KARM, Fresno, Calif. Twilight League Baseball.

WELLS, JACK
WBEN, Buffalo, N. Y.

WELSH, JACK
WSTV, Steubenville, Ohio. Do You Know Sports.

WESLEY, JAY
WEEL, Boston, Mass.

WESTERKAMP, RICHARD F.
WCMI, Ashland, Ky.

WHEDBEE, CHARLES
WGTC, Greenville, N. C.

WHEELER, JOE
WSIX, Nashville, Tenn.

WHITAKER, JOHN
WJOB, Hammond, Ind.

WHITE, ANDREW
KTAR, Phoenix, Ariz.

WHITE, ANDY
KVOA, Tucson, Ariz.

WHITE, DON
KXRO, Aberdeen, Wash.

WHITE, JACK
WJR, Detroit, Mich.

WHITMARSH, DENNY
WBZ-WBZA, Boston-Springfield, Mass. Kickoff.

WIGLEY, JERRY
WBAX, Wilkes-Barre, Pa.

WIKEHART, EDDIE
WBTH, Williamson, W. Va. Sports Final.

WILBUR, GORT
WNLC, New London, Conn.

WILKINSON, BUD
WFBL, Syracuse, N. Y.

WILLARD, SID
WEML, Macon, Ga.

WILLIAMS, BILL
WCBI, Columbus, Miss.

WILLIAMS, DR. CLANTON
WAPI, Birmingham, Ala. Background Of News.

WILLIAMS, JIM
WKPA, New Kensington, Pa.

WILLIAMS, JOE
WLEU, Erie, Pa.

WILLIAMS, PAUL
WWJ, Detroit, Mich.

WILLIS, J. E.
WLAP, Lexington, Ky.

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WADC, Akron, Ohio.

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WTMJ, Milwaukee, Wisc.

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WTCN, St. Paul, Minn.

WOLF, SOL
WRAK, Williamsport, Pa.

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WFTM, Ft. Myers, Fla.

WOODARD, JIMMIE
WGKV, Charleston, W. Va.

WOODARD, RAY
WFTC, Kinston, N. C.

WOODHOUSE, C. JAMES
WDNC, Durham, N. C.

WOODLING, "WOODY"
KHSL, Chico, Calif.

WOOLERY, ARLO
KWLC, Decorah, Iowa.

WRIGHT, HOLLY
WTAG, Worcester, Mass.

WYLIE, BOB
WFMJ, Youngstown, Ohio.

— Y —

YANDT, MAX
KGVO, Missoula, Mont.

YELLAND, STARR
KOA, Denver, Colo.

YOOS, D.
CKBI, Prince Albert, Sask., Can.

YOUNG, DAVE
KABC, San Antonio, Texas.

YOUNG, JAMES W.
WJHP, Jacksonville, Fla.

YOUNGBLOOD, WESLEY
KPYO, Lubbock, Texas.

YOUSE, BOB
WDBJ, Roanoke, Va.

— Z —

ZAIMAN, JACK
WDRG, Hartford, Conn.

ZANK, KEN
KFUO, Clayton, Mo.

ZIFF, SID
KFWB, Los Angeles, Calif.

ZINK, ALBERT
WGY, Schenectady, N. Y.

Arch Oboler

Charles Martin

Writers for Radio



AND THEIR WORK DURING 1940



— A —

ALESSANDRINI, ENZO
WDNC, Durham, N. C. WDNC
Theater Guild.

— B —

BAKER, ART
KNX, Los Angeles, Calif.
Rhyme and Reason.

BANKER, FRED
Policewoman Christie KMPC.
Hedda Hopper's Hollywood
CBS.

BECKER, DON
NBC. Life Can Be Beautiful,
The Man I Married.

BELOIN, ED
NBC. Jello Program Starring
Jack Benny.

BIXBY, CARL
NBC. Life Can Be Beautiful,
The Man I Married, This Day
Is Ours.

BORIES, MERTON
Dr. Shirley W. Wynne Food
Forum WMCA, Musical Vari-
eties WMCA, Horn of Plenty
WEVD.

BROOKS, MATT
Joe Penner Program CBS, Ed-
die Cantor Program NBC, Al
Jolson Program CBS.

— C —

CARRINGTON, ELAINE S.
NBC. Pepper Young's Family.

CARROLL, CARROLL
NBC. Kraft Music Hall.

CHAPPEL, ELOISE
WDNC, Durham, N. C. WDNC
Theater Guild.

COLEMAN, CARYL
Sparks of Friendship, ETs.

COOL, GOMER
KMBC, Kansas City, Mo. Red-
horse Ranch.

CRUSINBERRY, JANE
NBC. The Story of Mary
Marlin.

— D —

DAVIDSON, MICHAEL
Special Broadcasts for Walt
Disney.

DAVIS, FODIE
Joe Penner Program CBS, Ed-
die Cantor Program NBC, Al
Jolson Program CBS.

DENNY, ROGER QUAYLE
Policewoman Christie KMPC.
I Want a Divorce MBC, Gulf
Screen Guild CBS, Campbell
Playhouse CBS, Woodbury
Playhouse CBS.

DES RAMEAUX, REJANE
CBS. Courrier Confidences.

DEYGLUN, HENRY
CBC. Vie de Famille.

— E —

ELLIE, CAROLINE
KMBC, Kansas City, Mo. River
To the Sea, Caroline's Golden
Store.

— F —

FARR, FINIS
NBC. Dr. District Attorney.

FINLEY, JOHN D.
MED-O-Vapo Program WM1N-
WIBC-WING.

FISHER, MARVIN
NBC. The Signal Carnival.

FLYNN, BESS
CBS. Martha Webster.

— G —

GOLDSMITH, CLIFFORD
NBC. The Aldrich Family.

GUEDEL, JOHN
Pull Over Neighbor MBS-Don
Lee.

GUEDEL, WALTER
Radio Charades KHJ.

— H —

HARRIS, HARRIET
WOW, Omaha, Nebr.

HIGGINS, EDGAR
WDNC, Durham, N. C. WDNC
Theater Guild.

HILL, FRANK ERNEST
NBC. On Your Job.

HOPKINS, JETTABEE
Adopted Daughter, ETs.

HUCKINS, JANET
KMBC, Kansas City, Mo. Ar-
no'd Grimm's Daughter.

— J —

JOHNSTONE, JACK
MBS. Who Knows.

— K —

KANTER, HAL
Grand Central Station NBC.
Tip Top Show CBS, Lincoln
Highway NBC. Command Per-
formance MBS, The Star
Spangled Theater NBC.

KELLY, PAT
KFRC, San Francisco, Calif.
Standard Symphony Programs.
Brain Battle.

KRIB, ARTHUR HARGROVE
CBS. Al Pearce and His Gang.

KRUM, FAYETTE
NBC. Girl Alone, Thunder
Over Paradise.

KRUSE, HARVEY
General Management Co. Pro-
gram KSTP.

— L —

LELAND, JR., CY
Bewley's Chuck Wagon Gang,
ETs.

LEVY, ROBERT
KMBC, Kansas City, Mo.
Brush Creek Follies, Dinner
Bell Roundup.

LEWIS, ADDISON
Med-O-Vapo Program WM1N-
WIBC-WING.

— M —

McINTOSH, BILL
KMBC, Kansas City, Mo.

MAGEE, GEORGE
WEVD, New York, N. Y.:
Musical Clock, News Com-
mentary.

MARTIN, CHARLES
Johnny Presents, NBC.

MEADE, DWIGHT
NBC. Harvey and Dell.

MEISER, EDITH
NBC. The Adventures of
Sherlock Holmes.

MICHAEL, SANDRA
NBC. Against the Storm, Lone
Journey.

MORROW, BILL
NBC. The Jello Program.

MORSE, CARLTON E.
NBC. I Love a Mystery, One
Man's Family.

— O —

OBOLER, ARCH
NBC. Arch Oboler's Plays.

• • • WRITERS • • •

— P —

PHILLIPS, IRNA
Road of Life NBC-CBS, Woman In White CBS, Guiding Light, NBC.

POLIMENI, FRANK
Meditations WOY.

PRINDLE, DON
CBS, Al Pearce and His Gang.

— Q —

QUINN, DON
NBC, Fibber McGee and Molly.

— R —

RAPP, PHIL
NBC, Good News of 1940.

REID, LEWIS
Chateau Martin Wine broadcasts.

RHYMER, PAUL
NBC, Vic and Sade.

RIECK, MILTON
WOW, Omaha, Nebr. The Other Woman.

ROGERS, RUSSELL
CBS, Al Pearce and His Gang.

— S —

ST. CLAIR, BONNIE
KMPC, Beverly Hills, Calif. Policewoman Christie.

SAGUE, SAM
WMCA, A Step Towards Happiness.

SARSFIELD, JAMES
KLZ, Denver, Colo. Skipper Jim.

SHERDEMAN, TED
NBC, Horace Heidt's Treasure Chest, Where and When.

STAINBROOK, EDWARD
WDNC, Durham, N. C. Adventures With Ideas.

— T —

TAZEWELL, CHARLES
NBC-Blue, Tom Mix Straight Shooters.

TJADEN, MONTEZ
KFBI, Wichita, Kans.

TOURO, ORIN
NBC, Oxydol's Own Ma Perkins.

TRASK, YVONNE
KROY, Sacramento, Calif. The Zero Hour.

— V —

VANDAGRIFT, CARL
WGL-WOVO, Ft. Wayne, Ind.

— W —

WALTON, SIDNEY
NBC, Sidney Walton's Music.

WEST, JANE
CBS-NBC, The O'Neills.

WICKER, IRENE
NBC, The Singing Lady.

WOEHRMEYER, HILDA
WGL-WOVO, Ft. Wayne, Ind.

— Z —

ZIMM, MAURICE
Old Letters, The Squared Circle, Tapestries of Life, Confessions of Casanova, Life of Byron, The Police Blotter, Foibles of the Famous, The Sucker Clinic, Dan Dunn, Secret Operative No. 48, This Thing Called Love, In His Steps.

CARLTON E. MORSE

"ONE MAN'S FAMILY"

"I LOVE A MYSTERY"

N.B.C.

Coast-To-Coast

CARL BIXBY

CREATOR
WRITER
PRODUCER
OF
HIGH-RATED
RADIO
PROGRAMS

Co-author
"LIFE CAN BE
BEAUTIFUL"
"THIS DAY IS
OURS"
and
"THE MAN I
MARRIED"

Sturges Highway, Southport, Conn.

Backstage



Those Engaged in Radio Production
and their work during 1940



— A —

ADAMS, GLENN
WMRC, Greenville, S. C.

ADASKIN, JOHN
CBY-CBL, Toronto, Ont., Can.

ADELMAN, PAT
KNOW, Austin, Texas.

ADEMY, JOHN
WCAO, Baltimore, Md.

AINLEY, J. T.
The Story of Mary Marlin
NBC, Knickerbocker Play-
house NBC, First Nighter
CBS.

AITKEN, KEN
KTTC, Visalia, Calif.

ALDRIDGE, WILLIAM
WPAY, Portsmouth, Ohio.

ALEXANDER, DON
WAAF, Chicago, Ill.

ALEXANDER, JOHN
KFBB, Great Falls, Montana.

ALEXANDER, MYER
Musical Americana NBC, Co-
lumbia Workshop CBS, Tex-
aco Star Theater CBS, Schae-
fer Revue WEAF.

ALLAN, ANDREW
CBR, Vancouver, B. C., Can.

ANDERSON, DICK
WHO, Des Moines, Iowa.

ANDERSON, R.
CBO, Ottawa, Ont., Can.

ANTHONY, ROBERT
WOLF, Syracuse, N. Y.

ARTHUR, RENE
CKCV, Quebec, Que.

ASH, COLEMAN
KPBI, Wichita, Kans.

ASHMON, CLARENCE
KTOH, Lihue, T. H.

ASPINWALL, HUGH
WFAA, Dallas, Texas.

AYER, HAROLD H.
WKIP, Poughkeepsie, N. Y.

— B —

BACHER, WILLIAM A.
WGN, Chicago, Ill.

BAER, PAKLEY
KSL, Salt Lake City, Utah.

BAKER, ART
KNX, Hollywood, Calif. Rhyme
and Reason.

BAKER, RUSS
WOW, Omaha, Nebr.

BALDWIN, GARLAND
WHIO, Dayton, Ohio.

BARNES, AMANDA
WGST, Atlanta, Ga.

BARR, LOUIS
WAAF, Chicago, Ill.

BARRETT, MAURICE
WHN, New York, N. Y.

BARTELL, GERALD
WHA, Madison, Wis.

BARTLETT, MARCUS
WSB, Atlanta, Ga.

BARTON, CRAIG
WFAA, Dallas, Texas. Vocal
Coach.

BARTON, WILLIAM
KVEC, San Luis Obispo, Cal.

BASSE, NICK
KVFD, Fort Dodge, Iowa.

BATSON, JR., CHARLES A.
WFBC, Greenville, S. C.

BAUCOM, BILL
WIBW, Topeka, Kans.

BAXTER, LIONEL
WAPI, Birmingham, Ala.

BEAN, HAROLD
WMAQ-WENR, Chicago, Ill.

BEDARD, CHARLES
CKCV, Quebec, Que.

BEEBOUT, GEORGE
WHKC, Columbus, Ohio.

BELL, DON
WFTC, Kingston, N. C.

BELL, HOWARD
KRKD, Los Angeles, Calif.

BELT, RICHARD
WHIO, Dayton, Ohio.

BENLIZA, RAFAEL
WNEL, San Juan, Puerto,
Rico.

BENNETT, DONN
KYW, Philadelphia, Pa.

BERRY, GEORGE
KMJ, Fresno, Calif.

BERTANDIAS, DICK
KGO, KPO, San Francisco,
Calif.

BETHEL, FRED
WOR, Newark, N. J.

BIEBER, FRED
WTHT, Hartford, Conn.

BIGLER, LYNN
KGKL, San Angelo, Texas.

BILL, FARMER
WMBD, Peoria, Ill.

BINGHAM, BOB
WWNC, Asheville, N. C.

BIONDI, FERDINAND
CKAC, Montreal, Quebec, Can.

BISHOP, FRED
WNAC, Boston, Mass.

BLAIR, FRANK
WOL, Washington, D. C.

BLAKE, BARRY
WJSV, Washington, D. C.

BLANCHARD, LOWELL
WNOX, Knoxville, Tenn.

BLENHEIM, LARRY
WFAS, White Plains, N. Y.

BLICKENSTAFF, J.
CFRN, Edmonton, Alberta,
Can.

BOBBIE, DOMINIC
KYA, San Francisco, Calif.

BODEN, ERIC
KYA, San Francisco, Calif.

BOOTH, SAMUEL
WJEJ, Hagerstown, Md.

BORIES, MERTON
Dr. Shirley W. Wynne Food
Forum WMCA, Musical Va-
rieties WMCA, Horn of Plenty
WEVD.

BOWER, ROGER
WOR, Newark, N. J.

BOYLING, SID
CHAB, Moose Jaw, Saskatch-
ewan, Can.

BRADBURN, OPAL
KRGV, Weslaco, Texas.

BRADFORD, JOHN
WHDL, Olean, N. Y.

BRADLEY, ROLAND
KOMO-KJR, Seattle, Wash.

BRAITHWAITE, BOYD
KIDO, Boise, Idaho.

BRAXTON, JACK
WGRB, Goldsboro, N. C.

BRAZEAL, R. W.
KFPY, Spokane, Wash.

BRENNER, ROBERT
KTSW, Emporia, Kans.

BRENT, RALF
WEPG, Atlantic City, N. J.

BRIDGES, JAMES
WSB, Atlanta, Ga.

BRIGHT, HARRY
WGRB, Goldsboro, N. C.

BRODEM, G.
CKCH, Hull, Que., Can.

BROOK, PHIL
WTAG, Worcester, Mass.

BROWN, BILL
WCNC, Elizabeth City, N. C.

BROWN, GORDON
KSRO, Santa Rosa, Calif.

BROWN, HAL
KMJ, Fresno, Calif.

BROWN, HOWARD
WIP, Philadelphia, Pa.

BROWN, SYDNEY S.
CBY-CBL, Toronto, Ont., Can.

BRYAN, BILL
WIBW, Topeka, Kans.

BRYAN, THELMA
KWLK, Longview, Wash.

BUCKINGHAM, R. G.
CKNX, Wingham, Ont., Can.

BUDD, MILTON
WMBD, Peoria, Ill.

BUENNING, PAUL
KTOK, Oklahoma City, Okla.

BUFFUM, RAY
WKY, Oklahoma City, Okla.

BURDA, ORVILLE
KVCV, Redding, Calif.

BURKE, FRANK
CKLW, Windsor, Ont., Can.

BURTON, J. B.
WHBU, Anderson, Ind.

BYRON, EDWARD A.
NBC, Mr. District Attorney.

— C —

CADDELL, GRAHAM
WFIG, Sumter, S. C.

CAIN, BENET
WNOE, New Orleans, La. High
School Hi-Lites, Catholic Stu-
dents' Mission Crusade.

CAIRNS, CY
CFQC, Saskatoon, Sask.

CAKE, M. J.
WIBG, Glenside, Pa.

CALDER, EDDIE
KHUB, Watsonville, Calif.

CALDWELL, FRED
KTBC, Austin, Texas.

CAMERON, ALAN
KMBC, Beverly Hills, Calif.

• • • **BACKSTAGE** • • •

CAMPBELL, BOB
KFPY, Spokane, Wash. Three Artists in the Spotlight. Swingstrumentalists. Swing Trio. This Woman's World. Good Morning Neighbors.

CAMPBELL, DICK
KGGF, Coffeyville, Kans.

CAMPBELL, VICTOR
WGY, Schenectady, N. Y.

CAMPBELL, WERT
WDOD, Chattanooga, Tenn.

CANNON, BOB
CBS. Al Pearce and His Gang.

CAPLOW, NATE
WMRO, Aurora, Ill.

CARD, CLELLAN
WCCO, Minneapolis, Minn.

CARLSON, ROY
WIBW, Topeka, Kans. Dinner Hour.

CARPENTER, JR., ANSON S.
WINX, Washington, D. C.

CARPENTER, W. M.
WRAL, Raleigh, N. C.

CARTER, JR., W. WOODBURY
WTRY, Troy, N. Y.

CARVEY, H. DALE
WGAR, Pontiac, Mich.

CASE, GEORGE
WTMV, East St. Louis, Ill.

CATON, DAVID S.
CBR, Vancouver, B. C., Can.

CENTOLA, GREGORY
WMCA, New York, N. Y.

CHASE, JACK
WNAX, Yankton, S. D.

CIVILLE, ROY
KIDO, Boise, Idaho.

CLARK, HAROLD
WEAN, Providence, R. I.

CLARK, J. B.
WRAL, Raleigh, N. C.

CLARK, PAUL
WOC, Davenport, Iowa.

CLARKE, JOHN
WRBL, Columbus, Ga.

CLOWES, ED
KPPC, Pasadena, Calif.

COCKERELL, EARNIE
KTRI, Sioux City, Ia.

CONLAN, PAUL
NBC. Signal Carnival.

CONNELLY, JOHN
WBBD, Peoria, Ill.

CONNOLLY, JAMES
WMSD, Muscle Shoals, Ala.

CONNOLLY, JOSEPH A.
WARD, Brooklyn, N. Y. Irish Echoes.

COOKE, F. TURNER
WMAS, Springfield, Mass.

COOKE, TED W.
KALE, Portland, Ore.

COONE, WILLIAM
WARM, Scranton, Pa.

COONTZ, EDWARD C.
KBOO, Tulsa, Okla.

COOPER, ADRIAN R.
WFDF, Flint, Mich.

CORNELL, SYD
WKRC, Cincinnati, Ohio.

COTTON, ROBERT L.
WINS, New York, N. Y.

COVELL, WALTER
WRIP, Poughkeepsie, N. Y.

COY, JAMES
KCMO, Kansas City, Mo.

CRAWFORD, GEORGE
WALM, Anderson, S. C.

CREASMAN, JAMES
KTAR, Phoenix, Ariz.

CRILLEY, GROVER C.
WJEJ, Hagerstown, Md.

CRUTCHFIELD, CHAS. H.
WBT, Charlotte, N. C.

CUDEBACK, EUGENE
WDAS, Philadelphia, Pa.

CUNNINGHAM, BILL
KWLK, Longview, Wash.

CUNNINGHAM, HOMER
WIBW, Topeka, Kans.

CUNNINGHAM, OWEN
KGMH, Honolulu, Hawaii.

CURTIN, CHARLES
WAAB, Boston, Mass.

CURTIS, ELMER
WIBW, Topeka, Kans.

— D —

D'ANGELO, CARLO
NBC. The O'Neils, Wheatina Playhouse, Hilltop House, Ellen Randolph, Your Birthday Party, Mandrake the Magician.

DAVIDSON, MICHAEL
Special broadcasts for Walt Disney.

DAVIES, GEORGE
CHCK, Regina, Sask., Can.

DAVIS, JOHN
WWSW, Pittsburgh, Pa.

EDWARD A. BYRON

Directed by
CARLO DE ANGELO

"WHEATINA PLAYHOUSE"

•
"HILLTOP HOUSE"

•
"THE O'NEILLS"

•
"ELLEN RANDOLPH"

•
"MANDRAKE THE MAGICIAN"

•
"YOUR BIRTHDAY PARTY"

BACKSTAGE

DAWSON, NORTHPROP
WCCO, Minneapolis, St. Paul, Minn.

DAYTON, HERMAN
WKIP, Poughkeepsie, N. Y.

DEAN, F. LEON
KASA, Elk City, Okla.

DEFENBAUGH, E. C.
WSOY, Decatur, Ill.

DeGROOT, DON
WFDF, Flint, Mich.

DeKLYN, CHARLES
WCAU, Philadelphia, Pa.

DeLANO, LOIS
KIRO, Seattle, Wash.

DELSON, LILLIAN
WVFW, Brooklyn, N. Y.

DeMOSS, LYLE
WOW, Omaha, Nebr.

DENTON, ROBERT
WBEN, Buffalo, N. Y.

DeVORE, TOM
WBNS, Columbus, Ohio.

DICE, FRANCIS
WCAO, Baltimore, Md.

DICKSON, DON
KDKA, Pittsburgh, Pa.

DIERKEN, KATHERINE
WBAL, Baltimore, Md.

DILLON, HARRISON
KGY, Olympia, Wash.

DILLON, JAMES
KGB, San Diego, Calif.

DILLON, JOHN
WFAS, White Plains, N. Y.

DILWORTH, SCOT
WCLS, Joliet, Ill.

DISNEY, PETER RICCARDI
WHAS, Louisville, Ky.

DIXON, JOHN
WROK, Rockford, Ill.

DOBBS, JOSEPH
WARM, Scranton, Pa.

DOCTOR, LLOYD
KFRC, San Francisco, Calif.

DODGE, DOROTHY
KVFD, Fort Dodge, Iowa.

DOLBIER, MAURICE
WABI, Bangor, Maine.
KOVC, Valley City, N. D.

DOUGLAS, JIM
KMOX, St. Louis, Mo.

DOWLING, ALBERT
WKBN, Youngstown, Ohio.

DOWNA, HUNTON
WSLS, Roanoke, Va.

DREYFUS, WOODS
WISN, Milwaukee, Wis.

DRUMMOND, DAVID
KPO-KGO, San Francisco, Calif.

DUFF, MARJORIE
CKCK, Regina, Sask., Can.

DUNCAN, JR., NORVIN C.
WFBC, Greenville, S. C.

DUNLOP, ROY G.
CBR, Vancouver, B. C., Can.

DUNNE, FRANK
WTAG, Worcester, Mass.

DUNWOODY, RUSS
KUOA, Siloam Springs, Ark.

DUTY, ED
KHUB, Watsonville, Calif.

DWAN, ROBERT
KGO-KPO, San Francisco, Calif.

DYCK, MURRAY
CFQC, Saskatoon, Sask., Can.

— E —

EBI, EARL
WMAQ-WENR, Chicago, Ill.

EDWARDS, EDDIE
KMBC, Kansas City, Mo.

EHRHART, HARRY
WCAU, Philadelphia, Pa.

EISENMAN, ROBERT
WSAV, Savannah, Ga.

ELLIOTT, TOMMY
KOVC, Valley City, N. D.

ELPHICKE, C. G.
CKOV, Kelowna, B. C.

ENGEL, ALFRED
WFEA, Manchester, N. H.

ENGLE, RICHARD
KUSD, Vermillion, S. D.

ENGLES, GEORGE
WMCB, New York, N. Y.

EREKSON, REID
WLB, Minneapolis, Minn.

ERICSON, GENE
KGB, San Diego, Calif.

ERLENBORN, RAY
KNX, Los Angeles, Calif.

EVANS, DOUGLAS
KECA-KFI, Los Angeles, Calif.

EVANS, JO ANNE
KMYC, Marysville, Calif.

— F —

FACENDA, FRANK
WPID, Petersburg, Va.

FARBER, LESTER
KVOA, Tucson, Ariz.

FAREY, EDWARD
CFAR, Flin Flon, Man., Can.

FAUST, ARTHUR H.
KMPC, Beverly Hills, Calif.

FAUST, LILLIAN
KCKN, Kansas City, Kans.

FAWCETT, GILBERT
KDAL, Duluth, Minn.

FAYDEL, RAY
KLO, Ogden, Utah.

FENDRICK, LOWELL
KPDN, Pampa, Texas.

FEYHL, HORACE
WCAU, Philadelphia, Pa.

FICKLING, DOUGLAS
WOL, Washington, D. C. Dixie Harmonies.

FIELDS, MERLE
WTRC, Elkhart, Ind.

FINCH, HOWARD
WJIM, Lansing, Mich.

FINCH, MERRITT
WELI, New Haven, Conn.

FINGER, LEN
KFDM, Beaumont, Texas.

FINLAY, JAMES
CBY-CBL, Toronto, Ont., Can.

FINLEY, JOHN D.
Med-O-Vapo Program WMIN-WIBC-WING.

FIX, WALTER J.
WBNU, Buffalo, N. Y.

FLEISCHMAN, SOL
WDAE, Tampa, Fla.

FLEMING, ROBERT
WELI, New Haven, Conn.

FLETCHER, FRED
WRAL, Raleigh, N. C.

FLETT, DEANNE
KFBB, Great Falls, Mont.

FOGARTY, DICK
WAAB, Boston, Mass.

FOGARTY, J. P.
WGN, Chicago, Ill.

FOLAND, MYLES
WHIS, Bluefield, W. Va.

FORD, MARCUS
WIRA, Madison, Wis. Wisconsin Men and Women.

FORDE, CONNIE
WMBD, Peoria, Ill.

FORSEE, REID
CBY-CBL, Toronto, Ont., Can.

FOSTER, DAY
KORE, Eugene, Ore.

FOWLKES, ROSSER
WAIR, Winston-Salem, N. C.

FOX, FRED
KYA, San Francisco, Calif.

FOXWORTHY, THOMAS
KMYC, Marysville, Calif.

FRANCIS, I.
CFCF, Montreal, Que., Can.

FRANK, HAROLD
WSLB, Ogdensburg, N. Y.

FRANKLIN, ORVIN
KRRV, Sherman, Texas.

FRATICELLI, CAMILO
WNEL, San Juan, Puerto Rico.

FREBAIRN-SMITH, THOMAS
CBS, Big Town.

FREEBURG, CHARLES
WOC, Davenport, Iowa.

FRENCH, KEN
WHEC, Rochester, N. Y.

FULTON, JOHN
WGST, Atlanta, Ga.

— G —

GAMBLE, PAUL
WPIC, Sharon, Pa.

GARNES, CLARENCE
KANS, Wichita, Kans.

GARRIGUS, F. H.
WEEI, Boston, Mass.

GATES, HILLIARD
WGL-WOVO, Ft. Wayne, Ind.

GAUNT, JOHN
WRC - WMAL, Washington, D. C.

GAVIN, WILLIAM
KOMO-KJR, Seattle, Wash.

GENSEL, CARL
WXYZ, Detroit, Mich.

GENTLING, DAVE
KROC, Rochester, Minn.

GEORGE, ROY
KRLD, Dallas, Texas.

GIBSON, ALEC
WFBR, Baltimore, Md.

GILMORE, GRAEME
WAVE, Louisville, Ky.

GIRARD, PAUL
WBAL, Baltimore, Md.

GIRARDIN, R. G.
WEEI, Boston, Mass.

GIRLING, BETTY
WLB, Minneapolis, Minn.

GIROUX, PAUL
KTAR, Phoenix, Ariz.

GOBEL, ADOLPH
WWRW, Woodside, N. Y.

GODT, PAUL
KARK, Little Rock, Ark.

GOLDER, HARRY
WXYZ, Detroit, Mich.

GOODMAN, R. C.
KROW, Oakland, Calif.

GOODWIN, HAL
WHAI, Greenfield, Mass.

GORDON, JOAN
CKLW, Windsor, Ont., Can.

GOULET, BERNARD
CKAC, Montreal, Que., Can.

GRAHAM, ARTHUR W.
WKST, New Castle, Pa.

GRANT, JOSEPH
WMEX, Boston, Mass.

GRASSO, FRANK
WFLA, Tampa, Fla.

GRAVEL, ALAIN
CKAC, Montreal, Que., Can.

GREEN, A. HERBERT
WPBM, Indianapolis, Ind.

GREEN, CHARLES P.
WIOD, Miami, Fla.

• • • **BACKSTAGE** • • •

GREEN, JUDD NORMAN
KMOX, St. Louis, Mo.
GREEN, R. E.
KFPY, Spokane, Wash.
GREEN, STEWART
WOLF, Syracuse, N. Y.
GRIFFIN, BOBBY
WHO, Des Moines, Ia.
GRIFFIN, WAYNE
KFYR, Bismarck, N. D.
GRIGGS, ELIZABETH
WLPM, Suffolk, Va. Your
Future Stars.
GROSS, MARJORIE
WCBI, Columbus, Miss.
GUEDEL, JOHN
Pull Over Neighbor MBS-
Don Lee.
GUILD, WALTER
Sparks of Friendship ETs.
GUM, COBURN
WTSP, St. Petersburg, Fla.
GUNTS, BRENT
WFBR, Baltimore, Md.
GUNZENDORFER, WILT
KSRO, Santa Rosa, Calif.

— H —

HAASE, WALTER
WDRG, Hartford, Conn.
HACKETT, JOHN
WGL-WOVO, Ft. Wayne, Ind.
HALL, AL
KGKB, Tyler, Texas.
HANDLEY, GERTRUDE
WRBL, Columbus, Ga.
HANLON, TOM
KNX, Los Angeles, Calif.

HANSEN, JACK
KYSM, Mankato, Minn.
HARDER, JACK
WAYX, Waveross, Ga.
HARDIMAN, WILLIAM
KSL, Salt Lake City, Utah.
HARDING, BILL
WINS, New York, N. Y.
HARGIS, THOMAS
WENR-WMAQ, Chicago, Ill.
HARKINS, BEN
KFRG, San Francisco, Calif.
HARMAN, MARION
WRDW, Augusta, Ga.
HARMON, SIDNEY
CBS, Honest Abe.
HARRINGTON, JERRY
WTOL, Minneapolis, St. Paul,
Minn.
HARRINGTON, NORMAN
KGIU, Safford, Ariz.
HARRIS, BUDDY
WRK, Dallas, Texas.
HARRIS, ELLIS
KDAL, Dututh, Minn.
HARRIS, L. G.
WENR-WMAQ, Chicago, Ill.
HARRIS, LESLIE
WQAM, Miami, Fla.
HARRISON, RAY
CKOC, Hamilton, Ont., Can.
HARTMAN, J. W.
WOL, Washington, D. C.
Pappy and His Boys.
HARTMAN, LOUIS
KOCY, Oklahoma City, Okla.
HARTMAN, R.
CJAT, Trail, B. C., Can.
HARVEY, JAMES
KYW, Philadelphia, Pa.

HATCHER, WARD
KWFC, Hot Springs, Ark.
HAWKINS, W.
WTRC, Elkhart, Ind.
HAWTHORNE, BEN
WTIC, Hartford, Conn.
HAYMAN, DON
WMBS, Uniontown, Pa.
HAYS, LARRY
KSRO, Santa Rosa, Calif.
HAYWARD, FRED
WBT, Charlotte, N. C.
HAYWORTH, HERBERT
WGL-WOVO, Ft. Wayne, Ind.
HEAD, IVAN R.
KVSP, Sante Fe, N. M.
HEADY, KENNETH
KCMO, Kansas City, Mo.
HEGELUND, FRED
KGO-KPO, San Francisco, Cal.
HELM, E. P.
KRLH, Midland, Texas.
HEMINGWAY, FRANK
KWJJ, Portland, Ore.
HENLEY, DAVE
WDAY, Fargo, N. D.
HEWETSON, H.
CFCF, Montreal, Que., Can.
HEYSER, FRANCIS
KMBC, Kansas City, Mo.
HIEBERT, AUGUST
KFAR, Fairbanks, Alaska.
HIESTAND, BOB
KECA-KFI, Los Angeles, Cal.
HILEY, BROCKETT
KGY, Olympia, Wash.
HILL, CHARLES
WIBW, Topeka, Kans.
HILL, JACK
WWJ, Detroit, Mich.

CREATOR-PRODUCER

TED SHERDEMAN

a few —

Brenthouse — Candid Lady — Studio
S-4 — Latitude Zero — Monsieur Le
Capitaine — Where and When — Olsen
and Johnson — Hedda Hopper's Holly-
wood — Those We Love.



Twice Winner Hollywood NBC
Director-Writer Award



"Great American Broadcast"
20th Century-Fox

HARRY W. PASCOE

CONTINUITY DIRECTOR

WINS



Formerly With

WABC • WMCA • WWNC

BACKSTAGE

HODGES, HILTON
WIBW, Topeka, Kans.

HOERNER, ED
WWL, New Orleans, La.

HOFFMAN, MAURICE
WFEA, Manchester, N. H.

HOFFMAN, RUBY
KTBC, Austin, Texas.

HOFFELD, FRED
WIL, St. Louis, Mo.

HOLBROOK, ART
WIBW, Topeka, Kans.

HOLBROOK, J. F.
WGTC, Greenville, N. C.

HOLNER, MANN
NBC, Good News of 1941.

HOLMES, THURSTON
WHOM, Jersey City, N. J.

HOLT, H. RUSS
WOLS, Florence, S. C.

HOMERSHAL, DOUG
CFJC, Kamloops, B. C., Can.

HONESTY, EDDIE
WHIP, Hammond, Ind. Rockin
'n' Rhythm.

HORNSBY, DAN
WGST, Atlanta, Ga.

HORST, RUDY
WSLB, Ogdensburg, N. Y.

HOWARD, ELIZABETH
NBC, Pepper Young's Family.

HOWARD, HERB
WNAX, Yankton, S. D.

HOWE, LOUISE HILL
KSL, Salt Lake City, Utah.

HUDDLESTON, KENNETH
WNOX, Knoxville, Tenn.

HUDSON, HAL
KNX, Los Angeles, Calif.

HUGHES, GLENN
WSB, Atlanta, Ga. WSB Barn
Dance.

HUGHES, GORDON T.
CBS, Those We Love.

HURTLE, JACK
CBS, Kate Hopkins, NBC. El-
len Randolph.

— I —

ISHAM, DON
KOL, Seattle, Wash.

— J —

JACKOBSEN, LOU
WGN, Chicago, Ill.

JACKSON, EMMETT
WHIP, Hammond, Ind.

JACKSON, GEORGE
WBOW, Terre Haute, Ind.

JAMISON, KEITH
WMBD, Peoria, Ill.

JARVIES, LES
KFBI, Wichita, Kans.

JARVIS, ERNEST
KNX, Los Angeles, Calif.

JOHNSON, GEORGE S.
KOB, Albuquerque, N. M.

JOHNSON, WAYNE
WKBN, Youngstown, Ohio.

JOHNSTON, DIPPY
WDZ, Tuscola, Ill.

JOHNSTON, RUSS
KNX, Los Angeles, Calif.

JOHNSTONE, JACK
MBS, Who Knows.

JONASON, WILLIAM
KFEQ, S. Joseph, Mo.

JONES, JACK
WATL, Atlanta, Ga.

JONES, PAUL
WFLA, Tampa, Fla.

JONES, RUSSEL
WIOD, Miami, Fla.

JOYNER, GORDON
WMBD, Peoria, Ill.

— K —

KABER, RUSS
KGCV, Mandan, N. D.

KALER, RAN
WFAS, White Plains, N. Y.

KALTENBORN, ROLF
CBS.

KARL, MAX
WCCO, Minneapolis, St. Paul.
Minn.

KARSON, LEE
KTAR, Phoenix, Ariz.

KAUFMANN, HARRY J.
WDAF, Kansas City, Mo.

KAV, BOB
WTAX, Springfield, Ill.

KEACH, STACY
WSAV, Savannah, Ga. Saga
of Savannah.

KEIRSEY, AL
KROD, El Paso, Texas.

KELLY, PAT
KFRC, San Francisco, Calif.
Standard Symphony Program.
Brain Battle.

KEMPER, HOWARD
KBST, Big Spring, Texas.

KENNEDY, KEN
WDAY, Fargo, N. D.

KENT, JAMES
CKCK, Regina, Sask., Can.

KERRIGAN, JACK
WHO, Des Moines, Iowa.

KERWOOD, ORIE
KMMJ, Grand Island, Nebr.

KIEGAN, MONTE
WOAJ, San Antonio, Texas.

KIMMELL, HAROLD
KEDA, Amarillo, Texas.

KINGTON, IVAN
CKOC, Hamilton, Ont., Can.

KIRKWOOD, JACK
KFRC, San Francisco, Calif.

KITTS, ED
WHIS, Bluefield, W. Va.

KLEIN, RALPH
WNBC, New Britain, Conn.

KNIGHT, JAMES
WATL, Atlanta, Ga.

KNOERNSCHILD, ELMER
KFUO, Clayton, Mo.

KNOPP, ELMER
WFDF, Flint, Mich.

KNORR, FRED
WMBC, Detroit, Mich.

KNOX, RALPH
WGL-WOVO, Ft. Wayne, Ind.

KRAMP, LARRY
WCBS, Springfield, Ill.

KRUEGER, FRANK
WHOM, Jersey City, N. J.

KRUG, PETER A.
WEBR, Buffalo, N. Y.

KRUSE, HARVEY
General Management Co. Pro-
gram KSTP.

KURTA, EDWARD
WMBS, Uniontown, Pa.

KYLER, JAMES F.
WCLO, Janesville, Wisc.

— L —

LAFFER, JACK
KANS, Wichita, Kans.

LAMBERTZ, KARL
WFAA, Dallas, Texas.

LANG, CHARLES WILLIAM
KFKA, Greeley, Colo.

LANG, WARD
KTTSA, San Antonio, Texas.

LANGGUTH, ANTHONY
WESX, Salem, Mass.

LANTZ, JAMES
KSAL, Salina, Kans.

LAROSE, P.
CKCH, Hull, Que. Arranger.

LATEAU, HERBERT
KVOO, Tulsa, Okla.

LaVALLE, GENE
WMAN, Mansfield, Ohio.

LAVERY, DON
WEDC, Chicago, Ill.

LAW, CHARLES
KLO, Ogden, Utah.

LAWHON, JOEL
WFBC, Greenville, S. C.

LAWRENCE, G.
CJAT, Trail B. C., Can.

LAWRENCE, GEORGE
CKCK, Regina, Sask., Can.

LAWRENCE, JAMES
KLO, Ogden, Utah.

LAWRENCE, WILLIAM
WENR-WMAQ, Chicago, Ill.

LeCROIN THOR
KFAC, Los Angeles, Calif.

LEE, BURR
WMAQ-WENR, Chicago, Ill.

LELAND, JR., CY
Bewley's Chuck Wagon Gang
ETs.

LEVEY, ROBERT
KMBC, Kansas City, Mo.

LEWIS, ADDISON
Med-O-Vapo Program WMIN-
WIBC-WING.

LIBBY JOHN C.
WCOU, Lewiston, Me.

LIBYARD, DUKE
WCLE-WHK, Cleveland, Ohio.
The Junior Showboat.

LILES, MARDI
WNNC, Asheville, N. C.

LINDQUIST, LANSING B.
WSYR, Syracuse, N. Y.

LINDSAY ART
KXRO, Aberdeen, Wash.

LINN, KEN
KOME, Tulsa, Okla.

LITTLE, BOB
WGL-WOVO, Ft. Wayne, Ind.

LIVINGSTONE, CHARLES
WXYZ, Detroit, Mich.

LLEWELLYN AL
WCLE-WHK, Cleveland, Ohio.

LLOYD, JACK
WTHF, Hartford, Conn.

LOGAN, DON
KROW, Oakland, Calif.

LOGAN, GEORGE
KVI, Tacoma, Wash.

LONDON ETHEL
WTMC, Ocala, Fla.

LONG, CHET
WIRE, Indianapolis, Ind.

LONG, DEANE S.
WAKR, Akron, Ohio.

LOUDON, GORDON
KALB, Alexandria, La.

LOUGHRANE BASIL
NBC, The Parker Family.

LOVELESS, WENDELL P.
WMBI, Chicago, Ill.

LOWE, GUY W.
KFRU, Columbia, Mo.

LOWELL, MAURICE
NBC, Lincoln Highway, This
Small Town.

LUCAS RUPERT
CBY-CBL, Toronto, Ont., Can.

BACKSTAGE

LUCIUS, MARY
 WBMS, Uniontown, Pa.
LUDWIG, LYELL
 WCLO, Janesville, Wisc.
LUNDQUIST, H. W.
 WEEI, Boston Mass.
LUNN, BERT
 WAAB-WNAC, Boston, Mass.
LYONS, JIM
 KVOE, Santa Ana, Calif.
LYONS, RUTH
 WKRC, Cincinnati, Ohio.

— M —

McAVITY, TOM
 NBC, Bob Hope Program.
McCALLISTER PAUL
 KVSF, Sante Fe, N. M.
McCARTHY, EDWARD
 WBNY, Buffalo, N. Y.
McCLEAN, JR.
 Adopted Daughter ETs.
McCLOUD, TY
 WROL, Knoxville, Tenn.
McCORMICK, STEPHEN
 WOL, Washington D. C.
McELROY, GLADYS
 WBAB, Atlantic City, N. J.
 St. James Players.
McFARLAND, JESSICA
 WMBD, Peoria, Ill.
McGEER, ADA
 CBR, Vancouver, B. C., Can.
McGINNIS BOB
 KMJ, Fresno, Calif.
McGRANE, J. C.
 KVSF, Sante Fe, N. M.
McGRATH, WILLIAM
 WNEW, New York, N. Y.
McGUIRE, RAY
 WGRM, Greenwood, Miss.
McKEMIE, W. G.
 KGKL, San Angelo, Texas.
McKIBBEN, JAMES
 KECA-KFI, Los Angeles, Calif.
McKINLAY, LYNN
 KSL, Salt Lake City, Utah.
McLEOD, DUKE
 CFAR, Flin Flon, Man. Can.
McLENDON, LEE
 KROW, Oakland, Calif.
McMASTER, JOHN
 WMEX, Boston, Mass.
McWHORTER, DON
 WBLK, Clarksburg, W. Va.
MacDONALD JOHN
 WPIC, Sharon, Pa.
MacDONALD, WILLIAM
 WCAR, Pontiac, Mich.
MacDONNELL, NORMAN
 KNX, Los Angeles, Calif.
MacMILLAN, DON
 CKCK, Regina, Sask. Can.
MacMURRAY, TED
 WENR-WMAQ, Chicago, Ill.
MacRAE, ROSS
 CKCK, Regina, Sask., Can.
MAGEE, GEORGE
 WEVD, New York N. Y.
 Musical Clock, News Com-
 mentary, Musical Program.
MAGUIRE, WALTER
 WCAM, Camden, N. J.
MALCHOW, GRACE
 WBRB, Red Bank, N. J. Hap-
 piness Village.
MALL, DICK
 KCKN, Kansas City, Kans.
MALOUIN, ROY
 CKAC, Montreal, Que., Can.
MARCH, MILL
 WFPG, Atlantic City, N. J.
MARGOLIS, WILLIAM
 WABD, Brooklyn, N. Y.

MARQUIS ARNOLD
 KPO-KGO, San Francisco,
 Calif.
MARTA, JACK
 WJMS, Ironwood, Mich.
MARTIN, CHARLES
 NBC, Johnny Presents.
MARTIN, DON
 WFIL, Philadelphia, Pa.
MARTIN, THOMAS
 WGY, Schenectady N. Y.
MARTINEAU, BOB
 WTHP, Hartford, Conn.
MASON, LIN
 WKRC, Cincinnati, Ohio.
MATHEWS, BILL
 KMYC, Marysville, Calif.
MAWSON, RICHARD
 WBAX, Wilkes, Barre, Pa.
MEADE, CHAS. B.
MELBY, EARL
 WLOF, Orlando, Fla.
MELVILLE, C. E.
 KMPC, Beverly Hills, Calif.
 Policewoman Christie.
MENSER, C. L.
 NBC-Blue, Tom Mix Straight
 Shooters.
MERDIAN, JACK
 WSTV, Steubenville, Ohio.
METCALE, DEAN
 KARM, Fresno, Calif.
MIDDLETON, GLENN
 KNX, Los Angeles, Calif.
MIDGELY, JOHN
 WCBS, Springfield, Ill.
MILBOURNE, L. WATERS
 WCAO, Baltimore, Md.
MILES, WILLIAM
 WBNY, Buffalo, N. Y.
MILLARD, ROSS
 CFEB, Toronto, Ont., Can.
MILLEN, PAUL
 WMAQ-WENR, Chicago, Ill.
MILLER, ALLAN
 WTOL, Toledo, Ohio.
MILLER, DURHAM
 WHIO, Dayton, Ohio.
MILLER, HANK
 KRLL, Dallas, Texas.
MILLER, OLIVE
 KCKN, Kansas City, Kans.
MILLER WILLARD I.
 WOLS, Florence, S. C.
MILNE, JAMES T.
 WELI, New Haven, Conn.
MITCHELL, JACK
 KTSA, San Antonio, Texas.
MIMS, STUART
 WAPI, Birmingham, Ala.
MISENER, R. E.
 CKOV, Kelowna, B. C.
MOBIE, R. THOMPSON
 KABR, Aberdeen, S. D.
MOEGLE, FRED
 WTMV, East St. Louis, Ill.
MOENCK, RUTH
 WOC, Davenport, Iowa.
MOFFETT, RAYMOND W.
 WCAO, Baltimore, Md.
MONK, LLOYD
 CKGB, Timmins, Ont., Can.
MONTGOMERY, JOHN
 WFPG, Atlantic City, N. J.
MOORE, T. O.
 WAJR, Morgantown, W. Va.
MOORE, VERN
 KIDO, Boise, Idaho.
MORGAN, ARNOLD
 KOL, Seattle, Wash. Armchair
 Theater.
MORGAN, ERNEST
 CBR, Vancouver, B. C., Can.
MORGAN, WILLIAM
 WCAR, Pontiac, Mich.

MORRISON, HUGH
 CBY-CBL, Toronto, Ont., Can.
MORTON, DON
 WEAN, Providence, R. I.
MOSES, JOHN
 WHCK, Columbus, Ohio.
MOTTA, CHARLES
 WVFV, Brooklyn, N. Y.
MOYLE, PAUL
 WCNC, Elizabeth City, N. C.
MULHOLLAND, ROSS
 WXYZ, Detroit, Mich.
MUNSON, LYLE
 WTAX, Springfield, Ill.
MURPHEY, ED.
 KWKH-KTBS, Shreveport, La.
MURRAY, ERNEST
 KATE, Albert Lea, Minn.
MUSSON, T. DUDLEY
 WHAS, Louisville, Ky.

— N —

NASH, BARNES
 WHIS, Bluefield, W. Va.
NAYLOR, DON
 WGST, Atlanta, Ga.
NEAL, EVERETT
 KQV, Pittsburgh, Pa.
NEWMAN, IVON
 WNLC, New London, Conn.
NICKELL, JOE
 WIBW, Topeka, Kans.
NICKESON, DICK
 WFMJ, Youngstown, Ohio.
NILES, FREDERICK
 WHA, Madison, Wisc.
NUSBAUM, MORT
 WSAV, Rochester N. Y.

— O —

OBLER, ARCH
 NBC, Everyman's Theater.
O'CONNOR, CHARLES
 NBC, Johnny Presents.
OLSON, DAVID W.
 WCAE, Pittsburgh, Pa.
OLSON, RAY
 WOW, Omaha, Nebr.
O'NEILL, JACK
 WFBL, Syracuse, N. Y.
OSBORNE HENDREE
 WRNL, Richmond, Va.
OSBORNE, OZZIE
 KGGF, Coffeyville, Kans.
O'TOOLE, WILLIAM J.
 WCAO, Baltimore, Md.
OWEN, ALFRED
 WJRD, Tuscaloosa, Ala.
OWEN BOB
 KWNO, Winona, Minn.
OWENS, MAURICE P.
 WROK, Rockford, Ill.

— P —

PADGETT, PAT
 WBML, Macon, Ga.
PALMER, LOU
 KBST, Big Springs, Texas.
PAPP FRANK
 WENR-WMAQ, Chicago, Ill.
PARKER, EVERETT
 WHIP, Hammond, Ind.
PARKER, F. B.
 KPPC, Pasadena, Calif.
PARKER, GLEN
 WHO, Des Moines, Iowa.
PARRISH WYNNE
 WOLF, Syracuse, N. Y.
PARSONS, PEG
 WLEW, Erie, Pa.
PARSONS, ROBERT
 WMBI, Chicago, Ill.

BACKSTAGE

- PARSONS, WILLIAM C.**
KTOH, Lihue, T. H.
- PASCOE, HARRY**
WINS, N. Y.
- PAULSGROVE, WM. H.**
WJEJ, Hagerstown, Md.
- PEACH, JACK**
CBR, Vancouver, B. C. Can.
- PEARSON, JOHN**
KOMO-KJR, Seattle, Wash.
- PENMAN, CHARLES**
CBS, Stepmother.
- PERRIN, T. E.**
KRRV, Sherman, Texas.
- PERRY, CAMERON**
CJOC, Lethbridge, Alberta, Can.
- PERRY, ROBERT N.**
WORL, Boston, Mass.
- PETRIE, C. R.**
WCBA-WSAN, Allentown, Pa.
- PHILBIN, BOB**
WCLS, Joliet, Ill.
- PHILLIPS, FRED**
WDLF, Panama City, Fla.
- PHIPPS, JACK**
WBT, Charlotte, N. C.
- PIERCE, EDDIE**
WDLF, Panama City, Fla.
- PIERCE, MATT**
WHEC, Rochester, N. Y.
Rhythm in Rhyme.
- PIERCE, PAUL**
KNX, Los Angeles, Calif.
- PLAMADORE, RAY**
WKBH, La Crosse, Wis.
- PLUMLEE, PAUL**
KGLU, Safford, Ariz.
- POLLARD, PHIL**
WFBC, Greenville, S. C.
- POLLOCK, BOB**
WSB, Atlanta, Ga.
- POOLER, WALDO**
WTAM, Cleveland, Ohio.
- PORTER, EARL**
WIL, St. Louis, Mo.
- POULTON, CURT**
WDZ, Tuscola, Ill.
- POWELL, KENNETH**
WENY, Elmira, N. Y.
- PRESTON, MARLOWE**
KGKL, San Angelo, Texas.
- PRICE, JAMES**
WCAM, Camden, N. J.
- PROCTOR, ROBERT**
WDAE, Tampa, Fla.
- PROVAN, BOB**
WDRG, Hartford, Conn.
- PROVOL, GEORGE A.**
KDYL, Salt Lake City, Utah.
- PRUD'HOMME, CAMERON**
KGO-KPO, San Francisco, Calif.
- PUDNEY, EARLE**
WBML, Macon, Ga.
- PURCELL, CHARLES W.**
WCAO, Baltimore, Md.
- PURDY, RAI**
CFRB, Toronto, Ont., Can.
- PYLE, J. HOWARD**
KTAR, Phoenix, Ariz.
- Q —
- QUALTROUGH, MORRISON**
KROD, El Paso, Texas, ranger.
- R —
- RATIGAN, WM. C.**
KOA, Denver, Colo.
- RAYNER, W.**
CFRN, Edmonton, Alberta, Can.
- REA, ERNIE**
WHAS, Louisville, Ky.
- REED, MILES**
WCFL, Chicago, Ill.
- REID, JAMES W.**
WFBC, Greenville, S. C.
- REID, LEWIS**
Chateau Martin Wine spots.
- REID, MICHAEL**
KVRS, Rock Springs, Wyo.
- REJERIAN, ARAM**
KVEC, San Luis Obispo, Calif.
- REYNOLD, PAUL**
WDBJ, Roanoke, Va.
- RIBBE, JOHN**
KGO-KPO, San Francisco, Calif.
- RICCA, ERNIE**
WWJ, Detroit, Mich.
- RICHARDS, ROBERT**
WSPD, Toledo, Ohio.
- RICKER, BILL**
WDEV, Waterbury, Vt.
- RILEY, LOWELL**
WBNS, Columbus, Ohio.
- ROARK, C. A.**
KRLH, Midland, Texas.
- ROBERTS, CLIFFORD**
WHA, Madison, Wis.
- ROBERTS, HOWDY**
WMT, Cedar Rapids-Waterloo, Iowa.
- ROBERTSON, BRUCE**
KOAM, Pittsburgh, Kans.
- ROBERTSON, JAMES**
WIBA, Madison, Wis.
- ROBINSON, MAX**
WHO, Des Moines, Iowa.
- ROEHLING, JOSEPH**
WGL-WOWO, Ft. Wayne, Ind.
- ROGERS, FAY**
WOPI, Bristol, Tenn.
- ROSE, WILLIAM**
WCAX, Burlington, Vt.
- ROSENBERG, ISRAEL**
WFW, Brooklyn, N. Y.
- ROSS, DICK**
KMO, Tacoma, Wash.
- ROWLAND, VIC**
KVOE, Santa Ana, Calif.
- ROY, ARMAND**
CKCV, Quebec, Que.
- RUGGLES, WALLACE**
KGO-KPO, San Francisco, Calif.
- RUNNION, GUY**
WKY, Oklahoma City, Okla.
- RUSHWORTH, J. E.**
WEEL, Boston, Mass.
- S —
- SAGUE, SAM**
WMCA, A Step Towards Happiness.
- SANDERS, ERNIE**
WHO, Des Moines, Iowa.
- SANFORD, BILL**
KMJ, Fresno, Calif.
- SAUNDERS, WILLIAM**
WLSL, Roanoke, Va.
- SCHMITTER, DEAN**
KTBS-KWKH, Shreveport, La.
- SCHWARTS, BILL**
KPWB, Los Angeles, Calif.
- SCHWARTZ, HAROLD**
WNLC, New London, Conn.
- SCOGGINS, J. P.**
WFAA, Dallas, Texas, Ar.
- SCOTT, A. D.**
WENR-WMAQ, Chicago, Ill.
- SCOTT, MARTHA ANN**
WCNC, Elizabeth City, N. C.
- SEARS, BILL**
KUTA, Salt Lake City, Utah.
- SEXTON, JACK**
WTAD, Quincy, Ill.
- SHACKLEY, GEORGE**
NBC, National Vespers, National Radio Pulpit.
- SHAFFER, ROGER**
WORD, WSPA, Spartanburg, S. C.
- SHARP, JACK**
WCLS, Joliet, Ill.
- SHAYON, ROBERT L.**
WOR, Newark, N. J.
- SHERDEMAN, TED**
NBC, Brenthouse, Candid Lady, Studio S-4, Latitude Zero, Where and When, Hedda Hopper, Those We Love.
- SHURICK, EDDIE**
WLOL, Minneapolis-St. Paul, Minn.
- SHUTE, JR., ELDEN H.**
WCOU, Lewiston, Me.
- SIEVERS, ROBERT**
WGL-WOWO, Ft. Wayne, Ind.
WMB, Uniontown, Pa.
- SIMMONS, DAVE**
KDYL, Salt Lake City, Utah.
- SIMMONS, PAUL**
WGNY, Newburgh, N. Y. Simmons Singers.
- SINGLETON, KENNETH**
WTRC, Elkhart, Ind.
- SKELTON, KENNETH W.**
WDAE, Tampa, Fla.
- SKINNELL, J. F.**
WMBG, Richmond, Va.
- SLAGLE, JOHN**
WXYZ, Detroit, Mich.
- SLATTERY, E.**
CKCH, Hull, Que., Can.
- SMITH, C.**
CJAT, Trail, N. C., Can.
- SMITH, IAN**
CBY-CBL, Toronto, Ont., Can.
- SMITH, J. EDWARD**
WFBC, Greenville, S. C.
- SMITH, PHIL**
WKPA, New Kensington, Pa.
- SMITH, WHEELER**
KOL, Seattle, Wash.
- SMOCK, BOB**
WIRE, Indianapolis, Ind.
- SNOW, BILL**
WSGN, Birmingham, Ala.
- SNOWDEN, JR., WILLIAM A.**
WTAL, Tallahassee, Fla.
- SNYDER, GEORGE**
WHLS, Port Huron, Mich.
- SNYDER, RALPH**
WLA-V, Grand Rapids, Mich.
- SNYDER, SAM**
WHIS, Bluefield, W. Va.
- SOPER, HELENE**
KTRI, Sioux City, Ia.
- SPARNON, KEN**
WHEC, Rochester, N. Y.
- SPENCER, DON**
WBLJ, Dalton, Ga.
- SPENCER, RONNY**
KATE, Albert Lea, Minn.
- SPIEGLE, STANLEY**
KKRO, Aberdeen, Wash.
- STANLEY, CLINTON**
WENR-WMAQ, Chicago, Ill.
- STANLEY, JOHN**
WNAC, Boston, Mass.
- STAPP, JACK**
WCM, Nashville, Tenn.

BACKSTAGE

STARKS, PRICE
WINN, Louisville, Ky.

STEELE, TED
CBS, Ted Steele Songs.

STEFFY, GEORGE
WAAB, WNAC, Boston, Mass.

STEPP, T. E.
KOA, Denver, Colo.

STERNI, GIUSEPPE
WOV, New York, N. Y. La Rosa Program.

STEVENS, CARLYLE
KTUL, Tulsa, Okla.

STEVENS, HARMON
WHLS, Port Huron, Mich.

STEWART, RALPH E.
WMBI, Chicago, Ill.

STONE, SIDNEY
WOI, Ames, Iowa.

STRAUSS, WILLIAM D.
WQXR, New York, N. Y.

STRICKLER, EDDIE
KOAM, Pittsburg, Kans.

STUCKWISH, M. H.
WSOY, Decatur, Ill.

STUDEBAKER, G. S.
KUIJ, Walla Walla, Wash.

SULIVAN, DOROTHY
WAIM, Anderson, S. C.

SUMMERS, LT. THOMAS
WCAR, Pontiac, Mich.

SUSSON, E. G.
CBS, Lady Esther Program.

SUTTON, CLAUDE
CHLP, Montreal, Que., Can.

SWEENEY, FLORENCE
CKCK, Regina, Sask., Can.

SYMES, BERT
KLS, Oakland, Calif.

— T —

TALBOT, CLARENCE
KALE, Portland, Ore.

TANNEHILL, HAROLD
KWRS, Rock Springs, Wyo.

TAYLOR, CLAUDE
WLVA, Lynchburg, Va.

TEDDIE, PETE
WRR, Dallas, Texas.

TEDRICK, BILL
KWOC, Poplar Bluff, Missouri.

TEELA, DICK
KRNT-KSO, Des Moines, Iowa.

TEMPLE, GEORGE
CBY-CBL, Toronto, Ont., Can.

TERRY, BILL
WSGN, Birmingham, Ala.

THATCHER, JACK
KGY, Olympia, Wash.

THATCHER, MARY E.
WCOP, Boston, Mass.

THOMAS, HARRY
KGGM, Albuquerque, N. M.

THOMAS, LARRY
WDAS, Philadelphia, Pa.

THOMAS, TOMMY
KIRO, Seattle, Wash.

THOMPSON, DON
KGO-KPO, San Francisco, Calif.

THOMPSON, JOHNNY
WFAA, Dallas, Texas. Arranger.

THOMPSON, REO
CJCA, Edmonton, Alta., Can.

THIBERG, HERMAN
WARM, Scranton, Pa.

TINLEY, JR., G. HOWARD
WCAO, Baltimore, Md.

TODD, ARTHUR
CKOC, Hamilton, Ont., Can.

TOLLIVER, DON
WTMV, East St. Louis, Ill.

TRACY, STERLING
KNX, Los Angeles, Calif.

TREMBLE, SIDNEY
KSAL, Salina, Kans.

TUCKER, EDWIN
WCAM, Camden, N. J.

TUCKER, TOMMY
WTSP, St. Petersburg, Fla.

TURNER, GLEN
CHAB, Moose Jaw, Sask., Can.

TURNEH, HARRY
KOBH, Rapid City, S. D.

TURNER, JIM
WLBJ, Bowling Green, Ky.

— U —

ULRICH, A. B.
WENR-WMAQ, Chicago, Ill.

ULRICH, CARL
WAAF, Chicago, Ill.

URQUHART, CHARLES
WMAQ-WENR, Chicago, Ill.

— V —

VANCE, KEN
WJHO, Opelika, Ala.

VANDA, CHARLES
KNX, Los Angeles, Calif.

VAN DRIEL, ROBERT
KGGM, Albuquerque, N. M.

VAN HAAFTEN, BUD
KOB, Albuquerque, N. M.

VAN SANT, HARRY
WINN, Louisville, Ky.

VARES, GEORGE
WEDC, Chicago, Ill.

VIDOL, WILLIAM
WGH, Newport News, Va.

VON EGGER, HAROLD
KGKI, San Angelo, Texas.

VOUTAS, GEORGE
WENR-WMAQ, Chicago, Ill.

— W —

WALL, GILBERT
WBEN, Buffalo, N. Y.

WALLACE, JACK
KBRC, Abilene, Texas.

WALLIS, EDWARD
WIP, Phil., Pa.

WALLISER, BLAIR
WGN, Chicago, Ill.

WALSH, ELAINE
CKNX, Wingham, Ont.
Kiddies' Party.

WALTMAN, LA VELL
KROC, Rochester, Minn.

WALTON, SIDNEY
NBC, Sidney Walton's Music.

WARD, CHANNING (MRS.)
WRNL, Richmond, Va.

WARD, DAVE
WKRC, Cincinnati, Ohio.

WATKINS, DICK
KRGV, Westlaco, Texas.

WATSON, JR., LOREN L.
WIS, Columbia, S. C.

WEAVER, MEL
WDEV, Waterbury, Vt.

WEGENER, DICK
KARM, Fresno, Calif.

WELCH, HOMER
KEX-KGW, Portland, Oregon.

WELLER, ROSS
WSAY, Rochester, N. Y.

WELLS, JACK
CFQC, Saskatoon, Sask., Can.

WERLING, RUPE
WIBG, Glenside, Pa.

WERTZ, HOYT
WIBW, Topeka, Kans.

WEST, PAUL
KSFO, San Francisco, Calif.

WESTER, CARL
Woman in White, CBS. Road of Life, NBC-CBS.

WETZEL, MAURICE
WMAQ-WENR, Chicago, Ill.

WETZLER, JOSEPHINE
WMBD, Peoria, Ill.

WHEELER, GEORGE
WRC-WMAA, Washington, D. C.

WHITE, PAT
KWKH-KTBS, Shreveport, La.

WHITE, ROBERT
WENR-WMAQ, Chicago, Ill.

WHITESCARVER, WILDA
KCKN, Kansas City, Kans.

WHITWORTH, RAY
KVVOC, Vernon, Texas.

WIDNEY, STAN
WHO, Des Moines, Iowa.

WIGGINS, WALLACE
KVOE, Santa Ana, Calif.

WIGHT, H. B.
WCAX, Burlington, Vt.

WIKLUND, T. O.
CBY-CBL, Toronto, Ont., Can.

WILBUR, CRANE
CBS, Big Town.

WILDE, L.
WIF, St. Louis, Mo.

WILHELM, GEORGE
KXRO, Aberdeen, Wash.

WILKINSON, STEVEN
KMPC, Beverly Hills, Calif.
Policewoman Christie.

WILLIAMS, MARYNELL
WRNL, Richmond, Va.

WILLIAMS, MILDRED E.
WTAL, Tallahassee, Fla.

WILLIAMS, ROLLIE
KMOX, St. Louis, Mo.

WILLIS, J. FRANK
CBY-CBL, Toronto, Ont., Can.

WILSON, BOB
WADC, Akron, Ohio.

WILSON, BOB
WGL-WOVO, Ft. Wayne, Ind.

WILSON, FRED
WTAM, Cleveland, Ohio.

WOLEVER, JACK J.
KWFC, Hot Springs, Ark.

WOLFE, EDWIN
NBC, Pepper Young's Family.

WOOD, BARRY
CKCK, Regina, Sask., Can.

WOOLF, JOHN M.
KDYL, Salt Lake City, Utah.

WORCESTER, CHARLES
WNAX, Yankton, S. D.

WRIGHT, JOHN H.
WBZ-WBZA, Boston - Springfield, Mass.

WRIGHT, MEL
KLO, Osdon, Utah.

WYANT, DALLAS
WCMI, Ashland, Ky.

WYLY, RUSSELL
WMBD, Peoria, Ill.

— Y —

YANDON, DEL
KPPY, Spokane, Wash. Arranger. Morning Neighbors. This Woman's World, Studio Party. Swingstrumentalists, Swing Trio.

— Z —

ZELLNER, LESTER
WTRC, Elkhart, Ind.

ZIEBARTH, E. W.
WLB, Minneapolis, Minn.

ZINK, ALBERT
WEBR, Buffalo, N. Y.

ZITCER, AL
KYA, San Francisco, Calif.



MUSICAL
DIRECTORS
OF STATIONS



*—A Nation Wide Listing
Arranged According to States
and Stations.*

MUSICAL DIRECTORS OF STATIONS IN THE UNITED STATES



Alabama

Birmingham,
 WAPI.....Clo McAlpin
 WBRC.....Herbert C. Grieb
 Decatur, WMSL.....John Boggess
 Mobile, WALA.....Jack Lewis
 Montgomery,
 WCOV.....Weston Britt
 WSFA.....E. Caldwell Stewart
 Muscle Shoals, WMSD.....James Connolly
 Tuscaloosa, WJRD.....Wilhelmina Quarles

Arizona

Globe, KWJB.....Elgin McCarty
 Phoenix,
 KOY.....Alfred Becker
 KTAR.....Paul Giroux
 Prescott, KYCA.....Art Willcox
 Safford, KGLU.....Alberta Hunt
 Tucson, KTUC.....Keith Loftfield
 Yuma, KYUM.....Irene Belzer

Arkansas

Fort Smith, KFPW.....Afton Blake
 Hot Springs, KWFC.....Doc Warren
 Little Rock, KARK.....Paul Godt

California

Berkeley, KRE.....Harold Hawley
 Beverly Hills, KMPC.....Rex Corey
 Chico, KHSL.....Earl Wright
 Eureka, KIEB.....James Fasullo
 Fresno, KARM.....Jack Clawson
 Long Beach, KFOX.....Rolly Wray
 Los Angeles,
 KECA.....Claude Sweeten
 KFAC.....Don Otis
 KFI.....Claude Sweeten
 KFWB.....Leon Leonardi
 KHJ.....Dave Rose
 KMTR.....Salvatore Santaella
 KNX.....Lud Gluskin
 KRKD.....Salvatore Santaella
 Marysville, KMYC.....Robert Hambly
 Oakland, KROW.....Edward House
 Pasadena, KPPC.....Leon Hall
 Sacramento,
 KFBK.....George Breece
 KROY.....Garland Schuler
 San Diego, KGB.....George Bacon
 San Francisco,
 KFRC.....Cy Trobbe
 KSFO.....Dick Aurandt
 KYA.....Edward Fitzpatrick
 San Jose, KQW.....Fred Ruegg
 Santa Rosa.....Howard McCauley
 Visalia, KTKC.....Jerry Irwin
 Watsonville, KHUB.....Nana Taylor

Colorado

Colorado Springs, KVOR.....Duane Osborn
 Denver,
 KLZ.....Les Weelans
 KOA.....Milton Shrednik and Chester Smith
 KVOD.....J. E. Finch

Connecticut

Bridgeport, WICC.....Gus Meyers, Jr.
 Hartford,
 WDRC.....Sterling V. Couch
 WHRT.....Charlotte Kaufman
 WVIC.....Moshe Paranov
 New Haven, WELI.....Marion J. Reynolds
 New London, WNLC.....Richard Benvenuti
 Waterbury, WATR.....Edith Lacco
 Waterbury-New Haven, WBRY.....Waldo S. Newbury

District of Columbia

Washington,
 WINX.....Bob Callahan
 WMAL.....Morgan Baer
 WOL.....Frank Blair
 WRC.....Morgan Baer

Florida

Fort Meyers, WFTM.....Barbara Brady
 Gainesville, WRUF.....Elizabeth Tew
 Jacksonville, WJHP.....Fred Maurie
 Lakeland, WLAK.....Elvan B. Wilson
 Miami Beach, WKAT.....Betty Lee Taylor
 Ocala, WTMC.....Charles Beresford, Jr.
 Orlando, WDBO.....Walter D. Kimble
 Panama City, WDLF.....Fred Phillips
 Pensacola, WCOA.....Ray Rogers
 St. Petersburg,
 WSUN.....Edith Ginn
 WTSP.....Keeta Martin
 Tampa,
 WDAE.....M. E. Plattner
 WFLA.....Frank Grasso

Georgia

Atlanta,
 WATL.....Ken Keese
 WGST.....Lola Wallace
 WSB.....Earl Landis
 August, WRDW.....Paul Reed
 Brunswick, WMOG.....Herman Lange
 Macon,
 WBML.....Mary Hester Richardson
 WMAZ.....Allie V. Williams
 Savannah,
 WSAV.....Electa Robertson
 WTQC.....Dwight J. Bruce

• • • **MUSICAL DIRECTORS** • • •

Idaho

Boise, KIDO..... Vern Moore
 Pocatello, KSEI..... Ruthe A. Fletcher
 Twin Falls, KTFI..... Will E. Wright

•
Illinois

Aurora, WMRO..... Mary Louise Brown
 Chicago,
 WAAF..... James Kozak
 WBBM..... Caesar Petrillo
 WCFL..... John F. Kelly
 WEDC..... William P. Brady
 WENR..... Roy Shield
 WGES..... Irma Gareri
 WGN..... Henry Weber
 WJJD..... Ben Kanter
 WMAQ..... Roy Shield
 WSBC..... Dean Remick
 Cicero, WHFC..... D. Volkow
 Decatur, WSOY..... E. C. Doffenbaugh
 East St. Louis, WTMV..... Doyle Blackard
 Harrisburg, WEBQ..... Bernie Smith
 Peoria, WMBD..... Jack Lyon
 Rockford, WROK..... Florence L. Shugars
 Rock Island, WHBF..... Lucia Thompson
 Springfield, WCBS..... John Geil
 Tuscola, WDZ..... Herbert L. Johnston
 Urbana, WILL..... Lanson F. Demming

•
Indiana

Elkhart, WTRC..... Ethel Geiss
 Fort Wayne,
 WGL..... Jeane Brown
 WOWO..... Jeane Brown
 Gary, WIND..... Bob Atcher
 Hammond,
 WHIP..... Reinhardt Elster
 WJOB..... Joseph Gibbs Spring
 Indianapolis,
 WFBM..... Walter H. Reuleaux
 WIBC..... Harry Adams
 WIRE..... Harry Bason
 Muncie, WLBC..... Carl Noble
 New Albany,
 WGRC (Louisville, Ky.)..... Isabel Schroeder
 South Bend,
 WFAM..... Harlan Hogan
 WSBT..... Harlan Hogan
 Terre Haute, WBOW..... Leo Baxter

•
Iowa

Ames, WOI..... Tolbert MacRae
 Cedar Rapids & Waterloo,
 WMT..... Douglas B. Grant
 Davenport, WOC..... Pat Maynard
 Decorah, KWLC..... Prof. Theodore Nickel
 Des Moines,
 KRNT..... Dick Teela
 KSO..... Dick Teela
 Dubuque, WKBB..... Gleason Kistler
 Ottumwa, KBIZ..... Stan Corley
 Shenandoah, KMA..... Faylon Geist
 Sioux City, KSCJ..... Everret Timm

•
Kansas

Coffeyville, KGGF..... Ozzie Osborne
 Garden City, KIUL..... Dick Hamilton
 Great Bend, KVBG..... Ray Beals

Kansas City, KCKN..... Ruth Royal
 Pittsburg, KOAM..... Leota Helm
 Salina, KSAL..... Al Thompson
 Topeka, WIBW..... Maudie Shreffler
 Wichita,
 KANS..... Raymond Shelley
 KFBI..... Frank Chiddin

•
Kentucky

Louisville,
 WAVE..... Clifford Shaw
 WHAS..... Robert Hutsell
 WINN..... M. K. McCarten
 Owensboro, WOMI..... Lee C. Meredith
 Paducah, WPAD..... Ernest Pell

•
Louisiana

Alexandria, KALB..... John Pegues Kelley
 Lafayette, KVOL..... Richard Haynes
 Monroe, KMLB..... Melba Henry
 New Orleans,
 WSMB..... M. Sandi
 WWL..... Irving Vidacovich

•
Maine

Bangor, WABI..... Harold Dorr
 Lewiston, WCOU..... Bertrand Cote
 Portland, WCSH..... Wally Harwood

•
Maryland

Baltimore,
 WBAL..... Ruffino Iula
 WCAO..... John Varney
 WCBM..... Jack Rohr
 WFBR..... Joseph Imbroglia
 Frederick, WFMD..... Winston Shipley
 Hagerstown, WJEJ..... Charles Casael

•
Massachusetts

Boston,
 WAAB..... Francis J. Cronin
 WBZ & WBZA..... Avner Rakov
 WCOP..... Sidney P. Reinherz
 WEEI..... C. R. Hector
 WHDH..... Kenneth Wilson
 WMEX..... Alexander Thiede
 WNAC..... Francis J. Cronin
 WORL..... Robert N. Perry
 Greenfield, WHAI..... Warren Greenwood
 Springfield, WMAS..... Paul Pelletier
 Worcester, WTAG..... Onell Smith

•
Michigan

Detroit,
 WJBK..... Sybil Krieghoff
 WJR..... Samuel Benavia
 WMBZ..... Herbert Mertz
 WWJ..... Mische Kottler
 WXYZ..... Benny Kyte
 Flint, WFDF..... William Geyer
 Grand Rapids,
 WLAV..... Lew Stubman
 WOOD-WASH..... Sandy Meek
 Jackson, WIBM..... William Cizek
 Lapeer, WMPC..... A. O. Voorheis
 Port Huron, WHLS..... Lyle Patterson

• • • **MUSICAL DIRECTORS** • • •

Minnesota

Albert Lea, KATE.....Helen Davis
 Duluth, WEBC.....John Kleive
 Mankato, KYSM.....Maurice Piche
 Minneapolis-St. Paul,
 KSTP.....Leonard Leigh
 WDGY.....Carl Johnson
 WLB.....Leland B. Sateren
 WLOL.....Verne Rooney
 WMLN.....Lillian Jones
 Northfield, WCAL.....Oscar R. Overby
 Rochester, KRCC.....William Neville
 Winona, KWNO.....Margaret Johnson

•
Mississippi

Columbus, WCBI.....Annie Pearl Ferguson
 Jackson, WSLJ.....George Philp
 McComb, WSKB.....George Medaille

•
Missouri

Cape Girardeau, KFVS.....Virginia Bahn
 Clayton, KFCO.....Hilmar Rosenberg
 Columbia, KFRU.....Carl Stepp
 Kansas City, KMBC.....P. Hans Flath
 Poplar Bluff, KWOC.....Lola Sechrest
 St. Louis,
 KMOX.....Ben Feld
 KWK.....Al Sarli
 KXOK.....Stanley W. Daugherty
 WEW.....Ralph Stein
 WIL.....Allister Wylie
 Sedalia, KDRO.....William Dans

•
Montana

Great Falls, KFBB.....Roseoe Kernan
 Missoula, KGVO.....Margaret Castle
 Wolf Point, KGCX.....Skeets Shaw

•
Nebraska

Fremont, KORN.....Fred Christensen
 Omaha, WOW.....Fred Ebener

•
New Hampshire

Laconia, WLNH.....Sherwin Greenlaw
 Manchester, WFEA.....Alfred Enzel

•
New Jersey

Asbury Park, WCAP.....George Howard
 Atlantic City, WFPG.....Harold Stephens
 Camden, WCAM.....E. Nelson Layman
 Jersey City, WHOM.....Joseph DeLuca
 Newark, WOR.....Alfred Wallenstein
 Zarephath, WAWZ.....Orland Wolfram

•
New Mexico

Albuquerque,
 KGGM.....Joe Salsburg
 KOB.....Bud Nelson
 Santa Fe, KVSE.....Paul McCallister

New York

Albany,
 WABY.....Carl Miller
 WOKO.....Carl Miller
 Binghamton, WBNB.....Elizabeth Lamb
 Brooklyn,
 WARD.....Jeanette Fleischman
 WBBR.....Karl Klein
 WCNW.....Roger Wayne
 WVFW.....Lillian Delson
 Buffalo,
 WBEN.....Robert Armstrong
 WBNY.....Arthur Crosson
 WEBR.....Robert Armstrong
 Canton, WCAD.....H. Wellington Stewart
 Elmira, WENY.....Harry Springer
 Jamestown, WJTN.....John P. Lewis
 Newburgh, WGNV.....Jack Stolesbury
 New York,
 WBNX.....Fred Mendelsohn
 WEAF.....Frank Black
 WEYD.....Vladimir Heifetz
 WHN.....Don Albert
 WINS.....Hank Sylvan
 WJZ.....Frank Black
 WMCA.....Joe Rines
 WNEW.....Merle Pitt
 WNYC.....Herman Neuman
 WQXR.....Eddy Brown
 Niagara Falls, WHLD.....Ernie Whistler
 Ogdensburg, WSLB.....Ted Jarvis
 Olean, WHDL.....Elizabeth Brady
 Plattsburg, WMFF.....Don Hart
 Rochester,
 WHEC.....Ken Sparnon
 WSAY.....Betty Brown
 Syracuse,
 WFBL.....Thelma MacNeil Curren
 WOLF.....Rob Riddle
 WSYR.....Victor Miller
 Troy,
 WHAZ.....A. Olin Niles
 WTRY.....Tony Sharpe
 Utica, WIBX.....Walter Griswold
 White Plains, WFAS.....Ran Kaler
 Woodside, WWRL.....Adolph Gobel

•
North Carolina

Asheville, WWNC.....John Eversman
 Charlotte, WSOC.....Boe Norris
 Durham, WDNB.....Robert Stratton
 Elizabeth City, WCNC.....Paul Moyle
 Fayetteville, WFNC.....Bob Machat
 Goldsboro, WGBR.....Mrs. John Morris
 Greenville, WGTC.....J. D. Simpson, Jr.
 Raleigh, WRAL.....William M. Parker
 Wilmington, WMFD.....R. H. Bowden
 Wilson, WGTM.....Alberta Carr
 Winston-Salem,
 WAIR.....Charles Keaton
 WSJS.....Elsie Tuttle

•
North Dakota

Devils Lake, KDLR.....Kermit Myhre
 Grand Forks, KFJM.....Blanche Warnken
 Mandan, KGCU.....Russ Kaber
 Valley City, KOVC.....Arthur Lydell

• • • **MUSICAL DIRECTORS** • • •

Ohio

Akron, WJW.....Carl Ayers
 Ashtabula, WICA.....Harold Leaman
 Canton, WHBC.....James Minger
 Cincinnati,
 WCKY.....Rex Davis
 WCO.....Jesse Walker
 WKRC.....Ruth Lyons
 WLW.....William Stoess
 WSAI.....William Stoess
 Cleveland,
 WCLE.....Willard Pott
 WGAR.....Walberg Brown
 WHK.....Willard Pott
 WTAM.....Lee Gordon
 Columbus,
 WBNS.....Lowell Riley
 WHKC.....John Agnew
 WOSU.....Ann Charles
 Dayton,
 WHIO.....Henry Lange
 WING.....Charles Reeder
 Mansfield, WMAN.....Earl Black
 Zanesville, WHIZ.....James Minium

•
Oklahoma

Ardmore, KVSO.....Dolly Dutton
 Elk City, KASA.....F. Leon Deau
 Enid, KCRC.....Mabel Waken
 Oklahoma City,
 KOCY.....Frances Lester
 WKY.....Allan Clark
 Tulsa,
 KTUL.....Lillian Smithline
 KVOO.....Joe O'Neill

•
Oregon

Grants Pass, KUIN.....Harold Keibel
 Portland,
 KEX.....Abe Bereovitz
 KGW.....Abe Bereovitz
 KOIN.....Joseph Sampietro
 KWJF.....Eddie McElroy

•
Pennsylvania

Erie, WLEU.....Anthony Conti
 Glenside, WIBG.....Douglas Arthur
 New Castle, WKST.....A. W. Graham
 Philadelphia,
 WCAU.....Joey Kearns
 WDAS.....Joseph Schreibman
 WFIL.....Norman Black
 WIP.....Joe Frassetto
 WPEN.....Joseph Franzoza
 Pittsburgh,
 KDKA.....Bernie Armstrong
 WCAE.....Earl Truxell
 WJAS.....James Hughes
 WWSW.....Walter E. Sickles
 Scranton, WARM.....Edward Cusick
 Uniontown, WMBS.....J. Sullivan Sages
 Wilkes-Barre,
 WBAX.....Ken Beghold
 WBRE.....Louis Savitt

•
Rhode Island

Providence,
 WEAN.....Marion Thomas
 WJAR.....Earl Shean
 WPRO.....Edwin F. Drew

South Carolina

Anderson, WAIN.....Dan Ferguson
 Charleston,
 WCSC.....Thomas L. Means
 WHMA.....Kenneth Dent
 Columbia,
 WCOS.....Virginia Hook
 WIS.....Allyn Corris
 Greenville, WFBC.....James Dawson
 Spartanburg, WSPA.....Hal Moore
 Sumter, WFIG.....Graham Caddell

•
South Dakota

Watertown, KWAT.....Dorothy Vadakin
 Yankton, WNAX.....Rex Hays

•
Tennessee

Bristol, WOPI.....Fey Rogers
 Chattanooga,
 WAPO.....Jimmy Johnston
 WDOO.....Bob Barrett
 Cookeville, WHUB.....Willene Huddleston
 Jackson, WTJS.....James Allen
 Knoxville, WNOX.....Jerry Collins
 Memphis, WMC.....Leonard McEwen
 Nashville,
 WLAC.....Charles Nagy
 WSIX.....Thomas J. MacWilliams
 WSM.....P. Brescia and Beasley Smith

•
Texas

Amarillo,
 KFDA.....Audre Lipscomb
 KGNC.....Eddie Baumel
 Austin, KNOW.....Margaret Johnston
 Beaumont, KFDM.....George W. Caldwell
 Big Spring, KBSF.....Lou Palmer
 Dallas,
 KRLD.....Hyman Charninsky
 WFAA.....Karl Lampertz
 WRR.....Murray Lambert
 El Paso, KROD.....H. Arthur Brown
 Fort Worth, KFJZ.....George McCullough
 Houston, KPRC.....K. Burt Sloan
 Laredo, KPAB.....Adalaide Bunn
 Lubbock, KFYO.....Burnie Howell
 Palestine, KNET.....Leland Adams
 Pampa, KPDN.....Ken Bennett
 Pecos, KIUN.....Paul Cox
 Port Arthur, KPAC.....Jimmie Hart
 San Angelo, KGKL.....Lynn Bigler
 San Antonio,
 K TSA.....Rex L. Preis
 WOAI.....Dwight Bourn
 Sherman, KRRV.....Louise Cobbler
 Tyler, KGKB.....Pauline Park
 Vernon, KVWC.....Ray Whitworth
 Waco, WACO.....Mary Holiday
 Wichita Falls, KWFT.....Luella Crouch

•
Utah

Cedar City, KSUB.....Inez Corry
 Ogden, KLO.....Ed Berry
 Price, KEUB.....Jack Richards
 Salt Lake City,
 KDYL....."By" Woodbury
 KSL.....Gene Halliday
 KUTA.....Paul Alexander

• • • **MUSICAL DIRECTORS** • • •

Vermont

Waterbury, WDEV.....Mal Weaver

•

Virginia

Danville, WBTM.....Earl Hotaling
Newport News, WGH.....Willby Goff
Norfolk, WTAR.....Henry Cowles Whitehead
Richmond,
 WBBL.....M. A. Sltton
 WMBG.....J. Yellen
 WRVA.....E. D. Naff
Roanoke,
 WDBJ.....Mary Henson
 WSLS.....John Kirk
Suffolk, WLPM.....Ken Beavers

•

Washington

Aberdeen, KXRO.....Stan Spiegle
Everett, KRKO.....P. A. Mudgett
Longview, KWLK.....Dorothy Atkinson
Seattle,
 KOL.....Don Isham
 KRSC.....Jack Meves
Spokane,
 KFPY.....James B. Clark
 KHQ.....Earl Shinkoskey
Tacoma,
 KMO.....Marion Kay
 KVI.....Jane Powers
Walla Walla, KUJ.....Roy Dorr
Yakima, KIT.....Maryalyce Adkins

•

West Virginia

Bluefield, WHIS.....Gibson Morrissey
Clarksburg, WBLK.....Don McWhorter
Fairmont, WMMN.....Henry Gruner
Huntington, WSAZ.....Frank Knutti
Logan, WLOG.....Quinnelle Vann
Morgantown, WAJR.....Elsie Thomas
Parkersburg, WAPR.....Sarah L. Heermans Heck
Welch, WBRW.....Joe Herget
Williamson, WBTH.....Freda Wikehart

•

Wisconsin

Fond du Lac, KFIZ.....Lucille Fairbanks
Green Bay, WTAQ.....Herman Daumler
La Crosse, WKBH.....Gene Mendez
Madison,
 WHA.....Frederick Fuller
 WBAA.....Leon Persson
Marinette, WNAM.....P. F. Skinner
Milwaukee,
 WEMP.....Florence B. Kelly
 WISN.....Elmer Krebs
 WTMJ.....William J. Benning
Wausau, WSAU.....Vern Peterson

•

Wyoming

Cheyenne, KFBC.....Del Brandt

•

Alaska

Fairbanks, KFAR.....Don Adler

Territory of Hawaii

Honolulu, KGMB.....Al Kealoha Perry

•

Puerto Rico

Mayaguez, WPRA.....Celso Torres

CANADA

Alberta

Alberta,
Calgary, CFAC.....J. Toulson
Edmonton,
 CFRN.....R. Jacobs
 CJCA.....R. Taylor
Grande Prairie, CFGP.....Jack Soars

•

British Columbia

Chilliwack, CHWK.....Jack Bartindale
Kamloops, CFJC.....B. P. Cuff
Kelowna, CKOV.....R. E. Misener
Vancouver,
 CJOR.....Wallie Peters
 CKMO.....R. Wright
 CKWX.....F. C. Bass

•

Manitoba

Winnipeg,
 CJRC.....W. Wilson
 CKY.....P. H. Richardson

•

Nova Scotia

Halifax, CHNS.....R. L. Fry
Sydney, CJCB-CJCX.....Mrs. A. F. McKinnon

•

Ontario

Hamilton, CKOC.....Cyril Hampshire
North Bay, CFCH.....J. McLaren
Ottawa, CBO.....G. E. Whitteten
Owen Sound, CFOS.....Marie Keenan
St. Catharines, CKTB.....W. G. Adamson
Stratford, CJCS.....C. Trethewey
Sudbury, CKSO.....William Valentine
Timmins, CKGB.....Ted Earle
Toronto, CFRB.....Roy Locksley
Wingham, CKNX.....Harold Victor Pym

•

Quebec

Hull, CKCH.....A. Groulx
Montreal, CKAC.....Henri Letondal
Quebec,
 CBV.....J. M. Beaudet
 CHRC.....Gaston Voyer
 CKCV.....Edwin Belanger
Rouyn, CKRN.....John Hogue

•

Saskatchewan

Moose Jaw, CHAB.....J. S. Boyling
Prince Albert, CKBI.....G. Dobson
Regina,
 CJRM.....Sam H. Hillier
 CKCK.....Ross McRae
Saskatoon, CFQC.....Cy Cairns

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

As of January 1, 1941

GENERAL

Except Sundays, the licensee of each standard broadcast station shall maintain a minimum operating schedule of two-thirds of the total hours that it is authorized to operate between 6 a.m. and 6 p.m., local standard time, and two-thirds of the total hours it is authorized to operate between 6 p.m. and midnight, local standard time, 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 except as otherwise prescribed in the rules herein stated.

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 sta-

tions 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 the rule of operation during experimental periods herein stated. 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 licenses. Upon receipt of such statement the Commission will designate the applications 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 commence or cease operation of the station at the time of sunrise or sunset, the license will specify the hour of the day during each month of the license period when operation of such station will commence or 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 Commission 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 at such locations. 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 locations 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 authorized 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 licensee 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 incidents to or involved in an investigation by the Commission and concerning which the licensee has been notified, in which case they 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 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:

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.

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.

In case of all other programs (except provided in the rules stated herein) the identification announcement shall be made within two minutes of the hour and half-hour.

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 thirty minutes, shall be identified by appropriate announcement at the beginning of the program, at each thirty minute interval, and at the conclusion of the program; provided, however, that the identifying announcement at each thirty 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 thirty minutes;
2. A mechanical record, or a series thereof, of a longer duration than five minutes and not in excess of thirty 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 identifying announcement shall accurately describe the type of me-

chanical record used, i.e., where a transcription is used it shall be announced as a "transcription" or an "electrical transcription" and where a phonograph is used it shall be announced as a "record."

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) The licensee of a standard broadcast station may, without further authority of the Commission, rebroadcast a non-commercial program of an international 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.

(d) 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.

(e) 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 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."

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 disposition of such requests.



P R O G R A M S
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Major Networks

COMMERCIAL



Major Networks

SUSTAINING



Outstanding Local Programs

of Stations Everywhere

A COMPLETE LISTING OF MAJOR NETWORK — COMMERCIAL PROGRAMS OF 1940 —

Following is a complete listing of all national network commercial programs heard during the twelve-month period ending Jan. 1, 1941. 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. Abbreviations: PC, Pacific Coast; LS, Locally Sponsored.

A

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Acme White Lead and Color Works Paints & Lin-x	Smilin' Ed McConnell	NBC—Red	Henri Hurst & McDonald
Adam Hat Stores Hats	Boxing Bouts (Madison Square Garden and Outdoor)	NBC—Blue	Glicksman Advertising Co.
Affiliated Products, Inc. Edna Wallace Hopper and Louis Philippe, Cosmetics	The Romance of Helen Trent	CBS	Blackett-Sample-Hummert
Air Conditioning Training Corp. Correspondence School	Happy Jim Parsons Sidney Walton, Music	NBC—Blue NBC—Blue	National Classified Advertising Agency National Classified Advertising Agency
Albers Bros. Milling Co. Cereals	No Greater Glory Voice of Experience Adventures of Dr. Hunt Mine To Cherish	NBC—PC NBC—PC CBS—PC NBC—PC	Erwin, Wasey & Co. Erwin, Wasey & Co. Erwin, Wasey & Co. Erwin, Wasey & Co.
American Bird Products, Inc. Bird Food	American Radio Warblers	MBS	Weston-Barnett
American Economic Foundation Institutional	Wake Up America	MBS	Bayless-Kerr Co.
American National Bank of Denver Banking	Fulton Lewis, Jr.	MBS—LS	Raymond Keane Advertising Agency
American Oil Co. Gas and Oil	The Human Side of the News The Preakness (Horse Race)	CBS NBC—Red	Joseph Katz Co. Joseph Katz Co.
American Safety Razor Co. Razor Blades	Wythe Williams, As The Clock Strikes	MBS	Federal Advertising Agency

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
American Tobacco Co. Lucky Strike Cigarettes	Your Hit Parade Kay Kyser's College of Musical Knowledge Information Please	CBS NBC—Red and MBS NBC—Red	Lord & Thomas Lord & Thomas Lord & Thomas
American Tobacco Co. Half & Half Tobacco	Ben Bernie and All the Lads	CBS	Young & Rubicam
Anacin Co. Anacin	Our Gal, Sunday Easy Aces Just Plain Bill	CBS NBC—Blue NBC—Red and Blue	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
Atlantic Refining Co. Gos & Oil	Football Broadcasts	CBS	N. W. Ayer & Son
Axton Fisher Tobacco Co. Twenty Grand Cigarettes	Bob Garred	CBS—PC	McCann-Erickson, Inc. and Weiss & Geller

B

B. T. Babbitt Co. BAB-O Cleaner	David Harum	NBC—Red	Blackett-Sample-Hummert and Maxon, Inc.
Bank of America National Banking Service	Passing Parade	NBC—PC	Charles R. Stuart, Advertising
Trust & Saving Association Loans	John Nesbitt	NBC—PC	Charles R. Stuart, Advertising
Barnett Fuel Co. Cool	The Shadow	MBS—LS	Direct
Barnsdall Refining Co. Gas & Oil	Fulton Lewis, Jr.	MBS—LS	George F. Racette
Bathasweet Corp.	Bob Garred Reporting	CBS—PC	H. M. Kiesewetter Advertising Agency
Bayer Co. Aspirin	Second Husband American Album of Familiar Music Young Widdler Brown	CBS NBC—Red NBC—Red	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
Bayuk Cigars, Inc. Phillies	Inside of Sports (Sam Baliter and Jack Stevens, Commentators)	MBS	Ivey & Ellington
Beatrice Creameries Dairy Products	Keep Fit to Music	MBS	Lord & Thomas

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Paul F. Beich Co. Candy	Peter Quill	MBS	N. W. Ayer & Son
Bell & Co. Bell-Ans	Cowboy Songs by Red River Dave	MBS	Anderson, Davis & Platte
The Bell Telephone System Telephone Service	The Telephone Hour	NBC—Red	N. W. Ayer & Son
Better Speech Institute of America Educational Service	Speak Up America	NBC—Blue	McJunkin Advertising Co.
The Best Foods, Inc. Nucoa, Hellman's	We The Abbotts	CBS	Benton & Bowles
Bisodol Co. Bisodol	Mr. Keen, Tracer of Lost Persons Just Plain Bill	NBC—Blue NBC—Red and Blue	Blackett-Sample-Hummert Blackett-Sample-Hummert
Blue Jay Manufacturing Co.	The Lone Ranger	MBS—LS	Direct
Bowey's Inc. Chocolate Milk	News and Rhythm	CBS	Sorensen & Co.
Bowman-Warne Electrical Appliance Dealer	Fulton Lewis, Jr.	MBS—LS	Direct
A. S. Boyle Co. Old English Wax	John's Other Wife	NBC—Red and Blue	Blackett-Sample-Hummert
Bristol-Myers Co. Vitalis	For Men Only The Vitalis Program Starring George Jessel Mr. District Attorney	NBC—Red NBC—Red NBC—Red	Pedlar & Ryan Pedlar & Ryan
Bristol-Myers Co. Ipono, Sal Hepatica	The Fred Allen Show Abbott and Costello Time to Smile	NBC—Red	Pedlar & Ryan
Brown & Williamson Tobacco Corp. Avalon Cigarettes	Avalon Time Home Town	NBC—Red NBC—Blue and PC NBC—Red and Blue	Russell M. Seeds Co. Russell M. Seeds Co.
Brown & Williamson Tobacco Corp. Big Ben Tobacco	Show Boat	NBC—Red	Russell M. Seeds Co.
Brown & Williamson Tobacco Corp. Bugler Cigarettes	Renfro Valley Folks	NBC—Red	Russell M. Seeds Co.
	Plantation Party	NBC—Red and Blue	Russell M. Seeds Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Brown & Williamson Tobacco Corp. Raleigh Cigarettes and Tobacco	Home Town Uncle Walter's Dog House Paul Sullivan Reviews the News Wings of Destiny	NBC—Red NBC—Red CBS NBC—Red	Russell M. Seeds Co. Russell M. Seeds Co. Batten, Barton, Durstine & Osborn Russell M. Seeds Co.
Brown & Williamson Tobacco Corp. Wings Cigarettes			
Cal Aspirin Corp. Cal Aspirin	Amanda of Honeymoon Hill	NBC—Blue	Blackett-Sample-Hummert
California Fruit Growers Exchange Citrus Fruits	Sunkist Presents Hedda Hopper's Hollywood	CBS	Lord & Thomas
Campana Sales Co. Toiletries	First Nighter Grand Hotel	CBS CBS	Aubrey, Moore & Wallace Aubrey, Moore & Wallace
Campbell Soup Co. Soup, Beans, Tomato Juice	Brenda Curtis Campbell Playhouse Amos n' Andy Campbell's Short Short Story Life Begins Martha Webster Charlie and Jessie Fletcher Wiley	CBS CBS CBS CBS CBS CBS CBS CBS and CBS—PC	Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co.
Campbell Soup Co. Spaghetti, Macaroni	Lanny Ross	CBS	Ruthrauff & Ryan, Inc.
Canada Dry Ginger Ale, Inc. Beverages	Information Please	NBC—Blue	J. M. Mathes, Inc.
Canadian Railways Association Travel	Canadian Holiday	NBC—Blue	Direct
John B. Canepa Co. Macaroni Products	Melody Street	MBS	J. Edward Long Advertising Service
Cardinet Candy Co. Candy	Night Editor	NBC—PC	Tomaschke-Elliott, Inc.
Carnation Co. Milk	Contented Program Arthur Godfrey	NBC—Red MBS	Erwin, Wasey & Co. Erwin, Wasey & Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Chamberlain Laboratories Hand Lotion	Serenade to Loveliness Program	NBC—Red and PC	L. W. Ramsey Co.
Chemicals, Inc. Vano House Cleaner	Anson Weeks' Orchestra	CBS	L. W. Ramsey Co.
Chesebrough Manufacturing Co. Vaseline Preparations	Just Between Friends	NBC—PC	Botsford, Constantine & Gardner
Chocolate Products Co. Syrups	Dr. Christian	CBS	McCann-Erickson
Chrysler Sales Corp. Motor Cars	Stillicious Kids Quizeroo	CBS—PC	The McCord Co.
Cities Service Co. Gas and Oil	Major Bowes Original Amateur Hour	CBS	Ruthrauff & Ryan, Inc.
Harold Clapp, Inc. Baby Food	Cities Service Concert	NBC—Red	Lord & Thomas
Coca Cola Co. Beverage	Mother of Mine	NBC—Blue	Young & Rubicam
Colgate-Palmolive-Peet Co. Dental Products	Pause That Refreshes on the Air	CBS	D'Arcy Advertising Co.
Colgate-Palmolive-Peet Co. Cashmere Bouquet, Halo	Stepmother	CBS	Sherman & Marquette
Colgate-Palmolive-Peet Co. Shaving Cream	Colgate Ask-It-Basket Gang Busters	CBS	Benton & Bowles
Colgate-Palmolive-Peet Co. Palmolive Soap	Wayne King Orchestra	CBS	Benton & Bowles
Colgate-Palmolive-Peet Co. Super Suds Products	Sports Newsreel of the Air Strange As It Seems	NBC—Blue CBS	Sherman & Marquette Benton & Bowles
Colgate-Palmolive-Peet Co. Octagon Products	Hilltop House	CBS	Benton & Bowles
Colonial Dames, Inc. Cosmetics	Myrt and Marge Ellen Randolph	CBS NBC—Red	Benton & Bowles Benton & Bowles
Columbia Recording Corp. Records	Woman of Courage	CBS	Benton & Bowles
	Return to Romance Beauty Explorer Find the Woman	CBS—PC CBS—PC CBS—PC	Glasser Advertising Agency Glasser Advertising Agency Bass-Luckoff, Inc.
	Young Man With a Band	CBS	Direct

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Commercial Credit Co. Auto Finance Service	Bob Trout	CBS	O'Dea, Sheldon & Canaday
Consolidated Chemical Co. Yeast Foam	Hidden Stars	NBC—Blue	Stack-Goble Advertising Agency
Continental Baking Co. Bakery Products	Pretty Kitty Kelly Sky Blazers Your Marriage Club	CBS CBS CBS	Benton & Bowles Benton & Bowles Benton & Bowles
Corn Products Sales Co. Kre-mel, Linit, Koro, Argo, Mazola	Society Girl	CBS	C. L. Miller Co.
Cortland Baking Co. Bakery Products	The Lone Ranger	MBS—LS	Flack Advertising Agency
Cudahy Packing Co. Old Dutch Cleanser	Bachelor's Children	CBS and MBS	Roche, Williams & Cunningham and Blackett-Sample-Hummert
Summer Products Co. Energin	Manhattan At Midnight What Would You Have Done?	NBC—Blue NBC—Blue	Young & Rubicam Stack-Goble Advertising Co. and Young & Rubicam
Summer Products Co. Molle Shaving Cream	Paul Wing's Spelling Bee Battle of the Sexes	NBC—Red NBC—Red	Stack-Goble Advertising Agency Young & Rubicam
Curtis Candy Co. Candy Bars	Cash on Delivery	MBS	C. L. Miller Co.
D			
Delaware, Lackawanna & Western Coal Co. Blue Coal	The Shadow	MBS	Ruthrauff & Ryan
William DeMuth & Co. Smokers' Articles	Red Barber Sports Review	MBS	Grey Advertising Agency
Detroit Bible Class Religious	Detroit Bible Class	MBS	Aircasters, Inc.
Detroitla Corp. Radios	Fulton Lewis, Jr.	MBS	Direct
E			
E. I. Du Pont de Nemours & Co. Institutional	Cavalcade of America	NBC—Red and Blue	Batten, Barton, Dursfaine & Osborn

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
El Posa County Board of Development Development	Sun Carnival	MBS	Mithoff & White
Emerson Drug Co. Bromo-Seltzer	Ben Bernie	NBC—Blue	Ruthrauff & Ryan
Emerson Radio & Phonograph Co. Radios	Elliott Roosevelt	MBS	Grady & Wagner
Ethyl Gasoline Corp. Ethyl Gas	Tune Up Time	CBS	Batten, Barton, Durstine & Osborn
Eversharp, Inc. Pen and Pencils	Take It Or Leave It	CBS	The Blow Company
Falcon Refinery of Great Bend	Fulton Lewis, Jr.	MBS—LS	Direct
Falls City Brewing Co. Brewery	Fulton Lewis, Jr.	MBS—LS	Albert Frank-Guenther Law, Inc.
Felber Biscuit Co. Bakery Products	The Lone Ranger	MBS—LS	Direct
Fels & Co. Soap Products	Hobby Lobby	CBS	Young & Rubicam
H. Fendrich, Inc. Cigars	Smoke Dreams	NBC—Red	Ruthrauff & Ryan
Fidelio Brewery, Inc. Brewery	News—Floyd Mack	MBS	Dillingham, Livermore & Durham, Inc.
Firestone Tire & Rubber Co. Tires and Tubes	The Voice of Firestone	NBC—Red	Sweeney & James
F. W. Fitch Co. Shampoo	Fitch Bandwagon Fitch Summer Bandwagon	NBC—Red NBC—Red	L. W. Ramsey Co. L. W. Ramsey Co.
Florida Citrus Commission Citrus Fruits	Mary Margaret McBride	CBS	Arthur Kudner, Inc.
Food & Beverage Broadcasters Assn. Gloss Containers	I Want A Divorce	NBC—Red	Brisacher, Davis & Staff
Ford Motor Co. Motor Cars	Sunday Evening Hour Ford Summer Hour	CBS CBS	N. W. Ayer & Son & McCann-Erickson N. W. Ayer & Son
I. J. Fox Co. Furs	The Lamplighter	MBS—LS	Stanley Kay Advertising Agency



ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
General Baking Co. Gallenkamp Stores Co. Shoes	Professor Puzzlewit	NBC—PC	Long Advertising Service
General Baking Co. Bond Bread	The Lone Ranger	MBS	Batten, Barton, Durstine & Osborn
General Cigar Co. White Owl Cigars, Van Dyck Cigars	Raymond Gram Swing Answer Man	MBS MBS	J. Walter Thompson Co. Federal Advertising Agency
General Electric Co. Lamps	Hour of Charm	NBC—Red	Batten, Barton, Durstine & Osborn and Foster & Davies
General Foods Corp. Grape Nuts Products	Kate Smith Hour Kate Smith Speaks We, The People	CBS CBS CBS	Young & Rubicam Young & Rubicam Young & Rubicam
General Foods Corp. Jello Products	The Jello Program, starring Jack Benny The Aldrich Family	NBC—Red NBC—Blue and Red	Young & Rubicam Young & Rubicam
General Foods Corp. Moxwell House Coffee	Goods News of 1940 and Maxwell House Coffee Time Kate Hopkins	NBC—Red CBS CBS	Benton & Bowles Benton & Bowles Benton & Bowles
General Foods Corp. Diamond Crystal Salt, Calumet, Swansdown	Kate Smith Speaks Joyce Jordan	CBS CBS	Benton & Bowles Young & Rubicam
General Foods Corp. Lo France, Sofina, Minute Tapioca	My Son and I	CBS	Young & Rubicam
General Foods Corp. Swansdown, Calumet	We, the People	CBS	Young & Rubicam
General Foods Corp. Sanka	Lum and Abner Second Wife	CBS CBS—PC	Young & Rubicam Young & Rubicam
General Foods Corp. Postum	Young Dr. Malone	CBS and NBC—Blue	Benton & Bowles
General Foods Corp. Post Toasties and Bran Flakes	Elmer Davis Portia Face Life	CBS CBS	Benton & Bowles Benton & Bowles

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
General Mills, Inc. Corn Kix	Billy & Betty Light of the World	CBS NBC—Red and Blue	Blackett-Sample-Hummert Blackett-Sample-Hummert
General Mills, Inc. Flour	Beat The Band Arnold Grimm's Daughter	NBC—Red NBC—Red and Blue NBC—Red	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
General Mills, Inc. Flour	Grouch Club	NBC—Red	Blackett-Sample-Hummert
General Mills, Inc. Flour	Caroline's Golden Store Betty Crocker	CBS NBC—Red and Blue	Blackett-Sample-Hummert Blackett-Sample-Hummert
General Mills, Inc. Flour	Arnold Grimm's Daughter	NBC—Red and Blue	Blackett-Sample-Hummert
General Mills, Inc. Flour	Valiant Lady	NBC—Red and Blue	Blackett-Sample-Hummert
General Mills, Inc. Flour	Hymns of All Churches	NBC—Red and Blue	Blackett-Sample-Hummert
General Mills, Inc. Flour	Beyond These Valleys	CBS	Blackett-Sample-Hummert
General Mills, Inc. Flour	Jack Armstrong By Kathleen Norris	NBC—Red CBS and NBC—Red	Knox Reeves Advertising Knox Reeves Advertising
General Petroleum Corp. Gas & Oil	Sam Hayes Football Forecasts	CBS—PC	Smith & Drum
D. Ghirardelli & Co. Chocolate and Chocolate Drink	One-Man Theatre	CBS—PC	Erwin, Wasey & Co.
Gillette Safety Razor Co. Shaving Accessories	Orange Bowl Football Game Sugar Bowl Football Game Kentucky Derby Elmer Davis World Series Fulton Lewis, Jr. National Professional Football Play-Off Broadcasts	CBS NBC—Blue CBS MBS MBS—LS MBS	Maxon, Inc. Maxon, Inc. Maxon, Inc. Maxon, Inc. Maxon, Inc. Maxon, Inc.
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.
Great Atlantic & Pacific Tea Co. Food Stores	Musico	CBS	Paris & Peart

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Greyhound Lines Bus Transportation	This Amazing America	NBC—Blue	Beaumont & Holman
Griffin Manufacturing Co. Shoe Cleaner	Who Knows?	MBS	Birmingham, Castleman & Pierce
Griswold Manufacturing Co. Kitchen Utensils	J. Alden Edkins, Songs	NBC—Blue	Direct
Grove Laboratories Bromo Quinine	Adventures of Sherlock Holmes	NBC—Blue and PC	Stack-Goble Advertising Agency and Russell M. Seeds Co.
Charles Gulden Mustard	Serenaders	NBC—Blue	Charles W. Hoyt Co.
Gulf Oil Co. Gas & Oil	Screen Guild Theatre The Adventures of Ellery Queen	CBS CBS	Young & Rubicam Young & Rubicam



Hall Brothers, Inc. Greeting Cards	Tony Wons Radio Scrapbook	NBC—Red	Henri, Hurst & McDonald
Hamlin Red Cross Drug Store	Fulton Lewis, Jr.	MBS—LS	Direct
Hartz Mountain Products Co. Bird Food	Hartz Mountain Singing Canaries	MBS	G. H. Hartman Co.
Hastings Clothing Store	Fulton Lewis, Jr.	MBS—LS	Direct
Hawaiian Pineapple Co. Dole Pineapple Juice & Fruit	Al Pearce and His Gang	CBS	Young & Rubicam
Hecker Products Corp. Flour	Woman's Magazine of the Air	NBC—PC	Erwin, Wasey & Co.
Hecker Products Corp. Shinola	On Broadway Lincoln Highway	NBC—Red NBC—Red	Benton & Bowles
Holland Furnace Co. Heating Equipment	Holland Tulip Festival	CBS	Ruthrauff & Ryan
H. P. Hood & Sons Milk and Ice Cream	Yankee Swapper	CBS	Harold Cabot & Co.
Horlick's Malted Milk Corp. Milk Products	The Lone Ranger	MBS—LS	Roche, Williams & Cunynggham

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
George A. Hormel & Co. Food Products Hunko Co.	It Happened In Hollywood Burns & Allen The Lone Ranger	CBS NBC—Red MBS	Batten, Barton, Durstine & Osborn Batten, Barton, Durstine & Osborn Simon & Gwynn, Inc.
Illinois Central Railroad Travel	Cameos of New Orleans	NBC—Red	The Caples Co.
Illinois Meat Co. Food Products	Play Broadcast	MBS	Neisser-Meyerhoff, Inc.
International Silver Co. Silverware	Silver Theatre Fun In Print	CBS CBS	Young & Rubicam Young & Rubicam
Interstate Bakeries Bakery Products	The Lone Ranger	MBS—LS	Schultz Advertising Service
Ironized Yeast Co. Ironized Yeast	Goodwill Hour Court of Missing Heirs	MBS and NBC—Blue CBS	Ruthrauff & Ryan Ruthrauff & Ryan
Jefferson Federal Savings & Loan Association of Louisville Loans	Listen America Show of the Week	MBS—LS MBS—LS	Direct Direct
Andrew Jergens Co. Soaps & Cosmetics	Jergens Journal with Walter Winchell The Parker Family	NBC—Blue NBC—Blue and PC	Lennen & Mitchell Lennen & Mitchell
S. C. Johnson & Son Floor Wax Walter H. Johnson Candy Co. Candy	Hollywood Playhouse Fibber McGee & Molly Meredith Willson Musical Revue The Shadow	NBC—Red NBC—Red MBS	Lennen & Mitchell Needham, Louis & Brorby Needham, Louis & Brorby Franklin Bruck Advertising Corp.
Kentucky Home Mutual Life Insurance Co. Insurance	Fulton Lewis, Jr.	MBS—LS	Direct
Kilpatrick Bakeries Bakery Products	The Lone Ranger	MBS—LS	Emil Reinhart

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Knapp-Monarch Co. Electric Shavers	Ahead of the Headlines	NBC—Blue	Cramer-Krasselt Co.
Knox Gelatine Co. Gelatine	Bob Garred Reporting	CBS—PC	Kenyon & Eckhardt
Kolynos Co. Dentifrice	John's Other Wife	NBC—Red and Blue	Blackett-Sample-Hummert
Koppers Co. Coal Products	Romance of Helen Trent	CBS	Blackett-Sample-Hummert
Kraft-Phenix Cheese Corp. Cheese and Salad Dressing	Mr. Keen, Tracer of Lost Persons The Shadow	NBC—Blue MBS	Charles Dallas Reach Co.
	The Kraft Music Hall	NBC—Red	J. Walter Thompson Co.
	Guy Lombardo Orchestra	CBS and NBC—Red	Pedlar & Ryan
	Grand Central Station	CBS	Lambert & Feasley
	Toatchee Time	NBC—Red and Blue	Nachman-Rhodes Advertising Agency
	News by Hughes	CBS—PC	Leon Livingston Advertising Agency
	Langendorf Pictorial	NBC—PC	Leon Livingston Advertising Agency
	True Life Dreams	NBC—PC	Leon Livingston Advertising Agency
	Radio Concert	MBS	Commercial Radio Advertising Agency
	Mammoth Minstrels	NBC—PC	Warwick & Legler
	Burns and Allen	CBS	William Esty & Co.
	Aunt Jenny's Real Life Stories	CBS	Ruthrauff & Ryan
	Uncle Jim's Question Bee	NBC—Blue	Ruthrauff & Ryan
	Big Sister	CBS	Ruthrauff & Ryan
	Big Town	CBS	Ruthrauff & Ryan
	Uncle Jim's Question Bee	CBS	Ruthrauff & Ryan
	Grand Central Station	NBC—Blue	Ruthrauff & Ryan
Lady Esther, Ltd. Cosmetics			
Lambert Co. Listerine and Brushes			
Lance Packing Co. Peanut Products and Confections			
Langendorf United Bakeries Bakery Products			
La Rosa & Sons, Inc. Food Products			
Larus & Brother Co. Domino Cigarettes			
Lehn & Fink Products Co. Hind's Honey & Almond Cream			
Lever Brothers Co. Spry			
Lever Brothers Co. Rinso			

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Lever Brothers Co. Lifebuoy	Meet Mr. Meek	CBS	William Esty & Co.
Lever Brothers Co. Lux Toilet Soap	Lux Radio Theatre	CBS	J. Walter Thompson Co.
Lewis-Howe Co. Turns	Quicksilver Horace Heidt's Treasure Chest Pot of Gold	NBC—Blue NBC—Red NBC—Red and Blue	H. W. Kastor & Sons Advertising Co. Stack-Goble Advertising Agency Stack-Goble Advertising Agency
Lewis-Howe Co. NRs	Fame and Fortune	NBC—Blue	Stack-Goble Advertising Agency
Libby-Owens-Ford Glass Co. Flat Glass Products	Design For Happiness	CBS	United States Advertising Corp.
Liggett & Myers Tobacco Co. Chesterfield Cigarettes	Glenn Miller and His Orchestra Chesterfield Presents Fred Waring In Pleasure Time Professor Quiz	CBS NBC—Red	Newell-Emmett Co. Newell-Emmett Co.
Lincoln Bank & Trust Co. Loans	Fulton Lewis, Jr.	CBS MBS—LS	Newell-Emmett Co. Direct
Thomas J. Lipton, Inc. Tea	Helen Hayes Theater	CBS	Young & Rubicam
Local Cooperative Campaign Various	Fulton Lewis, Jr.	MBS	Various and Direct
Local Cooperative Campaign Various	Johnson Family	MBS	Direct
Local Cooperative Campaign Various	I Want A Divorce	MBS	Brisacher, Davis & Staff
Local Cooperative Campaign Various	Show of The Week	MBS	Redfield Johnstone, Inc.
Local Cooperative Campaign Various	Dorothy Thompson Woman's Magazine of the Air	MBS NBC—PC	M. H. Hackett, Inc. Newell-Emmett Co.
P. Lorillard Co. Old Gold Cigarettes	Old Gold—Don Ameche Show Texas Rangers	NBC—Red CBS—PC	Lennen & Mitchell Lennen & Mitchell
P. Lorillard Co. Sensation Cigarettes, Muriel Cigars	Sensation and Swing	NBC—Red and Blue	Lennen & Mitchell
Los Angeles Soap Co. Soap	Dealer In Dreams Spelling Beeliner Knox Manning	CBS—PC CBS—PC CBS—PC	Raymond R. Morgan Co. Raymond R. Morgan Co. Raymond R. Morgan Co.

ADVERTISER and PRODUCT

Luden's, Inc.
Cough Drops
Lutheran Laymen's League
Religious

MacFadden Publications, Inc.
True Story Magazine
Mackey Motor Co.
Motor Car Dealer
Malfex Co.
Cereal
Manhattan Soap Co.
Sweetheart Soap

Mars, Inc.
Candy Bars
Mennen Co.
Toilet Articles
Midway Chemical Co.
Fly-Ded
Miles Laboratories, Inc.
Alka-Seltzer

Modern Food Process Co.
Dog Food, Philadelphia Scrapple
Moody Bible Institute
Religious Training
Benjamin Moore & Co.
Paints
John Morrell & Co.
Dog Food
Phillip Morris & Co.
Cigarettes

PROGRAM

Elmer Davis
Lutheran Hour

The Voice of Liberty
I'll Never Forget
Fulton Lewis, Jr.

Uncle Don

Jack Burch and His Boys
Mrs. Eleanor Roosevelt's
Own Program
Dr. I. Q.

Bob Garred Reporting
Colonel Stoopnagle's "Quixie
Doodle Contest"
Fulton Lewis, Jr.
Just Plain Bill

Quiz Kids

Alec Templeton Time
National Barn Dance

Olivio Santoro
The Moylan Sisters
Let's Go Back to the Bible

Betty Moore

Bob Becker's Dog Chats

Johnnie Presents

Breezing Along

M

NETWORK

CBS—PC
MBS

MBS
MBS
MBS—LS

MBS

NBC—Blue
NBC—Red
and Blue
NBC—Red

CBS—PC
CBS and MBS

MBS—LS
NBC—Blue

NBC—Red
and Blue

NBC—Red
NBC—Red
NBC—Red
and Blue

NBC—Blue
NBC—Blue
MBS

NBC—Red

NBC—Red

CBS and
NBC—Red
NBC—Blue

ADVERTISING AGENCY

J. M. Mathes, Inc.
Kelly, Stuhlman & Zarnadt

Erwin, Wasey & Co.
Arthur Kudner, Inc.
Direct

Samuel C. Croot Co.

Franklin Bruck Advertising Corp.
Franklin Bruck Advertising Corp.
Grant Advertising Inc.

H. M. Kiesewetter Advertising Agency
H. M. Kiesewetter Advertising Agency

H. M. Kiesewetter Advertising Agency
Blackett-Sample-Hummert

Wade Advertising Agency

Wade Advertising Agency
Wade Advertising Agency

Clements Co.
Clements Co.
Critchfield & Co.

Direct

Henri, Hurst & McDonald

The Biow Co.
The Biow Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Philip Morris & Co. Cigarettes	Name Three Philip Morris Musical Game The Crime Doctor Eddie Dooley's Football Forecast Eddie Dooley's Football Roundup Fulton Lewis, Jr.	MBS CBS CBS MBS MBS MBS—LS	The Blow Co. The Blow Co. The Blow Co. The Blow Co. The Blow Co. Direct
Morris Plan Bank Loans	Thunder Over Paradise	NBC—Blue	Kenyon & Eckhardt
C. F. Mueller & Co. Macaroni Products	Carson Robison and His Buckaroos	NBC—Blue	Erwin, Wasey & Co.
Musterole Co. Musterole Toiletries	John's Other Wife	NBC—Blue	Blackett-Sample-Hummert

N

Nash Motors Division Motor Cars	News By John B. Kennedy	NBC—Blue	Geyer, Cornell & Newell
National Lead Co. Paints	Answer Auction	CBS—PC	Erwin, Wasey & Co.
National Refining Co.	Red Grange, Forecast and Scores	MBS	Sherman K. Ellis, Inc.
Nehi, Inc. Beverage	Believe It Or Not with Robert L. Ripley	CBS	Batten, Barton, Durstine & Osborn
Noxema Chemical Co. Toilet Articles	Bob Trout	CBS	Ruthrauff & Ryan

O

Ohio Oil Co. Gas and Oil	Melody Marathon Title Tales	NBC—Blue NBC—Blue	Byer & Bowman Advertising Agency Byer & Bowman Advertising Agency
Old Homestead Bread Co. Bakery Products	The Lone Ranger	MBS—LS	W. E. Long Co.

P

Pacific Coast Borax Co. Borax	Death Valley Days	NBC—Red and Blue	McCann-Erickson
Paramount Pictures, Inc. Motion Pictures	World In Flames Premiere Broadcast	CBS and MBS	Buchanan & Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Penn Tobacco Co. Tobacco	Vox Pop	CBS	Ruthrauff & Ryan
Pepsi-Cola Co. Beverage	Tom Shirley—News	CBS	Newell-Emmett Co.
The Pepsodent Co. Antiseptic & Dentifrice	Mr. District Attorney Summer Pastime The Pepsodent Show Starring Bob Hope	NBC—Blue NBC—Red NBC—Red	Lord & Thomas Lord & Thomas Lord & Thomas
Personal Finance Co. Loans	Doc Barclay's Daughters	CBS	Blackett-Sample-Hummert
Peter Paul, Inc. Candy Bars	Bob Garred Reporting Gabriel Heffer Wythe Williams	CBS—PC MBS MBS	Brisacher, Davis & Staff Platte-Forbes, Inc. Platte-Forbes, Inc.
Pet Milk Sales Corp. Pet Milk	Mary Lee Taylor Saturday Night Serenade	CBS CBS	Gardner Advertising Co. Gardner Advertising Co.
Philco Radio & Television Corp. Radio Sets	Wythe Williams	MBS	McKee & Albright
Charles H. Phillips Chemical Co. Milk of Magnesia	Lorenzo Jones Stella Dallas Waltz Time	NBC—Red NBC—Red NBC—Red	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
Charles H. Phillips Chemical Co. Haley's M-O Flour	Amanda of Honeymoon Hill Woman in White	NBC—Blue NBC—Red	Blackett-Sample-Hummert Hutchinson Advertising Co.
Pillsbury Flour Mills Co. Flour	Fulton Lewis, Jr. What's On Your Mind	MBS—LS CBS—PC	Direct Raymond R. Morgan Co.
Pittsburgh-Midway Coal Co. Planters Nut & Chocolate Co. Peanut Products	Listen America	MBS	Direct
Pontiac Motor Co. Motor Cars	The Shadow	MBS	Robert Acombe Advertising Agency
Premium Coal Co. Coal	Pepper Young's Family Woman In White	NBC—Red and Blue CBS and NBC— Red and Blue	Pedlar & Ryan Pedlar & Ryan
Procter & Gumble Co. Camay	The Road of Life	NBC—Red & CBS	Pedlar & Ryan and Blackett-Sample- Hummert
Procter & Gamble Co. Chips	Manhattan Mother Painted Dreams	CBS NBC—Blue	Pedlar & Ryan Pedlar & Ryan

ADVERTISER and PRODUCT	NETWORK	PROGRAM	ADVERTISING AGENCY
Procter & Gamble Co. Crisco	This Day Is Ours Vic and Sade Vic and Sade	NBC—Blue NBC—Blue NBC—Red and Blue	Compton Advertising Compton Advertising Compton Advertising
Procter & Gamble Co. Dash	Right to Happiness This Day Is Ours Kitty Keene	CBS CBS NBC—Red	Compton Advertising Compton Advertising Blackett-Sample-Hummert
Procter & Gamble Co. Dreft	Kitty Keene Lone Journey	NBC—Red NBC—Red	Blackett-Sample-Hummert Blackett-Sample-Hummert
Procter & Gamble Co. Drene	Professor Quiz Knickerbocker Playhouse Jimmie Fidler Those We Love	CBS NBC—Red CBS CBS	H. W. Kastor & Sons Advertising Co. H. W. Kastor & Sons Advertising Co. H. W. Kastor & Sons Advertising Co. H. W. Kastor & Sons Advertising Co.
Procter & Gamble Co. Duz	This Small Town	NBC—Red	Compton Advertising
Procter & Gamble Co. Ivory Soap and Flakes	Life Can Be Beautiful Story of Mary Marlin	CBS and NBC—Red NBC—Red and NBC—Blue	Compton Advertising Compton Advertising
Procter & Gamble Co. Lava Soap	Against the Storm The O'Neills Truth and Consequences	CBS and NBC—Red NBC—Red CBS and NBC—Red	Compton Advertising Compton Advertising Compton Advertising
Procter & Gamble Co. Oxydol	Houseboat Hannah Ma Perkins The Goldbergs The Man I Married What's My Name Road of Life	NBC—Red NBC—Red CBS NBC—Red NBC—Red CBS	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Pedlar & Ryan and Blackett-Sample-Hummert
Procter & Gamble Co. Teel Dentifrice	Arch Oboler Plays Everyman's Theater Professor Quiz Midstream Those We Love	NBC—Red NBC—Red CBS NBC—Red and Blue CBS	Blackett-Sample-Hummert Blackett-Sample-Hummert H. W. Kastor & Sons Advertising Co. H. W. Kastor & Sons Advertising Co. H. W. Kastor & Sons Advertising Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Procter & Gamble Co. White Naphtha	Guiding Light	NBC—Red	Compton Advertising
Prudential Insurance Co. Life Insurance	When A Girl Marries	CBS	Benton & Bowles
Pure Oil Co. Gas and Oil	Kaltenborn Edits the News	CBS and NBC—Red	Leo Burnett Co.
Purity Bakeries Service Corp. Taystee Bread	Smilin' Ed McConnell	CBS	Campbell-Mithun, Inc.
Quaker Oats Co. Cereals and Flour	Girl Alone Quaker Variety Show We, The Wives Quiz Your Dream Has Come True Stop Me If You've Heard This One	NBC—Red NBC—Red NBC—Red NBC—Red NBC—Red	Ruthrauff & Ryan Ruthrauff & Ryan Sherman & Marquette Ruthrauff & Ryan Sherman K. Ellis Co.
Ralston-Purina Co. Wheat Cereal	Adventures of Tom Mix Tom Mix Ralston Straight Shooters Newsroom of the Air	NBC—Blue NBC—Blue NBC—Red	Gardner Advertising Co. Gardner Advertising Co. Leeford Advertising Agency
Remington Rand, Inc. Shavers & Typewriters	Camel Caravan Grand Ole Opry Blondie Luncheon at the Waldorf The Al Pearce Show Uncle Ezra Announcement Keep Fit To Music	NBC—Red NBC—Red CBS NBC—Blue CBS NBC—Red CBS	William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co. Direct
R. J. Reynolds Tobacco Co. Camel Cigarettes Prince Albert Tobacco	The Revelers	MBS—LS	Charles W. Hoyt Co.
Rhodes-Burford House Furnishing Co. House Furnishings	Richfield Reporter Confidentially Yours Calling All Cars	NBC—Red and Blue NBC—PC MBS CBS—PC	Hixson & O'Donnell Advertising Sherman K. Ellis, Inc. Hixson & O'Donnell Advertising
Richardson & Robbins Boned Chicken	Fulton Lewis, Jr.	MBS	Direct
Richfield Oil Co. Gas & Oil			
Rio Grande Oil, Inc. Gas & Oil			
Rochester Brewing Co. Brewery			

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Rosenbaum's Department Store Department Store	Fulton Lewis, Jr.	MBS	Direct
Sealtest, Inc. Milk and Milk Products	Your Family and Mine Sealtest-Rudy Vallee Program	CBS	McKee & Albright
R. B. Semler, Inc. Hair Tonic	Gabriel Heatter, News	NBC—Red MBS	McKee & Albright Erwin, Wasey & Co.
Sherwin-Williams Co. Paints	Metropolitan Opera Auditions of The Air	NBC—Blue and Red	Warwick & Legler
Sherwood Bros., Inc. Signal Oil Co. Gas & Oil	Confidentially Yours The Signal Carnival	MBS NBC—PC	Van Sant, Dugdale & Co. Barton A. Stebbins Advertising Agency
Sinclair Refining Co. Gas & Oil	The World Today	CBS	Federal Advertising Agency
Stelly Oil Co. Gas & Oil	Captain E. D. C. Herne, News Commentator	NBC—Red	Henri, Hurst & McDonald
Smith Bros. Cough Drops	News	CBS—PC	J. D. Tarcher & Co.
Sperry Flour Co. Flour	Sam Hayes Dr. Kate My Children Beyond These Valleys	NBC—PC NBC—PC CBS—PC CBS—PC	Westco Advertising Agency Westco Advertising Agency Westco Advertising Agency Westco Advertising Agency
Standard Brands Inc. Chase & Sanborn Coffee	Chase and Sanborn Program	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	Those We Love	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Fleischmann's Foli Yeast	I Love a Mystery	NBC—Red and Blue	J. Walter Thompson Co.
Standard Oil Co. of Calif. Gas & Oil	Standard School Broadcasts Standard Symphony	NBC—PC NBC—PC	McCann-Erickson McCann-Erickson
Stephano Bros. Marvel Cigarettes	Sports Pop-Offs	CBS—PC	Aitkin-Kynett Co.
Sun Oil Co. Gas & Oil	Lowell Thomas—The Day's News	NBC—Blue	Roche, Williams & Cunyngnam

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Supplee-Willis-Jones Milk Products	The Lone Ranger	MBS—LS	N. W. Ayer & Son
Swift & Co. Food Products	Sales Meeting of the Air Swift Party	MBS NBC—Blue	J. Walter Thompson Co. J. Walter Thompson Co.
T			
Tennessee Brewing Co. Brewery	Fulton Lewis, Jr.	MBS—LS	Direct
Texas Co. Gas and Oil	Texaco Star Theatre Metropolitan Opera Broadcasts Football Games	CBS NBC—Blue CBS—PC and NBC—PC	Buchanan & Co. Buchanan & Co. Lord & Thomas
Tillamook Country Creamery Association Dairy Products	Bennie Walker's Tillamook Kitchen	NBC—PC	Botsford, Constantine & Gardner
U			
Union Oil Co. Gas and Oil	Union Oil Program	NBC—PC and CBS—PC NBC—PC	Lord & Thomas
Union Pharmaceutical Co.	Where and When	MBS	Lord & Thomas
United Air Lines, Inc. Air Travel	Keep Fit To Music Boake Carter	MBS MBS	Sherman K. Ellis, Inc. N. W. Ayer & Son
United States of Brazil Institutional	The Sunday Evening News of the World	NBC—Blue	Campbell-Ewald Co. of N. Y.
U. S. Tobacco Co. Tobacco	Model Minstrels Pipe Smoking Time	CBS CBS	Arthur Kudner, Inc. Arthur Kudner, Inc.
V			
Valley Electric & Appliance Co.	Fulton Lewis, Jr.	MBS—LS	Direct
Vick Chemical Co. Vapo-Rub, Vatronol Victor American Fuel Co. Coal	Beyond Reasonable Doubt Wake Up and Sing The Shadow	NBC—PC NBC—PC MBS—LS	Morse International, Inc. Morse International, Inc. Direct
W			
Wander Company Ovaltine	Carter's of Elm Street	MBS and NBC—Red	Blackett-Sample-Hummert
	Little Orphan Annie	MBS and NBC—Red	Blackett-Sample-Hummert
	Captain Midnight	MBS	Blackett-Sample-Hummert

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Ward Baking Co. Bakery Products	The Tip Top Show Starring Joe Penner	NBC—Blue	Sherman K. Ellis, Inc.
William R. Warner Co. Sloan's Liniment	Gang Busters Youth Vs. Age	NBC—Blue NBC—Red	Warwick & Legler Warwick & Legler
F. B. Washburn Candy Corp. Candy Bars	Crackpot College	CBS	Bennett, Walther & Menadier
R. L. Watkins Co. Dr. Lyons Toothpowder	Backstage Wife Manhattan Merry-Go-Round Orphans of Divorce	NBC—Red NBC—Red NBC—Blue	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
Welch Grape Juice Co. Grape Juice	Irene Rich For Welch Dear John	NBC—Blue and PC	H. W. Kastor & Sons Advertising Agency H. W. Kastor & Sons Advertising Agency
Wesson Oil & Snowdrift Sales Co. Salad Oil	Hawthorne House	NBC—PC	Fitzgerald Advertising Agency
Westinghouse Electric & Mfg. Co. Electrical Appliances	Musical Americana	NBC—Red and Blue	Fuller & Smith & Ross
The Wheatena Corp. Cereal	Hilda Hope, M.D.	NBC—Red	Compton Advertising
Wheeling Steel Corp. Steel	The Musical Steelmakers	MBS	Critchfield & Co.
Wherry Furniture Co. White Laboratories Fenamin Loxative	The Shadow Double Or Nothing	MBS MBS	Direct William Esty & Co.
J. B. Williams Co. Shaving Accessories	True or False Washington Merry-Go-Round	NBC—Blue NBC—Blue	J. Walter Thompson Co. J. Walter Thompson Co.
Williamson Candy Co. O'Henry Candy Bars	Famous O'Henry Jury Trials	NBC—Blue	Aubrey, Moore & Wallace
Wilmington Transportation Co. Resort	Santa Cataline Fun Quiz	CBS—PC	Neisser-Meyerhoff, Inc.
William Wrigley, Jr. Co. Chewing Gum	Melody Ranch Scattergood Baines	CBS CBS	J. Walter Thompson Co. Neisser-Meyerhoff, Inc.
Wyeth Chemical Co. Freezone	John's Other Wife	NBC—Blue	Blackett-Sample-Hummert

Young People's Church of the Air
Religious

Young People's Church of the Air

MBS

R. H. Alber

NATIONAL NETWORK SUSTAINING PROGRAMS OF 1940

Network sustaining programs listed herein were heard on regular schedules during 1940. No special event or one-time spots are included in the listings, which were compiled with the co-operation 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.



CBS



Adventures in Science
 Mel Allen Sport Review
 American School of the Air
 Americans at Work
 Back Where I Come From
 Clyde Barrie, Baritone
 Al Bernard and his Merry Minstrels
 Ray Bloch Presents
 Blue Streak Rhythm Ensemble
 Bluegrass Brevities
 Major Bowes' Capitol Family
 Boy, A Girl, A Band
 Vera Brodsky, Pianist
 Brush Creek Follies
 Buffalo Presents
 Bull Session
 Can You Recognize the Tune
 Marion Carley
 Chansonette
 Chicagoans
 Choose Up Sides
 Church of the Air
 Cincinnati Conservatory of Music
 CBS Symphony Orchestra
 Columbia Concert Orchestra
 Columbia Chamber Orchestra
 Columbia Lecture Hall
 Columbia Workshop
 Columbia's Country Journal
 Columbia's Gay Nineties Revue
 Curtis Institute of Music
 Dancing Thru the Years
 Margaret Daum, Soprano
 Elmer Davis and the News

Deep River Boys
 Democracy in Action
 Dorian String Quartet
 Drifting Melodies
 Exploring Music
 Flow Gently Sweet Rhythm
 Four Clubmen
 A Friend Indeed
 Golden Gate Quartet
 Good Morning
 Grant Park Concerts
 Greenfield Village Chapel
 Have You Forgotten
 Headlines and Bylines
 Hubert Hendrie, Baritone
 Herzer and Zeyde
 Highways to Health
 Honest Abe
 Indianapolis Symphony Orchestra
 Invitation to Learning
 Keyboard Capers
 Library of Congress Musicals
 Jack Leonard, songs
 Let's Be Lazy
 Let's Pretend
 Welcome Lewis Singing Bee
 Lewisohn Stadium Concerts
 Michael Loring
 Manhattan Minuet
 March of Games
 Mattinata
 Richard Maxwell
 Men Behind the Stars
 Middy String Ensemble
 Morning Almanac
 Morning Moods
 Music of Today
 Music Without Words
 National Hillbilly Champions

• • • **SUSTAINING PROGRAMS** • • •

National Youth Administration
Orchestra
New England Conservatory of Music
New York Philharmonic Symphony
Society
New York Philharmonic Young
People's Concert
News of the War
Odd Side of the News
Of Men and Books
Old Dirt Dobber
Old Fashioned Favorites
Old Vienna
Organ Reveille
Outdoors with Bob Edge
People's Platform
Yella Pessl, Harpsichordist
Poetic Strings
Pursuit of Happiness
Sidney Raphael, Pianist
Report to the Nation
Rococo Interlude
Genevieve Rowe with Concert
Orchestra
Salt Lake City Tabernacle Choir
So You Think You Know Music
Sport Time
String Time with Walberg Brown
This Is My Land
This Week in Washington—Albert
Warner
Today in Europe
The War This Week
What Price America
Which Way to Lasting Peace
Wings Over Jordan
Woman's Page of the Air—Adelaide
Hawley
The World This Week

Echoes of History
Foreign Policy Association Programs
Great Plays
Homespun
I'm An American
It Looks From Here—Says Margaret
Banning
Let's Talk It Over
Listeners' Playhouse
Luther-Layman Singers
Magnolia Blossoms
Man And The World
Meet Edward Weeks
The Message of Israel
Metropolitan Opera Guild
National Farm and Home Hour
National Radio Forum
National Vespers
NBC Music Appreciation Hour
NBC Symphony Orchestra
The New Friends of Music
Opportunity
Our Barn
Our Spiritual Life
Primrose String Quartet
Radio City Music Hall On the Air
Radio Magic
Raising a President
Religion and the New World
The Riddle of Life
Rochester Civic Orchestra
Story-Dramas by Olmsted
Sundown on the Veldt
The Travelling Cook
United States Army Band
United States Marine Band
United States Navy Band
Unlimited Horizons

☆ **NBC BLUE** ☆

Adventures of a Modern Mother
Alma Kitchell's Briefcase
American Education Forum
American Pilgrimage
America's Town Meeting of the Air
Between the Bookends
The Children's Hour
Coast to Coast On a Bus
Doctors At Work

☆ **NBC RED** ☆

Bright Ideas Club
Call to Youth
Calling All Stamp Collectors
Catholic Hour
Citizens All
Dr. Charles Courbin
Curtis Institute of Music Programs
General Federation of Women's
Clubs Programs
Guest Book

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
A Listener's Choice (S)
WHMA, Mobile Quiz (C)
Studio Roundup (S)
Salute To Cities (C)
WAPI, Birmingham
Junior League Theater (S)
WAPI Spell-A-Bee (S)
Auburn Farm and Family Forum (S)
University of Alabama Editorial Review (S)
Alabama College of the Air (S)
WBRC, Birmingham
Happy Valley (S)
Town Talk (C)
Ye Old Stambacker (C)
Public Health Dramas (S)
WMSL, Decatur
Mid-day Parade of Old Tyme Tunes (C)
Solvoy-Piano Request Program (S)
Coffee Club (P)
WAGF, Dothan

Arizona

Carl and Harry (C)
Hearts Up (S)
Bible Readers' Club Time (S)
WCOV, Montgomery
Man On The Street
Jitterbug Jamboree and Request Program
Club Cosmo (Mythical Night Club)
Pep Club
WSFA, Montgomery
Front Page News (C)
Sons of The South Quartet (C)
Everybody's Favorite (C)
Keyboard Serenader (S)
WMSD, Muscle Shoals
SSL Hillbillies
Request Time
STC College Forum
Sear's Solovox Time
WJRD, Tuscaloosa
Woco Pep All Request Program (C)
Varlow Variety Program (C)
Breakfast Club (S)

Arkansas

KWJB, Globe
Little Theater of the Air (C)
Good Morning Ladies (P)
Twilight Melodies (C)
KPHO, Phoenix
News On the Hour Every Hour (S)
KTAR, Phoenix
The Clerk of Oxford (C)
The Poetry Exchange (C)
Arizona's Scrapbook (C)
Meeting The American Airliner (C)
Little Theater of the Air (S)
KYCA, Prescott
Woman's Club of the Air (P)
Tele-Tunes (P)
Mining Program (S)
Hurdy Gurdy (P)
Aunt Betty Jane (S)
KGLU, Safford
Lest We Forget (S)
Women's Page of the Air (P)
Highway 70 (P)
Golden Memories (C)

California

KTUC, Tucson
Homemcker's Exchange (C)
Music For Tucson (C)
Midnight Madness (P)
Home on the Range (C)
KVOA, Tucson
University of Arizona Football Play-by-Play Series
Music Appreciation Hour for School Use

Colorado

KLCN, Blytheville
Breakfast Club
All Recorded Request Program
Noon Musicale
KWFC, Hot Springs
Judge Hatcher's Night Court (S)
Man On Street (C)
Doc Warren (C)
Sleepytime Down South (S)
Wilson Furniture Company (C)
Sweethearts On Parade (S)
KTHS, Hot Springs

• • • **SUSTAINING PROGRAMS** • • •

Isabel Manning Hewson
 Milestones in the History of Music
 Music and American Youth
 National Radio Pulpit
 NBC String Symphony
 On Your Job
 Pageant of Art
 Pin Money Party
 Religion in the News
 The Story Behind the Headlines
 Sunday Drivers
 University of Chicago Round Table
 Watch Your Step
 Wings Over America
 The World Is Yours



American Forum of the Air
 Britain Speaks
 Buckeye Four
 California Melodies
 Campus Notes
 Can You Top This?
 Cats n' Jammers
 Cedric Foster
 Charioteers
 Cheer Up Gang
 Chicago Opera Company
 Chicago Symphony
 Chicago Theater of the Air
 Choir Loft
 Conservation Reporter
 Contact
 Cumberland Valley Choristers
 Detroit Bible Class
 Ed Fitzgerald
 El Paseo Troubadours
 Football Follies
 Four Ink Spots
 Fulton Lewis, Jr.
 George Fisher's Hollywood
 Whispers
 Green Hornet
 Harold Stokes Presents
 Haven of Rest
 Hawaii Calls
 Here's Looking at You
 Here's Morgan
 Hollywood Grab Bag
 Improvisations

In Chicago Tonight
 Is Anybody Home?
 Johnson Family
 Keep Fit to Music
 Laugh and Swing Club
 March of Health
 Melody Street
 Morton Gould
 Music by Willard
 Musical Monickers
 Musical Portraits
 Musichio
 Mystery Hall
 Oberlin on the Air
 Ohio School of the Air
 Old Fashioned Girl
 Pageant of Melody
 Philadelphia Orchestra
 Radio Garden Club
 Radio Gossip Club
 Radio Newsreel of London
 Reviewing Stand
 Russell Bennett's Notebook
 Rutgers Homemakers' Forum
 Sagmaster Comments
 Scrapbook Stories
 Secrets of Personality
 Selective Service
 Sentimental Concert
 Seven Minute Men
 Sheep and Goats Club
 Sinfonietta
 Sing a Song of Safety Club
 Sing for Your Money
 Something Old, Something New
 Sonata Recital
 Song Spinners
 Song Treasury
 Songs that Sweethearts Sing
 Symphonic Strings
 These United States
 This Smart Set
 This War
 This Wonderful World
 Trojan Horses
 Tropical Serenade
 University Life
 U. S. Army Band
 Vagabond Trail
 Who Are You?
 Women World Wide
 Words and Music

- Ouachita Roundup** (P)
Woman's Journal (P)
KBTM, Jonesboro
KBTM Morning Herald (P)
Your Money's Worth (P)
Request Hour (P)
Farm Service Program (P)
KARM, Little Rock
Five Years Ago Today (C)
Time to Shine (C)
Town Talk (P)
Farm News Bureau (C)
KLRA, Little Rock
Farm Service Program
U. S. Weather Bureau (Live) broadcast
Bible Lovers Revival
Woman's Magazine of the Air
KUOA, Siloam Springs
Trade Winds (P)
Coffee In The News (C)
Hangar Flying (C)
Cathedral of the Ozarks (S)
- California**
- KERN, Bakersfield**
Uncle Mel's Kid Club (C)
Professor Askum (C)
Sidewalk Reporter (S)
KRE, Berkeley
Chapel of the Chimes Organ Concerts (S)
Music of the Masters (C)
KMPC, Beverly Hills
Song Stories (S)
- Stairway to Stardom** (S)
Pigskin Predictions (C)
KHSL, Chico
Liar's Club
Tele-topics
Sunrise Serenade
Log Cabin Kiddies Klub
KARM, Fresno
Traffic Jam
Ertly Risers' Club
Uncle Bill's Bible Quiz
Sports Events
KMJ, Fresno
Forum Better Understanding (S)
The Dawn Patrol (P)
Tune Time Varieties (S)
The Campus Reporters (C)
KFOX, Long Beach
Gardner of the Air (P)
Standard Swing Session (C)
Swing Street (C)
Paging The Past (S)
KECA, Los Angeles
Afternoon Jamboree (S)
Classic Hour (S)
Tune Out Time (S)
School Kids Kwiz (C)
KFAC, Los Angeles
Man On the Street (C)
Morning Inspirations (C)
The Evening Concert (C)
Whoa Bill Club (C)
KFI, Los Angeles
When Presses Roar (C)
PDQ Quiz Court (C)
- Art Baker's Notebook** (P)
Inside the News (C)
KFSG, Los Angeles
Voice of the First Nighter
Stearns Melody Trio
The Forgotten Man
KMTR, Los Angeles
Radio News Reel (S)
Camera Clinic (C)
Womer's World (P)
Col. Volney James Siesta Hour (P)
KNX, Los Angeles
Backgrounds For Living (C)
What, No Architect? (C)
Housewives' Protective League (P)
Calling All Cars (S)
KRKD, Los Angeles
Do You Know (C)
Musical Moments With The Music Masters (C)
KMYC, Marysville
The Morgan Hour
Lucky Seven
You Can Be Beautiful
KLS, Oakland
Jan's Journal (P)
Jackson's Half Hour of Fine Music (C)
Cigar Box Revue (C)
Spotlight Parade (P)
KROW, Oakland
Skullcrackers (C)
Question Wheel (C)
Man-on-the-Street (C)
Question-Air (C)
Friendly Homemaker (P)
- Hayloft Party** (S)
KROY, Sacramento
Champion Talent Quest (C)
Milady Shops (P)
Who's Dancing Tonight (C)
The Fisherman (P)
KFXM, San Bernardino
Kiddies Kwizz (C)
Children's Playhouse (S)
Early Birds (P)
Anything Can Happen (C)
KGB, San Diego
Homemaker's Catalog (P)
Lowie Highlights (C)
Star Parade (C)
For Ladies Only (S)
KFRC, San Francisco
Standard Symphony Hour (C)
Standard School Broadcast (C)
Breakfast Club (P)
Last Minute News (C)
KGO, San Francisco
The Five Edwards (S)
Just Between Friends (C)
The KGO Home Forum (P)
World On Parade (S)
KPO, San Francisco
Professor Puzzlewit (C)
Hawthorne House (C)
International Kitchen (P)
Paul Martin's Music (S)
KSFO, San Francisco
Who's Dancing Tonight (C)
Housewives Protective League (P)
News Quiz (S)

- Farm Journal (S)
 Carceos (S)
KVEC, San Luis Obispo
 His Master's Voice (C)
 Spelling Sallies (S)
 Boarding House (P)
 Bulletin Board (P)
KVOE, Santa Ana
 Photo Phone Quiz (C)
 Chrysler Cranium Crackers
 Kitchen Kwiz (C)
 Football Games (C)
 Bargain Counter (C)
KTKC, Visalia
 Tele Quiz
 Buyer's Guide Variety Hour
 Kiddie Klub
KHUB, Watsonville
 Kitchen Cabinet (C)
 10 O'Clock Club (S)
 Farm Hour (C)
 Music and Words (S)
- Colorado**
- KLZ, Denver**
 Lady, Lend An Ear (P)
 Captain Ozie (C)
 Sizzle Show (C)
 Boners Court (S)
KOA, Denver
 Golden Melodies (S)
 Nature Sketches (S)
 Inquiring Reporter (C)
KFKA, Greeley
 Stars of Tomorrow (S)
- Better Music Series (S)
 Evening Reveries (S)
 Rocky Mt. School of the Air (S)
Connecticut
WICC, Bridgeport
 First Offender
 Secret Heart
 WICC Girls' National Duckpin
 Champtions Bowling Broadcast
 Our Kids
 Street Scene
WDRG, Hartford
 Main Street (S and C)
 Music Off the Record (P)
 Shoppers' Special (P)
 Ad-Liner (P)
WTHH, Hartford
 Hartford Speaks (C)
 WTHH Concert Hour (C)
 Morning Musical Revue (P)
 Cedric Fester News Program (S)
WTIC, Hartford
 Gene and Glenn (C)
 Morning Watch (C)
 Hank Lawson and His Knights of
 the Road (S)
 Melodic Strings (S)
WNBC, New Britain-Hartford
 Curb Club (P)
 Danceland (P)
 Theater Quiz (C)
 WNBC Air Squadron (S)
WELI, New Haven
 Sports Parade (S)
- Bullard's Danceland (C)
 News and Views (P)
 Continental Trio (S)
WNLC, New London
 Lights Along the Shore (S)
 Electric Boat Program (P)
 Coast Guard Academy Band (S)
 Melody Lane (P)
WBRY, Waterbury-New Haven
 Spins & Needles (P)
 Homemakers Review (P)
 Wax-wise Program (P)
- District of Columbia**
- WMAL, Washington**
 The Kibitzers (P)
 Dream House (C)
 That's What You Think (S)
 Quiz of Two Cities (C)
WOL, Washington
 Uncle Mac's Funny Papers (S)
 Brown and Young (C)
 American College Forum (S)
 American Forum of the Air (S)
WRC, Washington
 WRC Home Forum (C)
 Baukhage Talking (C)
 Washington Calling (S)
 National Children's Frolic (S)
- Florida**
- WFTL, Fort Lauderdale**
 Pep Club (P)
 WFTL Barn Dance (S)
 Your Lonely Neighbor (S)
- Flying L Parade (S)
WFTM, Fort Meyers
 Quiz Club of the Air (C)
 Jitterbug Jamboree and Request
 Hour (P)
 Panogram (P)
 Afternoon Concert (S)
WJHP, Jacksonville
 Jacksonville Today and Yesterday
 (S)
 Little Theater Presents (S)
 Sports of the Day (C)
 Sky Commuter (S)
WLAK, Lakeland
 Lakeland On Parade (C)
 Matrimonial Market Basket (C)
 Is That Your Name? (P)
 All American Auction (C)
WQAM, Miami
 Man In The Street (C)
 Musical Quiz (C)
 Uncle Mac Reads the Funnies (S)
 WQAM News Commentator (S)
WKAT, Miami Beach
 Old Gold Sports Parade
 Taylor Shop
WTMC, Ocala
 Babcocks Swap Shop (C)
 We The Women (P)
 Town Crier (S)
 Forty-five Minutes On Broadway (P)
WDBO, Orlando
 Ask Me One (C)
 Screwball Party (C)
 Norman Beasley's Florida Cowboys
 (C)

- Children's Birthday Party (S)
WLOF, Orlando
 Dawn Patrol
 Junior Chamber of Commerce
 Sports Roundup
WDLP, Panama City
 Bob Lightburn Piano Concert Program (S)
 Vaughn Union Quartet (C)
WCOA, Pensacola
 Tex Dunn and His Virginia Hillbillies (S and C)
 Pensacola Round Table Discussion (S)
 Pensacola School of Music (S)
WSUN, St. Petersburg
 Sunshine Salute (S)
 Radio Flying School (S)
 Sunday Serenade (S)
 News In Review (C)
WTSP, St. Petersburg
 Dreamer of Dreams (S)
 Sidewalk Snooper (C)
 Swing Patrol (P)
WTAL, Tallahassee
 The Fancee A Chepelo Choir (S)
 F.S.C.W. Forum (S)
 This and That (S)
 Story Time (S)
WFLA, Tampa
 Forward Florida
 Grasso Presents
 Jewel Box
- For You, The Housewife (P)
 News By Air (C)
 Musicale Bazaar (P)
WBLJ, Dalton
 Breakfast Express (C)
 Opportunities In the South (C)
 Women in the News (S)
WBML, Macon
 Tune Quiz (C)
 Your Street (C)
 Saturday Night Party (C)
 Sunrise Serenade (P)
WSAV, Savannah
 Saga of Savannah (S)
 Man's Search for Health (S)
 Souvenirs of the Old South (C)
 Musical Arithmetic (C)
WTOC, Savannah
 The Old Salt Program (S)
 Musical Quiz (C)
 Coastal Empire Journal of Air (S)
 Moods and Music (S)
 Chapel Singers (S)
 To The Ladies (C)
 Milkman's Serenade (P)
WAYX, Waycross
 Melody Matinee (P)
 Kiddies Club of the Air (S)
 1200 Club (P)
 Merchants Parade (P)
Idaho
KIDO, Boise
 Hopper's Dollar College (C)
 Baird's Big Eight (C)
- Spelling B (C)
 Armchair Athlete (S)
KTFL, Twin Falls
 KTFL Midmorning Jamboree (C)
 Hi-Yea Neighbor (P)
KWAL, Wallace
 Musical Round-Up (C)
 Shopping Guide (P)
 Spell and Win (C)
Illinois
WMRO, Aurora
 Aurora Answers (C)
 Ten-Pin Topics (C)
 Meet the Bride (C)
WAAF, Chicago
 Symphonic Hour (S)
 Opera Festival (S)
 Mythical Ballroom (C)
 Council on Foreign Relations (S)
WCFL, Chicago
 Make Believe Danceland (C)
 Meet the Folks (C)
 Peekers In the Parity (P)
 Music Lovers (C)
WEDC, Chicago
 Midnight Flyers (P)
WENR, Chicago
 Sachs Amateur Hour (C)
 This Week's Hit Tunes (C)
 Yours Truly (P)
 Bob Crosby (C)
WGNI, Chicago
 In Chicago Tonight (S)
 The Chicago Theater of the Air (S)
- Southwest Georgia Jamboree
 Merchant's Parade
 Musical Clock
 Farm and Home Hour
WAGA, Atlanta
 Your Radio Neighbor (P)
 Pop Eckler's Jamboree (P)
 WAGA Radio Theater (S)
 Capt. Bill, The Brain Duster (C)
 WATL, Atlanta
 Charlie Smithgall's Time Table
 Kessler's Sunshine Hours
 Women In the News
WGST, Atlanta
 Frankie & Johnny, The Sidewalk Snoopers (S)
 Just Home Folks (C)
 Chuck Wagon (P)
WSB, Atlanta
 Dixie's Farm Hour (S)
 Salute to Georgia Counties (S)
 Church of the Children (S)
 Chariot Wheels (S)
 Pan Americana (S)
 The Editor Speaks (S)
WRDW, Augusta
 People We Like to Know (C)
 Over The Rainbow (C)
 So You Think You Know (C)
WRBL, Columbus
 Baseball and Football Questionnaire (C)
 Fort Benning News (S)

Peter Quill (C)
 Play Broadcast (C)
WIJD, Chicago
 Supper-time Frolic (P)
 Laugh Music Hall (P)
 Sunshine Jubilee (P)
WMAQ, Chicago
 Ten O'Clock Final (C)
 Heap O' Living (C)
 Sunshine Hour (C)
 Northwestern Hour (C)
WMBI, Chicago
 Shut In Request Program (S)
 Radio Sketches With Song (S)
 Continued Story Reading (S)
 Birthday and Anniversary Program (S)
WHFC, Cicero
 Better Music Hour
 Bing Crosby Request Program
WDAN, Danville
 Chatterbox Program (C)
 Battle of Wits (C)
 Juvenile Jamboree (C)
 Meet Your Postman, Policeman, and Fireman (C)
WSOY, Decatur
 Street Forum of the Air (P)
 Baseball and Basketball Play-by-Play (C)
WTMV, East St. Louis
 Melody Man (C)
 Opportunity Knocks (S)
 Swing Time (C)
 Collinsville Newspaper of the Air (C and P)

WEBQ, Harrisburg
 Stamps-Baxter Quartet (S)
 Bargain Counter (P)
 Wheel of Fortune (P)
 News of Southern Illinois (C)
WJPF, Herrin
 Number Please (P)
 Egyptian Variety Hour (S)
WCLS, Joliet
 Social Column of the Air (C)
 All Request Revue (P)
 Stars of Tomorrow (S)
WMBD, Peoria
 Jay's Women of Today (C)
 Chilco Town Crier (C)
 Petticoat Parade (S)
 Juvenile Theater (S)
WTAD, Quincy
 Men on Street
 Pickatooon
 Corn Belt Carnival
WROK, Rockford
 Add 'Em Up (P)
 Young Americans Club (C)
 Town Crier (C)
 Musical Portraits (S)
WHBF, Rock Island
 Juvenile Theater (C)
 Listen, Ladies (P)
 Play Burge (quiz) (C)
WCBS, Springfield
 1420 Club (P)
 Musical Clock (P)
 Rural School of Music (S)

Capitol City Barn Dance (C)
WTAX, Springfield
 Street Quiz (P)
 Yours for the Asking (C)
 Safety In Springfield (C)
 Farm Bulletin Service (P)
 Bob Club (P)
WDZ, Tuscola
 Kitchen Barn Dance
 Women, Just Women
 Screw Ball Club
 Corn Crib Hoe Down
Indiana
WHBU, Anderson
 Household Forum (P)
 Quilting Time (S)
 Mailbag (P)
 Last Work In Sports (C)
WTRC, Elkhart
 Elkhart-At-Home (C)
WGL, Fort Wayne
 Hey! Mr. Motorist!
 Name the Tune
 Kay Reporter
 Clock Strikes Twelve
WOWO, Fort Wayne
 Morning Roundup (P)
 Modern Home Forum (P)
 Hoosier Hop (S)
 Old Songsmith's Happy Club (S)
WIND, Gary
 Sports Edition (P)
 Changing Scene (S)
 Northwestern Playshop (S)

WHIP, Hammond
 America Talks It Over (S)
 Lithuanian Musical (C)
 School Forums (S)
 Family Altar (S)
WJOB, Hammond
 Air Lane Dance (P)
 Rhythm Roundup (C)
 Master Work Hour (S)
 Educational Forum (S)
WFBM, Indianapolis
 Indiana Talent Parade (C)
 Early Birds (P)
 Hoosier Farm Circle (P)
 Lyric Program (S)
WIBC, Indianapolis
 Friendly House
 Lester Huff at the Organ
 Hoosier Request Time
 Melody Farm
WIRE, Indianapolis
 Farm and Home Hour (C)
 B's at the Keys (S)
 Street Reporter (C)
 Serenade In the Night (C)
WBOW, Terre Haute
 Si and Ezra (C)
 Spin O' Fortune (C)
 Valley Farm Hour (C)
 Indiana State Educational Series (S)

Iowa
WOI, Ames
 Mid-day Music (S)
 The Music Shop (S)

Betty Wells Program (S)
WMT, Cedar Rapids, Waterloo
 Toby's Cornhusser News (C)
 Family Party (C)
 Magic Kitchen (P)
 Question Man (C)
WOC, Davenport
 Tri-City Circle (P)
 Guest of Honor (C)
WOC Mail Bag (P)
KWLC, Decorah
 Radio Chapel (P)
 Hymns We Love (S)
 International News Review (S)
KRNT, Des Moines
 Tall Carn Time (C)
 Tommy Thompson's Program (S)
XSO, Des Moines
 Hawkeye Dinnertime (P)
 Charlie Flagler (C)
 Inquiring Mike (C)
 Sum Fun (S)
WHO, Des Moines
 Iowa Barn Dance Frolic (C)
 Veterans' Forum (S)
KVFD, Fort Dodge
 Lady Luck (C)
 Cathedral in the Night (S)
 Chapel Quintette (C)
 Song Shop (S)
KMA, Shenandoah
 Jessie Young's Program
 KMA Country School
 Kitchen-Klatner Program
 Early Morning Roundup

KSCJ, Sioux City
 The Sioux Cityans (S)
 Town Chiers (P)
KTRI, Sioux City
 His Majesty The Baby (C)
 KTRI Players (S)
 News Every Hour on the Hour (C)

Kansas

KGGF, Coffeyville
 Junge's Amateur Hour
 Junior Chamber Roundtable
 Musical Clock
 Pickwick Man on the Street
 KTSW, Emporia
 The Brainbusters (C)
 The KTSW Showcase (S)
 The Gilson Players (S)
 Rainbo Amateur Hour
KIUL, Garden City
 Hamilton Trio (S)
KVGB, Great Bend
 Gospel Singers (C)
 We the People Sing (S)
 Beals at the Baldwin (P)
KCKN, Kansas City
 Dance With America (C)
 Noon Hour Clock (C)
 The Magic Carpet (C)
 Behind the Headlines (C)
KFKU, Lawrence
 Your Health Program
 Stories for Elementary Grades
 University of Kansas Roundtable
 Book Club Program

KOAM, Pittsburg
 Amateur Hour (C)
 Hillbilly Jamboree (C)
 Town Talk Program (C)
 Community Editor (C)
KSAL, Salina
 Passing Parade (C)
 Morning Hymnal (C)
 Dinner Dividends (C)
 Royal Crown Club (C)
WIBW, Topeka
 E. C. Quigley's Sport Forum (S)
 Kansas Roundup (C)
 Uncle Abner's Postoffice (C)
 Golden Belt Tent Show (S)
KANS, Wichita
 Spines Yawn Patrol (C)
 What's The Name of That Song (P)
 Yingling's Over the Rainbow (C)
 The KANS Cook Book (P)
KFBI, Wichita
 Dinner Bell Time (P)
 Derby Football Revue (C)
 Farmer on the Dial (P)
 The Sunday Serenade (C)

KOAM, Lexington
 Man on Street (C)
 Morning Round-up (P)
WAVE, Louisville
 Melody Time (S)
 Man on the Street (C)
WHAS, Louisville
 Paul Sullivan's Program (C)
 Dick Fischer's Program (C)
 Modern Music Hall (S)
 Early Morning Jamboree (C)
WINN, Louisville
 Swing-I-Q (C)
 Mortal Classics (S)
 Bar Nuthin' Ranch (C)
 Tunesful Ticktocks (P)
WOMI, Owensboro
 Stork Express (C)
 High School Spelling Bee (C)
 Tex Justus Barn Dance (P)
 Musical Clock (P)

Louisiana

KALB, Alexandria
 KALB Farm and Home Program (S)
 Dr. Gem's Program (C)
 Royal Crown Musical Quizzer (C)
 Louisiana College Presents (S)
KVOL, Lafayette
 Mello Joy Bonanza Broadcast (C)
 Royal Crown Cola Program (C)
 Sports Program (C)

KALB, Alexandria
 KALB Farm and Home Program (S)
 Dr. Gem's Program (C)
 Royal Crown Musical Quizzer (C)
 Louisiana College Presents (S)
KVOL, Lafayette
 Mello Joy Bonanza Broadcast (C)
 Royal Crown Cola Program (C)
 Sports Program (C)

Kentucky

WLBI, Bowling Green
 Friendly Neighbors (S)
 Lady, Lend An Ear (C)
 WLBJ Listening Post Hour (P)
WHOP, Hopkinsville
 Goober and His Kentuckians (C)
 Brown County Revellers (S)
 Sports Review (C)

- Hilly Billy Jamboree (C)
WNOE, New Orleans
 Jax Midnight Dancing Party
 Gotta Get Up Program
 Louisiana Marches On
WWL, New Orleans
 Musical Clock Program (C)
 Dawnbusters (C)
 Melodies by Mariel (S)
 Elmer's Jingle Jamboree (C)
 Majoring Music Program (C)
KRMD, Shreveport
 Junior Talent Party (C)
 Women in the News (S)
 Housekeeper's Chats (S)
KTBS, Shreveport
 Master Minds of Tomorrow (C)
 Five Column Sports Review (S)
 Orchids To You (C)
 Daily United Pres War Commentary (S)
KWKH, Shreveport
 Wiley College Choir (S)
 Religious News Reporter (S)
 Rice Bros. and Their Gang (C)
 Salt and Peanuts (C)
- Maine**
WCOU, Lewiston
 What's the Answer
 First Person Plural
 Gerald Saucier Sings
 Meat On the Table
WCSH, Portland
 The Three-A Safety Man (S)
- The Party Line (P)
WGAN, Portland
 Walkin's Treasure Tips by Telephone (C)
 Late Risers Club (P)
 Ken MacKenzie, Yodelling Cowboy (S)
 Russel Dorr's Program (S)
- Maryland**
WBAL, Baltimore
 Round the Dinner Table (P)
 Time for Romance (P)
 Mary Landis' Program (P)
 Here's Now (C)
 Jack Pot (S)
 Breakfast Time (P)
WCAO, Baltimore
 John Varney's Moderne Quintette (P)
 Your Friendly Neighbor (P)
 Don Riley's Sports Review (S)
WFRB, Baltimore
 Arrow News Reporter (C)
 Quiz of Two Cities (C)
 Carnival of Fun (C)
 Open House (C)
 Morning In Maryland (F)
WTBO, Cumberland
 Vanity Fair (P)
 It's All Yours (P)
 Cumberland Town Meeting of the Air (S)
WJEL, Hagerstown
 Tomorrow's Headline Sports (C)
 Cumberland Valley Chorusters (S)
- Municipal Band (S)
 Sketchbook Players
- Massachusetts**
WAAB, Boston
 Soldiers' Quiz (C)
 Friends' Student Radio Club (C)
 Your Singing Neighbor (S)
 Ruth Moss Interviews (S)
 Town Meeting On the Air (S)
WBZ & WBZA, Boston & Springfield
 Morning Toast (P)
 Musico (C)
 You and Your Neighbor (C)
WCOP, Boston
 Radio Orchestra Hail (S)
 Rise 'N' Shine (C)
 Show Business (S)
 Orchids to You (S)
WEEL, Boston
 WEEL Food Fair (P)
 Farmer's Almanac of the Air (C)
 E. B. Rideout Weather Service (C)
 Uncle Elmer's Song Circle (S)
WMEX, Boston
 Curin Time (S)
 Joseph H. Tall's Hour (C)
 Alexander Thiede Conducts (S)
 Rhythm Revue (S)
WNAC, Boston
 Quiz of Two Cities (C)
 Spreading New England's Fame (C)
 New England Town Hall Party (C)
 Inside of Sports (C)
- Jim Britt's Sports Review (C)
Programs
WORL, Boston
 920 Club (P)
 M-I Reporter (S)
 Christian Science Monitor News
WSAR, Fall River
 1450 Club (S)
 Man on the Street (C)
 Local News (P)
WHAI, Greenfield
 The Birthday Box (C)
 Knights of the Whirling Disk (P)
 Entertainment Time (S)
WOCB, Cape Cod
 Music Academy of Air (S)
 Passports to Pleasure (P)
 Cape Cod Cwiz (C)
 A Village Speaks Its Mind (C)
WLAW, Lawrence
 Auditions On The Air (C)
 Yawn Patrol (C-P)
 Eventide Moods and Memories (S)
WBRK, Pittsfield
 Prof. Query (C)
 1310 Club (P)
 Sweet and Swing Club (P)
 Hans Vigeland's Concert Orch. (C)
WMAS, Springfield
 Sidewalk Interviews (C)
 You're On the Carpet (C)
WTAG, Worcester
 Dedicatory Broadcast to Admiral Byrd (S)

Melodies From the Fireside (C)
Radio Theatre Matinee (P)
Star Interviews (S)

Michigan

WJR, Detroit
Hermi's Cave (C)
News Comes to Life (C)
Gus Haenschen's Orchestra (C)
Peaceful Valley (S)
WMBC, Detroit
Shades of Melody (S)
Lady of Charm (C)
Music Maestro (P & C)
WXYZ, Detroit
The Lone Ranger
The Green Hornet
Challenge of the Yukon
Ned Jordan, Secret Agent

WDFW, Flint

Blues Chasers (P)
Flint Gems Baseball (S)
Skeets & Playboys (S)
WLAJ, Grand Rapids
School Mirror (S)
Final Edition (C)
Quizzing Bee (C)
Little Red School House (S)
Open House (C)

WOOD-WASH, Grand Rapids

Sidewalk Interviews
Search For a Star

Happy Valley Frolic

WJIM, Lansing

Breckfast Bingo (C)

Treasure Chest (C)
Rhythm Request Round-up (S)

WCAR, Pontiac

Men on Wings (S)
Cheerful Little Earful (C)
Michigan Round-up (P)
Food for Thought (C)

WHLS, Port Huron

Aunt Jane's Story Book House (S)
Hired Man Farm Program (P)
Michigan Thumb District School Bands

WSAM, Saginaw

Hidden Dollars (P)
Birthday Club (C)
Howdy Folks (S)
Kay Karrol's Columns of the Air (C)

Minnesota

KATE, Albert Lea

Your Opinions (S)
Women's Calendar (C)
The Hymn Singer (S)
Court of Missing Heirs (C)

KDAL, Duluth

Day's Digest (C)
Noon Extra Program (C)
Broadcast Theater (S)

WEBC, Duluth

Menu Matinee (C)
Woman's World (P)
Quiz of Twin Ports (S)
Today's Best Buys (S)
Boy Meets Girl (S)

KYSM, Mankato
Singles & Spares (C)

Sunshine Dinnertime (C)
Quizzer Bee (C)

KYSM Birthday Party (S)

Mid-day Merry-go-Round (P)

WCCO, St. Paul-Minneapolis

Saturday Morning Open House (P)
Sunrisers (P)
Kiddie Quiz (C)

Backgrounding World News (C)

WDGY, St. Paul-Minneapolis

Happy Hollow Program (C)
Farmyard Follies (C)

Coffee Club (P)

Health Club (S)

Clock and Calendar (P)

WLB, St. Paul-Minneapolis

University Convocations (S)
Old Tales and New (S)
Music Appreciation Series (S)

Classroom Lecture Series (S)

WLOL, St. Paul-Minneapolis

News of Women for Women (C)
Happy Valley Gang (C)
Uncle Ray

Story-Tone Girl (C)

WMIN, St. Paul-Minneapolis

All Nite Stand (P)
Safely Club (S)
Open Forum (S)

WTCN, St. Paul-Minneapolis

News to Come (C)
Church Music Appreciation (S)
Front Page of the Air (C)
KROC, Rochester
Singles & Spares (C)

Noon Frolics (C)

Tick Tock Topics (C)

KROC-Presents (S)

WHLB, Virginia

New Angles on Angling (C)
Please Play (C)
Daily Sports Review (C)
Tavern Show (C)

KWLM, Willmar

Happy Bill and Friendly Radio Troupe (P)
The Lakeland Jamboree (S)

KWNO, Winona

Kiddie Quiz (C)
Rapsody of Ivory (S)
Hammondaires (C)
Owl Reporter (C)

Mississippi

WCBI, Columbus

Citico Kiddie Club (C)
Uncle Zeke's Program (C)
Egger-Sisson Musical Clock (C)
Jax Pigskin Parade (C)

WJPR, Greenville

Happy Harry (S)
Read 'em and Reap (P)
Speaking of Society (C)
News Round Up (S)

WGCM, Gulfport

Boatmen's "C"

WSLI, Jackson

Women's Club (P)
The Grab Bag (P)
The Dream Girls (C)

Jafco Community News (C)
WSKB, McComb
 Happy Housewife's Hour (P)
 WSKB Band Wagon (C)
 Mississippi Farm Hour (P)
 Devotional Hour (S)

Missouri

KFUO, Clayton-St. Louis
 Musical Magic Carpet (S)
 Music Appreciation Hour (S)
KFRU, Columbia
 Women's Radio Journal (P)
 Musical Clock (P)
 Village Choir (C)

KWOS, Jefferson City
 Man on the Street (C)
 Birthday Bells (C)
 Top Tune Time (C)
KCMO, Kansas City
 Quizmaster (C)
 Miss "Q" (C)
 Eight O'Clock Edition (C)
 Eleven O'Clock Final (C)

KMBC, Kansas City
 Early Birds Show
 Dinner Bell Roundup (S)
 Brush Creek Follies (P & S)
 KMBC Happy Kitchen (P)
 Rhyme-A-Line Time (C)

KWOC, Poplar Bluff
 Sports Final (C)
 Mothers Best Mountaineers (C)
 Piano Rumblings (C)
 Music for the Dance (P)

KFEQ, St. Joseph
 KFE Cuties (S)
 Just The Other Day (C)
 The Pony Express Roundup (C)
 Where to Go Tonight (C)
KMOX, St. Louis
 Magic Kitchen (P)
 The Land We Live In (C)
 Mellow Time (C)
 Ben Feld Show (C)

WEW, St. Louis
 Moments With the Masters (S)
 Musical Clock (P)
 Roy Shaffer and Nat. Champ.
 Hillbillies (C)
 Sacred Heart Hour (S)

WIL, St. Louis
 Breakfast Club (P)
 Today's Winners (S)
 Mister Fixit (S)
 Dawn Patrol (P)

Montana

KRBM, Bozeman
 Movie Magazine of the Air (C)
KFBB, Great Falls
 The 6:55 Club (P)
 KFBB Kourtesy Kitchen (P)
 Part of Dreams (S)
 In The Sportlite (S)
KGVO, Missoula
 Dude Ranch (S)
 This & That (S)

KGCX, Wolf Point
 Montant Pete (S)
 Ralph Bray and His Rainbow
 Players (P)
 Skeets Shaw at the Solovox (S)

Nebraska

KORN, Fremont
 Daily Devotions
 Telaquiz Program
 Omaha Remote Program
KMMJ, Grand Island
 Joe Lukesh Bohemian Orchestra (P)
 KMMJ Homemakers Club (P)
 KMMJ Ranch House (P)
 KMMJ Shoppers Guide (P)

KHAS, Hastings
 Blue Monday Jamboree (P)
 Saturday Night Roundup (P)
 Swanee and Nancy (P)
KGFW, Kearney
 Nebraska Troubadour
 KGFW Farm Hour (P)
 Central Nebraska News (P)
 Women's Home Forum (P)

KOIL, Omaha
 Steve Chrastil Bohemian Band (C)
 Parade of the News (S)
WOW, Omaha
 Farm Facis & Fun (S)
 The Other Woman (C)
 Lyle & Eddie (C)
 Man on the Street (C)

New Hampshire

WLNH, Laconia
 The Birthday Party (C)
 Home Half-Hour (P)
WFEA, Manchester
 Children's Magic Circle (C)
 The Treasure Chest (C)
 Moods and Moments (S)
 News on Parade (C)

New Jersey

WCAP, Asbury Park
 Cooking School of the Air
 Shore Shopper

Meet Our Visitors
WBAB, Atlantic City
 Woman's Page of the Air (P)
 WBAB Farm Almanac (P)
 Amusement Page (P)
 Studio Theatre (S)
 Studio Varieties (S)
WFGF, Atlantic City
 133 Club (P)
 Midnight Jamboree (P)
 Musical Rainbow (C)
 Italo-American Opera (P)

WOR, Newark
 Martha Deane's Program (P)
 Meet Mr. Morgan (P)
 Danceland (P)
 Uncle Don (P)
WAWZ, Zarephath
 Bishop Alma White (S)
 Ray B. White Home Orchestra (S)
 Jubilate Girls' Chorus
 New Brunswick Public Schools

New Mexico

KOB, Albuquerque
 The Feminine Touch
 Radio Riddles
 Women in the News
 Men in the News
 Road to Cibola
KLAH, Carlsbad
 Woman's Club (C)

KVSE, Santa Fe
 Woman's Club of the Air (P)
 Sunshine Special All Request
 Program (P)
 Spanish Program (P)
 Theatre Parade (C)

New York

WABY, Albany
 Albany Senators Baseball (C)
 Sidewalk Sidelights (C)

Grand Theatre Amateur Night (C)
 Profit Program (C)
WOKO, Albany
 Montgomery Ward Musical Clock (C)
 Spaulding Quik Quiz (C)
 Socony News Service (C)
 Empire Ensemble (S)
WARD, Brooklyn
 What Shall I Do? (S)
 America Lives (S)
 Irish Echoes (P & C)
 American Yiddish Varieties (P & C)
WBDK, Brooklyn
 Kingdom Instruction (S)
 Model Bible Study of the Air (S)
WCNW, Brooklyn
 Swing-Hi Club (S)
 Tea Time Serenade (S)
 Voice of the Negro Community (C)
 Italian-American Varieties (C)
WVFW, Brooklyn
 We, the Veterans Speak (S)
 Philosopher Advisor (S)
 The Wanderer (C)
 Personality Parade (S)
WBEN, Buffalo
 International House Party (C)
 Ironic Reporter (C)
 Sally Work (P)
 Bob Armstrong and His WBEN Orchestra (S & C)
WBNY, Buffalo
 Suggestions in Symphony (S)
 Echoes of Poland (P)
 Saturday Night Review (S)
WEBB, Buffalo
 People's Forum (S)
 Echo Trio Time (C)
 Sidewalk Stanis (S)
 Your Community (S)
 Liberty Children's Hour (C)
WCAD, Canton
 Take A Guess (S)
 Campus Personalities (S)

The Faculty Speaks (S)
 Corner Book Shelf (S)
WENY, Elmira
 Quik Quiz (C)
 American Legion Roundtable (S)
 Day Dreams (S)
 Little Curiosity Shop (S)
WGBB, Freeport
 Right Time for Listening (C)
 Dance Music "A La Carte" (C)
WHCU, Ithaca
 Farm and Home Hour (S)
 Sid Ten Eyck and the Sports (S)
 Ithaca College School of Music Talent Program (C)
WJTN, Jamestown
 Swedish Revue (C)
 Calling Warren (P)
 Midmorning Martinee (P)
 Mine-O-Nine (S)
WGNV, Newburgh
 Postman's Serenade (C)
 Penny Smart (C)
 Clay Sisters' Program (C)
WABC, New York
 (For program information see sustaining and commercial programs of National networks in another section of this volume.)
WEAF, New York
 (For program information see sustaining and commercial programs of National networks in another section of this volume.)
WFBL, Syracuse
 Musical Clock (P)
 Etit-Quiz (C)
 Musical Bee (C)
 Army Camp News (C)
WOLF, Syracuse
 Hourly Newscasts on the Hour (C)
 The Sportscoop (C)
 Symphony Hall (C)
 Musical Scoreboard
WSYR, Syracuse
 Fred Jeske—Timekeeper (P)
 Ruth Chilton's Matinee (P)
 Mid Morning Ltd. (P)
 Nick 'N' Red (P)

WINS, New York
 Copydesk (S)
 Horse Racing Results (C)
 Musical Mysteries (S)
 Don Dunphy's Highlights of Sports (S)
WJZ, New York
 (For program information see sustaining and commercial programs of National networks in another section of this volume.)
WLTH, New York
 Jewish American Board for Peace and Justice (P)
 Questions In the Air (S)
 A Program on Americanism (S)
 Jewish Amateur Hour (C)
 Story of My Song (C)
WMCA, New York
 The Original Goodwill Hour (C)
 Labor Arbitration (S)
 Johannes Steel (C)
 Ida Bailey Allen's Homemakers (P)
WNEW, New York
 Make Believe Ballroom (C)
 Milkman's Matinee (C)
 Start the Day Right (C-P)
 Dance Parade (C-P)
WOV, New York
 Nocturne (S)
 Continental Nights (C)
 Opera Hour (S)
 Symphony Hour (S)
WQXR, New York
 Symphony Hall (S and C)
 String Classics (S)
 Breakfast Symphony (P)
 Just Music (P)
WHLD, New York
 Quizz Court (C)
 The Professor Ponders (C)
 Sylvia Barnum and E. Whistler (S)
 Maebelle Wegener's Hawtians (S)

WSLB, Ogdensburg
 Home Service (P)
 Rural Reporter (P)
 Sports Review (C)
WHDL, Olean
 Interscholastic Quiz (C)
 Cheek to Cheek (P)
 WHDL Modern Kitchen (P)
 Quik Quiz (C)
WKIP, Poughkeepsie
 Rodney Knight (S)
 Covell's Curio Shop (S)
 Market Street Forum (S)
WHEC, Rochester
 Children's Recess
 Silver and Gold
 Gulf Football Contest (C)
 Police Safety Talks
WSAY, Rochester
 B. S. Bercovici's News (C)
 1210 Club (C)
 Frank Silva's Program (C)
WGY, Schenectady
 Play Pay Day (S)
 Silver Strings (S)
 Empire State Town Meeting (S)
 Juvenile Jamboree (S)
WFBL, Syracuse
 Musical Clock (P)
 Etit-Quiz (C)
 Musical Bee (C)
 Army Camp News (C)
WOLF, Syracuse
 Hourly Newscasts on the Hour (C)
 The Sportscoop (C)
 Symphony Hall (C)
 Musical Scoreboard
WSYR, Syracuse
 Fred Jeske—Timekeeper (P)
 Ruth Chilton's Matinee (P)
 Mid Morning Ltd. (P)
 Nick 'N' Red (P)

- WTRY, Troy**
 Timekeeper Program (P)
 Dusty Miller's Program (C)
 Strings and Things (S)
 Double II Program (C)
- WIBX, Utica**
 Arpeko Musical Clock (C)
 Women In The News (C)
 Court of Kings (S)
 Yawn Patrol (C)
- WFAS, White Plains**
 Westchester Breakfast Club
 Reviews of the News
 Your Program
 Your Album of Music
- WVRL, Woodside**
 Auto Forum of the Air (C)
 Grab Bag Quiz (S)
 K of C Debate (S)
- North Carolina**
- WWNC, Asheville**
 Top O' the Mornin' (C-P)
 Western North Carolina Farm Hour (S)
- WBT, Charlotte**
 Professor Curb-Ward (C)
 Saturday Night Roundup (S)
 Grady Cole's Farm Club (P)
 B. C. Ranch Time (C)
 The Briarhoppers (C)
 William Wintler's Commentary (C)
- WSOC, Charlotte**
 Cheerwine Lady Luck (C)
 Balloon Busters (S)
 Elementary Education Program
 Dance Hour Program
- WDNC, Durham**
 Southern Plantation (S)
 WDNK Theater Guild (S)
 Song Styles (C)
 Headline Quiz (C)
- WCNC, Elizabeth City**
 Old Songs for New (C)
 Round the Town (P)
 Is That Your Name? (C)
 Mail Bag Program (P)
- WFNC, Fayetteville**
 Lumberton Hour (P)
 Youth on Parade (S)
 The Fort Bragg Hour (C)
- WGBR, Goldsboro**
 Bright-Lites of Sport (C)
 Around the Clock (P)
 Rainbow Gold (C)
 1370 Club (P)
- WBIG, Greensboro**
 Gwendolyn Farrell's Broadcast
 Erlu Neese's Program
 Elizabeth Spells' Songs
 WBIG Ensemble
- WGTC, Greenville**
 Help Thy Neighbor (C)
 Alarm Clock Contest (C)
 Answer by Telephone (C)
 Farm Highlights (P)
 Dedicated to You (S)
- WFTC, Kinston**
 Musical Clock (P)
 Mail Bag Program (P)
- WRAL, Raleigh**
 Central Prison Varieties
 Freddie Johnson Entertains
 Pete 'n' Minery
 Carolina Playmakers
- WSTP, Salisbury**
 Yarkin Valley Hoedown (S)
 Bobvan Camp Swings (S)
 Russel McIntyre Entertains (C)
 Coffee and Doughnuts (P)
- WMFD, Wilmington**
 Meditation Period (S)
 Happy Roving Cowboys (S)
 Mary Jane and Happy
 Harmony Singers
- WGTM, Wilson**
 Mustard and Gravy Program (C)
- WAIR, Winston-Salem**
 Melody Time (C)
 Dear Diary (S)
 Rosser Fowlkes' Program (C)
 Once Upon a Time (S)
- WSJS, Winston-Salem**
 Dollars for Sense (P)
 Live at Five (P)
 Downtown Jackpot (C)
 Number Please (P)
- North Dakota**
- KFYR, Bismarck**
 Cuckoo Quiz (S)
 Memory Baseball (P)
- KDLR, Devils Lake**
 KDLR Amateur Show (C)
 Birthday Bells (S)
 Farmers Hour (P)
 Dakota Best (C)
- WDAY, Fargo**
 Hayloft Jamboree (C)
 Meet Your Neighbor (C)
 Home on the Farm (C)
- KFJM, Grand Forks**
 Herberger's Melody Quiz (C)
 Late Risers Program (S)
 Sicks of Tomorrow (C)
 Words and Music (C)
 Golden Harvest Request Program (C)
- KRMC, Jamestown**
 Inquiring Mike Program (C)
 Tiny Troopers (S)
 Storybook Lady (S)
 Musical Clock (P)
- KGCU, Mandan**
 Monday Evening Dancing Party (S)
 Blue Blazer Trio (C)
KOVC, Valley City
 Man on the Street
- WADC, Akron**
 Main Street Opinions (C)
 Lucky Money (C)
 All Request Program (P)
- WJW, Akron**
 Stumpus Club (P)
 Bond News (C)
 Information (S)
 Home Edition (P)
- WICA, Ashtabula**
 Missouri Foxhunters (S)
 Prof. Stump (C)
 Headlines of Yesterday (C)
 Highlights of Sports (S)
- WKY, Cincinnati**
 Hot Coffee Club
 Morn Patrol
 Your Program
 Request Review
 Time to Kill
- WKRC, Cincinnati**
 The Dawn Patrol (P)
 The Woman's Hour (P)
 Just for You (C)
 The Johnson Family (C)
 Economy Kitchen (P)
- WCLE, Cleveland**
 Burt's Amateur Show (C)
 Matinee Dance Time (C)
 Dugout Interviews (C)
 Parade of Nations (C)
- WGAR, Cleveland**
 Cultural Institute (S)
 Wings Over Jordan (S)
 What's the Law (S)
 College Workshop (S)
- WHK, Cleveland**
 Discoveries Program (C)

- Variety Clock Program (C)
 Junior Show Boat (S)
Bowling News (C)
WTAM, Cleveland
 Know Your Notes (S)
 Gordon Aires (S)
 Women's Club of the Air (P)
 Tom Manning's Sports Program (C)
WBNS, Columbus
 Harmony Haven (S)
 Round Robin Review (P)
 Hitful Hands (P)
 Early Worm (P)
WCOL, Columbus
 Sports Parade (C)
 Inquiring Reporter (C)
 Columbus Town Meeting (S)
WHKC, Columbus
 Buckeye Four (C)
 Trouble Shooters (S)
 Sports by Sweeney (C)
 Songs Sweethearts Sing (S)
WOSU, Columbus
 Radio Junior College Courses (S)
 Ohio School of the Air (S)
 Faculty Talks and Round Tables (S)
 University Symphony and Concert Band (S)
WHIO, Dayton
 Songtime with Keyboard Choir (C)
SI Burick's Sports and News Views (C)
 Henry Lange and G. P. (C)
 Great Days in Dayton (C)
WLOK, Lima
 Renz Talk of the Town (C)
 Blattner's Quiz (C)
 Del Rio Cowboys (S)
WMAN, Mansfield
 Gardner's Silver Lining
 Amateur Hour
 Who's Who
 Jolly Juvenile Program
- Swingbillies (C)
 Oklahoma Speaks (S)
 Radio Kitchen Party (P)
WKY, Oklahoma City
 Spin and Win with Jimmy Flynn
 Campfire Embers
 Southwestern Serenade
 Odds and Ends
 This Is the Story
KGFF, Shawnee
 Varsity Varieties (S)
 Oklahoma Speaks (S)
 Mr. Yes and No (C)
 Slips That Pass in the Mike (S)
KOME, Tulsa
 The Juvenile Matinee (S)
 Mr. and Mrs. John Average (C)
 Highway of Sports (S)
 Dance With America (C)
KTUL, Tulsa
 Howdy Program (C)
 Your Lucky Break (C)
 News In Review (S)
KVOO, Tulsa
 Bob Wills and His Texas Playboys (C)
 Morning Watch (P)
 Merry-makers Program (C)
 It's a Woman's World (S)
- Oregon**
- KBND, Bend**
 Morning Greeting (C)
 Farmers Hour (C)
 Santa Claus Program (C)
KODL, The Dalles
 Kitchen Clock
 Weekly Sports Review
 Kerb Stone Kwis
KOHE, Eugene
 What Lane County Thinks (P)
 At Your Command (P)
 KORE Swap Program (C)
- WJAY, Portsmouth**
 Selby Classmate Hour (C)
 Money Talks (C)
 Musical Masterworks Hour (S)
 By Request (P)
WSTV, Steubenville
 Do You Know Sports? (C)
 Your Neighbor's Voice (C)
 Birthday Party (P)
 Food Quiz (C)
WSPD, Toledo
 Mrs. Toledo Perks Up (C)
 Sidewalk Interviews (C)
 Captain Reckless (S)
 Pat the Pantry Man (C)
WTOL, Toledo
 Sunny Corners (S)
 For Women Only (P)
 Sports Review (S)
 Town Crier (C)
WHIZ, Zanesville
 Silver-Dollar Tele-test (C)
 Penny Wise (C)
 Mother Hubbard's Cupboard (P)
 1210 Club (P)
- Oklahoma**
- KADA, Ada**
 Campus Capers (P)
 Eula Musgraves (C)
 Home Market's Club (P)
KASA, Elk City
 Elmer Gooftus Hoskin Family
 The Three Shades of Blue
 The Periscope Broadcast
 The Harford Radio Quartette
KOCY, Oklahoma City
 Let's Get Someone a Job (C)
 Rocks on the Hour Every Hour (C)
 Brown's Morning Watch (C)
KTOK, Oklahoma City
 A Woman's Point of View (P)
- KALE, Portland**
 This and That (P)
 Sunshine Express (P)
 Slumber Boat (S)
 Enchanted Garden (S)
 Memory Timekeeper (B)
 Good Morning Neighbor (C)
 Gift of the Orient (C)
KEX, Portland
 Faithful Stradivari (S)
 Musical Scoreboard (C)
 Sport Court (C)
 Charmingly We Live (P)
KGW, Portland
 Oregonian Matinee (P)
 Alumni Magazine of the Air (C)
 Me and My Shadow (S)
 Oregonian Trail Blazers (S)
KWJJ, Portland
 Tiny's Wranglers (S)
 Novel-enders (S)
 Midnight Jamboree (P)
- Pennsylvania**
- WLEU, Erie**
 News Programs (C)
 Man on Street (C)
 Early Bird (P)
 Evening Special 11 P.M. (P)
 The Woman Listens (P)
WBFG, Glenside
 Danceland (C)
 Tunes With Your Toast (C)
 Your Unseen Advisor (S)
 'Round The Town (P)
WHJB, Greensburg
 Alarm Clock Serenade
 Farmer's Exchange
 The Request Party
 What's Going On Here?
WSAJ, Grove City
 Faculty and Student's Programs

- WKST, New Castle**
The Streamliners (P)
Number Please (P)
WKST Birthday Club of the Air (S)
Hear Yourself (C)
Musical Building Blocks (C)
WKPA, New Kensington
Repeat It Please (C)
Rhyme & Rhythm (S)
Farm Program (P)
KYW, Philadelphia
Music for Moderns (S)
Kenby Cushing's Sports Program (C)
Besse Howard Looks At the News (C)
The Happy Clarks (S)
WCAU, Philadelphia
Horn & Hardart Children's Hour (C)
Laura May Stuart's For Women Only (P)
Powers Gouraud (C)
Of Stars and Stripes (S)
WDAS, Philadelphia
Every Hour On the Hour: News (C)
Merry-Go-Round (P)
Band Hotel (F)
Nocturne (S)
WFIL, Philadelphia
DeSole Quiz Caravan (C)
Fels Golden Bars of Melody (C)
Mystery History (S)
WIP, Philadelphia
Nine O'Clock Scholars (C)
Dollars To Donuts (C)
Easy Does It (P)
Dialing For Dollars (C)
Philadelphia Orchestra
KDKA, Pittsburgh
Tap Time (C)
Treasure Trails (S)
Music In the Night (S)
Evening Echoes (S)
- KQV, Pittsburgh**
Music For Reading (S)
Meet Your Neighbor (C)
Blues Chasers (F)
Jobs Wanted (S)
WCAE, Pittsburgh
Lazy Rhapsody
The Airlines
Sophisticated Ladies
WWSW, Pittsburgh
Board of Education Features (S)
Footlights and Stardust (C)
Blessed Eventer (P)
Golden Hour (S)
WARM, Scranton
Raiph and Hal (C)
Kiddie Show (C)
Quiz Hour (S)
Final Edition (C)
WPIC, Sharon
Magic Carpet (S)
Stump The Staff (S)
WKOK, Sunbury
Reg and Paul (C)
Organ Doctor (S)
Royal Entertainers (S)
Sunshine Almanac (S)
WMBB, Uniontown
Smile-A-While (P)
Saturday Evening Jamboree (P)
Cohen Amateur Hour (C)
Musical Clock (P)
WRAC, Williamsport
Lundy Quiz
Store of Gold
Melody Men
Hoosier Cornhuskers
- Rhode Island**
WEAN, Providence
Sidewalk Backtalk (C)
Everyday Adventures of Wallace (P)
Carolyn
- Everybody's Sport (S)
WJAR, Providence
WJAR Childrens Pro (S)
Brevity Review (P)
Housewives Radio Exchange (P)
- South Carolina**
WAIM, Anderson
Mess Hall Music
Kris Kringle Quiz
A Pretty Girl Is Like a Melody
Midday Melodies
WCSC, Charleston
King St. Kwizz Klass (C)
Stars of Tomorrow (S)
Swing Low, Sweet Chariot (S)
Good Neighbor (C)
WTMA, Charleston
The Scrapbook (C)
Money For Your Thoughts (C)
Wiz Quiz (C)
Cabinet Maker (C)
WCOS, Columbia
Community Quiz
Theater Adds of the Air (S-P)
Columbia Hall
Time-State Penitentiary
WIS, Columbia
Strietmann's Street Man (C)
Adluh Musical Millers (C)
Balentine's Aristocratic Pigs (C)
Black Draught Hillbillies (C)
WOLS, Florence
Tiny's Program (C)
Super X Street Broadcast (C)
Florence Highschool Program (S)
Sunday School Time (S)
WFBC, Greenville
Jim Reid's Sports Column of the Air
Housekeeping—A Hobby
James Dawson's News Commentary
The Balladeers
- WMRC, Greenville**
Early Worm (P)
Rhythm Rangers (C)
WORD, Spartanburg
Converse College Hour (S)
Sunday Hymn Singing (S)
Bulletin Board (P)
Song and Story (C)
WSPA, Spartanburg
Jame Daiton (C)
Swing Club (P)
Catalina Crackerjacks (C)
Is That Your Name? (P)
WFIG, Sumter
Royal Crown Musical Quiz
News of the Hour on the Hour
Yawn Busters
- South Dakota**
KABR, Aberdeen
The People On the Platform (C)
Play Time (S)
Romance In Song (C)
Curbstone Gossip (C)
KFDY, Brookings
Vocational Problems (S)
From the Campus (S)
KOBH, Rapid City
Names and Numbers In Dance Time (S-P)
Bean-Bag Bargain Busters (C)
The Bottom Dollar (C)
KUSD, Vermillion
Fashions In Music (S)
The County History Series (S)
WNAX, Yankton
Ma Brown and Her Boys (C)
Paraland Pennfield Program (C)
Sunday Get-Together (C)
- Tennessee**
WOPI, Bristol
Loking At the News (C)

- Man on the Street (C)
School of the Air (S)
WAPO, Chattanooga
The Melody Lingers (C)
Sweet and Swing (P)
What's the Price (C)
Music Beautiful (C)
WVOD, Chattanooga
Salute to the Schools (C)
The Little Show (S)
WHUB, Cookeville
Esso Amateur Program (C)
Sunrise Roundup Farm Hour (S)
Afternoon Variety Show (P)
WHUB Jamboree (S)
WTJS, Jackson
Have You Got It (C)
R C Cola Treasure Chest (C)
Scrap Iron Quartet (C)
Good Neighbor Program (C)
WKPT, Kingsport
Sunrise and You (C-P)
Hayride Program (S)
WNOX, Knoxville
WNOX Midday Merry Go-Round (P-C)
Curbstone College (C)
Voices of the Past, Today and Future (C)
Swingsterlime (P-C)
WROL, Knoxville
Jackson Family (C)
Sports Review (C)
Highlights In Sport (C)
WMC, Memphis
It's a Hit (C)
Sears' Young America Sings (C)
Mid-South Farm and Home Hour (P)
Dixie Jamboree (S)
WMPF, Memphis
Cats on the Keys (S)
WLAC, Nashville
Old Dirt Dobber (C)
Airport Interviews (C)
Man on the Street (C)
Young America Club (S)
WSIX, Nashville
Words and Music (S)
Frances Craig's Music from the South (S)
WSM, Nashville
Grand Ole Opry (C)
Sunday Down South (S)
Magnolia Blossoms (S)
Counter No. 7 (C)
Texas
KRBC, Abilene
For the Ladies (S)
Questions Please (C)
Shopping With Barbara (P)
Hymns You Know and Love (C)
KFDA, Amarillo
Sky Reporter (C)
Robertta (S)
Sam's Club of the Air (C)
North Amarillo Jamboree (P)
KGNC, Amarillo
Wes Izzard Views the News (C)
Sons of the West (C)
Trading Post (S)
Man on the Street (C)
KNOW, Austin
Austin-Barrow Question Box (C)
Page and Listing (C)
The Lady Next Door (C)
Uncle Charley Reads the Funnies (C)
KTBC, Austin
Modernistic Melodies (C)
Party Line of the Air (C)
Irene Wayne (P)
Savoy Swing (S)
KRIC, Beaumont
Musical Mysteries (S)
Five Star Final (S)
Huddle Time (S)
Morning Paper and Coffee (P)
KBST, Big Spring
What's Doing In Big Spring (C)
Sunset Reveries (S)
Curbstone Reporter (C)
Birthday Club (C)
KGFL, Brownsville
College Kapers (S)
The Garden Club (S)
KRLD, Dallas
Mr. Dodge's Quiz Program (C)
Cradle Club (S)
Silhouettes Program (P)
WFAA, Dallas
Early Birds (P)
Mrs. Tucker's Smile Program (C)
From The Pages of Time (C)
You Might Be Right (S)
WRR, Dallas
Highroad to Melody (P)
Noon Hour Varieties (P)
Business Builders (C)
KDNT, Denton
142 Club (P)
Roundup Program (P)
KROD, El Paso
Children's Theater (C)
Midnet Story Hour (P)
Moonlight Sonata (S)
Musical Clock (P)
KFJZ, Fort Worth
Texas Hall of Fame (C)
11:30 Inc. (S)
Texaco Star Reporter (C)
Your Neighbor (C)
High School Football Games (S)
KSAM, Huntsville
Helpful Harry's Household Hints (S)
All Request Program (S)
KPAB, Laredo
Daily Community News (C)
Amateur Hour (C)
Phono-quiz (C)
Brain Buster (C)
KFYO, Lubbock
Snoop and Scoop
Old Possum Hollow
Wylie & Gene Hill Billy Team
Hop Halsey's Drug Store Cowboys
KRLH, Midland
Man on Street (C)
Civic Music Club (S)
Little Theater Plays (S)
Remote Coverages (S and C)
KNET, Palestine
Flournoy's Forum (C)
Pepsi-Cola Pals (C)
Black & White Reflections (S)
KPDN, Pampa
Sam's Club of the Air (C)
Wizard of Quiz (C)
The Woman's Hour (P)
Know Your Public Schools (S)
KPLT, Paris
Singing Convention of Air (P)
Inquiring Reporter (C)
Sunday Afternoon Variety Show (C)
Local School Programs (S)
KPAC, Port Arthur
Music from the Bayou Country (P)
Phelan's Mystery Melodies (C)
Jubileers (S)
Heartbeats In Sports (C)
KGKL, San Angelo
The Birthday Club (C)
The Man on the Street (C)
College Life (S)
The Voice of Personal Service (C)
KONO, San Antonio
Cowboy Roundup (P)
Paint-up Time (C)
Music and Fashions (C)
Weatherman Speaks (S)
KTSA, San Antonio
Katlison's Trading Post (C)
Our American Way (S)

- Unusual People, Places and Things (S)
KBWB, **Provo**
 Junior Wranglers (S)
KOYO, **Provo**
 Arthur Galth Comments (C)
 Red and White and You (C)
KDYL, **Salt Lake City**
 For Housewives Only (C)
 I Am An American (C)
 Singtime (C)
 Kitchen Quiz (C)
KSL, **Salt Lake City**
 Letters of Doom (S)
 Story Telling Time (S)
 Albert Shepherd's String Ensemble (S)
 Sunday Evening On Temple Square (S)
KUTA, **Salt Lake City**
 All Around Sports Coverage
 Musical Almanac
 Inside Story on Sports
 Noon-day Heat Wave
- Vermont**
WCAX, **Burlington**
 You Asked For It (S)
 Radio Journal (C)
 Calling All Women (C)
 Three Ring Time (C)
WDEV, **Waterbury**
 Max Roney's Hi-Boys
 Wini and Her Music
 Housewives Forum
 Birthday Party
- Virginia**
WCHV, **Charlottesville**
 Town Crier (S)
 Grand Moments From Great Music (S)
 National Dance Parade (C)
 Scatterbrain Reporter (P)
 Today's War Commentary
- Kiddies' Santa Gooth (C)
 Kiddies Christmas Theater (C)
WLPM, **Suffolk**
 Spin-O-Quiz (C)
 Winnit or Losit (C)
 Man on the Lot (C)
 Meet The Missus (C)
- Washington**
KXRO, **Aberdeen**
 Man In the Street (P)
 Jingle Club (C)
 Doodlebug (P)
 Synopacted Riddles (P)
KELA, **Centralia and Chehalis**
 Breakfast Club (P)
 Voice of Morning Worship
 The Party Line
KEVR, **Seattle**
 Noontime Requests (S)
 Pike Place Parade (C-P)
 Financial District Show (C)
 Musical Jamboree (C)
KIRO, **Seattle**
 KIRO Looie's Time Klock Klub (P)
 This Woman's World (P)
 Father Goose Comes to Town (S)
 Romance Time (C)
KJR, **Seattle**
 Mr. Wyde A. Wake (C)
 Totem News Reporter (P)
 A Woman Wonders (P)
 Garden of the Air (P)
KOL, **Seattle**
 Speaking of Sports (C)
 Here's a Song for Friday (C)
 The ABC Sentinel (C)
 Betty Lou Shops for You (P)
 Armchair Theater (S)
KOMO, **Seattle**
 Musical Handy Man (C)
 Homekeepers' Calendar (P)
 Capt. Dobbie's Ship of Joy (C)
- WBTM, Danville
 Dinner Time Frolic (P)
 Dan River Show (S)
 Your Sideline Quarterback (S)
 Dan Valley Visitor (C)
WSVA, **Harrisonburg**
 Repeat It, Please (C)
 The Clarion Radio Hour (C)
 Helson T. Huffman's Vocal Program (C)
 Melody Quiz (C)
WGH, **Newport News**
 The Ideal Quiz Program (C)
 Repeat It, Please (C)
 Music With the Masters (S)
 Norfolk Symphony Orchestra (S)
 Paramount Amateur Contest (C)
 Peninsula Philharmonic Orch (S)
 Curbstone College (C)
WTAR, **Norfolk**
 WTAR Salon Orch. (S)
 I Want a Job (S)
 Greet's Jackpot (C)
 Ins and Outs (S)
WPID, **Petersburg**
 1210 Club (C)
 Repeat It Please (C)
 Cash For a Song (C)
 Watching The Wave (C)
WRNL, **Richmond**
 WRNL Players
 Morning Mail Bag
 Sally Solhern Flavorettes
 Tempo Indigo
WDBJ, **Roanoke**
 On Wings of Song (S)
 WDBJ Dramatic Guild (S)
 Studio Party (S)
 Rhythm Caravan (S)
 Who Said It (C)
WSLS, **Roanoke**
 Today's Song (C)
 Time for Sports (C)
- Brickbats and Bouquets (P)
WOAI, **San Antonio**
 Newscasts (C and P)
 The Story and the Song
 Southwest Radio Reports
 So You Think You Know Fashions
KRRV, **Sherman**
 Professor Quiz Master (C)
 Radio Singing Convention (S)
 Red River Valley Jamboree (S)
KXOX, **Sweetwater**
 Kiddie Kollege (C)
 Know Your Neighbor (C)
 What's Doing Around Sweetwater
KTEM, **Temple**
 Czech Melody Hour (P)
 Varieties In Melody (C)
 Just We Two (S)
 Blue Jacket Jamboree (C)
KGKB, **Tyler**
 Listeners Club (P)
 1500 Club (P)
 Man on the Street (S)
 News on the Hour Every Hour (C)
KVWC, **Vernon**
 Chicoline Variety Time
 Party Line
 Poems and Melody
 Social Calendar
 Story Club of the Air
KWFT, **Wichita Falls**
 Woman's Page of the Air (P)
 Saturday Jamboree (P)
 Just Musing (S)
 Monday Night Roundup (S)
- Utah**
KLO, **Ogden**
 Hello Neighbor (C)
 The Vocations (S)
 Musical Train (P)

Imperial Tobacco Hockey Broadcasts (C)

Sterling Cabaret (C)

CJCA, Edmonton

Good Morning Neighbor (P)

Hometown Boys (P)

Everready Time (C)

Hello The North (P)

CKUA, Edmonton

The Farm Forum

Symphony Hour

CKUA Players

The Health Programme

CFGP, Grande Prairie

Uncle Tom, Kiddies' Requests Program (S)

Calling All Travelers (P)

Guesse (P)

What's My Name (P)

CIOC, Lethbridge

You're On the Air (P)

Name It and It's Yours (C)

All In Song (S)

British Columbia

CHWK, Chilliwack

Hudson Bay Company's Local News (C)

Valley Events

CFYC, Kamloops

Broadcast Theater (C)

Sing Canada Sing (C)

Theater Quiz (S)

Morning Gold (P)

CKLN, Nelson

Scandinavian Trio (S)

Glimpses of Industry (C)

CJAT, Trail

What Price Freedom (C)

Music Hall Revue (C)

News and Music (C)

Carnival of Melody (C)

CBR, Vancouver

Stag Party (S)

Songs of Empire (S)

Musical Mirror (S)

Avision's Concert Orchestra (S)

CJOR, Vancouver

Treasure Trail (C)

G-G Man Club (P)

Club 600 (C)

Ranger's Cabin (C)

CKMO, Vancouver

Sports of Kings Quiz (C-P)

Kitsilano Karmival (C-P)

Racing Hiliates (C)

British Empire Program (C)

CFCT, Victoria

Canadian Naval Band (S)

Canadian Author's Association (S)

Joy Bus, Children's Program (S)

Woman's Ambulance Corps (S)

Manitoba

CFAR, Flin Flon

CFAR Barn Dance (C)

British Empire Program (C)

Business Men's Quiz (S)

Canadian Legion Parade (S)

CJRC, Winnipeg

Good Morning Neighbor (P)

Arthur Morrison (C)

Teller of Curious Tales (S)

Woman's Radio Digest (P)

Kiddle Kollege (C)

Home of Dreams (S)

CKY, Winnipeg

Pelham Richardson's Orchestra (S)

T. Eaton Co.'s Good Deed Club (C)

Visiting Microphone (S)

Manitoba Impressions (S)

New Brunswick

CKNB, Campbellton

Sleepy-Time Story Teller (S)

Homemaker's Exchange (P)

Chins Up (C)

CKCW, Moncton

Tele Tunes (P)

Community Night (C)

Toots and Marmalade (P)

Laurest Talks (P)

Ontario

CFCO, Chatham

Old Time Add-a-Line Contest (C)

CKOC, Hamilton

What's On My Mind (C)

Sing Your Way to Victory (C)

Songs Our Soldiers Sing (C)

What Do You Know About The War (C)

CFOS, Owen Sound

Mike On the Street

Farm and Home Hour (C)

Can You Spell It?

Music For You

CKTB, St. Catharines

Paul's Melody Market (C)

Morning Melodies Club (C)

Everybody Sing

CKGB, Timmins

Make Believe Ballroom (C)

Man On Ice (C)

Stork Club (C)

Safety Club Jamboree (S)

CFRB, Toronto

Treasure Trail (C)

Round the Marble Arch (S)

Out of the Night (S)

Beat the Band (S)

CKNX, Wingham

CKNX Barn Dance (C)

Canadian Farm and Home Hour (P)

CKNX Breakfast Club (P)

Pym At the Piano (P)

Quebec

CKCH, Hull

Busy Women's Fair (S)

Newscaat (C)

The Homesteaders (S)

Sportscaat (C)

CFCF, Montreal

For Ladies Only (P)

Thought Barrage (S)

Of Ships and Men (S)

The Music Room

Theater Review

CHLP, Montreal

Varieties Supreme (C-P)

Nos Talents Locaux (C)

Radio-Comedie (S)

Il Exit Une Fois (S)

CKCV, Quebec

La Revanche Du Public (C)

Meli Melo (P)

Tourbillon (P)

Les Legendes Du Danube (S)

CKRN, Rouyn

Vos préferes (S)

Housewife serenade (P)

Pour vous mesdames (S)

Melody Parade (P)

Saskatchewan

CHAB, Moose Jaw

Earlybird Calling (P)

Sunday Guests (C)

English Guest Party (S)

Milkman's Matinee (C)

CKBI, Prince Albert

CKBI Amateur Hour (S)

CKCK, Regina

Golden Memories (C)

The Man On the Street (C)

The Blighty Program (C)

Saskatchewan Farmer Talent Search (C)

CFQC, Saskatoon

Fireside Quiz Show

Hockey Broadcasts

Dairy Pool Jamboree

PROMOTION DIGEST

101 Tried and Proven Showmanship Ideas

Compiled by

TED LLOYD

of the Staff of RADIO DAILY



THE past year, with a closely-fought national election and national draft lottery that had to be taken in radio's stride, found small stations competing with networks for public attention. Every station concerned itself with putting the facts before the public. In doing so, Public Service excelled everything else. News coverage and special events played a major part in the past twelve months.

In addition to these special events, political shows and public service features, the stations gave extra attention to stunts, merchandising tie-ups and displays to promote listener interest to programs. Herewith, follows a digest of material sent to RADIO DAILY during last year for publication of promotional and exploitation ideas.

Material credited to one station or party may have been executed by another in the past. RADIO ANNUAL does not assume ownership of the foregoing data nor does it necessarily signify that the basic formula or idea for the piece of showmanship executed and listed here originated with the credited source.

Annually this section will keep abreast with the trend and it is hoped that advertising, publicity and exploitation people representing all branches of this industry will continue to send their creations of ideas and the execution thereof to RADIO DAILY for publication.

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

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

SHOWMAN'S CALENDAR

FOR 1941

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).
- 20: Inauguration Day.
- 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).
- 7: Charles Dickens Born (1812).
- 8-15: National Boy Scout Week.
- 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)
- 26: Ash Wednesday.
- 27: Henry Wadsworth Longfellow's Birthday.
First Railroad Charter (1827).



March

- 2: Texas Independence Day.
- 3: Maine Admitted (1820).
Florida Admitted (1845).
First Postage Stamp used in U. S. (1847).

- 4: Pennsylvania Day.
- 5: Boston Massacre (1770).
- 7: Luther Burbank's Birthday (California).
- 17: St. Patrick's Day.
Palm Sunday.
- 21: First Day of Spring.
- 22: Emancipation Day (Puerto Rico).
- 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 Appomatox (1865).
Louisiana Admitted (1812).
- 9: Surrender of General Lee (1865).
- 12: Halifax Independence Resolution (North Carolina).
- 13: Thomas Jefferson's Birthday (Alabama).
Easter Sunday.
- 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: 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

- 1: 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.
Daylight Saving Time Ends.
- 26: American Indian Day (4th Friday).



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).
- 10: Farmer's Day (2nd Friday) (Florida).
- 12: Columbus Day.
- 18: Alaska Day.
- 19: Surrender of Cornwallis (1781).
- 25: National Girl Scout Week (Ends Nov. 4).
- 27: Navy Day.
- 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).
- 20: Thanksgiving Day. (Some states will probably observe Nov. 27.)



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.

☆ **BROCHURE** ☆

★
Dunkel Sports

● DUNKEL Sports Research Service prepared a booklet to publicize its show titled "The Dick Dunkel Football Forecast." Contents included a list of the 29 sponsors and 120 stations on which the program was heard during the 1939 season, along with a buildup and description of what the program consists. A comparison of the accuracy of the forecasts with competing prognosticators was also given along with excerpts from testimonial letters from both stations and advertisers. Details of the plan of the program were fully described and a sample of one week's forecast was included with the booklet.

★
Selling Balloons

● "SELLING balloons to Westerners probably isn't your business . . ." was the eye-catching opening sentence on a card attached to a brochure issued by CBS's Pacific Network. The statement referred to a cover picture of a balloon salesman, while copy was tied up with the angle that good markets are all-important to both balloon peddlers and radio advertisers. The brochure stressed CBS's coverage, including a list of counties.

★
"Old Songsmith"

● SPECIAL promotion material was issued by WOWO, Ft. Wayne, Ind., to sell "The Old Songsmith." A one-page mailing piece contained reprints of some of the promotional efforts, such as a membership card in the "Old Songsmith's WOWO Happy Club," the "Happy Club Song," the "Daily Habits Chart" for children, and similar material.

★
WCAE Brochure

● WCAE, Pittsburgh, had in the mails a new two-color brochure with "The Postman Rings 17,856 Times" as the theme. The success story concerned two announcements made on a morning script show early in January which resulted in an overwhelming response.

★
Success Story

● SUCCESS of the Adam Hat Stores' sponsorship of sports broadcasts on NBC's Blue Network was told with pictures and text in a mailing piece distributed by the network. Cover was blank except for this statement: "Sales thru the air with the greatest of ease . . . and without \$1,000,000!" while inside pages showed Adam executives in informal shots. Copy highlighted the company's gains in sales since program started on the network.

Brief Case

● A realistic brief case with the name "Alma Kitchell" inscribed on it served as the frontispiece for a brochure advertising Miss Kitchell's Brief Case" issued by NBC. The booklet contained typical letters, as enclosures of the brief case, which was done in effective black and purple.

★
"Buy Blue in '40"

● A filing folder for NBC's Blue network promotion material has been issued by the network's Western Division. Of standard filing cabinet size, the folder was for use in filing NBC Blue material to be sent out from time to time. Cover depicted a group of uniformed girls, holding cards bearing the names of sponsored shows, while inside pages highlighted the network's 70 per cent renewals secured in 1940.

★
"Everything's East . . ."

● NBC issued a special mailing piece to promote Ed East's WJZ participation show, "Breakfast in Bedlam." A "Dr. Seuss" drawing showed a weather vane pointing to four directions, all labelled "East!" while inside copy described East as "big return, low cost salesman" and cited case histories and costs.

★
"Buy Lines"

● SERIES of one-page promotional sheets were issued by the Minnesota Radio Network under the general title, "Buy Lines." New network showed facts about the markets served and similar data was featured in the promotional material which was prepared by KSTP's sales promotion division. Stations also included KROC, KYSM, and KFAM.

★
WMAZ's Folder

● FOUR page folder prepared by WMAZ, Macon, Ga., was front-pieced by a teaser-cartoon in which "Mr. Advertiser" asked "How Did All These People Get In?" and was answered by "WMAZ": "Father, I Cannot Tell a Lie, I Did It With My Little Microphone." On opening the folder, a two-page panorama photo of a filled auditorium was found with the caption, "So, The Auditorium Couldn't Be Filled? WMAZ Advertising Alone Did It." Brief copy explained that 6,000 paid admissions and 1,000 turn-aways were accomplished in a personal appearance of one of the casts of the station's programs. Fact that appearance was advertised only on the station, was stressed. Back page of folder was used to give a state and county breakdown of mail received requesting photos of artists.

★
"For the Color-Blind"

● THE "second edition" of its "Quiz for the Color-Blind" was issued by WJSV, Washing-

ton, D. C., for the use of the advertising fraternity when it suffered "from a deep vacuum of things to do when copy conferences lulled." A double-spread was devoted to the question and probable answers, with the "correct" answers in a different color type, plugging the station, of course. Typical question was: "What blankets what field of clover?" Answer was one of the following: (1) Aunt Dinah's quilting party; (2) Morning dew; (3) WJSV; (4) "Gone With the Wind"; (5) Swarm of bees, and (6) Clover.

★
WSM Program Release

● BI-MONTHLY program release used by WSM, Nashville, Tenn. as a promotional piece to sell sponsors. Frontispiece for the schedule carried a list of the football games played by Vanderbilt University, which were available for sponsorship. Actual program schedule broke down the programs by day, by time, by sponsor and by type of program, i.e., commercial or sustaining; the program type was further broken down into local or network classification and the same was done on sustaining programs. The breakdown as to programs was accomplished by shading blocks for sustaining programs. Folder was a two-color job on heavy stock.

★
Tobacco Sponsors Plugged

● REPRINT of an advertisement which appeared in the trade press was used as a four-page folder to plug the Red network of the National Broadcasting Co. To attract attention the folder was captioned "What the Traveling Salesman Said to the Train Conductor." Illustration on the two-page spread showed a perplexed conductor with several overcrowded suburban smoke-filled trains. Salesman is saying "For shame, General! You need a trainful of smoking cars with all those tobacco programs on the Red." Copy that followed was headed: "No 'butts' about it . . . the Red is America's first Network buy." Letter, accompanying the promotion, was signed by Ken Dyke, NBC sales promotion director, and called attention to the copy which played up the fact that the network showed a 65 per cent increase in tobacco advertising in one year.

★
NBC Revises ET Bulletin

● PROGRAM Service Bulletin of NBC Thesaurus underwent a revision and new setup, including a four-page folder in which mimeographed listings were inserted. Folders were reproduced by photo-offset and employed photos of the artists who were written up in the releases, which were bi-monthly. The folder was not used to replace the mimeograph listings of records but rather to replace the biographical and build-up material which was also mimeographed before the new format was put into use.

WDRG's "Food for Thought"

● LATEST in the series of "Food for Thought" promotions of WDRG, Hartford, was a die-cut booklet. In the cut-out on the frontispiece was pasted a miniature "G-man" revolver. Upon opening to the first page, reader was advised that "You don't need a G-man" and continued on subsequent pages to present sales points: (1) WDRG is the only basic CBS station in Connecticut; (2) a wide listening audience; and (3) low cost of selling on WDRG. Last two pages of the 8-page booklet presented statistical information about the WDRG market and a coverage map showing the station's primary and secondary listening areas.

★
Guests-Stars

● TWO-COLOR folder was used by WHIO, Dayton, to plug the various name-stars that have been interviewed before the station's microphones. Titled "Interviewed," the promotion piece pictured some of the artists. Interviews were all done in connection with the station's regular interview program from a local theater. In addition to the photos, the artists, who appeared between September and April, were listed. Closing line was the only selling copy in the folder: "It's this kind of top-notch local radio production, plus great CBS shows, that makes listeners say 'there's always a good show on WHIO'."

★
"First Quarter"

● ANALOGY between the game of football and the amount of business for the first quarter was made in the promotion piece issued by WOWO, Fort Wayne, Ind. Caption read "First Quarter Score—29 Percent Above Last Year in Favor of WOWO." Illustration showed a comic cartoon of a football scrimmage under which brief copy was used. Promotion reproduced in black and white by photo-offset and followed the style used by the station in previous promotions.

★
Figures

● "HOW'S Your Rhythmic" was the title of a promotion folder of KDKA, Pittsburgh. Double-spread, when opened, posed four questions concerning cost-per-inquiry based on actual advertising results on the station. Answers were given after each question. Box in the lower right-hand corner stated "Sum it all up . . . KDKA produces inquiries at low cost! Be it 7:45 a.m.—9:00 a.m.—3:00 p.m.—7:30 p.m. . . . All around the clock, the mail pours in. Buy KDKA and get your share. KDKA is The Only Master Key to The Master Market!"

★
WPTF Market Study

● A brochure prepared by WPTF, Raleigh, was an eight-page affair on heavy paper stock so that it might be filed down as a correspondence folder. Frontispiece had a line cut of

that gentleman, "Sir Walter Raleigh" throwing his cloak representing WPTF coverage over a drawing of the states of North and South Carolina. Editorial content of the booklet consisted of maps of the day and night coverage of the station accompanied by market data. Center spread was a study of the Raleigh trading area as compared with other urban trading area in the South, stressing the fact that the city ranks third in a list of forty. . .

★
WLW Cites Survey

● "TWENTY-SIX Reasons Why" was the eye-arresting title of a new brochure issued by WLW. The caption then went on to explain that "more advertisers are buying more time and spending more money on WLW currently than at any time in the history of the 'nation's station'." Inside pages cited the "reasons" through descriptions of popular programs and by results of a recent coincidental survey made in 25 cities.

★
KYW Folder

● "STANDING Room Only" was the title of the French-fold promotion piece prepared by KYW, Philadelphia, which presented a weekly program schedule of the station as compared with two other local stations. Comparison was made by reproducing an enlarged schedule form with the various quarter-hour periods in the early morning listed down a column. Adjacent columns showed the names of the sponsors and programs of KYW and the two other outlets. KYW's listing was done in red and contained only sponsored programs whereas the others were played down and had some sustaining programs in their listings. The inside spread was captioned "Philadelphia Record—Early Morning: 7:00 to 9:00 a.m." A simulation of a rubber stamp printed in red was superimposed over the record form and read "It's KYW, the Red network station in Philadelphia."

★
WRC Folder

● COMPLETE story of "The Women and Mary Mason" was told in a four-page folder bearing that title and prepared by WRC, Washington, D. C. Promotion was a three-color job giving various appeals and subjects of the "WRC Home Forum" program as portrayed in a number of small border cartoons.

Copy content listed testimonials from listeners and advertisers as well as the names of various sponsors. Back page was devoted to giving the rates for the various units of time sold by the program and a brief summary of market statistics proving the value of the Washington, D. C., listening audience.

★
"Li'l Abner" Folder

● DIE-CUT piece was used by the National Broadcasting Co. to plug "Li'l Abner," five-day-

a-week script show taken from the comic strip character in newspapers throughout the country. The folder was illustrated with miniature reproductions of the strips as well as drawings of the faces of characters appearing in the syndicated newspaper cartoons. Editorial content consisted of descriptions of the locale and characters and a resume of the story as it appeared in the papers, all written in the hill-billy style of the comic strip itself. Merchandising and tie-in promotion was also described.

★
WIRE On Indiana

● A promotion booklet of WIRE, Indianapolis, was titled "Standing Out In Indiana." Frontispiece was a die-cut montage with a large WIRE mike towering over well-known buildings located in Indianapolis. Editorial content consisted mostly of photos of recently-installed studios and technical facilities of the station with brief descriptive copy and captions. Double-page spread was used to give statistical information and history of new studios.

★
Talent Tips

● NBC Artists Service issued the first edition of a new promotion piece entitled "Talent Tips" which was sent to talent buyers in all agencies, and which announced the Bureau's new offerings. The piece has no regular release date, but was sent out as news warrants the move. Initial piece dealt with "The Affairs of Anthony."

★
"Lone Ranger"

● REPRODUCTIONS of news pertaining to the "Lone Ranger" programs were distributed by the Michigan Radio Network, Detroit. News stories were enlarged and reproduced on separate sheets with the regular mastheads of the publications lending additional emphasis to the promotion material.

★
Blue Ribbon Programs

● A collection of separate single pages highlighting various WDRC programs were distributed by the Hartford, Conn. station in a folder picturing a microphone and a "blue ribbon" on the cover. Each sheet contained a photograph tying-in with the program, while descriptive copy and the costs as well as a clock showing the program's time were used beneath the pictures. Back page of the folder highlighted market data, including a breakdown of annual sales in different retail divisions.

★
"Backyard Stick"

● SURVEY material issued by WEEL, Boston, was dramatized in an attractive brochure entitled, "Measurements from a Backyard Stick." Inch measurements were used to show the station's ratings in various classifications, while competing stations were listed as "Sta-

tion B" and "Station C." A page listing of Boston advertisers also appeared in the brochure.

★
"A City's Tribute"

● Such was the cover title on a broadside issued by KPO-KGO, San Francisco, dramatizing the recent "Chronicle" Diamond Jubilee held with the cooperation of the stations, which received wide publicity locally. Broadside included pictures of crowds attending the event, executives, as well as reprints of publicity.

★
"America's Money Belt"

● A special mailing piece employing transparencies over a map was distributed by the Katz Agency, representatives of the Cowles Stations to dramatize the coverage offered by the Des Moines "Register & Tribune" stations, WMT, KRNT-KSO and WNAX, singly or in combination. An accompanying chart furnished statistical data on the stations' primary coverage areas.

★
"Extra Audience"

● NBC distributed a reprint of a recent advertisement from advertising publications stressing the "extra audience" offered by the Red Network. Included was a cartoon of a large crowd following a man on horseback who exclaims: "My gang's a-comin'! Get ready for extra sales."

★
Regional Advertisers

● "ON the (Pacific Coast) Blue in '40" was the title of a four-color four-page folder prepared to promote the NBC Blue Pacific network. Frontispiece was a color composite photo of the actual packages of merchandise advertised on the network since the first of the year. Center spread simulated the upward movement of a business chart to show the claimed increase of 287 per cent in the number of sponsored programs on the network in addition to the 67 per cent increase in renewals. A "news flash" box overlaying the chart stated that the space was held open for new advertisers who started too late to be on the front cover picture. Two companies were named as fitting into that category. Back page consisted of a complete list of companies, with the titles of their programs and the names of their products, advertised on the regional network.

★
CBS Ad Booklet

● REPRINT of nine pages of advertising that appeared in pages of RADIO DAILY was made up into a 12-page booklet by the Columbia Broadcasting System. No change was made throughout and the only additions to the grouping of ads was the front cover, which followed the motif of the first double-page-spread, showing a drawing of a large test tube in which

various figures representing listeners are placed; and the back cover which gave the address of the Radio Sales offices and the stations which that organization represented. The individual ads were used to tie-up spot sales and various CBS stations and was accomplished by presenting typical case histories using different products in each case.

★
Re "Rising Son"

● "SOME of our best people get up early" captioned a four-page folder plugging Larry Elliott's "Rising Son" program on WABC, New York. Above the caption was a comic cartoon of a male listener in a bathtub with his radio going full blast at his side. Comic angle was continued on one page of the inside spread, with a cartoon of Elliott at work. Copy stated that "he insults them (the early morning listeners); he maligns them!; he threatens them!; but they grin and bear it . . . they even grow to love it!". Other page was a reprint of a story concerning the program which appeared in "Sales Management." Back-page was really a rate card showing cost per week for a 100-word announcement, based on from 1 to 6 days per week on 13, 26, 39 or 52-week contracts.

★
KNX "Pointers"

● CAPTION on the frontispiece of the four-page folder prepared by KNX, Los Angeles, was "Six Pointers To Bigger Sales in Los Angeles and Southern California." Six arrows pointed the way to opening the inside spread, which listed the pointers as follows: (1) 50,000 watts, new transmitter, vertical radiator; (2) greatest popularity, by three competent surveys; (3) superb "bracketing," in the brilliant CBS schedule; (4) full coverage, with a great big bonus; (5) production facilities, unmatched on the coast; (6) first choice, for over three years. Each of the quoted pointers was printed on an enlarged directional pointer which lead into brief copy explaining further the individual point made. Folder was printed in two colors on heavy stock.

★
"Money in the Bank"

● TO introduce their new radio transcription series, "This Thing Called Love," which features Lurene Tuttle and Gale Gordon, Edward Sloman Productions printed a brochure in the form of a bank book with a check enclosed, as though ready for deposit, labeled on the front cover, "Money in the Bank." The imitation bank book was almost a replica of the real thing. The printing was in gold and inside the front cover there was a short note calling attention to the fact that Sloman produced the 1939 show "Pinocchio." On the exterior of the check was a replica of a check for \$100, but inside the folded check there were pictures of both the featured players,

while on the back there was a picture and a blurb about Mel Ruik, announcer on the show. It was the policy of the company to carry this theme of the show being like money in the bank for sponsors throughout their entire promotional campaign.



CONTEST



Night Sports

● WITH the two-fold purpose of building up a sports feature in late evening time and developing a greater number of feminine fans for the program, WTMJ, Milwaukee, staged a promotion for Charlie Nevada's "Last Word in Sports." Promotion was built around a nightly sports game contest known as "Nine a Night" in which nine electric casseroles for the nine best "last lines," sent in by midnight of the following day, were awarded. Nightly a sports celebrity was named on the program and the personality using the name mentioned and an additional five words or less and attempting to make all words used alliterative. Feminine appeal was brought about by the type of prize award.



"Radio Festival" Essays

● TWO hundred and ten essays were received by WIBW, Topeka, in connection with a contest during "Kansas Radio Festival" celebration week, observed by gubernatorial proclamation in the entire state. Contest was open to all school children from the sixth grade through high school. Prizes of \$100, put up by Ben Ludy, WIBW general manager, were awarded for literary efforts on the subject, "What Radio Means to the American Home." Three prominent Kansans served as judges. A brochure with choice quotations from the essays is being planned for a promotion piece by the station.



Baseball Dope

● BASEBALL fans had a chance to win cash prizes in KXOK's \$1,000 contest in conjunction with its play-by-play airings of Cardinal and Browns baseball games. Daily contests on the St. Louis station asked for fans' ideas as to the handling of games and how innings should be divided among the announcers. Entry blanks were available at outlets handling the sponsor's product, Hyde Park Beer, although no proof of purchase was required. Stations involved, which were fed by KXOK, include: KFRU, Columbia, Mo.; WTAX, Springfield, Ill.; KFVS, Cape Girardeau, Mo.; WSOY, Decatur, Ill., and KWOC, Poplar Bluff, Mo.

Coffee Contest

● THOUSAND dollars in prizes as well as two hundred other awards were made by William S. Scull Co. in connection with a contest conducted to promote Boscul Coffee. Contest which was carried on via KYW, Philadelphia, and newspapers consists of contestants sending in a 25-word statement following the statement "I Like Boscul Coffee Because."



Boost for Popsicle

● SANDWICHED in with the transcribed versions of "Buck Rogers" on WGAR, Cleveland, was a prize contest conducted by Dave Baylor. As "Popsicle Pete," Baylor dipped into a large box to choose "lucky" local telephone numbers. The home called must have a child between 5 and 17 years of age to win the \$2.50 prize.



WPEN Prizes

● WPEN, Philadelphia, offered 81 prizes in connection with the cooperative promotion of the motion picture "Young Tom Edison" which was shown in local Warner Bros. houses. First prize was a one-day all-expense paid trip to the New York World's Fair; other awards consisted of free tickets to the theaters. Contestants were required to write an essay of 100 words or less on "What Thomas Edison Means to America" and were between 12 and 18 years of age. First prize-winner was also a guest of honor at a dinner held at Franklin Institute along with the winners of a city-wide contest to find "Philadelphia's Young Tom Edison." In addition the WPEN winner appeared on the station's "920 Club" program. Franklin Institute cooperated with WPEN.



"How I Got Him"

● A "Leap Year" contest was conducted by Isabel Manning Hewson on her "Sheffield Morning Market Basket" over WEAJ, New York. Writer of the best "proposal letter" describing humorous or romantic proposals or how a girl should propose to a man or similar topic appeared on the broadcast Leap Year Day, Feb. 29, when prizes were awarded.



Essay Contest

● WTIC, Hartford, Conn., conducted an essay contest, among the grade school and high school students in Hartford, title of which was "The American System of Radio: Why It Is Best." Station issued booklets containing valuable statistics about the American system for the student's information. Fourteen of the prizes awarded were table model radios, in addition to a grand prize of \$100 for the best essay in the entire group.



Bowlers Ball

● TO promote its third annual bowling tournament which took place in March, WHBF,

Rock Island, Ill., recently sponsored the WHBF Bowlers Ball. Ticket-selling contest was held between ladies' teams in Rock Island and Moline, Illinois, and Davenport, Iowa. The winning team was given a trip to Chicago to the American Bowling Congress and the losing team received 5 per cent commission on ticket sales. Woman who sold the most tickets was crowned queen of the Ball and was presented with a bowling ball, bag and shoes. WHBF bowling tournament for doubles and singles attracted entrants from a 75-mile radius, and ran nightly for five weeks. The first year 1,178 participated and last year, 1,532.

★
High School Quiz

● FEATURE of a new program for high school students, which was aired on WGN, Chicago, under the title of "Citizens of Tomorrow," was a quiz based on news printed in the Chicago "Tribune." Cash prizes were awarded to students scoring the highest. An audience from a different high school provided guests each week.



★
Window Cards

● OWEN URIDGE, assistant general manager in charge of sales for WJR, Detroit, provided Union Leader Smoking Tobacco with 10,000 window cards calling attention to "Bud" Guest's newscasts at 7 a.m. Monday through Saturday. "Bud" is son of Poet Edgar A. Guest and did the early morning chore for Household Finance for several years before tobacco concern took over time a few weeks ago.

★
News Displays

● THE Bissman Co., wholesale grocers of Mansfield, O., made particularly valuable use of the "Timely Events" pictorial news picture service, which were placed in 50 retail grocery outlets in and around Mansfield. On station WMAN with a five-times-a-week schedule of newscasts, the Bissman Co. found that three sponsors of other periods of the station's news service had practically blanketed the town with promotional pieces of the more or less ordinary poster variety. Rather than duplicate this type of program merchandising, this sponsor contracted for the news picture under which printed copy regarding the Bissman daily tie-up with the news over WMAN is used. The factor of live news pictures fitted in particularly well with the daily program content.

★
WFIL Posters

● NEW publicity and merchandising effort inaugurated by WFIL, Philadelphia, consisted

of the placement of WFIL posters in local public bus system. Posters were six-color, silk-screened jobs, measuring 24 inches by 24 inches and varnished on both sides for use on exterior of the buses. Buses cover southern New Jersey, making 1,816 trips daily in addition to a Philadelphia-New York service totaling 2,500 daily trips. Four different poster designs were planned for use in the next four months. In addition to the outside displays, WFIL used interior bus posters in the fronts of 500 buses. These cards plug specific programs using a design similar to the exterior signs. Latter pictured a finger pointed at a world globe with following copy: "The World Is Yours . . . Tune In WFIL, 560 kc."

★
KROW Display Card Promotion

● MORE than 300 14 x 28 two-color display cards have been placed in northern California sporting goods stores and resorts by KROW, Oakland, on behalf of "Fish Finder," weekly sports commentary show sponsored by Golden West Breweries. The cards carried slogan "For What's Doing in California This Week—Fishing or Hunting—Listen to the 'Fish Finder' on KROW every Wednesday night at 8:30." A booth devoted to "Fish Finder" was arranged for the 7th annual Sportsmen's Show held in Oakland Auditorium.

★
Display Stands

● NEW type display stands tying up sponsors products with program produced excellent results in tests by WFBL, Syracuse. The stands carried a blow-up photo of the sponsor's star and were designed with a platform for displaying merchandise. Sales were made directly from the display. In two tests on drug products, the display boosted sales materially, Robert G. Soule, WFBL vice-president who designed the stands, reports. They also were tested on grocery products.

★
Publicizing Programs

● KLO, Ogden, Utah, used weekly news pictorial bulletins framed for window display in numerous outlets in its coverage territory. Bulletin, besides giving picture news of the day, highlighted local and NBC Blue programs for coming week. Display measured 14 by 24 inches and was set up in prominent place in store windows.



★
WRVA Dialog

● WRVA, Richmond, distributed to listeners an enlarged "WRVA Dialog" booklet carrying

comprehensive program listings and highlighting WRVA personalities and forthcoming features. Current issue ran 18 pages. Booklet is issued monthly gratis, but only to those who write in requesting name be placed on mailing list. Mailing list is kept "live." WRVA promotion department frequently reviewing and culling list. WRVA has maintained some sort of similar program bulletin service for listeners since station's inception 15 years ago.

★
WROL Window Displays

● WROL, Knoxville, had 8 Tel-Pic displays prominently placed in some of the outstanding business houses in downtown Knoxville. The slogan "NBC for Eastern Tennessee" was conspicuous on each one. Besides the Tel-Pic displays, the station had six window displays in advantageous points in other parts of the city, all merchandising programs on the station. Some of the programs publicized in this manner were "Musical Americana," "Metropolitan Auditions of the Air," "Eb and Zeb" local show, "John's Other Wife," "Just Plain Bill," the Fitch "Bandwagon," Rudy Vallee's Sealtest show and others.

★
Race-Track Chart

● METHOD of stimulating interest of the sales force at KDYL, Salt Lake City, included the use of a large board representing a race track, which had been erected on the office wall of the sales manager. Each salesman in turn was indicated by a mount, whose speed was regulated by the amount of weekly business brought in by the individual salesman. Side bets increased the activity as salesmen brought in new contracts. Cancellation penalized the jockeying salesmen. Pay-off came weekly with a \$25.00 first prize to the salesman winning the race.

★
Window Display

● WHJB, Greensburg, Pa., filled one of its first floor windows with cards and letters received from "Request Party" program which was a daily feature on the station. Accompanying explanation listed 429 cities and towns in four states from which the program received mail during one month. Explanation claimed the largest group of steady listeners to the airing of any other local program in the station's listening area, offering the window full of letters and cards as proof.

★
Cab Company Tieup

● PROMOTIONAL hookup with the Yellow Cab Co. of Denver was concluded by KOA, Denver, whereby programs of the station were featured on large metal signs carried on the hoods or roofs of all the company's cabs and mountain tour buses. Provision was made for weekly changing of cards, featuring outstanding KOA programs.

Color Cards

● GOLDEN West Breweries, sponsors of the "Fish Finder" on KROW, San Francisco and Oakland, distributed 300 14 by 28 inch two-color display cards throughout Northern California. Cards, placed in leading sporting goods stores and resorts, carried slogan "For What's Doing In California This Week—Fishing and Hunting—Listen To The 'Fish Finder' on KROW Every Wednesday Night at 8:30." A booth devoted to the "Fish Finder" giving sportsmen general information was also arranged for the 7th Annual Sportsmen's Show at the Oakland Auditorium, April 19 to 21.

★
Picture Promotion

● WFBL, Syracuse, broke out with a rash of free postcard offers of staff artists. Among those using the promotion idea were Jim DeLine, emcee, and the Netherland Twins of "Mother's Morning Meeting" program; Leo Bolley, Tydol-Veedol sportscaster; Jack Curran, "Ten, Ten and Ten" soloist; Lynn O'Neill of the "Leisure Time" broadcast. Pictures carried photo-sized autographs, and sponsors' plugs were printed on the reverse side.

★
Passes for Fans

● "MORNING Melodies Club" was continued on CKTB, St. Catharines, Ontario, with frequent offers of souvenirs for listeners. Program was a two-man show with songs and piano and daily offer of theater tickets was a regular feature of the production. By arrangement with a local theater, ten tickets were awarded each morning in return for a spot announcement. In order to qualify for passes, listeners had to belong to the "CKTB Booster Club" and in applying for membership, fans had to agree to boost all products advertised over the station.

★
WCSC Newspaper

● WCSC, unable to get its program schedule printed in any of the local newspapers, printed a weekly miniature newspaper containing the entire weekly program of the station, along with pictures, stores, and feature columns. Although two issues of the "little weekly" had come off the press, over 8000 copies were in circulation, which is some 2000 more than the local morning newspaper.

★
Farm Service

● A BULLETIN listing the farm services of WNAX, Yankton, S. D., had been reprinted for distribution to fans and county agents as well as state colleges. The photo-offset brochure listed improvements, programs of interest to farm listeners, including the farm news service and special features. The brochure was written in clear style to give readers a vivid picture of the station's activities.

Cigar Handout

● LOCAL cigar distributor merchandising his sports program on WGL, Fort Wayne, offered free boxes of cigars to high scoring bowlers and to the managers of the alleys on which high scores were rolled in the Fort Wayne area each week. Bowling alleys in the area were plastered with cards plugging the awards.

★
Free Pix

● IN response to listeners' requests, the Crazy Gang of WBAP, Fort Worth, sent an 8 by 10 inch photograph of its entire cast to all who wrote in and sent a top from a package of Crazy Crystals, the product advertised by the Crazy Water Company of Mineral Wells, Texas, the sponsors. This variety show was heard five times weekly over WBAP and the Texas Quality Network.

★
Display Giveaway

● ELLIS VanderPyl, WGAR promotion director, offered agencies and sponsors opportunity to display "give-aways" to the public by means of a permanent exhibit board in the WGAR foyer. If a sponsor offered a piece of costume jewelry, it was there to be seen, together with details of the offer and the mailing address.

★
Time Conversion Chart

● CHART that enables radio listeners to compute the time of day at any point on the globe was made available by General Electric international stations, WGEO and WGEA, Schenectady, and KGEI at San Francisco. With the simplified chart, a listener can readily convert standard time in any zone to Greenwich Meridian time or tell what time it is in other parts of the world. By means of dark and light shading, the chart also showed where day and night begin and end. The chart was printed in Spanish, Portuguese and French as well as English to meet the demand from listeners in South America and was distributed upon request without charge.

★
Photo Distribution

● CAPITALIZING on the candid camera craze, Roch Ulmer, emcee on "Sunrise Roundup" program on KSTP, St. Paul-Minneapolis, gave away poses explaining that "he had just got a new camera and had taken a few informal shots of various members of the cast and was ready to give a few of them out to first-comers." On each, to tie the series together, he wrote a few folksy words about how they were taken. For the giveaways the station had contact prints, 4 by 5, made to make it appear "natural."

★
One-Time Offer Map

● THE results of a 100-word announcement given without advance notice, was graphic-

ally promoted by WXYZ, Detroit, by means of a map of the listening area of the station. Map showed various sections of the area with the number of replies from each section. Total replies from the announcement which was read at 7:35 a.m. was 2,032 of which 1,346 came from the city of Detroit and the balance from outlying districts. Accompanying the map, which was a black and white photo-offset job, was a mimeographed memo giving details of the offer signed by the sales promotion department of the station.

★
Road Maps

● KFEL, Denver, has given away more than 1,200 Colorado state road maps during the past few weeks. Maps were put out by the state highway department and showed scenic points of interest in the state. They are made available to listeners simply by calling for them in person at the station.

★
KDKA's (Service) Station

● USERS of KDKA's lighters were invited to visit the "new service station" which is a "modern, efficiently, completely equipped 50,000 watt servicer, located in the heart of downtown Pgh." Users were further advised: "Don't hesitate to grab the next plane and bring in your KDKA lighter—have it tested, overhauled, repaired and refilled." In the same vein, users were advised that "Mr. Gregory, general manager and chief attendant, although kept frightfully busy at his lighter service, still finds time for a "hobby," which is running a radio station. This is quaintly referred to, "throughout the trade," as KDKA . . ." A can of lighter fluid accompanied the announcement.

★
"Gold" Coin Premium

● ANNOUNCEMENT of a new premium was made by Hecker H-O program, "Superman" recently. Premium for children was in the shape of shiny coins of simulated gold each bigger than a quarter and each bearing the likeness of a president of the United States on its face and his dates and accomplishments on the reverse side. The offer consisted of two of the 31 Presidential coins in return for two box tops taken from packages of Force, breakfast food made by the sponsor. Distribution of premiums was done by local stations to whom the box tops were mailed. After 15 days of the premium offer, the coins were merchandised directly with each Force package, which had been re-designed to announce the fact that a coin was enclosed with the breakfast food. The merchandising campaign was prepared and executed by Erwin, Wasey & Co.

★
Give-Away Idea

● NEW idea in radio give-away was suggested by Roger W. Clipp, general manager

of WFIL, Philadelphia, to replace the old form of "Radio Awards," which was not resumed on the station after being cleared of the lottery taint by the FCC. The Radio Awards Contest was held five times a day, Monday through Friday, except Tuesday and Thursday, when it was presented only once. At these times three questions were asked dealing with programs heard over WFIL during the two hours immediately preceding the time of the contest. A Farnsworth radio was awarded to the person who submitted the correct answers and also wrote the best letter of twenty-five words or less telling which WFIL program during that period he prefers and why. One prize per question-period was given away.

★
Air View

● A STRIKING air view of Baltimore's industrial center was used on a blotter being distributed by WBAL. Only commercial copy appeared on the blotter, which was distributed to agencies and prospects, was "WBAL Means Business in Baltimore."



Charitable Cooperation

● TOLEDO radio stations, WTOL and WSPD, gave their cooperation to the local Community Chest campaign. Both stations broadcast several times a recording made by Eddie Cantor for community chest drives and also a special transcription made for the local campaign by Edward C. Ames, Toledo radio news commentator, and the Vocalettes quartet. Stations also devoted time to the reading of some of the prize-winning essays written for the campaign by school children. In addition to these campaign features both WSPD and WTOL lined up national and local sponsors to devote part of their air-time to the campaign.

★
Safety Series

● WGL, Fort Wayne, inaugurated a new 13-week series titled "Safety Swap Shop" on which children from 111 local county schools exchanged safety experiences, slogans and songs with Jay Gould, the station's "Old Songsmith." In connection with the program a "Safety Crusader Club" was organized, membership contingent on a child securing three signatures from drivers who were required to pledge to be careful in driving and not to take the life of a child for a year. Inaugural show of the series was entirely non-commercial and featured educators and safety authorities and was heard in every school in Allen County and in Fort Wayne.

Highway Maps

● KGKO, Fort Worth, in cooperation with the Texas Highway Department gave away to listeners free issues of the official Texas Highway Department's road map. Texas Highway Commission granted KGKO permission to give away these maps via the "Suburban Editor" program, a bi-weekly KGKO quarter-hour featuring news from 50 Texas newspapers within a 200-mile radius of Fort Worth. Five minutes was used during each Sunday morning "Editor" show to outline from the map a desirable Sunday afternoon auto tour. Safe driving was stressed throughout.

★
Tonic for Druggists

● AT the invitation of the New England Drug Show, held at Mechanics Hall, Boston, the Mutual "Laff 'n' Swing Club" program starring Morey Amsterdam and wife, Mabel Todd, was broadcast from the auditorium of the show. Drug Show issued open invitation to MBS, with the "Laff 'n' Swing" session chosen by the web to appear. Broadcast time usually 9:30 p.m., was moved up for the special showing.

★
Radio Picnic

● KSO and KRNT celebrated the Annual Radio Festival by a gigantic picnic which was held at Riverview Park, and by the gift of a radio a day to the listeners of the two stations. The public was invited to the picnic, which highlighted radio acts, baseball games, dances, fireworks and free rides on the amusement park's concessions. A radio was taken to the home of radio listeners and the home visited was presented with a radio if that family was dialed to either KSO or KRNT. The arrangements were under the direction of Wayne Welch, promotion manager for KSO and KRNT.

★
Cooperate With Police

● DAILY perils in the life of a policeman were dramatized over KDYL, Salt Lake City, as part of the campaign to raise funds for police widows and orphans. Broadcasts included visits to a line-up, interviews with police traffic experts, detectives and a special remote short-wave from patrol cars. The safety factor was also being stressed on the programs which were made with the cooperation of city officials. Final broadcast was from the Policemen's Ball, one of the important local social events.

★
WQXR Buyers' Guide

● A "Buyers' Guide" service was established by WQXR to aid in merchandising advertisers' products. "Guide" appeared for the first time on the back cover of the station's printed program for March. Attention was called on each page of the booklet to the listing of

sponsors' goods and users were urged "to patronize those advertisers who support the station."

Some 12,000 families subscribed to the program booklet at a dollar a year.

★
Listener Criticism

● PROGRAM department of KGVO, Missoula, inaugurated a policy relating to its Listeners Radio Program Committee. Committee is a permanent organization, with rotating membership drafted from service clubs, religious, fraternal and educational organizations. Policy added on an extra member to the committee each month. This special member was selected on the basis of the best and most constructive letter of criticism of the station's programs written to "The Mail Bag," a weekly program in which listener comments were invited, with letters read and discussed on the air.

★
Selling a Contract

● STAFF members of KOY, Phoenix, Ariz., were treated to a dramatization at a staff meeting when "What Goes into the Selling of a Contract" was presented. Charles Jones, continuity director, was the "prospect," while members of the staff attempted to sell him on the merits of the station.

★
Student Training School

● MEMBERS of the staff of WICC, Bridgeport, joined together in the presentation of a radio course for special high school students. With the cooperation of local school authorities, a series of lecture in the form of vocational guidance talks were given by the station's personnel. Eight lectures were delivered after which the students presented a radio production making use of the material covered.

★
Sales Staff Meetings

● MYRON Fox, director of sales at KDYL, Salt Lake City, began a new series of sales meetings for his staff, bringing a new angle to the meetings. In order to present more clearly to his force the problems confronting the various retail sales organizations throughout the city, each weekly meeting presented a different sales manager from one of the retail organizations as principal speaker. Series was opened by local Montgomery-Ward manager.

★
Program Selector

● IN an effort to save time for account executives who often must shuffle through several sheafs of mimeographed advance program schedules of several stations, WCKY, Cincinnati, inaugurated use of a distinctive cover page for its advance program schedules. Printed in dark blue on a light blue background and carrying a picture of the L. E.

Wilson station's vertical radiator, the cover page enabled executives to separate quickly WCKY's programs from those of other stations.

★
Sponsor Salute

● SALUTE to the "Esso Reporter," marking the fourth year of news reporting for Esso Marketers over WTAR, Norfolk, and re-enacting the formal signing of a new contract calling for an additional 52 weeks of the program, was presented by the station. Among those participating on the broadcast were officials of the sponsor, the advertising agency and United Press, the news association which supplied the material for the broadcasts.

★
Student Variety Show

● "RADIO Goes To College," new weekly series on KTSP, Minneapolis, was written, directed, produced and voiced entirely by student of the University of Minnesota. Instead of purely educational material, the show was purely an entertainment program, featuring campus bands, talented music school students, members of the University's Theater Players and others. To keep the college atmosphere, show was aired on Saturday nights from the school's Men's Union with an all-student audience. Production was under the direction of the Radio Affiliations Committee of the university, a student group.

★
Postcard Questionnaire

● QUESTIONNAIRE was sent out with the regular program schedule by WQXR, New York. Questionnaire was printed on a pre-paid postage postcard, which carried the following headline: "There's No Prize In This Contest." It asked the listener to go to his cupboard and medicine chest and jot down the answers. Copy frankly stated that the information received would be helpful to WQXR and its sponsors "who pay the bills." The questionnaire consisted of a listing of various types of products, such as cigarettes, mouth washes, soaps, cough drops, razor blades, wines, foods, etc., alongside of which the recipient was asked to list the particular brands that he used.

★
Book Drive

● MORE than two tons of books have been raised by KSTP's drive for the American Legion library. The St. Paul station pressed its short-wave truck into service to pick-up books. The drive was conducted on the station's "Sunrise Round-Up" show.

★
Pre-Season Baseball Party

● KMOX, St. Louis, and General Mills jointly entertained more than 1500 St. Louis retail grocers at the German House Auditorium in that city. The highlight of the evening's entertainment was the introduction of members of

the St. Louis Cardinals and Browns baseball teams. Promotion was connected with the General Mills daily play-by-play broadcasts on KMOX. Two motion picture films, one taken at the KMOX-General Mills Children's Day at the local ball park and another entitled "Play Ball, America" were shown during the evening. Several acts from the KMOX talent staff were also booked for appearance.



PROGRAM



Bakery Interviews

● WSGN, Birmingham, Ala., which conducted an extensive campaign to promote the new NBC Bread-"Make Believe Ballroom" recorded interviews with bakery employes recently. Routemen, bakers, wrappers and others were asked to give their reactions to the program. Later this was blended with parts of the actual program and broadcast over the station.



Food Show News

● THIRTY major food distributors and representatives in the Northern Ohio area participated in "Food Show News," an annual promotion of WGAR, Cleveland. Informal interviews were arranged on the Women's Activities program, including emphasis on the home economics phase of food distribution. As a follow-up, several broadcasts were made from the local food show.



Dial Lights

● IN order to furnish listeners with information concerning programs and radio personalities that visit their homes daily when the lights in their radio dials are shining, WPAY, Portsmouth, Ohio, inaugurated a program known as "Dial Lights." Smooth dinner music was interspersed with bits of information about radio talent heard over WPAY and other stations. Questions from listeners concerning the entertainment side of radio were answered on the daily early evening feature.



"Voices of Yesterday"

● A COMPLETE set of "Voices of Yesterday" transcriptions used on the KROW, Oakland, Cal., series were presented to Berkeley schools by the sponsor, Morris Plan Bank of Oakland. Program featured actual voices of famous people, now dead, recorded years ago. They have been dubbed into modern transcriptions. As part of the merchandising plan, quiz sheets were distributed to pupils who filled them in and returned them to their teachers. Ryder & Ingram, Oakland, handled the program.

"Info., Please" Variation

● AS a feature of Canada Dry promotion, KGKO, Fort Worth, held an "Information Please" broadcast of its own. Questions involved "Texas Resources," which were conducted exactly as "Information, Please" and guest experts included four Texas newspaper editors with the president of the Southland Paper Mills, Lufkin, as guest star. A journalism professor at Texas Christian University did the "Fadiman" stint inasmuch as he was an accomplished musician, sports authority, bridge expert and educator. Program was entered as promotion stunt in the current Canada Dry Company contest.



Literature Lives

● KFBB, Great Falls, Montana, started a new series of programs, "Literature Lives," presented by faculty members of Great Falls Schools. Programs, presented twice a month, were dedicated to the theme that what is truly good in literature lives on forever. John Alexander, program director produced the shows.



"Festival Week"

● FEATURES set by the production and promotion department of KGVO, Missoula, Mont., for the NAB promoted "National Radio Festival Week." They include daily quarter-hour program, "Citizens of Tomorrow," presenting outstanding representatives from local schools; discussion by students and faculty members of the Montana State University on "The American Way in Radio"; window posters for each of the station's advertisers setting forth that the firm's advertising dollar was spent to support the many hours of radio entertainment available to listeners; a discussion on the regular program, "Parental Problem Clinic," on "The Use of the Radio in Re-establishing the Home as the Center of the Family's Entertainment, Education and Culture"; a series of quarter-hour talks by representative citizens on what radio means to the home-maker, the businessman, the educator, the church, the child; a quarter-hour talk by a local newspaper editor on the "Freedom of the Press and Radio"; a half-hour program presented by remote control from Montana State University, featuring the university's orchestra and chorus with a talk by the school's president on the subject of radio and the university.



A. & P. 'Previews'

● TO familiarize its store managers and employees with the new quiz games that was sponsored on three New England stations, the Atlantic & Pacific Neighborhood Food Stores Co. produced four "Personnel Previews" of the games. More than five hundred of its store managers witnessed the games which

were titled "Musico" before the program actually made its debut. Program offered 1,005 cash and merchandise prizes weekly. Entry blanks and prizes were obtained only at the neighborhood stores in the three cities in which the broadcasts were aired. Game, which was a version of the motion picture theater "bingo" games, used identification of songs as its basis. Besides prizes for the completion of a card, an award was given each week to the person supplying the best song title for an original song played on the program. Orchestra leaders were asked to write the new songs. Stations airing the programs included WEEL, Boston; WPRO, Providence; and WGAN, Portland, Me.

★
"Radio Daily" Plug

● To push its offer of automobile slip covers, the "Crazy Radio Gang," heard over WBAP, Fort Worth, and the Texas Quality Network five days weekly, referred to the story carried in RADIO DAILY. The plug was as follows: "Ladies and gentlemen, the RADIO DAILY, a radio magazine published in New York City, has a write-up about the automobile slip covers being offered by the 'Crazy Radio Gang' and believe me, these slip covers are worth writing about!"



★
"Ear Appeal"

● "GREATER ear-appeal" was sought for its spot announcements by WTMJ, Milwaukee, on the "Top o' the Morning" program. Typical in the "Oldtimer" series were plugs for cigars. Each opened with "The Oldtimer Says" and carried on with chatter such as "When I'm on the bizness end of a fishin' rod, you kin bet your boots, I'm ALSO on the bizness end of a Thora cigar." A series for a sports store used "fish talk." Gus Wall-Eyed Pike, Butch Bass, Tim Trout and Peter Pickerel were the characters. For example, Gus Pike said, "I've been driftin' 'round these waters a long time, an' the most eatin' tackle I ever got to my mouth comes from Jim Clark's."

★
Fashion Spots

● WITH the publication of "Shows of Tomorrow," by RADIO DAILY, The Script Library, a division of Radio Events, Inc., took the wraps off its first "For Women Only," entertainment spot series, "So You Think You Know Fashion." This spot series by Marjorie Mueller was based upon an idea developed and copyrighted by The Script Library, and was the

first, according to Martin Lawrence, station contact, spot program that was as personal to the women in the radio audience as their own negligees. It was a companion program to "Crime Quiz," which was addressed to the male end of the radio audience.

★
WNEW's New Tag-Line

● REPLACING in part the call letters of WNEW, New York, and the tag line, "Serving New York and New Jersey twenty-four hours a day," WNEW substituted a new idea, the musical station break, modeled after the jingling commercial spots in wide use by advertisers. The words followed: "WNEW—New York. Twelve-fifty on the dial; Tune in all the while to WNEW; the station that is serving you, New York and New Jersey, too. Twenty-four hours a day, that's true, WNEW." The words and music were by Alan Kent and Austen Groom Johnson and were sung by the Tune-Twisters. Idea was a copyrighted feature used exclusively in the New York City area. By way of further promoting the idea, executives around town received a miniature recording of the new jingle.

★
Plug Network Show

● SPECIAL bulletins were issued by WBIG, Greensboro, N. C., to plug the University of Chicago's "Human Adventure" series on CBS. Station promotion material, which supplemented the network and university publicity, was distributed to more than 20,000 public school pupils and 10,000 college students.

★
Used Cars

● A METHOD of making the used car dealer radio conscious was tried with considerable success by WCHS, Charleston, W. Va. Several times during the day WCHS put on spot announcements recommending that if listeners were interested in used cars they keep tuned in, saying also that used car messages from the city's leading dealers would be presented at various times during the day. WCHS found that those dealers who used radio time were pleased by the round-up idea calling attention to used cars, and those who had been holdouts were convinced that they, too, should be represented on the air.

★
Fashion Spots

● ONE of the rare examples of fashion merchandising through the medium of radio was the contract signed by Ohrbach's Inc., department store specializing in women's apparel, with WQXR, New York. The contract, placed through the Grey Advertising Agency, called for two one-minute announcements daily, Monday thru Friday, for thirteen weeks. The copy was entirely institutional and did not mention specific merchandise or prices.

WBIG Sign-off

● STATION sign-off of WBIG, Greensboro, N. C., was used as an effective institutional promotion. The sign-off in its entirety was printed on light tissue which was pasted on one side to cover a photo of the statue of General Nathanael Green. Photo, which was done by one of the WBIG staff, served as a background through the tissue on which the sign-off message was printed.



Free Pennies

● THE theory that a "Penny Saved Is a Penny Earned" was the idea behind a promotion carried out by WKBN, Youngstown, Ohio. W. R. Link, local sales Manager, designed a card which informed prospective sponsors of an opportunity to save pennies by advertising over the thousand watt Columbia affiliate. A brand new penny attached to the card was a feature which was certain to catch the attention of anyone receiving one of the promotion pieces. The penny was of the Lincoln variety and the distribution of the cards was started on Lincoln's birthday.

Newspaper Publicity

● EXTENSIVE promotion campaign conducted by WTMA, Charleston, S. C., including full coverage of all local events and special newspaper publicity in affiliated newspapers with a combined total circulation of approximately 65,000. Station's programs were listed in detail by the dailies, while pictures and other promotional material were also published.

Robot Interview

● KEITH Lundy, "mechanical man," had the population of Huntington quite puzzled as he appeared in the display window of a local jeweler. Mystery was solved when Joe Herget, announcer on the jeweler's program on WSAZ, Huntington, interviewed the robot in a sidewalk interview as a part of his regular program. Portable radio was taken out on the sidewalk to enable passersby to hear the interview going on in the window.

Road Show

● INTERNATIONAL Harvester used a road show with a 25-town schedule to promote its air program, "New Slants on the News," over WSYR, Syracuse, N. Y., daily. Show covered towns throughout New York State where International dealers are located. Revue supplemented an intensive mail and general advertising campaign to boost the program.

Prize-Winner Participation

● WINNERS of the contest to name Albers cereals NBC Pacific coast radio serial story, "The Program Without a Name," were announced in an unusual way. First prize-winner was flown to San Francisco from Portland, Ore., to participate in a specially written dramatic episode, bring her into the drama with the regular characters. Two other winners appeared on the program in person and the rest were announced at the close of the airing. The program, as a result of the contest, is now called "Mine to Cherish."

Radio Ambassador

● IN promoting "The Musical Inn," late night request program on KCMO, Kansas City, Mo., which was bought by a brewing company, the station used the customary amount of teaser spots on the air in addition to a full page ad in the Kansas City "Journal." Merchandising of the product and program also was handled in a novel plan conducted in local taverns by a representative known as "The White Seal Ambassador of Goodwill." White Seal was the trade name for the product and the "ambassador" dressed in tall silk hat, frock coat, white gloves and carrying a gold tipped cane, called nightly at two or three local taverns where he solicited requests for the show.

Long-Lived Stunt

● STILL capitalizing on its "glamorous housemaid" publicity stunt it used with Zeke Manners almost a year ago, WHN, New York, received additional publicity in a 4-page layout of pictures in the May issue of "True Pictorial Stories" along with a story concerning the station. The current bit of publicity was the fourth in a series which kept the original stunt going since it was staged last August.

WBNX 'Giant' Wires

● TO herald its boost in power to 5,000 watts day and night, WBNX produced a series of giant telegrams addressed to agencies, manufacturers, and time buyers. Three telegrams, miniature three sheets, were dispatched. Trade comments were very favorable. W. C. Alcorn, general manager of WBNX, authored the giant messages.

Composite Birthday Card

● AS tribute to "Amos 'n' Andy," WBNS, Columbus, Ohio, sent a composite birthday card, made up of more than 3,000 individual cards signed by a cross-section of listeners in central Ohio. Local paper carried story of the anniversary stunt and a photo of Helen Billups, WBNS program department, putting the cards in the trust of airline hostess to be delivered to the blackface team. Tribute was given in honor of the comedians' twelfth anniversary on the air as a team.

Juvenile Air Confessions

● "CONSCIENCE Fund" donation of 50 cents received by Mayor LaGuardia, of New York City, from two repentant youngsters, struck a responsive chord in Abbott and Costello, comics on the "Kate Smith Hour" on CBS. They formed an "Abbott and Costello Conscience Club." Boys and girls were entitled to membership buttons by writing the team a note of confession for misbehaving. Promise to improve their behavior must accompany the conscience salve missive. Tie-up between the club and comedians was evident because of the tag-line used in their sketches: "I'm a bad boy."



Boy Scout Tie-Up

● BOY Scouts of Salt Lake City found a new guardian in KDYL. New-found relationship proved highly satisfactory, as the station publicized scouting and its activities in the area and the scouts in turn publicized the station. Scouts made listeners surveys as well as preparing and producing their own weekly programs which consisted of one scout taking his "merit badge" test over the air. In addition to this program, KDYL aired a scout taking the scout oath and telling the listening audience what a scout is supposed to know.

"My Son, My Son" Contest

● IN cooperation with United Artists, motion picture producing organization, WMCA, New York, started a "My Son Contest" searching for New York's model son between the ages of 13 and 18 years of age, as part of a promotional campaign for the picture "My Son, My Son." Contest awarded a prize of \$100 to the boy selected. WMCA's part in the contest consisted of two broadcasts, one spotted in the mornings daily except Tuesday and Sunday, of recorded music and announcements on the contest and the other in the evenings, four times weekly which featured guest speakers describing what in their opinion comprised the qualifications of a model son.

Theater News

● LATEST news bulletins and flashes from all parts of the world were displayed on Chicago's busiest street through arrangements between WBBM, Chicago, and Chicago's only newsreel theater. Large display frame outside the theater furnished bulletin and flash material in large type for passersby on a regular schedule throughout the day. WBBM news staff prepared the material which was rushed to the theater by special messenger.

As soon as a late news flash was received at the theater it was reproduced on a giant typewriter in one-half inch letters. Inside the theater was another small spotlighted frame which carried special flash and bulletin material, also from the WBBM newsroom on an hourly schedule. Captain over the lobby display which faced outgoing patrons informed the reader that "The Following Important News Happened Since You Entered This Theater—It Was Rushed Here from the WBBM Newsroom."

WRVA Tieup

● WRVA, Richmond, Va., effected a three-way tie-up with the Portsmouth "Star," newspaper, and the Gates Theater in Portsmouth in publicizing an amateur talent broadcast which WRVA originated half-hour weekly from the Gates theater stage.

Station, newspaper and the theater were all calling attention to the broadcast through their respective publicity mediums with the result that capacity attendances witnessed the WRVA airings.

Amusement Park Tieup

● AMERICAN Institute of Food Products in connection with its participating programs on WMCA, New York, made arrangements with the management of the Palisades Amusement Park whereby all labels of products endorsed by the Institute was good for admission during the months of May and June at the Jersey playground. All a person had to do was to show the label on any box or can of the Institute's endorsed products, and he was admitted free to the Park as well as being entitled to witness a free vaudeville show and dancing.

Education Tieup

● WRTD, Richmond, distributed to all public school teachers in Richmond the nearby county schools envelopes containing booklets describing NBC and WRTD educational programs. Letter from Ovelton Maxey, station manager, included with presentation, suggested that the booklets might help to open the way to a better understanding of educational facilities made available by radio stations, and pointed out that the station is always willing to receive suggestions from the teachers for further help in the way of programs which are needed. Some 1200 individual presentations were made through the schools by Bernard Dabney, promotion director for WRTD. Presentation had full cooperation and support of Richmond School Board.

Theater-Radio Tieups

● FIFTEEN picture theaters in New York cooperated in a theater-radio tie-up instituted by the Eastern Wine Corp. Daily mentions were flashed on screens stating: "Chateau Martin Wines, 'In Good Taste Every Place,'

announces our programs every Monday, Wednesday and Friday over station WBNX, (on the dial at 1350) through the voice of Bill Berns, uptown movie reporter." Programs include movie gossip and listing of current attractions at the cooperating theaters. Interviews with stage performers were also featured on the programs. Stunt may be expanded if it proves successful.

★
WSYR Tele Staff

● WSYR, Syracuse, tied in with Farnsworth's Television Exhibit in Dey Brothers Store at Syracuse, broadcasting many of its crack shows from the television studio and drawing more than 20,000 people in 3 days to see the televising of Ruth Chilton, Fred Jeske, Vadeboncoeur, Nick Stemmler, Bill Rothrum and Jan Costley.

★
Use of Autos

● KDKA's use of its midget automobile for special events and similar coverage was featured in the merchandising and advertising of the Bantam Car Co., Butler, Pa. The car company used the Pittsburgh station's use of its equipment as an example of how other stations may also use the cars.

★
Coast Baseball Merchandising

● WIDESPREAD merchandising plan has been adopted by both General Mills, for "Wheaties," and B. F. Goodrich Rubber Co., for tires, tubes and batteries, to supplement Pacific Coast League baseball games, which the firms co-sponsored for third consecutive year on 12 Pacific Coast stations. Wheaties again used the Welcome Home campaign, with all grocery stores handling Wheaties displaying special team posters when the home squad returned to its own field. Wheaties' boxes contained pictures of coast ball players, and sportscasters made frequent grocer mentions during broadcasts. Goodrich planned merchandising campaign to be tied in with retail auto supply outlets, but details have not been announced.

★
Record Store Tieup

● WFBL, Syracuse, has completed an unusual tieup for National Biscuit Company's recorded "Make Believe Ballroom" programs. Station has arranged with an upstate record distributor to handle mailing of 300 advance lists of records used on the show to 300 dealers in 27 New York state counties. Lists, used for display by the record dealers, bore station's imprint and were included with the distributor's regular mailings at no cost to the station or sponsor of the program, other than the cost of mimeographing.

★
Does It Make a Noise?

● WSM went in for a bit of science and philosophy on the front page of its program

schedule issued to agencies. The Nashville, Tenn., outlet asked: "If a tree falls, does it make a noise?" and answered that if "no one hears it fall it does not make a sound." This tied up with WSM's next paragraph, "and so it is with radio, coverage is not enough, it takes listeners, too. We at WSM are sure of our coverage, and of listeners, too."

★
Movie Trailer

● WITH Milton Cross in Pittsburgh for "Musical Americana" KDKA promotion department grabbed the announcer for a special one-minute sound movie trailer plugging the forthcoming screen engagement of "Information, Please" at the Loew's Penn Theater. During the course of his screen appearance Cross said: "Incidentally, this issue of Information, Please will be a part of the same program with Metro-Goldwyn-Mayer's elaborate production of "Northwest Passage" which stars Spencer Tracy . . . and together that makes a screen program which I'd call . . . well . . . "gingervating!"

★
WELI License

● THE Connecticut State Motor Vehicle Department granted WELI the privilege of using marker plates containing the WELI call letters on the new WELI Mobile Unit, a modern Dodge truck, designed for all remote broadcasts. The truck, attractively painted ivory, has Yale Blue lettering on the side panels.

★
"Info., Please" Exploitation

● EXTENSIVE publicity for "Information, Please" on NBC Blue was the result of efforts of KGO, San Francisco. Theaters, department stores, magazines, window displays and various other media were employed. Then display windows in a local department store were used by showing large scrolls headed "Information Please," which asked questions regarding spring styles in suits and fabrics; with microphones maintaining the broadcasting atmosphere, small cards below the questions in each window answered the puzzler, with the store's merchandise used as illustrations of the answer.

Station also used trailers in motion picture theaters showing the movie short of the program. Trailers plugged the station and gave time of the broadcast. Theater advertising on marquee and in the newspapers carried the station's call letters. In addition to theater and department store publicity, the station tied in with Oscar Levant's guest appearance with the San Francisco Symphony Orchestra by having the program mentioned in connection with his appearance in the concert. Final bit of publicity appeared in a write-up with photos of the program in an independent grocery store magazine.



T E L E V I S I O N



F R E Q U E N C Y
M O D U L A T I O N



F A C S I M I L E

TELEVISION'S FIRST YEAR

As Seen By NBC—RCA

HISTORY AND PROGRESS

UPON turning the corner of the first year with regularly scheduled television programs, one is prone to regard television as a development of very recent years. Its roots go back a long way.

To trace the dramatic story of television's progress since Baron Berzelius discovered selenium in 1817, would require a volume in itself, and so in this brief report, only the most important highlights can be touched upon. Although selenium was isolated in 1817 by the famous Swedish chemist, little was done about it until 1873 when a telegrapher named May at the Valentia Cable Station on the Irish coast, discovered that resistors made of selenium transmitted a much stronger signal when exposed to sunlight. It was not until several years later that these mysterious light sensitive properties were embodied in the famous photo-electric cell invented by Elster and Geitel in 1890—the cell which subsequently became the principle upon which all-electronic television was founded.

Young Thomas Edison

Young Thomas Edison, in 1833, found it was possible to make an electric current pass through space from a burning filament to an adjacent metal plate, establishing the "Edison" effect, and one year later Paul Nipkow patented the rotating disc with holes for scanning the image and reproducing it.

It was not until 1906, that two French inventors, Rignoux and Fournier, transmitted a crude moving image over wires, the same year that Dr. Lee de Forest perfected his famous vacuum tube amplifier, together with a filament, plate and grid.

In 1907, Rosing and Campbell Swinton proposed the first use of the cathode ray tube for television, and in 1909, Knudson sent the first drawing by radio.

From then on followed the bleak years of television's progress, and it was not until seven years after the Armistice that Jenkins and Baird transmitted the first silhouettes.

1923, however, was a momentous year for television's achievements, for it was in that year that Dr. Vladimir K. Zworykin (at that time with Westinghouse, and since 1929 with RCA) filed his first patent on the "Iconoscope," which revolutionized all preconceived ideas of television scanning by mechanical means and substituted the all-electronic scanning now in use throughout the world.

R.C.A. Laboratory

Then, in 1928, RCA established in New

York City a television laboratory and worked out a plan of coordination between RCA, General-Electric and Westinghouse companies. It was in that same year—1928—that RCA opened the television transmitter W2XBS with 250 watts power.

In 1929, Dr. Zworykin's experiments, carried on over a period of years, with cathode ray tube receivers attained success. This non-mechanical receiver was called the "Kinescope."

The following year, research laboratories were opened by RCA in Camden, New Jersey, and also, in 1930, an audience in a New York theater witnessed a demonstration of a six-foot black and white 60-line projection picture. This program was broadcast from the RCA experimental station at 711 Fifth Avenue to Proctor's Theater at 58th Street and Third Avenue in New York City.

In 1931, RCA installed a studio and transmitter in the tower of the Empire State Building, using frequencies between 40 and 80 megacycles.

In 1936, large scale field tests were inaugurated with regular program transmission to receivers situated throughout the metropolitan area at strategic points in the homes of RCA-NBC engineers and executives who reported on the progress made.

As the result of continued tests, scanning was stepped up to 441 lines in 1937 and the video band was widened; experimental programs were instituted by the National Broadcasting Company. The next year, NBC-RCA television mobile

units for field pick-up equipment were completed and put in use. On September 15, 1938, NBC conducted the first sidewalk interviews with passers-by in Rockefeller Plaza.

Various programs were telecast experimentally during the months that followed and NBC's Television Department began functioning as an integral unit under the direction of A. H. Morton, vice-president.

Then, on April 30, 1939, President Franklin D. Roosevelt, during his opening address at the New York World's Fair, was telecast—thereby inaugurating a regular public series of experimental programs in the New York area.

Technical Improvements

Although television was officially brought out of the laboratory a year ago, RCA-NBC technicians and engineers have never ceased laboratory experiments to improve the signal strength and clarity of image. Their exhaustive experiments have met with unqualified success and viewers today report definite improvement in reception.

The famous Iconoscope television cameras developed by Dr. Zworykin and his associates at RCA have more than fulfilled all predictions made for them. Supplementing the Iconoscope, the new Orthicon camera, which requires less intensive lighting, has been used successfully in several outside pick-ups, notably in the telecast from the plane flying over New York City.

Field Equipment

The introduction of new "vest pocket" television field equipment—so light and compact that a complete basic unit may be carried in a small truck—was another important contribution to facilitate the transmission of sight and sound by RCA-NBC engineers.

Studio lighting also was greatly improved through the addition of many new mobile grids using the new and improved Birdseye lamps and regulated by remote controls. Representative of the type of equipment for special visual effects is the new kaleidoscopic pattern which is used to indicate various time lapses between scenes, much the same as a "musical bridge" is used in sound radio.

Relay Stations

Probably the most important developments, as far as television network broadcasting is concerned, are contained

in a recent report made public by the RCA Laboratories Division of RCA Communications, Inc. Because the television signal broadcast over short wave does not usually follow the curvature of the earth but extends only approximately as far as the visual horizon, or about fifty miles from the Empire State Building, it becomes necessary to boost the signal through automatic radio relay stations located at intervals of thirty or thirty-five miles depending on the terrain.

For more than a year, RCA has maintained an experimental radio relay system between the Empire State Building and Riverhead, Long Island. The relay points are located at Hauppauge, forty-five miles from the Empire State Tower, and at Rocky Point, fifteen miles beyond, from which the signal is boosted another fifteen miles to Riverhead.

Mounted on a 100-foot steel tower, each relay station contains both receiving and transmitting devices. The antennas are of the parabolic type necessary for the highly directional beam like transmission. The power required is 10 watts or less.

RCA-NBC engineers refuse to predict when television network broadcasting will become a reality, because their work of testing and developing never ceases. They merely content themselves with saying that several cities on the Atlantic seaboard will be linked up "soon"!

Time on the Air

From April 30, 1939 to April 30, 1940 the National Broadcasting Company telecast programs from Station W2XBS atop the Empire State Tower for a total of 601 hours.

Receivers in New York Area

On April 30, 1940, television receivers in homes in the Metropolitan area totaled approximately 3,000. In addition to those in homes, about 150 receivers are located in taverns, restaurants, schools, theater lobbies and stores. A recent survey disclosed that during daytime hours there was an average of two persons in the home viewing television programs. During the evening hours, this number is increased to from four to five. Similarly, the television audience viewing the programs in establishments outside the home average fifteen persons during the afternoon and twenty-five to thirty in the evening. The audience approximates 15,000 persons.



TELEVISION BROADCASTING STATIONS

As of January 1st, 1941

The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public.

Licensee and Location	Call Letters	Frequency (kc) or Group	POWER	
			Visual	Aural
Earle C. Anthony, Inc. Los Angeles, Calif.....	W6XEA	96000-102000	1000 w	1000 w
Balaban & Katz Corp. Chicago, Ill.	W9XBK	60000-66000	1000 w	1000 w (CP only)
Balaban & Katz Corp. Portable-area of Chicago, Ill.....	W9XBT	204000-216000	250 w	(CP only)
Bamberger Broadcasting Service New York, N. Y.....	W2XBB	96000-102000	1000 w	1000 w (CP only)
Columbia Broadcasting System Chicago, Ill.	W9XCB	78000-84000	1000 w	1000 w
Columbia Broadcasting System Los Angeles, Calif.....	W6XCB	162000-168000	1000 w	1000 w
Columbia Broadcasting System New York, N. Y.....	W2XAB	60000-66000	7500 w	7500 w
Columbia Broadcasting System, Inc. Portable-area of New York, N. Y..	W2XCB	336000-348000 television relay station with W2XAB	6.5 w	(CP only)
The Crosley Corp. Cincinnati, Ohio	W8XCT	50000-56000	1000 w	1000 w (CP only)
Allen B. DuMont Laboratories, Inc. Passaic, N. J.....	W2XVT	42000-56000 C.P. 78000-84000	50 w 5000 w	50 w 5000 w
Allen B. DuMont Laboratories, Inc. New York, N. Y.....	W2XWV	78000-84000 60000-86000	1000 w	1000 w (CP only)
Allen B. DuMont Laboratories, Inc. Portable-area of New York, N. Y..	W10XKT	258000-270000 television relay station with W2XVT	50 w	(CP only)
Allen B. DuMont Laboratories, Inc. Washington, D. C.....	W3XWT	50000-56000	1000 w	1000 w (CP only)
Farnsworth Television & Radio Corp. Ft. Wayne, Ind.....	Unassigned	66000-72000	1000 w	1000 w (CP only)