

Vice-Presidents.....H. M. Overstreet,
Henry E. Pengel, Jr.; Charles C. Kahler
Director of Radio.....Lewis R. Amis
Radio Account Placed—State of Maine
Development Commission.

Brown & Tarcher, Inc.

630 5th Ave., New York, N. Y.
Phone Circle 6-2626
Officers

Chairman of Board.....S. A. Brown
President.....J. D. Tarcher
Treasurer.....Wm. E. Larcombe
Secretary.....Chas. E. Clifford
Vice-President.....Wm. E. Larcombe
Director of Radio.....Wm. E. Larcombe
Radio Producers.....George R. Marek,
Joseph Wayer
Radio Continuity Writers..George R. Marek,
Joseph Wayer
Radio Accounts Placed—Smith Brothers,
Inc., McKesson & Robbins.

Buchanan & Company, Inc.

1501 Broadway, New York, N. Y.
Phone MEdallion 3-3380
AAAA — ANPA — PPA — ABP — SNPA
Officers

Chairman of Board.....Joseph A. Hanff
President.....T. S. Buchanan
Treasurer.....L. J. Seeger
Secretary.....C. J. G. Atkinson
Executive Vice-President...A. O. Dillenbeck
Vice-President in Charge of Radio,
Louis A. Witten

Assistant Director.....Edith Hophan
Branch Offices

520 No. Michigan Ave., Chicago, Ill.
Phone Superior 3047

Vice-President.....W. W. Hoops
929 So. Broadway, Los Angeles, Cal.
Phone Michigan 2156

Vice-President.....Fred M. Jordan
Radio Account Placed—The Texas Co.

Calkins & Holden, Inc.

247 Park Ave., New York, N. Y.
Phone Wickersham 2-6900
ANPA — PPA — ABP — PRB — SAAA —
SNPA
Officers

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Treasurer.....R. P. Clayberger
Secretary.....R. P. Clayberger
Vice-President.....J. Sherwood Smith
Director of Radio.....R. P. Clayberger

**Campbell-Ewald Company of
New York, Inc.**

1790 Broadway, New York, N. Y.
Phone Circle 7-6383
AAAA
Officers

Chairman of Board.....H. T. Ewald
President.....F. D. Richards

ADVERTISING AGENCIES

Treasurer.....Duane W. Beumann
Secretary.....L. B. Dudley
Vice-President.....W. W. Lewis
Director of Radio.....Louis Dean
Assistant Directors.....Kenneth Young
Radio Producers.....Henry Souvaine
Radio Continuity Writers....Vernon Welsh,
M. P. Weaver

Branch Offices

1214 19th St., N.W., Washington, D. C.
Phone Metropolitan 5670

Manager.....Emmett Deady
Radio Accounts Placed—Cycle Trades of
America, Inc., General Motors Acceptance
Corp., General Motors Corp., U. S. Rubber
Products, Inc.

Cecil, Warwick & Legler, Inc.

230 Park Ave., New York, N. Y.
Phone MURray Hill 9-7890
AAAA — ANPA — PPA — SNPA
Officers

Chairman of Board.....John H. Cecil
President.....James M. Cecil
Treasurer.....John H. Cecil
Secretary.....Henry Legler
Vice-Pres. and Gen. Mgr...H. Paul Warwick
Director Radio.....Preston H. Humphrey
Radio Accounts Placed—C. Washington
Coffee Refining Co., Sherwin-Williams Co.,
The Commentator Magazine, Lamont Corliss
Co., Elizabeth Arden, Inc., Wm. R. Warner
Co.

Compton Advertising, Inc.

630 Fifth Ave., New York, N. Y.
Phone Circle 6-2800
AAAA
Officers

President.....Richard Compton
Treasurer.....Leonard T. Bush
Secretary.....Leonard T. Bush
Vice-Presidents.....Leonard T. Bush,
Alfred Stanford

Director of Radio.....John E. McMillin
Radio Time Buyer.....Murray Carpenter
Branch Offices

Gwynne Bldg., Cincinnati, O.
Robert Marsh, Anne Johnson
221 N. La Salle St., Chicago, Ill.
Mildred Green

Radio Accounts Placed—Procter & Gamble
Co., American Cigarette and Cigar Co.

Donohue and Coe, Inc.

1270 6th Ave., New York, N. Y.
Phone Columbus 5-4252
AAAA — ANPA — PPA — ABP — PRB
SAAA — SNPA
Officers

President.....Edward J. Churchill
Treasurer.....W. B. Patterson
Secretary.....O. A. Kingsbury

ADVERTISING AGENCIES

Director of Radio.....E. Douglas
Radio Accounts Placed—National Association of Ice Industries, Scholl Mfg. Co., Angostura Bitters, De Laval Cream Separator.

Jos. Ellner Company

331 Fourth Ave., New York, N. Y.
Phone STuyvesant 9-0539

Officers

Owner.....Joseph Ellner
Director of Radio.....Samuel H. Ellner

Erwin, Wasey & Co.

Graybar Bldg., 420 Lexington Ave.,
New York, N. Y.
Phone MOhawk 4-8700

Officers

President.....Louis R. Wasey
Treasurer.....A. G. Van Utt
Secretary.....Owen B. Winters
Vice-Presidents.....O. B. Winters,
H. D. Williams, Paul E. Newman.

Director of Radio.....John T. Adams
Branch Offices

230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 4952

Manager.....C. R. Vail
Packard Bldg., Philadelphia, Pa.
Phone Locust 1225

Vice-President.....J. E. Burns
Securities Bldg., Minneapolis, Minn.
Phone Atlantic 1233

President.....Mac Martin
333 Montgomery St., San Francisco, Calif.
Phone Exbrook 7004

President.....Louis Honig
Petroleum Securities Bldg., Los Angeles, Cal.
Phone Prospect 5317

Vice-President.....H. A. Stebbins
Skinner Bldg., Seattle, Wash.
Phone Maine 6435

Vice-President.....W. E. Kraft
Radio Accounts Placed—Lydia E. Pinkham Medicine Co., Borden's Farm Products, Musterole Co., Zemo Co., Hecker H-O Co., The Barbasol Co., Astring-O-Sol, Gunther Brewing Co., Consolidated Cigar Co.

William Esty & Company, Incorporated

100 East 42nd St., New York, N. Y.
Phone Caledonia 5-1900

Officers

President.....William Esty
Treasurer.....William Esty
Secretary.....E. H. Cummings
Director of Radio.....Savington Crampton
Assistant Director.....Harry Holcombe
Radio Producer.....Bill Goodwin
Radio Continuity Writers.....Milt Gross,
James Bloodworth

Branch Offices

6253 Hollywood Blvd., Hollywood, Calif.
Phone Hillside 7331

Savington Crampton, Bill Goodwin
Radio Accounts Placed—R. J. Reynolds Tobacco Co., Lehn & Fink Products, Inc., Pacquin's Hand Cream, Banne Bengue.

Federal Advertising Agency, Inc.

444 Madison Avenue, New York, N. Y.
Phone Eldorado 5-6400

AAAA -- ANPA -- PPA -- ABP

Officers

Chairman of Board.....Robert Tinsman
President.....Robert Tinsman
Treasurer.....George Dietrich
General Manager.....D. E. Robinson
Secretary.....George Dietrich
Vice-Presidents.....James O'Brien, F. C. Bruns,
Jules B. Singer, Joseph Beck
Director of Radio.....George Comtois
Radio Accounts Placed—Sinclair Refining Co., Knox Gelatine Co.

Fishler, Zealand & Co., Inc.

2 West 45th St., New York, N. Y.
Phone VANDerbilt 3-6752

Officers

President.....Bennett H. Fishler
Secretary-Treasurer.....Leon Lelley

Fletcher & Ellis, Inc.

500 Fifth Ave., New York, N. Y.
Phone LAckawanna 4-3570
ANPA -- PPA

Officers

President.....Sherman K. Ellis
Treasurer.....Sherman K. Ellis
Vice-Presidents.....C. E. Staudinger,
S. J. Hamilton, Jr., Richard Barrett,
Clifford L. Fitzgerald.

Director of Radio.....Lawrence Holcomb

Branch Offices

141 W. Jackson Blvd., Chicago, Ill.
Phone Harrison 8162

Clifford L. Fitzgerald

1709 W. 8th St., Los Angeles, Cal.
Phone Federal 9111

Chet Crank

C. P. R. Bldg., Toronto, Can.
Phone Adelaide 3051

Ralph Ashcroft

Radio Accounts Placed—1937—"The News of Youth," Ward Baking Co., Network; Spot Announcements, Ward Baking Co., Detroit and Pittsburgh; 1938—"Dick Tracy," Quaker Oats Co., Network and transcriptions to begin January 3, 1938.

Fulton, de Garmo & Ellis, Inc.

30 Rockefeller Plaza, New York, N. Y.
Phone Circle 7-1085

Officers

PresidentLouis de Garmo
Executive Vice-President.....Lee Ellis
V-P & Treasurer.....Arthur Fulton, Jr.
Director of Radio.....Louis de Garmo
Radio Account Placed--Parker Watch.

Fuller & Smith & Ross, Inc.

444 Madison Ave., New York, N. Y.
Phone Eldorado 5-5750
AAAA — ANPA — PPA — ABP

Officers

Chairman of Board.....F. J. Ross
Radio Time Buyer.....Charles Williams

J. Stirling Getchell, Inc.

405 Lexington Ave., New York, N. Y.
Phone Vanderbilt 3-4800
AAAA — ANPA — PPA

Officers

Chairman of Board.....J. Stirling Getchell
President.....Walter W. Templin
Treasurer.....Charles McCormack
Secretary.....John V. Tarleton
Vice-Pres. and Gen. Manager,
Thomas F. Dougherty
Director of Radio.....George Allen
Radio Time Buyer.....Lloyd Williams

Branch Offices

New Center Bldg., Detroit, Mich.
Phone Trinity 2-3600

Radio Time Buyer.....I. H. MacKenzie
Bryant Bldg., Kansas City, Mo.
Harrison 8102

Radio Time Buyer.....R. A. Richardson
Radio Accounts Placed—Socony-Vacuum
Oil Co.; Devoe & Reynolds Co.; Chrysler
Corp. (Plymouth and DeSoto cars).

Geyer, Cornell & Newell, Inc.

745 Fifth Ave., New York, N. Y.
Phone Wickersham 2-5400
AAAA — PPA — ANPA

Officers

Chairman of Board.....Bertram B. Geyer
PresidentBertram B. Geyer
Vice-Presidents.....H. W. Newell,
William A. Brees, R. M. Ganger
Radio Time Buyer.....Edward Federer
Radio Director.....Eleanor Larsen

Branch Offices

Third National Bank, Dayton, O.
Phone Fulton 4145

Manager.....E. G. Frost
New Center Bldg., Detroit, Mich.
Phone Madison 6750

Manager.....E. L. Triffit
Radio Accounts Placed—Nash-Kelvinator
Corp.; Crowell Publishing Co.

ADVERTISING AGENCIES

Gotham Advertising Company

250 Park Ave., New York, N. Y.
Phone Eldorado 5-3726
ANPA — PPA — ABP

Officers

Chairman of Board.....R. M. McMullen
President.....G. Ellsworth Harris
Treasurer.....Arthur A. Kron
Secretary.....Arthur A. Kron
Exec. Vice-President.....Duncan D. Sutphen, Jr.
Director of Radio.....Arthur A. Kron
Radio Account Placed—American Cran-
berry Exchange.

The Grey Advertising Agency, Inc.

128 West 31st St., New York, N. Y.
Phone CHickering 4-3900
ANPA — PPA

Officers

President.....Lawrence Valenstein
Treasurer.....Lawrence Valenstein
Secretary.....James H. Lang, Jr.
Vice-President.....Arthur C. Fatt
Director of Radio.....James H. Lang, Jr.
Radio Account Placed—Sales Affiliates, Inc.

Lawrence C. Gumbinner Advertising Agency

9 East 41st St., New York, N. Y.
Phone VAnderbilt 3-3550

Executives

L. C. Gumbinner
Herschel Deutsch
Milton Goodman
Max Geller
Paul Gumbinner

Director of Radio.....Herschel Deutsch
Radio Continuity Writer.....Bob Hirshbein
Radio Accounts Placed—American Tobac-
co Co., Palm Beach Suits, Royal Lace Paper
Works, Houbigant, Inc.

M. H. Hackett, Inc.

9 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 6-1950

Officers

President-Treasurer...Montague H. Hackett
SecretaryCrawford W. Hawkins
Radio Accounts Placed — Radio Guide;
Cafe Louis XIV Restaurant, The Charles
Marchand Co.

ADVERTISING AGENCIES

Hawley Advertising Co., Inc.

95 Madison Ave., New York, N. Y.
Phone CAledonia 5-1860
AAAA

Officers

Chairman of Board.....John H. Hawley
President.....John H. Hawley
Treasurer.....William H. Meyer
Vice-President.....Ray Brown
Director of Radio.....John H. Hawley, Jr.

E. W. Hellwig Co., Inc.

9 East 40th St., New York, N. Y.
Phone Lexington 2-3080
ANPA — PPA

Officers

President.....E. W. Hellwig
Vice-President.....C. L. Miller
Sec'y & Ass't Treasurer.....George Carhart
Radio Director.....George Carhart
Radio Accounts Placed—Corn Products Refining Co.

Charles W. Hoyt Company Inc.

551 Fifth Ave., New York, N. Y.
Phone VAnDerbilt 3-4690
AAAA — ANPA — PPA — ABP

Officers

Chairman of Board.....R. L. Tallay
President and Treasurer.....Winthrop Hoyt
Secretary.....Everett W. Hoyt
Vice-President.....F. A. Whipple
Director of Radio.....Everett W. Hoyt
Time Buyer.....C. B. Donovan

Branch Offices

650 Main St., Hartford, Conn.
Phone 5-6066

Vice-Presidents, F. A. Whipple, Frank Busch
216 Tremont St., Boston, Mass.

Phone Liberty 6587

F. P. Waltherp

Radio Accounts Placed—B. C. Remedy Co., Richardson & Robbins, R. B. Davis Co., Charles Guldens, Inc., American Molasses Co.

The H S G Advertising Agency

120 Madison Ave., New York, N. Y.
Phone Wickersham 2-3338

Officers

President.....H. S. Goodman
Secretary.....H. Knuteh
Vice-President.....Harold Krelstein

Branch Office

134 N. La Salle St., Chicago, Ill.
Harold Krelstein

Hudson Advertising Co.

75 West St., New York, N. Y.
Phone BOWling Green 9-8950

Officers

President.....Timothy Murray
V.P.-Treasurer.....William D. Murray
V.P.-Radio Director.....Michael Gore
Art Director.....Louis Grudin

Husband & Thomas Co., Inc.

370 Lexington Ave., New York, N. Y.
Phone CAledonia 5-8297
AAAA — ANPA — PPA — ABP

Officers

President.....David C. Thomas
Vice-Presidents.....Harvey L. Kneeland,
Theo. R. Harris, D. E. Evans.
Director of Radio.....Theo. R. Harris
Assistant Director.....Samuel Dalcimer
Radio Accounts Placed—Omega Chemical Co., Oyster Shell Products Co.

Kelly, Nason & Winsten, Inc.

30 Rockefeller Plaza, New York, N. Y.
Phone COLUMbus 5-6300
ANPA — PPA

Officers

President.....John C. Kelly
Treasurer.....James R. P. Nason
Secretary.....Frank J. Herel
Vice-President.....Harry J. Winsten
Media Director.....Joseph Burland
Account Executive.....Gardner Osborn

Branch Office

706 Chancery Bldg., San Francisco, Calif.
Phone Garfield 3816
J. Malcolm Dewees

Radio Accounts Placed—Ruppert Beer, Democratic National Committee.

Kenyon & Eckhardt, Inc.

247 Park Avenue, New York, N. Y.
Phone Wickersham 2-3920
AAAA — ANPA — PPA — ABP

Officers

Chairman of Board.....Henry Eckhardt
President.....Thomas D'Arcy Brophy
Treasurer.....Otis Allen Kenyon
Secretary.....Joseph A. Vessey
Vice-President.....Dwight Mills
Director of Radio.....Tyler Davis
Radio Accounts Placed—C. F. Mueller Co., Piel Bros., Bosco Co., Kellogg Co., Charles B. Knox Gelatine Co.

H. M. Kiesewetter Advertising Agency, Inc.

9 East 40th St., New York, N. Y.
Phone Lexington 2-0025
ANPA — PPA — ABP

Officers

President & Treasurer.....E. T. Kiesewetter
General Manager.....H. M. Kiesewetter
Radio Time Buyer.....Adam Yung, Jr.
Radio Account Placed—The Mennen Co.

Klinger Advertising Corp.

119 W. 57th St., New York, N. Y.

Phone Columbus 5-5990

Officers

President.....A. A. Klinger
Secretary.....I. Cohen
Director of Radio.....A. A. Klinger
Radio Accounts Placed—Madison Personal Loan Co., Riverbank Canning Co., Jules Stores, Trutophone, Zeke Manners.

Arthur Kudner, Inc.

630 Fifth Ave., New York, N. Y.

Phone Circle 6-3200

AAAA — ANPA — PPA — ABP

Officers

President.....Arthur Kudner
Vice-Presidents.....J. H. S. Ellis,
E. J. Owen, Sam D. Fuson
V-P in Charge of Radio..Charles F. Gannon
Radio Time Buyers.....James F. Nutt,
William O'Connor, Hendrick Booraen

Branch Offices

New Center Bldg., Detroit, Mich.

Phone Madison 5315

Robert Copeland

Albee Bldg., Washington, D. C.

Phone National 5560

Frank Getty

Radio Accounts Placed—Macfadden Publications, Inc.; United States Tobacco Co.; Buick Motor Co.; Goodyear Tire & Rubber Co.; Fisher Body Corp.

Lambert & Feasley, Inc.

9 Rockefeller Plaza, New York, N. Y.

Phone Columbus 5-3721

ANPA — PPA

Officers

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V-P-Radio Director.....Martin Horrell
Vice-President.....Berthold M. Nussbaum
Treasurer.....Frank Mace
Secretary-Media Director...Walter P. Latz

Branch Office

2101 Locust St., St. Louis, Mo.

Phone Central 4741

R. L. Lund, Vice-President

Radio Accounts Placed—Lambert Pharmaceutical Co.; Prophylactic Brush Co.; Phillips Petroleum Co.

LeeFord Advertising Agency

315 Fourth Ave., New York, N. Y.

Phone STuyvesant 9-1742

ANPA — PPA

Officers

President-Radio Director.....David D. Lee

ADVERTISING AGENCIES

Treasurer.....W. C. Hoyt
Radio Accounts Placed—Remington-Rand, Inc.; General Shaver Corp., Bridgeport.

Lennen & Mitchell Inc.

17 E. 45th St., New York, N. Y.

Phone MURray Hill 2-9170

ANPA — PPA

Officers

President.....Philip W. Lennen
Secretary.....Arthur L. Lynn
Vice-President and Treasurer..Robert W. Orr
Director of Radio.....Mann Holiner
Radio Producers..Blayne Butcher, Jay Clark

Branch Offices

8949 Sunset Blvd., Los Angeles, Calif.

Mann Holiner

Jay Clark

Radio Accounts Placed—John H. Woodbury, Inc., Andrew Jergens Co., P. Lorillard Co., Inc, Lehn & Fink.

McCann-Erickson, Inc.

285 Madison Ave., New York, N. Y.

Phone Lexington 2-1700

AAAA — ANPA — PPA — ABP

Officers

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Asst. to the President, in Charge of Radio,
Donald S. Shaw
Secretary and Treasurer..John L. Anderson
Director Research.....L. D. Weld
Vice-Presidents: Harrison Atwood, Raymond
Atwood, L. S. Briggs, E. C. Bennett, L. E.
Firth, E. D. Hill, H. L. Palmer, E. Palmer.
Radio Time Buyer.....Francis Conrad

Branch Offices

910 S. Michigan Ave., Chicago, Ill.

Phone Webster 3701

Vice-President and Manager,

Homer Havermale

Vice-President.....H. G. Smith
Guardian Bldg., Cleveland, O.

Phone Cherry 3490

Vice-President and Manager,

Royal M. Alderman

Penobscot Bldg., Detroit, Mich.

Phone Randolph 9550

Vice-President and Manager..Donald C. Hight
Patterson Bldg., Denver, Colo.

Phone Keystone 4297

Manager.....J. S. Barrows
448 S. Hill St., Los Angeles, Calif.

Phone Michigan 4049

Manager.....August J. Bruhn
114 Sansome St., San Francisco, Calif.

Phone Douglas 5560

ADVERTISING AGENCIES

Vice-President and Manager Henry Q. Hawes
Skinner Bldg., Seattle, Wash.
Phone Main 7459

Manager Vernon Churchill
Public Service Bldg., Portland, Ore.
Phone Atwater 4305

Manager Vernon Churchill
Radio Accounts Placed—National Biscuit Co.; Axton-Fisher Tobacco Co.; Gruen Watch Co.; Pacific Coast Borax Co.; Standard Oil of California; Regional Advertisers, Inc.; Chesbrough Mfg. Co.; Standard Oil of Ohio.

T. J. Maloney, Inc.

381 Fourth Ave., New York, N. Y.
Phone Murray Hill 4-0766

Officers

President T. J. Maloney
Radio Time Buyer Anne Gibbons
Radio Account Placed—Sherwin-Williams Paint Co.

Marschalk and Pratt Incorporated

535 Fifth Ave., New York, N. Y.
Phone VAnDerbilt 3-1530
ANPA — PPA — ABP

Officers

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President Harry C. Marschalk
Treasurer Harry C. Marschalk
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Vice-Presidents Wilbur E. Johnson,
S. H. Giellerup, S. L. Meulendyke.
Director of Radio Curt Peterson
Radio Continuity Writers G. W. Freeman,
J. Arthur Brashears, Barrett Brady, Robert Schall, Burke Boyce.

Radio Accounts Placed—Underwood Elliott Fisher Co., Roger & Gallet, The Crusaders, Standard Oil Co. of N. J., National Lead Co., Postal Telegraph Co., Rogers Pect Co., Schering Corp.

J. M. Mathes, Incorporated

122 East 42nd St., New York, N. Y.
Phone LExington 2-7450

Officers

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Treasurer H. L. Hodgson
Secretary Gordon Hyde
Vice-Presidents William B. Okie,
Hyland L. Hodgson, Gordon Hyde, J. T. Ellington, C. L. Landon, Lester Loh.

Director of Radio Wilfred S. King
Assistant Director Fletcher Turner
Radio Accounts Placed—Emerson Drug Co., Ludens, Inc., Maltex Cereal Co., National Carbon Co., New York State Milk Publicity, Canada Dry Ginger Ale, Mrs.

Wagner's Pies, Magazine Repeating Razor Co., Treasure Adventures of Jack Masters, Maltex Cereal.

Morse, International, Incorporated

122 East 42nd St., New York, N. Y.
Phone LExington 2-6727

PPA

Officers

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Vice-President and Manager Carl J. Balliett
Secretary and Treasurer J. Van MacNair
Vice-President E. H. Gardner
Director of Radio J. L. Rawlinson
Radio Producer Richard Nicholls
Radio Continuity Writer Nan Murphy
Radio Accounts Placed—Vick Chemical Co., M. J. Breitenbach Co.

Neff-Rogow, Inc.

30 Rockefeller Plaza, New York, N. Y.
Phone Circle 7-4231

Officers

President Walter J. Neff
Vice-President William Rogow
Radio Accounts Placed—Fisher Baking Co. (Newark, N. J.), Personal Loan Corp. D'Arrigo Bros. (Boston).

Newell-Emmett Company

40 East 34th St., New York, N. Y.
Phone ASHland 4-4900

AAAA — ANPA — PPA — ABP — PRB —
SAAA — SNPA

Officers

President C. D. Newell
Treasurer F. H. Walsh
Secretary R. L. Strobridge
Vice-Pres. in Charge of Radio Win. Reydel
Radio Accounts Placed—Liggett & Myers Tobacco Co., Loose-Wiles Biscuit Co.

O'Dea, Sheldon & Canaday, Inc.

400 Madison Ave., New York, N. Y.
Phone PLaza 3-1670

AAAA — PPA — ANPA

Officers

Chairman of the Board Ward M. Canaday
President Mark O'Dea
Executive V.P. George H. Sheldon
Vice-Presidents K. C. Watson,
L. C. McElroy.

Treasurer-Gen. Mgr. J. F. Quick
Secretary A. R. Volk
Time Buyer Catherine Wohlpart

Branch Office

First National Bank Bldg., Baltimore, Md.
K. C. Watson

Paris & Peart

370 Lexington Ave., New York, N. Y.
Phone Caledonia 5-9840
ANPA — ABP — PPA

Co-Partners A. G. Peart,
John H. Rehm
Radio Time Buyer Eugene J. Cogan
Radio Accounts Placed—The Great Atlantic & Pacific Tea Co.

Peck Advertising Agency Inc.

444 Madison Ave., New York, N. Y.
Phone PLaza 3-0900

AAAA
Officers

Chairman of Board Harry Peck
President A. H. Messing
Treasurer Harry Krawitz
Secretary Harry Krawitz
Vice-President Walter Schwartz
Director of Radio Arthur Sinsheimer
Foreign Spot Buyer Al Moss
Radio Continuity Writers. Ralph Lieberman,
John Schuman, Eva Monty, Geo. Glass.
Radio Accounts Placed—Phillip Jones
Carfix, Oldetyme Distillers, Manhattan Soap
Co., Garcia Grande Cigars, S. Grover
Graham Co., Glyco-Thymoline, I. J. Fox, Bever-
wyck Breweries, Tastyeast, Inc., Fairfax To-
bacco Co., Hammondsport Wineries, Wise
Shoes.

Pedlar & Ryan, Inc.

250 Park Ave., New York, N. Y.
Phone Eldorado 5-7700
AAAA — ANPA — PPA — ABP

Officers

President Thomas L. L. Ryan
Secretary and Treas. Arthur Cobb, Jr.
Vice-Presidents Lawrence L. Shenfield,
Francis J. Doherty
Director of Radio Gregory Williamson
Assistant Director John Archer Carter
Radio Producers John L. Wiggins,
Elisabeth Howard
Radio Continuity Writers. John Archer Car-
ter, Robert J. Mann, Cyril Mullen, Beth
Young, Finis Farr, Inna Phillips, Elaine
Sterne
Radio Accounts Placed—The Procter &
Gamble Co., Pinoleum Co., Bristol-Myers
Co., The Borden Co.

Edwin M. Phillips & Co.

420 Lexington Ave., New York, N. Y.
Phone MOhawk 4-5590
PPA — ABP

Radio Accounts Placed—Northwestern
Turkey Growers Association, Decorative
Cabinet Corp.

Frank Presbrey Company

247 Park Ave., New York, N. Y.
Phone Wickersham 2-8200
AAAA — ANPA — PPA — ABP

Officers

President Charles Presbrey

ADVERTISING AGENCIES

Treasurer Joseph Hughes
Vice-President Edward B. Nockes
Director of Radio Fulton Dent
Radio Continuity Writer Norman Pearce

Branch Office

Merchandise Mart, Chicago, Ill.
Phone Delaware 4096

Manager Leroy Kling
Radio Accounts Placed—Thomas J. Lip-
ton, Inc., National Silver Co.

Wm. H. Rankin Co.

9 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-3550
ANPA — PPA — ABP

Officers

Chairman of Board Wm. H. Rankin
President Wm. H. Rankin
Treasurer R. L. Rankin
Vice-President R. H. Rankin
Director of Radio Wm. H. Rankin, Jr.
Radio Accounts Placed—Clairol, Inc.,
Dufaycolor, Crystal Lake.

Redfield-Johnstone, Inc.

247 Park Ave., New York, N. Y.
Phone PLaza 3-6121
ANPA — PPA — ABP

Officers

Chairman of the Board L. L. Redfield
President E. F. Johnstone
Vice-Presidents B. L. Rottenberg
E. T. T. Williams, J. J. McNevin.
Treasurer-Space Buyer B. L. Rottenberg
Secretary-Asst. Treas. A. Hollander
Copy Chief D. O'Brien
Production Manager J. Russell McCarthy
Rate & Contract Dept. H. Hiller
Radio Department N. S. Livingston

Reiss Advertising, Inc.

1270 Sixth Ave., New York, N. Y.
Phone Columbus 5-4632
ABP
Officers

President Joseph Reiss
Treasurer B. M. Reiss
Secretary B. M. Reiss
Vice-President Harold Reiss
Director of Radio C. Mona

The Philip Ritter Co. Inc.

130 W. 42nd St., New York, N. Y.
Phone Wisconsin 7-0895
AAAA — ANPA — PPA — SAAA — SNPA
Officers

President Philip Ritter
Treasurer Philip Ritter
Secretary Geo. W. Mason
Vice-Presidents Philip Ritter, Jr.,
W. J. McIndoe.
Director of Radio Philip Ritter, Jr.

ADVERTISING AGENCIES

Rose-Martin Inc.

21 West 46th St., New York, N. Y.
Phone BRyant 9-4621

ANPA — PPA — ABP — PRB — SAAA —
SNPA

Officers

President.....I. W. Rose
Treasurer.....J. B. Martin
Secretary.....J. B. Martin
Vice-President.....A. H. Kaplan
Director of Radio.....A. H. Kaplan
Radio Account Placed—S. Gumpel Co.

Arthur Rosenberg Co., Inc.

570 Seventh Ave., New York, N. Y.
Phone CHickering 4-4420

ANPA — PPA — APA

Officers

President.....Arthur Rosenberg
Vice-President.....Samuel Rubenstein
Secretary.....A. A. Rosenberg
Treasurer.....Charles S. Silver
Production Manager.....H. B. Fleischman
Research Director.....Walter Alwyn-Schmidt
Radio Director.....O. K. Kaufman

Albert M. Ross, Inc.

9 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-3340

ANPA

Officers

Pres. & Director of Radio....Albert M. Ross
Secretary & Treasurer.....Ruth R. Ross
Radio Accounts Placed—Vadeco Sales
Corp.; Gerald L. K. Smith.

Ruthrauff & Ryan, Inc.

405 Lexington Ave., New York, N. Y.
Phone Vanderbilt 3-6400

AAAA — ANPA — PPA — ABP

Officers

President.....F. B. Ryan
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Secretary.....Ralph Van Buren
Vice-President.....W. B. Ruthrauff
Director of Radio.....Lawton Campbell
Assistant Directors.....S. Heagan Bayles,
Charles Christoph, Merritt Barnum
Radio Producers.....John Loveton,
Bourne Ruthrauff, John Gordon, Her-
schel Williams
Radio Continuity Writers...Edward Ettinger,
Ruth Borden, Regina Morgan

Branch Offices

360 N. Michigan Ave., Chicago, Ill.
Phone Randolph 2625

Manager.....Paul Watson
Charge of Radio.....Ros Metzger
7430 Second Boulevard, Detroit, Mich.

Phone Madison 1980

Manager.....Ellis J. Travers
812 Olive St., St. Louis, Mo.
Phone Main 0128

1680 N. Vine St., Hollywood, Calif.
Phone Hillside 7593

Vice-President in Charge West Coast

Radio.....Edmund B. Ruffner
Radio Producers.....G. Bennett Larsen,
Nate Tufts, Clark Andrews

Radio Accounts Placed—Penn Tobacco
Co., Ironized Yeast Co., Chrysler Corp.
(Major Bowes), Lever Bros., R. B. Davis
Co., Delaware, Lackawanna & Western Coal
Co., H. Fendrich, Inc., Dodge Motor Co.,
Macfadden Publications, Inc., Florida Citrus
Commission, Gillette Safety Razor Corp.,
Holland Furnace Co., Noxzema Chemical
Co.

Schillin Advertising Corp.

1270 Sixth Ave., New York, N. Y.

Phone Circle 7-0861

Officers

President.....A. B. Schillin
Treasurer.....T. Elkins
Secretary.....T. Elkins
Vice-President.....E. P. Scheck
Director of Radio.....L. Tappe
Radio Producer.....L. Tappe
Radio Continuity Writer.....L. Tappe

Branch Offices

Newark, N. J.

Phone Mitchell 2-0830

Manager.....W. Wright Beck

Schwab & Beatty Inc.

386 Fourth Ave., New York, N. Y.

Phone ASHland 4-5496

AAAA — ANPA — PPA — ABP

Officers

President.....V. O. Schwab
Treasurer.....R. Lehman
Secretary.....R. W. Beatty
Vice-President.....R. W. Beatty
Director of Radio.....R. Butler
Radio Account Placed—The Anderson Co.

The Simpers Company, Inc.

444 Madison Ave., New York, N. Y.

Phone ELdorado 5-5040

AAAA — ANPA — PPA — ABP

Officers

President.....Robert S. Simpers
Treasurer.....Robert S. Simpers
Secretary.....Marsh Watkins

Standard Advertising Agency

2 West 45th Street, New York, N. Y.
Phone VAnDerbilt 3-3538
Officers

President E. H. Karn
Vice-President Elmer S. Hader
Secretary M. M. McBride
Production Manager..... L. A. Klein

•

Sterling Advertising Agency, Inc.

70 West 40th St., New York, N. Y.
Phone LOngacre 5-4614
ANPA — PPA — ABP
Officers

President Joseph S. Edelman
Vice-President Saul M. Broun
Secretary William Forray
Treasurer Herbert Goldsmith
Time Buyer..... William Forray
Radio Director Leon A. Friedman

•

Street & Finney, Inc.

330 West 42d St., New York, N. Y.
Phone Bryant 9-2400
ANPA — PPA
Officers

President & Treasurer..... Frank N. Finney
Secretary..... Foxhall Finney
V-P & Radio Time Buyer... John F. Mayer
Radio Accounts Placed—United Drug Co.;
Carter Medicine Co.

•

J. Walter Thompson Co.

420 Lexington Ave., New York, N. Y.
Phone Mohawk 4-7700
AAAA — ANPA — ABP — PPA
Officers

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Secretary Howard Kohl
Treasurer Earle Clark
Vice-Presidents: R. Lynn Baker, Lloyd Bail-
lie, William L. Day, Henry C. Flower, Jr.,
Howard Henderson, Clement Watson,
Henry M. Stevens, S. Hunter Richey, Wil-
liam Resor, Walter R. Hine, Thayer
Jaccaci, Gilbert Kenney, William G. Pal-
mer, Samuel W. Meek, Jr., William C.
McKeehan, Jr., Marvin S. Knight.
Vice-President in Charge of Radio,
John U. Reber

Radio Time Buyer..... Linnea Nelson
Radio Talent Buyers,
Tom Luckenbill, M. Holland

Radio Production Staff: Tony Stanford,
George Faulkner, A. K. Spencer, Don
Bishopoff, Robert A. Simon.

Continuity Writer..... Philip Mygatt
Branch Offices

6331 Hollywood Blvd., Hollywood, Calif.
Phone Hillside 7241

•

ADVERTISING AGENCIES

Vice-President Danny Danker
Radio Production Staff: Calvin Kuhl,
Dwight Cooke, John Christ, Frank Wood-
ruff, Robert Brewster.

Continuity Writers: Dick Mack, George
Wells, Sandy Barnett, Lynn McManus,
Edward Rice.

Radio Talent Buyer..... Paul Rickenbacker
410 N. Michigan Ave., Chicago, Ill.
Phone Superior 0303

Vice-President and General Manager,
Henry T. Stanton
Vice-Presidents: Morton V. Wieland, Milton
J. Blair, Kennett W. Hinks, Willard F.
Lochridge, James D. Woolf.

Director of Radio..... Richard Marvin
661 West Fifth St., Los Angeles, Calif.
Phone Michigan 5194

Manager..... T. Russell Paulson
100 Bush St., San Francisco, Calif.
Phone Garfield 3510

Manager..... Arthur C. Farlow
Shell Bldg., St. Louis, Mo.
Phone Central 8040

Manager..... Fred H. Fidler
2012 Exchange Bldg., Seattle, Wash.
Phone Seneca 0655

Manager..... Norton W. Mogge
Radio Accounts Placed—Standard Brands,
Inc.; Elgin National Watch Co.; Lever Bros.;
Simmons Co.; Emerson Drug Co.; Lamont,
Corliss & Co.; Kraft-Phenix Cheese Corp.;
Sealtest, Inc.; Shell Eastern Petroleum
Products; Nash-Kelvinator Corp.; Zenith
Radio Corp.; Penick & Ford, Ltd.; Pacific
Salmon Fisheries.

•

L. D. Wertheimer Co., Advertising, Inc.

230 Park Avenue, New York, N. Y.
Phone Murray Hill 9-6860
AAAA — ANPA — PPA
Officers

President..... E. D. Schmerler
Treasurer..... J. H. Small
Secretary..... J. H. Small
Vice-President..... M. Mitchell
Director of Radio..... M. Mitchell
Branch Office

230 N. Michigan Ave., Chicago, Ill.
Phone Franklin 8833

Vice-President Geo. Enzinger
Radio Accounts Placed—Thos. Cook &
Son, Wagons-Lits, Inc.

•

The Wesley Associates

225 West 34th St., New York, N. Y.
Phone MUrray Hill 6-7077
ANPA — PPA — ABP
Officers

Partners..... Harold G. Wesley,

ADVERTISING AGENCIES

Leland G. Wesley and Lindsay Fairweather.
 Director of Radio.....H. Weiner

World Wide Advertising Corporation

11 West 42nd St., New York, N. Y.
 Phone LOngacre 5-4500
 AAAA — ANPA — PPA — ABP

Officers

President.....E. M. Scholz
 Treasurer.....E. M. Scholz
 Secretary.....Phoebe C. Marks
 Vice-President.....Howard Zoll
 Director of Radio.....Bryce Oliver
Radio Accounts Placed—Parmelee System, National Transportation Co., Yellow Taxi Co.

Young & Rubicam, Inc.

285 Madison Ave., New York, N. Y.
 Phone Ashland 4-8400

AAAA

Officers

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V-P & Mer. Director.....Samuel Cherr
 V-P & Copy Director...Charles L. Whittier
 V-P & Director of Research...George Gallup
 V-P & Art Director.....Vaughn Flannery
 Vice-Presidents.....Edward Barnes,
 John E. Grimm Jr.

V-P & Director of Radio...Donald D. Stauffer
 Manager Radio Dept....Clarence Olmstead
 Radio Talent Buyer.....William R. Stuhler
 Spot Time Buyer.....Joseph Holmes
 Network Time Buyer.....Carlos Franco
 Radio Production Staff...William R. Stuhler,
 T. F. Harrington, Pat Weaver

Production Director.....Harry Ackerman,
 Carol Irwin, Tom Lewis, Hubbell Robinson,
 William Rousseau, Adrian Samish,
 R. Skedgell, Bob Welch, Harry von Zell,
 Thomas Smith, M. Bolen, G. W. Flesher,
 E. Meade, J. Van Nostrand, C. O'Mara,
 G. Taylor

Branch Offices

333 N. Michigan Ave., Chicago, Ill.
 Phone Central 3142

D. G. Schneider

New Center Bldg., Detroit, Mich.
 Phone Detroit 2-1810

John F. Reeder

6253 Hollywood Blvd., Hollywood, Calif.
 Phone Hollywood 2734

Mgr. & Production Supervisor,

Thomas F. Harrington

Assistant Manager.....Fred W. Wile
 Radio Talent Buyer.....Joseph Stauffer
 Star Bldg., Toronto, Canada
 Phone Elgin 0397

Frank Goodman

University Tower Bldg., Montreal, Canada
 Phone Plateau 4691

E. D. Ring

Radio Accounts Placed—Bristol-Myers Co.;
 General Foods Corp.; Packard Motor Car
 Co.; Langendorf United Bakeries Inc.; Gulf
 Oil Corp.; The Borden Co.; International
 Silver; Gordon Baking Co.; Fels & Co.

CHICAGO

Aubrey, Moore & Wallace, Inc.

230 N. Michigan Ave., Chicago, Ill.

Phone Randolph 0830

ANPA — ABP — PPA

Officers

President.....James T. Aubrey
 Vice-Presidents.....John C. Moore,
 L. T. Wallace, John J. Finlay, L. O.
 Wilson

Radio Time Buyer.....John H. North
Radio Account Placed—Campana Sales
 Co.

Baggaley-Horton & Hoyt, Inc.

8 South Michigan Ave., Chicago, Ill.

Phone STate 2151

Officers

President.....W. B. Baggaley
 Vice-President.....W. S. Hoyt
 Vice-President.....S. V. Horton
 Secretary-Treasurer.....P. G. Heldman
Radio Accounts Placed—J. W. Marrow Mfg.
 Co.; Armand Varady.

Benton & Bowles, Inc.

Room 2602 Palmolive Bldg., Chicago, Ill.

Phone Delaware 6800

Officers

Chairman of Board.....Chester Bowles
 President.....Stuart Sherman
 Vice-President and Treasurer,
 Arthur Marquette

Secretary and Vice-Pres....Edward Aleshire
 Director of Radio.....Edward Aleshire
Radio Account Placed—Colgate-Palmolive-
 Pect Co.

Blackett-Sample-Hummert, Inc.

221 N. La Salle St., Chicago, Ill.

Phone Dearborn 0900

ANPA — PPA

Officers

President.....Hill Blackett
 Vice-Pres. & Treasurer.....J. G. Sample
 Secretary.....J. R. Lieber

Vice-Presidents.....L. D. Milligan,
 C. S. Ferris, L. A. Crowell, O'Neill
 Ryan, P. G. Parker
 Director of Radio.....Kirby Hawkes
 Radio Time Buyer.....Pete Nelson
Branch Offices
 247 Park Ave., New York, N. Y.
 Phone Wickersham 2-2701
Officers
 V-P in Charge of Radio..E. Frank Hummert
 Vice-PresidentsAnne Hummert,
 George Tormey, Duane Jones, G. R.
 Collins, R. D. Allum
 Radio Time Buyer.....Robert McNell
Radio Accounts Placed—Sterling Products,
 Inc.; American Home Products Corp.;
 General Mills, Inc.; Procter & Gamble Co.;
 Wander Co.; B. T. Babbitt, Inc.; Larus
 Brothers & Co.; F. & F. Laboratories; Skelly
 Oil Co.

Brandt Advertising Co.

400 W. Madison St., Chicago, Ill.
 Phone Franklin 2870
 ANPA — PPA — ABP — SNPA

Officers

President.....Eddy S. Brandt
 Treasurer.....Chas. T. Beall

E. H. Brown Advertising Agency

140 S. Dearborn St., Chicago, Ill.
 Phone State 9383
 ANPA — PPA — ABP

Officers

President and Secretary.....E. H. Brown
 Treasurer.....W. H. Burtis
 Vice-President.....J. B. Allen
 Director of Radio.....Jack Dice

Burnet-Kuhn Advertising Co.

520 N. Michigan Ave., Chicago, Ill.
 Phone Superior 3800

Officers

President.....Paul R. Kuhn
 Director of Radio.....M. Lewis Goodkind

Leo Burnett Company, Inc.

360 North Michigan Ave., Chicago, Ill.
 Phone Central 5959

AAAA — ANPA — PPA — ABP —
 SAAA — SNPA

Officers

Chairman of Board.....Leo Burnett
 President.....Leo Burnett
 Treasurer.....Leo Burnett
 Secretary.....E. Ross Gamble
 Vice-President.....DeWitt O'Kieffe
 Director of Radio.....Strother Cary

ADVERTISING AGENCIES

Campbell-Durham-Von Olm Co.

111 West Jackson Blvd., Chicago, Ill.
 Phone Wab. 8546
 AAAA — ANPA — PPA — ABP — PRB
 SAAA — SNPA

Officers

President.....A. L. Campbell
 Vice-President.....Ned Durand
 Secretary.....Oscar Lewis
 Treasurer.....M. O. Campbell
 Radio Director.....Oscar Lewis

Merle V. Cox Advertising Agency

20 East Jackson Blvd., Chicago, Ill.
 Phone Harrison 7490
 ANPA — ABP

Officers

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 Treasurer.....L. C. Loyfait
 Secretary.....L. C. Loyfait
 Vice-President.....W. E. Perrine
 Director of Radio.....B. V. Cox

Ford, Browne & Mathews

100 E. Ohio Street, Chicago, Ill.
 Phone DElaware 3800
 PPA

Officers

OwnersK. A. Ford,
 Burton Browne, R. H. G. Mathews.
 Production Mgr.G. J. Nicholson
 Radio DirectorG. H. Inledon

Charles Daniel Frey Co.

333 N. Michigan Ave., Chicago, Ill.
 Phone State 8161

AAAA — ANPA — PPA — ABP — PRB
 SAAA — SNPA

Officers

President.....Charles Daniel Frey
 Treasurer.....Charles Daniel Frey
 Secretary.....J. F. O'Connor
 Vice-President.....Larry R. Northrup
 Director of Radio.....L. F. Triggs

Henri, Hurst & McDonald

520 N. Michigan Ave., Chicago, Ill.
 Phone SUperior 3000

AAAA — ANPA — PPA

Officers

PresidentW. B. Henri
 SecretaryW. D. McDonald
 TreasurerJ. F. Hurst
 Time Buyer.....N. H. Pumpian
 Radio DirectorFrank Ferrin
Radio Accounts Placed—Acme White Lead
 & Color Works; John Morrell & Co.

ADVERTISING AGENCIES

Frances Hooper Advertising Agency

400 N. Michigan Ave., Chicago, Ill.
Phone Superior 9661
ANPA — PPA

Radio Accounts Placed—Wm. Wrigley, Jr., Co.

H. W. Kastor & Sons Advertising Co., Inc.

360 N. Michigan Ave., Chicago, Ill.
Phone Cen. 5331

Officers

President Louis Kastor
Treasurer..... E. H. Kastor
Secretary..... W. B. Kastor
Vice-President..... R. H. Kastor
Director of Radio..... Gordon Cooke

Branch Offices

30 Rockefeller Plaza, New York
Phone Columbus 5-6135

Arthur Kastor
Arcade Bldg., St. Louis, Mo.
Phone Main 3655

Fred Kastor

Radio Accounts Placed—Procter & Gamble Co.; Welch Grape Juice Co.; Lewis-Howe Co.; Crown Overall Co.; Ward Baking Co.; Grove Laboratories; General Cigar Co.; 4-Way cold tablet; Pursang tonic.

W. E. Long Co.

155 North Clark St., Chicago, Ill.
Phone Randolph 4606

ANPA

Officers

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V.P.-Treasurer Lloyd R. Wolfe
Vice-President Walter D. Warrick
Secretary Mildred Allrich

Lord & Thomas

919 N. Michigan Ave., Chicago, Ill.
Phone Superior 4800

AAAA — ANPA — ABP — PPA

Officers

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Executive Vice-President... David M. Noyes
V.P. & Secretary..... Mary L. Foreman
Vice-Presidents David Horwich,
H. G. Little
Radio Director..... Basil Laughranc

Branch Offices

247 Park Ave., New York, N. Y.
Phone Wickersham 2-6600
Executive Vice-President... Seldon R. Coons

Vice-Presidents Edward Lasker,
Edgar Kobak, Thomas M. Keresy
Radio Director..... Ted Sisson
Radio Time Buyer..... John Hymes
6331 Hollywood Blvd., Hollywood, Calif.
Phone Hollywood 6265

Director of Radio..... Tom McAvity
Radio Time Buyer..... Jack Runyon
601 West Fifth St., Los Angeles, Calif.
Phone Michigan 7651

Executive Vice-President... Don Francisco
235 Montgomery St., San Francisco, Calif.
Phone Sutter 2355

Manager John Whedon
Radio Accounts Placed—American Tobacco Co.; Pepsodent Co.; Horlick's Malted Milk Corp.; Cities Service Co.; Lady Esther Ltd.; Quaker Oats Co.; Union Oil Co.; International Cellucotton Products Co.; New Departure Brake Co.; Radio Corporation of America.

MacDonald-Potter Inc.

230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 4333

ABP

Officers

President..... Arthur R. MacDonald
Treasurer..... Arthur R. MacDonald
Secretary..... George Billett
Vice-President..... Robert E. Potter
Director of Radio..... Robert E. Potter
Radio Consultant..... Arthur W. Stowe

Hays MacFarland & Company

333 North Michigan Ave., Chicago, Ill.

Phone Randolph 9360

ANPA — PPA — ABP — SNPA

Officers

President..... Hays MacFarland
Treasurer..... B. Ruttingh
Secretary..... B. Ruttingh
1st Vice-President..... Malcolm A. Jennings
Vice-Presidents..... Andrew Coburn,
A. B. Dicus, Carroll Dean Murphy.
Asst. Director of Radio..... Evelyn Stark
Radio Accounts Placed—Stewart-Warner Corp., Northwestern Yeast Co., Wincharger Corp., Sterling Brewers, Inc.

Matteson-Fogarty-Jordan Co.

307 N. Michigan Ave., Chicago, Ill.

Phone Randolph 7000

AAAA — ANPA — PPA — ABP

Officers

President..... W. A. Jordan
Treasurer..... C. C. Fogarty
Secretary..... W. A. Jordan

Vice-President.....C. C. Fogarty
Director of Radio.....Palmer Clark
Radio Accounts Placed—American Products Co., Babson Bros. Co., Chicago Mail Order Co., Loudon Packing Co.

•
Morris, Schenker-Roth, Inc.

230 N. Michigan Ave., Chicago, Ill.
Phone State 4050
ANPA — PPA

Officers

President.....Philip Morris
Treasurer.....Philip Morris
Secretary.....Anna E. Schuster
Vice-Presidents...S. M. Roth, B. N. Schenker
Director of Radio.....Harold L. Wailer
Radio Accounts Placed—Premier Pabst Sales Co., Allied Mills, Inc.

•
C. Wendel Muench & Company

210 E. Ohio St., Chicago, Ill.
Phone Whitehall 7717
ANPA — PPA — ABP

Officers

President.....C. W. Muench
Director of Radio.....Ray Henderson
Radio Accounts Placed—Chappel Bros, Inc., Durkee Famous Foods, Fugi Trading Co., U. R. E. Druggist, Inc., Siren Mills Corp., The Vollrath Co.

•
Needham, Louis & Brorby, Inc.

360 N. Michigan Ave., Chicago, Ill.
Phone State 5152
AAAA — ANPA — PPA — ABP

Officers

President.....Maurice H. Needham
Treasurer.....O. R. Stadelman
Secretary.....O. R. Stadelman
Vice-Presidents.....J. J. Louis, Melvin Brorby, Harry Phelps
Director of Radio.....Helen Wing
Radio Producer.....Cecil Underwood
Radio Account Placed—S. C. Johnson & Son, Inc.

•
Neisser-Meyerhoff, Inc.

400 N. Michigan Ave., Chicago, Ill.
Phone Delaware 7860
ANPA — PPA

Officers

President.....Arthur E. Meyerhoff
Secretary and Treasurer...Walter R. Neisser

ADVERTISING AGENCIES

Radio Director.....Walter R. Neisser

Branch Offices

530 W. Sixth Ave., Los Angeles, Calif.
Phone Madison 1151

R. J. Kornhauser

759 N. Milwaukee St., Milwaukee, Wis.
Phone Marquette 3144

Radio Account Placed—Wm. Wrigley Jr. Co.

•
Fred A. Robbins Company

360 N. Michigan Ave., Chicago, Ill.
Phone State 6273
AAAA

Officers

President.....Fred A. Robbins
Director of Radio.....Ralph N. Cushing
Radio Account Placed—Bunte Brothers.

•
Roche, Williams & Cunningham, Inc.

310 S. Michigan Ave., Chicago, Ill.
Phone Harrison 8490

Officers

President.....J. P. Roche
Treasurer.....D. J. Kelly
Secretary.....M. F. Williamson
Vice-Presidents....J. M. Cleary, S. Weston, Guy C. Pierce, Lloyd Maxwell
Director of Radio.....N. J. Cavanagh
Radio Continuity Writers.....J. H. Kelly, G. Hammill, R. A. Seng

Branch Offices

601 Carpenter Bldg., Milwaukee, Wis.
Phone Marquette 5249

H. C. Mullberger (in charge)

1500 Chestnut St., Philadelphia, Pa.

Phone Rittenhouse 3750

Guy C. Pierce (in charge)

Radio Accounts Placed—The Studebaker Corp., The Cudahy Packing Co., Munsingwear, Inc., Williams Oil-O-Matic Heating Corp., Miller Brewing Co., Sun Oil Co.

•
Schwimmer & Scott

75 E. Wacker Drive, Chicago, Ill.
Phone Dearborn 1816
ANPA — PPA

Officers

Partners....Walter Schwimmer, R. J. Scott
Directors of Radio.....Cecil Widdifield, N. E. Heyne.

Radio Accounts Placed—Lea & Perrins, Inc., Look Magazine, Melville Shoe Co., Silex Co., Peter Fox Brewing Co., Chrysler-Illinois Co., Salerno-Megowen Biscuit Co.

ADVERTISING AGENCIES

Russel M. Seeds Company Inc.

Palmolive Bldg., Chicago, Ill.

Phone Delaware 1046

ANPA — PP — ABP — PRB — SNPA

Officers

Chairman of Board.....Freeman Keyes
President.....Freeman Keyes
Treasurer.....Jack Harding
Secretary.....Jack Harding
Vice-President.....Paul Richey
Director of Radio.....Clay Osborne
Radio Producers.....R. Calvert Haws,
Tom Wallace.

Branch Offices

Lemcke Bldg., Indianapolis, Ind.

Paul Richey

Jack Harding

1584 Cross Roads, Los Angeles, Calif.

Phone Hillside 0141

Clay Osborne

Tom Wallace

Music Hall Bldg., Cincinnati, Ohio

John Lair

Radio Accounts Placed—W. A. Sheaffer
Pen Co., Pinex Co., General Mills, Inc., Key-
stone Steel & Wire Co., IGA Stores.

Selviar Broadcasting System, Inc.

75 E. Wacker Drive, Chicago, Ill.

Phone Randolph 8877

Officers

President.....Arthur A. Kohn
Secretary-Treasurer-Production Manager,
Irving Rocklin
Radio Director.....R. Handleman

Stack-Goble Advertising Agency

8 South Michigan Ave., Chicago, Ill.

Phone Randolph 0160

ANPA — PPA — ABP

Officers

President.....E. R. Goble
Treasurer.....E. R. Goble
Secretary.....E. A. Goble
Vice-Presidents.....H. L. Hulsebus,
Cliff Knoble
Director of Radio.....Wynn Orr
Assistant Director.....E. A. Goble

Branch Offices

400 Madison Ave., New York, N. Y.

Phone PLaza 3-7445

Vice-Presidents...R. A. Porter, J. A. Butler
Assistant Director.....Wallace Butterworth
1397 Jefferson, East, Detroit, Mich.
Phone Cherry 5315
Cliff Knoble

Radio Accounts Placed—Molle Shaving
Cream, Lady Esther Co., Packers Tar Soap,
Grove Laboratories, Sterling Products, Sears
Roebuck & Co., Swift & Co.

Stewart-Davis Advertising Agency

400 N. Michigan Ave., Chicago, Ill.

Phone Superior 1612

Wade Advertising Agency

208 W. Washington St., Chicago, Ill.

Phone State 7369

Assistant Director.....W. A. Wade
Radio Time Buyer.....Edward N. Nelson
Radio Producers.....W. E. Jones,
L. W. Davidson, R. E. Dwyer.
Radio Continuity Writers.....P. C. Lund,
Jack Frost.

Radio Account Placed—Miles Laboratories,
Inc.

The Wessel Company

458 East 30th St., Chicago, Ill.

Phone Victory 1300

Officers

President.....E. Wessel
Exec. V.P. and Treas....Stanley L. Wessel
Secretary.....Alfred Flesham
Vice-President.....Theodore T. Weldon
Director of Radio.....Theodore T. Weldon
Assistant Directors.....R. U. Moore,
W. L. Chesman
Radio Producers.....James E. Sauter,
Frank Easter
Radio Continuity Writers...L. D. Sherman,
E. Feiveisel

Branch Offices

247 Park Ave., New York, N. Y.

Phone Wisconsin 2-0077

Represented in N. Y. by James E. Sauter
Radio Accounts Placed—Group of Ameri-
can Banks, cooperative series on disk for
undertakers, etc.

LOS ANGELES

Harold Gordon Advertising

Commercial Exchange Bldg., Los Angeles,
Calif.

Phone Trinity 5721

CNPA — ABP

Officers

President.....Harold Gordon
Treasurer.....Sam Grodin
Secretary.....Harry Cohen
Vice-President.....D. Gale Gordon

Director of Radio.....Harold Gordon
 Assistant Director.....H. Orthwin
 Radio Producers.....Harold Gordon
 Radio Continuity Writer..Grace Wasserman

Janes-Morton, Inc.

1220 Maple Ave., Los Angeles, Calif.
 Phone Prospect 1154

Officers

President.....Earl DeR. Morton
 Treasurer.....A. Orlo Janes
 Secretary.....H. W. Nicholas
 Vice-President.....A. Orlo Janes
 Director of Radio.....Earl DeR. Morton
 Radio Producers..E. D. Morton, E. Bengston
 Radio Continuity Writers..C. W. Culpepper,
 Elmer Bengston, Leona Morris, Marilyn
 Kay.

Radio Accounts Placed—J. W. Marrow
 Mfg. Co., Nourishine Mfg. Co.

Logan & Stebbins

811 West Seventh St., Los Angeles
 Phone Trinity 8821

AAAA — ANPA — PPA — ABP

Officers

President.....B. A. Stebbins
 Vice-President.....D. L. Logan
 Director of Radio.....B. A. Stebbins
Radio Accounts Placed—Signal Oil Co.,
 Ward Refrigerator Co.

Philip J. Meany Company

816 W. 5th St., Los Angeles, Calif.
 Phone Michigan 3601

AAAA — ANPA — PPA — ABP

Officers

President.....Philip J. Meany
 Treasurer.....F. M. Hawes
 Secretary.....F. M. Hawes
 Director of Radio.....H. H. Wright
Radio Account Placed—Bireley's, Inc.

Dan B. Miner Co.

250 Chamber of Commerce Bldg.,
 Los Angeles, Calif.
 Phone Richmond 3101

AAAA — ANPA — ABP — PRB

Officers

Chairman of Board.....Dan B. Miner
 President.....Dan B. Miner
 Treasurer.....M. R. Sweency
 Vice-President.....J. C. Morse
 Director of Radio.....C. P. Scott
 Assistant Directors..John Guedel, Jack Miner
 Radio Continuity Writers.....John Guedel,
 Edward Lynn.

ADVERTISING AGENCIES

Raymond R. Morgan Co.

6332 Hollywood Blvd., Hollywood, Calif.
 Phone Hempstead 4194

Officers

President.....Raymond R. Morgan
 Vice-President.....Ernest Hix
 Business Manager.....R. E. Messer
 Director of Radio.....Cyril Armbrister
 Radio Continuity Writers..James J. McCleery,
 Richard Weil

Radio Accounts Placed—Stokely-Van Camp
 Co., Folger Coffee Co., Gilmore Oil Co.

**Faraon Jay Moss and
 Associates**

318 West Ninth St., Los Angeles, Calif.
 Phone Trinity 5584

Officers

President.....Faraon Jay Moss
 Treasurer.....M. Schreurs
 Secretary.....D. Williams
 Vice-President.....C. Church More
 Director of Radio.....Amos T. Baron
 Radio Continuity Writer.....Don L. Frick

**Edward N. Nathan Adver-
 tising Agency**

345 Bendix Bldg., Los Angeles, Calif.
 Phone Prospect 1596

Officers

President.....E. N. Nathan
 Vice-President.....Martin Quin
 Director of Radio.....John Martin

Steller-Millar

112 West 9th St., Los Angeles, Calif.
 Phone Mutual 4308

Officers

Principals.....O. A. Steller,
 Helen V. Millar.
 Director of Radio.....H. V. Millar
Radio Account Placed—Vita-Foot.

**Milton Weinberg Advertising
 Co.**

325 W. Eighth St., Los Angeles, Calif.
 Phone Trinity 6878
 ANPA — PPA

Officers

Co-Partners.....Milton Weinberg,
 Bernard Weinberg.
 Director of Radio.....George N. Laws
Radio Accounts Placed — Tavannes of
 America, Inc.; Raymonds, Inc.; Manhattan
 Soap Sales Corp

ADVERTISING AGENCIES

CALIFORNIA

Ennis-Anderson Adv. Agency

Holland Bldg., Fresno, Calif.

Phone 3-2613

CNPA

Officers

President.....F. E. Anderson
Vice-President.....Frank Ennis
Radio Continuity Writer....C. C. Anderson
Radio Accounts Placed—Sealy Mattress Co., Fresno Macaroni Mfg. Co.

Emil Reinhardt Advertising Agency

324 - 13th, Oakland, Calif.

Phone Templebar 2408

ANPA

Officers

Owner.....Emil Reinhardt
Radio Producer.....Dave Lane
Radio Continuity Writers.....Dave Lane,
Robert Baumgaertner
Radio Accounts Placed—Kilpatrick's Bread,
Standard Beverage Ltd., The Fruzert Co.,
Parisian Baking Co., Jeff Townsend Co.

Tomaschke-Elliott, Inc.

1624 Franklin St., Oakland, Calif.

Phone Glencourt 4941

APA—NOAB—NCBA

Officers

President.....F. L. Tomaschke
Secretary.....William M. Maxfield
Vice-President.....Wallace F. Elliott
Director of Radio.....Wallace F. Elliott
Radio Continuity Writers...J. A. McDonald,
Hal Burdick
Radio Accounts Placed—Cardinet Candy Co., Pacific Guano Co., Gordon-Allen, Ltd.,
Delta Clay Co., Hoyt Heater Co.,

Kingshall Advertising Agency, Inc.

328-330 N. Lake Ave., Pasadena, Calif.

Phone Terrace 6533

PPA

Officers

Director of Radio.....Chas. E. Sydnor
Radio Producer.....Frank Arbuckle
Radio Accounts Placed—Kerr Sport Shop,
Inc., Kerr Glass Mfg. Corp.

Barnes Chase Co.

530 Broadway, San Diego, Calif.

Phone Prospect 4118

Branch Office

1121 S. Hill St., Los Angeles, Calif.

Phone Prospect 4118

Officers

Partners.....Norman R. Barnes,
Henry H. Chase
Director of Radio.....David F. Titus
Radio Accounts Placed—White King Soap Co.

Norman W. Tolle and Associates

631 Third Ave., San Diego, Calif.

Phone Franklin 6606

Officers

President.....Norman W. Tolle
Secretary.....Muriel M. Tolle
Director of Radio.....Norman W. Tolle

Brewer-Weeks Company

564 Market St., San Francisco, Calif.

Phone Douglas 8234

AAAA ABP

Officers

President.....F. T. Weeks
Treasurer.....W. A. Brewer
Secretary.....W. A. Brewer
Director of Radio.....W. A. Brewer
Assistant Directors.....F. T. Weeks,
K. J. Beaver

Emil Brisacher and Staff

310 Crocker Bldg., San Francisco, Calif.

Phone Garfield 0276

Officers

President.....Emil Brisacher
Vice-President.....R. T. Van Norden
Director of Radio.....C. H. Gabriel

Branch Offices

Petroleum Securities Bldg., Los Angeles, Cal.
Phone Prospect 9368
Robert J. Davis, H. R. Beaven
Louise Ludke, Vernon Wosnick
Radio Accounts Placed—S. & W. Fine
Foods, California Conserving Co.

The Dake Advertising Agency, Inc.

116 New Montgomery Street

San Francisco, Calif.

Phone Sutter 2403

ANPA—ABP

Officers

Chairman of Board.....L. W. Dake
President.....L. W. Dake
Treasurer.....L. W. Dake
Secretary.....A. Franke
Vice-President.....Fred W. Rea
Director of Radio.....L. E. Dake

D'Evelyn & Wadsworth, Inc.

486 California St., San Francisco, Calif.

Phone Garfield 8267

ANPA

Officers

President.....Norman F. D'Evelyn
Treasurer.....Harry E. Tharsing
Secretary.....Harry E. Tharsing
Vice-President.....Milton E. Wise
Director of Radio.....Leland L. Levinger
Radio Accounts Placed—The Owl Drug
Co., Hammer-Bray Co., Ltd.

Harry Elliott Advertising, Inc.

1079 Monadnock Bldg., San Francisco, Calif.

Phone Douglas 1146

Officers

President.....Harry C. Elliott
Secretary.....Franc M. Elliott
Director of Radio.....Marie Houlahan

Sidney Garfinkel Advertising Agency

153 Kearny St., San Francisco, Calif.

Phone Exbrook 3420

PPA — ABP

Officers

President.....Sidney Garfinkel
Director of Radio.....Bert Van Cleve
Radio Continuity Writers...Bert Van Cleve,
Florence Frederickson
Radio Accounts Placed—Euclid Candy Co.
of Calif., Kay Jewelry Co. of Oakland, Calif.

Gerth-Knollin Advertising Agency

111 Sutter Bldg., San Francisco, Calif.

Phone Garfield 1081

AAAA — ABP

Officers

Partners..Edwin P. Gerth and Jas. C. Knollin
Radio Accounts Placed—Ferry-Morse Seed
Co.

Rufus Rhoades & Company

909 De Young Bldg., San Francisco, Calif.

Phone Exbrook 6469

Officers

President.....Rufus Rhoades
Director of Radio.....A. W. Scott
Radio Producer.....R. Holman

Wank and Wank

580 Market St., San Francisco, Calif.

Phone Garfield 2921

Branch Office

Patterson Bldg., Fresno, Calif.

Phone 3-7181

ADVERTISING AGENCIES

Howard E. Williams, Advertising

485 California St., San Francisco, Cal.

Phone Douglas 2990

PPA

Officers

Sole OwnerHoward E. Williams
Director of Radio.....Joseph Sill, Jr.
Radio Account Placed—Duart Sales Co.,
Ltd.

COLORADO

Bob Betts, Inc.

Insurance Exchange Bldg., Denver, Colo.

Phone Main 1206

Officers

President.....R. J. Betts
Secretary.....R. A. Rhodes
Vice-President.....E. Whitstone
Director of Radio.....A. E. Wood

Conner Advertising Agency, Inc.

1523 Welton St., Denver, Colo.

Phone Keystone 5351

AAAA — ANPA

Officers

President.....Cecil R. Conner
TreasurerE. E. Tanner
SecretaryE. E. Tanner
Vice-President.....William H. Wagner
Director of Radio.....William H. Wagner
Assistant Director.....C. E. Brace
Radio Continuity Writers.....C. E. Brace,
William H. Wagner, Cecil R. Conner
Radio Accounts Placed—Denver Con-
vention & Tourist Bureau; Denver Mud Co.

The Raymond Keane Advertising Agency

17th Street at Champa, Denver, Colo.

Phone Tabor 7166

Officers

PresidentRaymond Keane
Space BuyerR. L. Grafft
Radio Director-Gen. Mgr....Ethel N. Hines

Ted Levy Advertising Agency

204 Temple Court Bldg., Denver, Colo.

Phone Keystone 0159

ANPA — ABP

Officers

OwnerTed Levy

ADVERTISING AGENCIES

Secretary-Treasurer.....V. Barger
 Acct. Exec. and Space Buyer.....Ted Levy
 Production Manager.....Herb Kendig
 Radio Production.....B. V. Duncan
 Research.....J. MacMillan
 Radio Continuity Writer.....B. V. Duncan
Radio Accounts Placed—Associated Den-
 ver Tailors, New Method Cleaners & Dyers.

CONNECTICUT

Rozone Advertising Company

1066 Main St., Bridgeport, Conn.
 Phone 5-0552

Officers

Director of Radio.....Jack I. Rozone
 Assistant Director.....Leon Rozone
 Radio Continuity Writer.....Alexander Brodsky

The Stentor Company

49 Pearl St., Hartford, Conn.

Phone 2-2442

ABP

Officers

President.....E. J. Owen
 Vice-President.....R. W. Bidwell
 Director of Radio.....G. A. Wray

Washington, D. C.

Henry J. Kaufman, Advertising

Homer Bldg., Washington, D. C.

Phone District 7400

ANPA—ABP

Officers

President.....Henry J. Kaufman
 Treasurer.....R. B. Perry
 Vice-President.....W. F. Symund
 Director of Radio.....Jeffrey A. Abel
 Radio Producer.....J. A. Abel
 Radio Continuity Writer.....U. Bitner,
 W. Wachter

Radio Accounts Placed—Jos. Schlitz Brew-
 ing Co., Dr. Pepper Bottling Co., Wash.,
 D. C., Dodge Dealer Assn.

FLORIDA

Associated Advertising Agency, Inc.

301 Florida National Bank Bldg.
 Jacksonville, Fla.

Phone 3-1253

ABP—SNPA

Officers

President.....M. T. Newman
 Treasurer.....M. T. Newman
 Secretary.....Karl M. Zink
 Vice-President.....Hunter Lynde
 Director of Radio.....Hunter Lynde
 Radio Continuity Writer.....George E. Weeks

A. P. Phillips Company

24 W. Pine St., Orlando, Fla.

Phone 4040

ANPA—SNPA

Officers

Chairman of Board.....A. P. Phillips
 President.....A. P. Phillips, Jr.
 Treasurer.....E. H. Garrett
 Secretary.....Ellen Loshbough
 Vice-President.....A. P. Phillips
 Director of Radio.....Wm. G. Harold
 Radio Continuity Writer.....Harold F. Smith
Radio Account Placed—Atlantic Co.

Griffith Advertising Agency

817 Times Bldg., St. Petersburg, Fla.

Phone 4311

SNPA

Officers

Owner and Manager.....T. M. Griffith
 Director of Radio.....Robert F. Bullard
Radio Accounts Placed—St. Petersburg
 Chamber of Commerce, Silver Springs, Fla.;
 Clearwater, Fla., Chamber of Commerce;
 Indian Rocks Fruits, Inc.

GEORGIA

Freitag Advertising Agency, Inc.

Standard Bldg., Atlanta, Ga.

Phone Walnut 3493

SNPA

Officers

President.....Joseph V. Freitag
 Secretary.....R. W. Wallace

Branch Office

35 E. Wacker Drive., Chicago, Ill.

Phone Central 5772

Manager.....H. R. Talbot
Radio Accounts Placed—Pure Oil Co.,
 Columbia Baking Co., Comet Rice Co., Jef-
 ferson Standard Life Ins. Co.

Groves-Keen, Inc.

Bona Allen Bldg., Atlanta, Ga.

Phone Walnut 4517

APA—SNPA

Officers

President.....J. L. Groves

Treasurer.....Charlton Keen
 Director of Radio.....W. R. Christian
 Radio Continuity Writer.....Ralph Meeks

Rawson-Morrill, Inc.

10th Floor, Commercial Exchange Bldg.
 Atlanta, Ga.
 Phone Walnut 3594
 ABP — SNPA
Officers

President.....Chas. A. Rawson
 Treasurer.....M. P. Morrill
 Secretary.....M. P. Morrill
 Vice-President.....H. L. Morrill, Jr.
 Director of Radio.....H. L. Morrill, Jr.

ILLINOIS

**Earl M. Cummings,
 Advertising**

Gas-Electric Bldg., Rockford, Ill.
 Phone Main 1806
 PPA — ABP
Officers

President.....E. M. Cummings
 Director of Radio.....E. M. Cummings
 Assistant Directors.....A. B. Brand,
 J. R. McPherson

INDIANA

Louis E. Wade, Inc.

312 Utility Bldg., Fort Wayne, Ind.
 Phone Eastbrook 1438
 ANPA
Officers

President.....Louis E. Wade
 Treasurer.....Geo. B. Buist
 Secretary.....Geo. B. Buist
 Director of Radio.....V. H. Campbell

Central Advertising Corp.

419 Board of Trade Bldg., Indianapolis, Ind.
 Phone Lincoln 7648
 ANPA — PPA
Officers

President.....G. Vance Smith
 Treasurer.....G. Vance Smith
 Secretary.....H. B. Smith
 Vice-President.....G. L. Smith
 Director of Radio.....G. Vance Smith
Radio Accounts Placed—Capital Paper Co.

Carter, Jones & Taylor

515 Associates Bldg., South Bend, Ind.
 Phone 3-3171
 ABP
Officers

President.....Ralph E. Jones

ADVERTISING AGENCIES

Treasurer.....James W. Taylor, Jr.
 Secretary.....James W. Taylor, Jr.
 Vice-President.....Lincoln J. Carter
 Director of Radio.....Lincoln J. Carter
 Radio Continuity Writers.....Wm. D. Robertson,
 Betty Brugger
Radio Accounts Placed—Kamm & Schel-
 linger Co.

Lamport, Fox & Company

825 J. M. S. Bldg., South Bend, Ind.
 Phone 3-2161
 ANPA — PPA — ABP
Officers

President.....W. K. Lamport
 Vice-President.....H. W. Fox
 Secretary-Treasurer.....I. S. Dolk
 Vice-President.....C. F. Prell
 Director of Radio.....C. F. Prell

Arbee Agency, Inc.

Advertising Arts Bldg., Terre Haute, Ind.
 Phone C-5017
 ANPA — PPA — ABP
Officers

President.....W. Rex Bell
 Treasurer.....W. W. Bell
 Secretary.....W. L. Smith
 Vice-President.....Duane Wanamaker
 Director of Radio.....Duane Wanamaker
Radio Accounts Placed—Champagne Vel-
 vet Beer, Hulman & Co.

IOWA

The L. W. Ramsey Co.

Union Bank Bldg., Davenport, Iowa
 Phone 3-1889
 ANPA — PPA

President.....L. W. Ramsey
 Secretary.....E. G. Naeckel
Branch Office

230 N. Michigan Ave., Chicago, Ill.
 Phone Franklin 6996

Vice-President.....F. L. Eason
 Director of Radio.....Fred Herendecn
Radio Accounts Placed—F. W. Fitch Co.

LOUISIANA

Bauerlein, Inc.

1028 Hibernia Bldg., New Orleans, La.
 Phone Raymond 8601
 ANPA — SNPA
Officers

President.....G. W. Bauerlein

ADVERTISING AGENCIES

TreasurerG. W. Bauerlein
 SecretaryS. Panc McGehee
 Vice-PresidentH. S. McGehee

Fitzgerald Advertising Agency, Inc.

202 Southern Bldg., 833 Howard Ave.,
 New Orleans, La.
 Phone Raymond 5194
 AAAA — ANPA — PPA — SNPA

Officers

President.....Joe L. Killeen
 Vice-President.....Leonard Gessner
 Secretary-Treasurer.....Roy M. Schwarz
 Vice-President.....Joseph H. Epstein
 Director of Radio.....Joe L. Killeen
 Assistant Directors.....Temple H. Black
 Radio Producers.....Temple H. Black
 Radio Continuity Writers...Roy M. Schwarz,
 Temple H. Black, Joe L. Killeen
Radio Account Placed--Wesson Oil &
 Snowdrift Sales Co.

MARYLAND

I. A. Goldman & Company

100 N. Eutaw St., Baltimore, Md.
 Phone Plaza 357
 ANPA

The Joseph Katz Company

16 E. Mt. Vernon Place, Baltimore, Md.
 Phone Vernon 7094
 AAAA -- ANPA — PPA — ABP

Officers

PresidentJoseph Katz
 Treasurer.....Charles M. Harrison
 Director of Radio.....J. C. Bridgwater
 Radio Producers.....J. C. Bridgwater,
 Edward Prager
 Radio Continuity Writers...J. C. Bridgwater,
 R. A. Smalley, George Lucas

Branch Offices

217 Park Ave., New York, N. Y.
 Phone Wickersham 2-2740

ManagerR. A. Smalley
Radio Account Placed--American Oil Co.

Samson Advertising & Merchandising Service

400 Hearst Tower, Baltimore, Md.
 Phone Plaza 3637
 PPA — ABP

Officers

Owner.....Samson Feldman

Frank D. Webb Advertising Company

10 W. Read St., Baltimore, Md.
 Phone Vernon 5671
 ANPA — PPA — ABP — SNPA

Officers

President.....Frank D. Webb
 Treasurer.....Anna J. Coleman
 Director of Radio.....Mary Jane Durham
Radio Accounts Placed--Eckels Ice Cream
 Co., Stahl Eidman Coffee Co., Lime Cola
 Sales Co.

MASSACHUSETTS

Badger & Browning

75 Federal St., Boston, Mass.
 Phone Liberty 3364
 ANPA — ABP — PPA

Officers

PresidentJ. L. Badger
 Vice-PresidentC. P. Parcher
 TreasurerF. S. Browning

Affiliated Office

Badger & Browning & Hersey
 30 Rockefeller Plaza, New York, N. Y.
 Phone Circle 7-3720
 Robert W. Hersey

James Thomas Chiburg Company

216 Tremont St., Boston, Mass.
 Phone Hancock 7310
 AAAA — ANPA — ABP

Officers

President.....J. T. Chirurg
 TreasurerK. A. Kendall
 SecretaryK. A. Kendall
 Vice-President.....H. G. Sawyer

Harry M. Frost Co., Inc.

260 Tremont St., Boston, Mass.
 Phone Liberty 0813
 ANPA — PPA

Officers

President.....Karl M. Frost
 Treasurer.....Harry M. Frost

Assistant Treasurer.....Edith G. Robinson
 Secretary.....Harvey P. Newcomb
 Vice-President.....Harry M. Frost
 Director of Radio.....Harvey P. Newcomb
 Radio Continuity Writers....H. E. Bessom,
 V. B. Klefbeck, Daniel J. Ford, Jr.,
 Philip G. Brady

Radio Accounts Placed—Durkee Mower
 Co., Page & Shaw Candy, Cranberry Can-
 ners, Inc.

•
Louis Glaser, Inc.

1111 Statler Bldg., Boston, Mass.
 Phone Liberty 6044
 ANPA — PPA — ABP
Officers

PresidentLouis Glaser
 TreasurerLouis Glaser
 Secretary.....Haskell Cohn
 Vice-President.....Victor Nelson
 Director of Radio.....Everett Doten
 Radio Continuity Writers...Victor Nelson,
 Arthur Menadier, Selden Loring, Everett
 Doten

Radio Accounts Placed—Edgar P. Lewis
 Co., United Farmers' Dairy Products, North-
 eastern Lab., Inc.

•
Ingalls Advertising

137 Newbury St., Boston, Mass.
 Phone Commonwealth 5767
 ANPA — PPA — ABP
Officers

President.....Arthur W. Ingalls
 Treasurer.....Frederick S. Thompson
 Vice-President.....J. Raymond Minter
 Director of Radio.....Sheldon M. Fisher

•
**David Malkiel Advertising
 Agency**

260 Tremont St., Boston, Mass.
 Phone Liberty 1421
 ANPA — ABP
Officers

OwnerDavid Malkiel
 Secretary.....Martha Brest
 Director of Radio.....Harry Lane
 Radio Continuity Writers...J. L. Michelson,
 Alfred Black, Martin Kadis

•
**O'Malley Advertising &
 Selling Co.**

Globe Bldg., Boston, Mass.
 Phone Capitol 4345
 ANPA — PPA — ABP — PRB
Officers

PresidentChas. J. O'Malley
 TreasurerChas. J. O'Malley
 Secretary.....L. D. Jordan
 Vice-President.....L. J. O'Malley
 Director of Radio.....C. D. O'Malley
Radio Account Placed—Stetson Shoe Co.

ADVERTISING AGENCIES

MICHIGAN

**Frank M. Meyers Company,
 Inc.**

Security National Tower, Battle Creek, Mich.
 Phone Battle Creek 6624
 ANPA
Officers

President.....Frank M. Meyers
 Treasurer.....F. Willard Meyers
 Vice-President.....V. N. Meyers

•
**Lee Anderson Advertising
 Company**

8415 E. Jefferson Ave., Detroit, Mich.
 Phone Lenox 5000
 ANPA — PPA — ABP
Officers

Chairman of Board.....Lee Anderson
 President.....Lee Anderson
 Treasurer.....M. J. Alef
 Secretary.....B. A. Carey
 Vice-President.....M. J. Alef
 Director of Radio.....Fred Barrett
Radio Accounts Placed—Chrysler.

•
**Brace Beemer, Inc.
 Radio Advertising**

1216-18 Maccabees Bldg., Detroit, Mich.
 Phone Temple 1-1774
Officers

PresidentBrace Beemer
 Comptroller.....R. H. Edsall
 Secretary.....K. S. Carrick
 Vice-President.....B. B. O'Brecht
 Director of Radio.....Brace Beemer
 Assistant Directors.Russell Edsall, King Bard
 Radio Producers.....T. E. Campbell,
 Bromley House, R. J. Morris
 Radio Continuity Writers....M. S. Spencer,
 Margaret Sweezy, A. W. Kruse
Radio Accounts Placed—Diesel-Wemmer,
 Gilbert Co., Bernard-Swartz Corp., Chicago
 Institute of Diesel Engineering, Practical
 Diesel Training Co., Overhaul Products Co.

•
Brooke, Smith & French, Inc.

82 East Hancock Ave., Detroit, Mich.
 Phone Columbia 0860
 AAAA — ANPA — PPA — ABP
Officers

Chairman of Board.....Charles W. Brooke
 President.....Willard S. French

ADVERTISING AGENCIES

Treasurer.....Guy C. Smith
Executive Vice-President, Secretary,
Guy C. Smith
Vice-Presidents.....H. H. Olmacher,
Sturges Dorrance, J. G. Williams, Clarke
C. Wilmot
Director of Radio.....Lewis Amis
Radio Account Placed—Hudson Motor Car
Co.

D. P. Brother & Co., Inc.

General Motors Bldg., Detroit, Mich.
Phone Trinity 2-8250
AAAA — ANPA — PPA

Officers

President.....D. P. Brother
Secretary.....F. L. Vervake
Treasurer & Radio Time Buyer,
C. Georgi, Jr.
Radio Account Placed—Oldsmobile Motor
Co.

Campbell-Ewald Co.

General Motors Bldg., Detroit, Mich.
Phone Trinity 6200
AAAA — ANPA — ABP — PPA

Officers

Chairman of Board.....Henry T. Ewald
President.....R. H. Crooker
Vice-Pres. & Gen. Mgr.....W. W. Lewis
Director of Radio.....J. H. Neebe
Radio Time Buyer.....G. C. Packard

Branch Offices

714 W. Olympic Blvd., Los Angeles, Calif.
Phone Prospect 1275
Manager.....Steven S. Arnett
1700 Claus Spreckels Bldg.,
San Francisco, Calif.
Phone Douglas 5670
Manager.....R. V. Dunne
543 Pittock Bldg., Portland, Ore.
Phone Broadway 1441

Radio Accounts Placed—Chevrolet Motor
Co.

The Electrograph Co.

3815 W. Fort St., Detroit, Mich.
Phone Lafayette 3620
PPA — ABP

Officers

President.....M. S. Adams
Treasurer.....J. P. Beatty
Secretary.....J. B. Beatty
Vice-President.....F. A. Prince

Branch Office

1401 French Bldg., 551 5th Ave., N. Y. C.
Phone MURray Hill 2-1706
E. C. Denaple

S. M. Epstein Co.

Industrial Bank Bldg., Detroit, Mich.
Phone Cadillac 7760

ANPA

Officers

President.....S. M. Epstein
Secretary.....N. R. Thal
Vice-President.....S. E. Lind
Director of Radio.....Norman R. Thal

MacManus, John & Adams, Inc.

12th and 14th Floors, Fisher Bldg.
Detroit, Mich.
Phone Trinity 2-8300
ANPA — PPA — ABP

Officers

Chairman of Board.....W. A. P. John
President.....W. A. P. John
Treasurer.....James R. Adams
Secretary.....John R. MacManus
Exec. Vice-President.....James R. Adams
Vice-Presidents.....Harvey G. Luce,
John R. MacManus, Edward E. Rothman
Director of Radio.....W. A. P. John
Assistant Treasurer.....Leo A. Hillebrand
Assistant Director.....Miss Sue Adams

Branch Offices

111 Sutter Bldg., San Francisco, Calif.
Phone Sutter 3797
R. P. Hurst
618 Petroleum Securities Bldg.
Los Angeles, Calif.
Phone Prospect 8291
Jack Hutchison
Radio Accounts Placed—Pontiac Motor
Co., Cadillac Motor Co., Tivoli Brewing Co.,
Boydell Paint & Varnish Co., Peters Cleaners
& Dyers.

Martin, Inc.

1019 Fox Bldg., Detroit, Mich.
Phone Randolph 6220
ANPA — PPA — ABP

Officers

President.....Frank V. Martin
Treasurer.....M. E. Wetterholt
Secretary.....M. E. Wetterholt
Vice-Presidents.....E. G. Frank,
F. W. Atherton
Director of Radio.....Messrs. Martin,
Frank & Atherton
Radio Continuity Writers.....E. G. Frank,
E. A. Ramsay

Maxon, Inc.

2761 E. Jefferson Ave., Detroit, Mich.
Phone Fitzroy 5710
ANPA — PPA

Officers

Chairman of Board.....Lou R. Maxon

and original, and that the facts did not warrant such a verdict. On appeal, however, the Appellate Division reinstated the jury's verdict, apparently on the ground that Mr. Healey was entitled to compensation for the property rights in the idea which he had submitted. The Appellate Division did not mention any contract, either written or implied. If, as it now appears, the case is further appealed, the opinion of the Court of Appeals will be of great importance.

In view of the *Stone* and *Healey* cases, a number of the large advertising agencies and radio stations are wary about listening to ideas from outsiders. Most of the large motion picture companies discovered long ago that the number of valuable contributions obtained from the general public was too small to warrant receiving them and thereby taking the attendant risk of harassing suits. Many of the concerns which still consider ideas have taken every precaution to protect themselves. Intricate forms have been devised, wherein the purveyor of the idea must agree to release all his rights in the idea, and to agree that he is to receive compensation only in the event that the idea is actually utilized. Certain of the contracts have the amount of compensation specifically set down in advance; some set forth certain limits; while others provide that the determination of the amount of compensation, as well as the question of originality, is within the sole discretions of the user.

II. Protection of Ideas

(C) Unfair Competition

There have been several attempts

made to protect an idea by invoking the legal doctrine of unfair competition. For the most part, however, the courts have been reluctant to afford such protection to ideas, as distinguished from titles or slogans. The attitude of the courts is rather well illustrated by the *Inflation* case. In April, 1933, the Supremetone Recording Studio produced a one-reel motion picture entitled "Inflation," then a timely subject. Although it was exhibited in several theaters, it achieved no popularity; and when submitted to the Metro-Goldwyn-Mayer Corporation in order to interest it in distribution, the film was rejected. Thereafter, the Metro-Goldwyn-Mayer Corporation produced a one-reel picture with the same title, dealing with the same subject matter. The Supremetone Recording Studio then brought suit on the ground that such conduct constituted unfair competition.

Upon analyzing the facts, the Court found that both films had the same title, and dealt with the same general subject matter. There was not, however, any evidence of copying, or any attempt to pass off one picture for the other. Furthermore, there was no proof that the Metro-Goldwyn-Mayer Corporation capitalized on the Supremetone Recording Studio's efforts, investment, or advertising. Accordingly, concluded the court: "It is unfortunate for the plaintiffs that their picture could not remain the sole picture on the subject of inflation; but more than that is necessary to make out a case. Competition alone is not enough; unfairness must attend the rivalry."

Another interesting decision on this subject is that of one, Mr. Bixby,

more solicitous of the rights of the purveyor of the idea, and to afford him some form of relief. This has been done by *implying* an agreement between the parties from the fact that the idea was used commercially under circumstances indicating that the purveyor of the idea was not intending to release it as a gift. Perhaps the first decision of this type was rendered by the Supreme Court of the State of Washington several years ago. In that case, the Court awarded a substantial amount to the advertising agency which, in unsuccessfully soliciting employment from the Century Brewing Company, had suggested the slogan "The Beer of the Century," which was subsequently adopted and extensively advertised by the Brewing Company.

When an agreement is made between the purveyor of the idea and the one to whom he reveals it, it is usually expressly provided that there shall be no obligation unless and until the idea is actually used. It is quite probable that in "implying" contracts between parties, the courts will adopt a similar view. In this connection, however, it is well to note a type of situation which seems a variant to this rule.

One, Miss Stone, submitted to the McCann-Ericson Agency certain ideas for its client, the Ford Motor Company, in connection with publicity for Ford trucks. At the request of the agency, she cooperated with certain of its staff in preparing a more detailed plan. Subsequently the whole proposition was abandoned. In bringing suit, Miss Stone admitted that her ideas were submitted on a speculative basis. She claimed nevertheless, that the very fact that her plans were submitted by the agency to the Ford Motor Com-

pany enhanced the prestige of the agency in the eyes of its client. The action was in the nature of damages for services rendered, and the jury in the United States District Court in New York awarded her \$2,000.

In considering the significance of this case, it is well to remember that, apart from purveying the idea, Miss Stone did certain work at the request of the agency in developing these ideas. Although it does not appear from the decision, it is likely that the jurors were desirous of having Miss Stone compensated for the services so rendered in developing the idea, apart from compensating her for the idea itself. The decision, nevertheless, indicates a situation in which apparently the use of an idea was protected.

A more recent case, however, is to be noted with great care. J. A. Healey was engaged in the advertising business, and created an advertising scheme which he submitted to one of the executives of R. H. Macy & Co., Inc. The plan involved the use of certain slogans such as "A Macy Christmas and a Happy New Year" and variations. Shortly thereafter, Macy's Christmas advertising appeared and contained this type of slogan. Mr. Healey sued Macy for the reasonable value of his services. He admitted that there was no written contract, but claimed an oral understanding to the effect that if he submitted the slogans and designs, and Macy used them or part of them, it would pay him the reasonable value for that which was used.

A jury in the New York Supreme Court awarded Mr. Healey \$2,000. The Trial Judge set this verdict aside, on the grounds that the idea was not new

This subject is one of the most rapidly developing fields of law at the present time. It is an unsettled domain. Courts are cautiously leaning towards new remedies and extending the application of old ones. Executives of various industries, particularly of the radio, are seeking guidance; attorneys are obliged to indulge in predictions of the law rather than its certainties; and artists and creators of ideas worriedly inquire whether their ideas will be granted the same sanctions as have previously been granted to other property rights.

In the hope of contributing some clarity of direction and objective to this subject, I shall comment upon several of the recent cases, and suggest some of their implications.

II. *Protection of Ideas*

(A) *Copyright Law Inapplicable*

It has been repeatedly necessary for the courts to point out that the Copyright Law does not afford protection to a mere idea. Just recently, in dismissing an infringement suit relating to the stage play *Dead End*, Judge John M. Woolsey clearly stated:

“My moral . . . is . . . that the embodiments by different authors of an idea or a theme—in this instance the contrast between the lives of the rich and the children of the poor in modern society—may be as many as there are authors without any one of them trespassing on the copyright of another.

“As discoveries of a law of nature in the physical world may not be patented, so ideas which are dis-

coveries in the mental world may not be copyrighted.

“It is only the utilization of discoveries in the physical world by some inventive act which may be patented, and only the embodiment of ideas discovered in the mental world which may be copyrighted. . . .”

The recent conviction in Los Angeles of Groucho and Chico Marx, for criminal violation of the Copyright Law, is not in conflict with the above principles. It is to be noted that the Marx brothers were found guilty of using, almost word for word, certain material which had been submitted to them, and rejected. It was because they were held to have used the composition itself, rather than merely the ideas embodied in the composition, that they were adjudged guilty.

II. *Protection of Ideas*

(B) *Express and Implied Contracts*

It is, of course, proper for two parties to enter into a contract whereby one agrees to pay a certain amount for the use of an idea furnished by another. Here we are dealing not with exclusivity granted by law, but with a contractual arrangement between private parties. In the past, the courts have usually held that where there was no contract, the idea was unprotected when revealed. And in most cases it has been found either that the idea was not new and original, or that the purveyor of the idea failed, in revealing it, to properly protect his rights.

Recently, however, courts have shown a strong tendency to become

RADIO PROGRAMS

and

NEW RADIO CONCEPTS

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| <i>A. Copyright Law Inapplicable.</i> | <i>A. The Aunt Jemima Case.</i> |
| <i>B. Express and Implied Contracts.</i> | <i>B. Right of Privacy.</i> |
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| | <i>VI. Conclusion.</i> |

I. Introduction

FOR centuries the law did not protect a mere idea. Physical property was protected, but mental concepts were protected only in a restricted manner.

If an idea was embodied in an invention or a process, the Patent law protected it. If an idea was embodied in a written composition, the Copyright Law afforded protection to the composition, but not to the idea contained in it. A mere idea was not granted the status of a property right in law. Why was this so?

The answer is a practical one. Morally, it may be conceded at the outset that the author of an idea should be protected, even though that idea has not been crystalized into an invention or an article. Practically, however, such a rule would create untold dangers. Duplication of ideas would be inevitable, and no one would be safe against law suit. This is a typical illustration of how the law surrenders an abstract moral principle to the practicable necessities of everyday life.

With the growth of radio broadcasting, new pressure has been put upon the law to revise its balances on the subject of property rights in ideas, program titles, news, and the names and personalities of performers.

RADIO PROGRAMS
and
NEW RADIO CONCEPTS

by

LOUIS NIZER

Mr. Louis Nizer, a member of the law firm of PHILLIPS & NIZER, is a prominent member of the New York Bar. He is an authority on the law of stage, screen and radio, and the author of the book entitled NEW COURTS OF INDUSTRY, as well as other legal works.

THE EDITOR.



THE LEGAL SIDE



*New times demand new measures and new men;
The world advances, and in time outgrows
The laws that in our fathers' day were best;
And, doubtless, after us, some purer scheme
Will be shaped out by wiser men than we.*

—James R. Lowell.

**“RADIO PROGRAMS and
new LEGAL CONCEPTS”**

By Louis Nizer

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Seventy-Fifth Congress

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Legal Bibliography

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**Federal Trade Commission
Procedure**

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**1937 Radio Patents
By John B. Brady**

Market Research Corp. of America

1250 Sixth Ave., New York, N. Y.

Phone Circle 7-1655

President.....Paul T. Cherington

Vice-President..... Pauline Arnold

..... Percival White

Branch Office

120 S. La Salle St., Chicago, Ill.

Phone Central 2520

Hawley Sumner



Market Research Council

485 Madison Ave., New York, N. Y.

Phone Wickersham 2-2000

President.....John J. Karol



R. L. Polk & Co.

354 Fourth Ave., New York, N. Y.

Phone Caledonia 5-8500

Vice-President.....E. J. Loranger

Psychological Corp.

522 Fifth Ave., New York, N. Y.

Phone VANDerbilt 3-9356

Managing Director.....Paul S. Achilles

Secretary & Treasurer....Dr. Henry C. Link

Director of Research.....Dr. Henry C. Link



Ross Federal Research Corp.

6 East 45 St., New York, N. Y.

Phone MURray Hill 2-6220

President.....Harry A. Ross



Daniel Starch

420 Lexington Ave., New York, N. Y.

MOhawk 4-6624

President..... Daniel Starch

Director Research.....T. Mills Shepard



RADIO RESEARCH

A list of major radio research organizations are furnished herewith. All have national representation, but in most instances, at the request of the companies themselves, only the main office is given. Many of these firms were pioneers in the field of radio research.



American Institute of Public Opinion

110 East 42 St., New York, N. Y.
Phone CAledonia 5-7865

Director.....Dr. George H. Gallup
Associate Director..Dr. Claude E. Robinson

American Marketing Association

485 Madison Ave., New York, N. Y.
Phone Wickersham 2-2000

Treasurer.....Jorn J. Karol

Anderson Nichols Associates, Inc.

330 West 42 St., New York, N. Y.
Phone BRyant 9-2278

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Secretary & Treasurer.....H. B. Nichols
Radio Research.....Paul W. Stewart

Branch Office

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Phone Hubbard 5427
James Jackson

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Phone MUrray Hill 2-5590

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President.....C. E. Hooper
Manager Radio Division.....Hugh G. Boyd

Crossley, Inc.

330 West 42 St., New York, N. Y.
Phone BRyant 9-5462

President.....Archibald M. Crossley

Facts, Inc.

420 Lexington Ave., New York, N. Y.
MOhawk 4-2669

President.....Thomas G. MacGowan

Hooper-Holmes Bureau

102 Maiden Lane, New York, N. Y.
Phone BEekman 3-5500

Director of Research.....Chester E. Haring

Joint Committee on Radio Research

(cooperative AAAA, ANA & NAB survey)

420 Lexington Ave., New York, N. Y.
Phone MOhawk 4-5898

Secretary.....Paul F. Peter

Walter Mann & Staff

350 Madison Ave., New York, N. Y.
MUrray Hill 2-3479

President.....Walter Mann

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The Condon Company Inc.

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Phone Main 3483

Officers

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Director of Radio.....W. R. Melton
Radio Producer.....W. R. Melton
Radio Continuity Writers....W. R. Melton
E. L. Jardeen, M. Steere.

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733 No. Van Buren St., Milwaukee, Wis.

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AAAA — ANPA — PPA — SNPA

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Radio Producer.....Sandra Michael
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Phone Murray Hill 2-3479

E. Callahan

777 Penobscot Bldg., Detroit, Mich.

Phone Cadillac 6012

N. D. Craighead

321 C. of C. Bldg., Los Angeles, Cal.

Phone Prospect 0760

J. H. Stumberg

Radio Accounts Placed—Maybelline Co.,
Sterling Products, Inc., Gillette Rubber Co.,
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Hoffman & York

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Phone Daly 6510

PPA — ABP

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Managing Partner.....Wilford York
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Sales Manager.....J. C. Tobin
Traffic Manager.....F. Helson
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Script Director.....D. Hughes
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 Radio Continuity Writers.....H. W. Steele,
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 Phone District 5180
 Manager.....Philip Rosenfeld

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 Phone 2-3411
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 Phone Elliott 1322
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 Radio Continuity Writer...Wade Thompson
Radio Account Placed—Chicago Engineer-
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608 Mohawk Bldg., Spokane, Wash.
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Radio Continuity Writers.....B. T. Gregory,

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Company, G. E. Appliance Company, Con-

necticut Mutual Life Co.

Rogers & Smith

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Phone 7-1477

SAAA

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Radio Producer.....Howard N. Smith

Radio Continuity Writer.....Connie Joan Connor

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Horse & Mule Assoc. of America, American

Pad & Textile Co.

Tracy-Locke-Dawson Inc.

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Radio Continuity Writers.....J. J. Jeffries,

Glenn Addington, Ishmael Grant, Grace

Spaulding, Eddie Dunn.

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Mithoff & White

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Vine and Hollywood Blvd., Hollywood, Cal.
Phone Hillside 0191
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Phone Lombard 0100
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Thomas McDermott

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Phone Chickering 4-5600
Executive Vice-Pres....Edward R. Dunning
Director of Radio Program Creation
and Production.....H. L. McClinton
Stadler Office Bldg., Boston, Mass.
Phone Hubbard 4970
E. Craig Greiner
135 S. LaSalle St., Chicago, Ill.
Phone Randolph 3456
Sterling E. Peacock
235 Montgomery St., San Francisco, Calif.
Phone Sutter 2534
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Phone Randolph 3800
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Phone Adelaide 6156
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Sun Life Bldg., Montreal, Canada
Phone Plateau 6886
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Trafalgar Square, London, England
Douglas Meldrum
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Mill Co.; Kellogg Co.; International Silver
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Radio Producer.....Charles Blum
Radio Continuity Writers....Charles Blum,
Walter W. Michener.
Radio Accounts Placed—Fritz & LaRue,
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Phone Rittenhouse 0236
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Robert Smith, Betty Jordan
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Phone Rittenhouse 6131

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ADVERTISING AGENCIES

Branch Office

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Phone Franklin 4883

Vice-President.....J. C. Bachrodt
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Phone 3-8108

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Phone Broadway 5664

ANPA

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Phone Atwater 9541

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Phone Exbrook 7565

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Phone Prospect 0206

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Phone Broadway 6401

AAAA — ABP

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Assistant Director.....Billy Sandiford
Radio Continuity Writers.....Jean Geiter,
James Tremont Wyatt.

Branch Office

1012 Lloyd Bldg., Seattle, Wash.

Phone Elliott 0855

Manager.....George Weber
Radio Accounts Placed—Montag Stove & Furnace Works, Fahey-Brockman Co., Portland Federal Savings & Loan Ass'n, Community Credit Co., U. S. Bakery Co., M. W. Shipley Co., (Closset & Devers).

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Secretary.....D. Thompson
Director of Radio.....R. W. Segar
Radio Continuity Writer.....M. Dosch

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1400 South Penn Square, Philadelphia, Pa.

Phone Rittenhouse 7810

AAAA

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Director of Radio.....H. H. Kynett
Assistant Director.....Kenneth Burton
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(As of March 1, Agency Will Be Known as
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Locust Sts., Philadelphia, Pa.

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Secretary.....N. L. Ganger
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Director of Radio.....S. L. Abrams
Assistant Director.....Clay Herrick, Jr.
Radio Continuity Writers.....Sam Raskyn,
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Phone Main 9090

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Director of Radio.....John Anderson, Jr.

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ANPA

President.....Herbert Byer
Treasurer.....Gus K. Bowman
Secretary.....Gus K. Bowman
Vice-President.....Joel M. Burghalter
Director of Radio.....Joel M. Burghalter
Radio Account Placed—Ohio Oil Co.

United States Advertising Corp.

Home Bank Bldg., Toledo, Ohio
Phone Main 8205
AAAA — ANPA — PPA — ABP

Officers

Chairman of Board.....Ward Canaday
President.....Ward M. Canaday
Treasurer.....Ward Canaday
Secretary.....Geo. W. Ritter
Vice-President.....Edw. R. Wade
Director of Radio.....Walter Brooks

Branch Offices

612 N. Michigan Ave., Chicago, Ill.
Vice-President.....James Ewell
Radio Accounts Placed—Owens-Illinois
Glass Co., Glass Container Association, Willys
Overland Motors, Inc.

ADVERTISING AGENCIES

Wendt Advertising Agency

Spitzer Bldg., Toledo, Ohio
Phone Adams 4713

Officers

President.....Harold F. Wendt
Treasurer.....Marie F. Wendt
Director of Radio.....H. F. Wendt
Radio Accounts Placed—Howard C. Baker
Co., Athletic Supply Co., Gallagher Cleaners.

National Classified Advertising Agency

705 Home Savings & Loan Bldg.
P. O. Box 990 and 1049, Youngstown, O.
Phone 66364

Officers

President.....Leo J. Nurrenbrock
Treasurer.....A. Buschagen
Secretary.....H. A. Leonard
Director of Radio.....Leo J. Nurrenbrock
Assistant Directors.....H. A. Leonard,
Phyllis Long.
Radio Producer.....A. Buschagen
Radio Continuity Writers.....Phyllis Long,
Mrs. Leo Nurrenbrock.
Radio Account Placed—Refrigeration and
Air Conditioning Training Corp.



Stanley J. Ehlinger Advertising, Inc.

421 West Sixth Street, Tulsa, Okla.
Phone 4-2628
ABP — SNPA

Officers

President.....Stanley J. Ehlinger
Treasurer.....Helen McCray
Secretary.....Helen McCray
Vice-President.....Joe N. Shidler
Director of Radio.....Stanley J. Ehlinger
Radio Accounts Placed—Barnsdall Corp.,
Missouri, Kansas, Texas Railroad Co.

Rogers Gano & Gibbons, Inc.

628 National Bank of Tulsa Bldg.,
Tulsa, Okla.
Phone 2-2222
PPA — SNPA

Officers

President.....Richard C. Gano
Secretary.....Victor Shenk
Vice-President.....J. Burr Gibbons
Radio Continuity Writers.....J. C. Bachrodt,
J. Burr Gibbons.

ADVERTISING AGENCIES

The Ralph H. Jones Company

Carew Tower, Cincinnati, Ohio

Phone Main 3351

AAAA — ANPA — PPA

Officers

Chairman of Board.....Ralph H. Jones
Director of Radio.....C. M. Robertson, Jr.
Assistant Director.....C. J. Coward
Radio Producer.....Edward Obrist
Radio Continuity Writer....George Sparling

Branch Office

400 Madison Ave., New York City

Phone PLaza 3-0100

Radio Accounts Placed—The Drackett Co.,
Kroger Grocery & Baking Co.

Key Advertising Co.

505 Walnut St., Cincinnati, Ohio

Phone Main 1164

ANPA — PPA — ABP

Officers

PresidentS. R. Glueck
TreasurerS. R. Glueck
SecretaryE. J. Diester
Vice-President.....N. P. Glueck
Director of Radio.....L. M. Sive
Radio Account Placed—Midwest Radio
Corp.

The Bayless-Kerr Co.

1164 Hanna Bldg., Cleveland, O.

Phone Main 0917

ANPA—PPA—ABP

Officers

PresidentW. N. Bayless
Vice-President.....R. S. Rimanogcy
Treasurer.....H. D. Kerr
Secretary.....W. Butcher
Director of Radio.....Neville Bayless

Fuller & Smith & Ross, Inc.

1501 Euclid Ave., Cleveland, O.

Phone Cherry 6700

AAAA — ANPA — PPA — ABP

Officers

PresidentA. L. Billingsley
Secretary & Treasurer...C. C. Reidenbaugh
Radio Time Buyer.....W. J. Staab
Radio Account Placed—American Can Co.

Griswold-Eshleman Company

2700 Terminal Tower, Cleveland, O.

Phone Main 7626

AAAA

Officers

President.....Chas. L. Eshleman

Treasurer.....John F. Davis
SecretaryS. A. Lawis
Vice-President.....K. W. Akers
Director of Radio.....E. R. Preble
Assistant Directors.....J. T. Dickson
Radio Accounts Placed—The Pochontas
Oil Corp., Hickok Oil Corp., Cleveland Rail-
way Co., Union Metal Co.

The Hubbell Advertising Agency, Inc.

1227 Prospect Ave., Cleveland, O.

Phone Cherry 0212

PPA — ABP

Officers

President.....Frank Hubbell
Treasurer.....Frank Hubbell
Secretary.....V. I. Wallace
Vice-President.....R. F. Moore
Director of Radio.....Frank Hubbell
Radio Continuity Writer.....I. M. Adams

Lang, Fisher and Kirk, Inc.

1205 Swetland Bldg., Cleveland, Ohio

Phone Main 6579

Officers

PresidentH. Jack Lang
TreasurerH. Jack Lang
Secretary.....Alvin B. Fisher
Vice-Presidents.....Alvin B. Fisher,
Fred P. Stashower
Radio Producers.....Alvin B. Fisher,
Fred P. Stashower, H. Jack Lang
Radio Continuity Writers...Alvin B. Fisher,
Fred P. Stashower, H. Jack Lang

Meldrum and Fewsmith, Inc.

Leader Building, Cleveland, Ohio

Phone Cherry 4505

ANPA — PPA — ABP

Officers

President.....Barclay Meldrum
Treasurer.....Joseph Fewsmith
Secretary.....Richard Douglas
Vice-President.....Joseph Fewsmith
Director of Radio.....R. G. Simmons

Branch Office

2325 Madison Ave., Toledo, Ohio

Phone Adams 5235

Vice-President.....Stanwood A. Morrill
Radio Accounts Placed—Republic Steel
Corp., American Washing Machine Assn.,
Eaton Manufacturing Co., Willard Storage
Battery Co., The Glidden Co.

Ohio Advertising Agency

1740 East 12th St., Cleveland, Ohio

Phone Prospect 7177

PPA — ABP

The Moss Chase Co.

425 Franklin St., Buffalo, N. Y.

Phone Grant 8614

ANPA — PPA — ABP

Officers

President.....E. J. Felt
Treasurer.....W. A. Homelmann
Vice-President.....J. Jay Fuller

Hughes, Wolff & Co., Inc.

328 E. Main St., Rochester, N. Y.

Phone Stone 2080

ANPA — PPA — ABP — PRB — SAAA
SNPA

Officers

President.....Frederick A. Hughes
Treasurer.....Frederick A. Hughes
Secretary.....John P. McCarthy
Vice-President.....John B. Hartnett
Director of Radio.....Frederick A. Hughes
Radio Continuity Writer...A. N. Hartshorn
Radio Accounts Placed—Good Luck Food Co., Inc., White Magic Cleanser Corp., American Brewing Co., E. Griffiths Hughes, Inc., Kemp & Lane, Inc.

Hutchins Advertising Company, Inc.

Cutler Bldg., Rochester, N. Y.

Phone Main 3528

AAAA — ANPA — PPA — ABP

Officers

President.....M. S. Hutchins
Treasurer.....F. I. Hutchins
Secretary.....F. R. Hutchins
Vice-President.....F. A. Hutchins
Director of Radio.....F. A. Hutchins

Branch Office

330 Bay St., Toronto, Ont.

Phone Waverly 5311

Manager.....John Bennett
Radio Account Placed—Philco Radio and Television Corp.

Leighton & Nelson

243 State St., Schenectady, N. Y.

Phone 6-4202

Officers

Partners.....Winslow P. Leighton
and George R. Nelson
Director of Radio.....Robert S. Cragin
Radio Producers.....W. P. Leighton,
G. R. Nelson, R. S. Cragin, E. F. Flynn
Radio Continuity Writers.....R. S. Cragin,
G. R. Nelson, E. F. Flynn, Sylvia Klarsfeld
Radio Account Placed—Hudson Coal Co.

ADVERTISING AGENCIES

NEBRASKA

Bozell & Jacobs Inc.

510 Electric Bldg., Omaha, Neb.

Phone Jackson 2261

ANPA

Officers

President.....Leo B. Bozell
Treasurer.....Leo B. Bozell
Secretary.....Morris E. Jacobs
Executive Vice-President...Morris E. Jacobs
Director of Radio.....E. C. Miller
Vice-President and General Manager
F. C. Miller
Assistant Director.....Stuart Potter
Radio Continuity Writer...Randall Packard

Branch Offices

Room 957--122 So. Michigan Ave., Chicago
Phone Wabash 1546

V.-P. and Gen. Mgr.....Nathan E. Jacobs
Director of Radio.....Edward Roache

411 Traction Terminal Bldg.

Indianapolis, Ind.

Phone Lincoln 6326

V.-P. and Gen. Mgr.....Ernie Lundgren
Director of Radio.....Richard Reed

717 Mason Bldg., Houston, Tex.

Phone Fairfax 4106

General Manager.....D. C. Schnabel
5265 Hohman Ave., Hammond, Ind.

Phone Hammond 5200

Donald D. Hoover

Radio Accounts Placed—(No national accounts, all radio is of spot or local character for some fifteen accounts).

OHIO

Robert Acomb, Inc.

311 Sycamore, Cincinnati

Phone Main 3913

Officers

President.....Robert Acomb
Treasurer.....Robert Acomb
Secretary.....C. Gordon Walker
Vice-President.....Herbert Ostendorp
Director of Radio.....Robert Acomb

ADVERTISING AGENCIES

Radio Accounts Placed—Benton County Nursery, Brigham Oil Burner Co., Hauck Bakery Co., Geo. Rushton Baking Co., Lawrence Baking Co., Liberty Baking Co., Midland Baking Co., Pauls' Bread Co., Peter Pan Bakeries, Purity Ann Baking Co.

MONTANA

Gail-Billings Advertising

235-6 Stapleton Bldg.,
Box 1315, Billings, Mont.
Phone 4534

Officers

President.....W. W. Gail

NEW JERSEY

Advertising Associates

850 Broad St., Newark, N. J.
Phone Market 3-0007

Officers

Proprietor.....J. M. Kesslinger
Director of Radio.....J. M. Kesslinger

Gans Advertising Agency

810 Broad St., Newark, N. J.
Phone Market 2-5680
ANPA — ABP — SNPA

A. W. Lewin Co. Inc.

National Newark Bldg., Newark, N. J.
Phone Mitchell 2-7244
ANPA — PPA — ABP

Officers

President.....A. W. Lewin

Chas. Dallas Reach Co.

58 Park Place, Newark, N. J.
Phone Market 3-5100
AAAA — ANPA — PPA — ABP

Officers

President.....Chas. Dallas Reach
Treasurer.....E. M. Reach
Vice-President.....Howard E. Sands
Director of Radio.....Chas. Dallas Reach

Branch Office

Syracuse, N. Y.
Phone Syracuse 3-3136

Manager.....Howard E. Sands
Radio Account Placed—Admiracion Laboratories, Inc.

George Wilfred Wright

40 Clinton St., Newark, N. J.
Phone Market 3-0982
ABP

The Rickard Advertising Agency Inc.

Trenton Trust Bldg., Trenton, N. J.
Phone 6467

Officers

President.....G. A. Rickard
Treasurer.....M. E. Rickard
Secretary.....M. E. Rickard
Director of Radio.....M. E. Rickard

NEW YORK STATE

Ellis Advertising Co.

3053-3057 Main St., Buffalo, N. Y.
Phone University 4-91-4-92
ABP

Officers

Partners.....Rhoda Ellis,
Michael E. Ellis, Jerome R. Ellis
Account Executive.....Henry Weil
Account Executive.....James Ward
Accountant.....Harry Schaefer
Radio Continuity Writer.....Jerry Harris

Branch Office

Toronto, Canada, 465 Bay St.
Phone Adelaide 6101
J. W. Cliner, Abbey Muter

Bowman & Block, Inc.

834 Rand Bldg., Buffalo, N. Y.
Phone Washington 0137

Officers

President.....A. A. Bowman
Treasurer.....N. J. Block

Finley H. Greene Advertising Agency

360 Delaware Ave., Buffalo, N. Y.
Phone Washington 3371
ANPA — PPA

Officers

Owner.....Finley H. Greene
Radio Accounts Placed—Crystal Beach Transit Co., Donner-Hanna Coke Corp., Italiau & French Wine Co., Niagara Region Assn., Niagara Racing Assn., Buffalo Flower Producers Assn.

The Potts Turnbull Company

10th Floor, Carbide & Carbon Bldg.
Kansas City, Mo.
Phone Victor 9400
ANPA — PPA

Officers

President W. J. Krebs
V.P.—Production Mgr..... D. E. Dexter
Secretary G. F. Magill
Treasurer E. T. Chester
Time Buyer..... B. G. Wasser

D'Arcy Advertising Company

Missouri Pacific Bldg., St. Louis, Mo.
Phone Central 6700
AAAA — ANPA — PPA — ABP — PRB —
SAAA — SNPA

Officers

President..... W. C. D'Arcy
Treasurer C. C. Pangman
Secretary C. C. Pangman
Vice-President..... J. F. Oberwinder

Branch Offices

515 Madison Ave., New York City
Phone Eldorado 5-3765
Vice-President in Charge of
Radio F. W. Coste
Radio Continuity Writer..... J. H. Kinsella
Terminal Bldg., Cleveland, Ohio
Phone Cherry 0158
J. Y. Brown, Jr., H. M. Cooper
P. O. Box 1734, Atlanta, Ga.
Phone Hemlock 7608
W. Pflueger
Radio Accounts Placed—Coca-Cola Co.

Gardner Advertising Co.

Mart Bldg., St. Louis, Mo.
Phone Garfield 2915
AAAA

Officers

Chairman of Board..... H. S. Gardner
President..... E. G. Marshutz
Treasurer..... E. R. Gardner
Secretary..... E. R. Gardner
Vice-President..... Mrs. E. P. Proetz
Director of Radio..... C. E. Claggett
(St. Louis Director)
Radio Producer..... Melvin Wamboldt
Radio Continuity Writers..... Melvin Wamboldt,
Jack Holden

Branch Offices

9 Rockefeller Plaza, New York, N. Y.
Phone Columbus 5-2000
Vice-President in Charge of Radio,
Roland Martini
1419 Heyburn Bldg., Louisville, Ky.
Phone Jackson 5328

ADVERTISING AGENCIES

Radio Accounts Placed—Pet Milk Co.,
Ralston Purina Co., Falstaff Brewing Corp.,
Independent Packing Co., L. & N. Rwy.,
Brown Shoe Co.

Kelly, Stuhlman & Zahndt, Inc.

1204 Mart Bldg., St. Louis, Mo.
Phone Garfield 0777

Officers

President..... C. F. Kelly, Jr.
Vice-Pres. and Treasurer.... W. W. Zahndt
Vice-Pres. and Secretary.... C. F. Stuhlman
Vice-President..... V. A. Kelly
Director of Radio..... C. F. Kelly, Jr.
Assistant Director..... W. W. Zahndt
Radio Producers..... C. F. Kelly, Jr.,
V. A. Kelly
Radio Continuity Writers.... C. F. Kelly, Jr.,
V. A. Kelly, C. F. Stuhlman
Radio Accounts Placed—Central Shoe
Company, Lutheran Laymen's League, Pine
Balm Co.

Ralph Moore Inc.

208 North Broadway, St. Louis, Mo.
Phone Chestnut 8728
ANPA — PPA

Officers

President..... Ralph Moore
Treasurer..... I. M. Waltrip
Secretary..... I. M. Waltrip
Vice-President..... Marcia Moore
Director of Radio..... Ralph Moore

Ross-Gould Co.

10th & Olive, St. Louis, Mo.
Phone Central 1646
ANPA — ABP

Officers

President..... H. O. Ross
Treasurer..... H. M. Ross
Secretary and Vice-Pres.... Walter K. Eckles
Vice-President..... Harry Meyer
Radio Account Placed — Absorone Mfg.
Co.

Shaffer Brennan Advertising Co.

4 North Eighth St., St. Louis, Mo.
Phone Main 2579
ANPA — ABP

Officers

Partners T. D. Shaffer
and Sam B. Margulis
Radio Producers..... Sam B. Margulis,
R. C. Stricker
Radio Continuity Writer..... L. Seelig

ADVERTISING AGENCIES

Treasurer.....A. W. Taylor
Secretary.....L. E. Marvin
Vice-President.....A. W. Taylor
Director of Radio.....L. E. Marvin

Frizzell Advertising Agency, Inc.

1202 Plymouth Bldg., Minneapolis, Minn.
Phone Main 1915
ANPA — SNPA

Officers

President.....F. L. Frizzell
Treasurer.....Frederick L. Frizzell
Secretary.....D. Moore
Vice-President.....S. Frizzell
Director of Radio.....F. L. Frizzell

Hutchinson Advertising Co.

1000 Hodgson Bldg., Minneapolis, Minn.
Phone Atlantic 5238

Officers

Chairman of Board.....A. Dollenmayer
President.....Merrill Hutchinson
Treasurer.....Merrill Hutchinson
Secretary.....J. V. Pidgeon
Vice-Presidents.....H. K. Painter,
J. M. Bridge, H. R. Stevenson
Director of Radio.....H. K. Painter
Radio Continuity Writers...H. R. Stevenson,
Tod Williams, Rebekah Kenney
Radio Account Placed—Pillsbury Flour
Mills Co.

Knox Reeves Advertising, Inc.

307 South Fourth Ave., Minneapolis, Minn.
Phone Bridgeport 4291
ANPA

Officers

President & Treasurer.....Wayne Hunt
Vice-Presidents.....J. A. Sarles,
Helen A. Brown
Radio Director.....Brad Robinson
Radio Account Placed — General Mills,
Inc.

Mitchell Advertising Agency Inc.

303 Essex Bldg., Minneapolis, Minn.
Phone Main 5387
AAAA — ANPA — PPA — ABP

Officers

President.....J. H. Mitchell
Treasurer.....J. H. Mitchell
Secretary.....R. W. Foulke
Vice-President.....E. W. Sann

David, Inc., Advertising Agency

W-3173 First National Bank Bldg.
St. Paul, Minn.
Phone Garfield 3872
ANPA — PPA

Officers

President.....Quentin J. David
Treasurer.....Quentin J. David
Secretary.....Roger H. David
Vice-President.....John C. Fabbrini
Director of Radio.....Angeline Clement

Luther Weaver & Associates

200 Globe Bldg., St. Paul, Minn.
Phone Cedar 3777

Officers

President.....Luther Weaver
Director of Radio.....Marjorie Peterson
Assistant Directors.....Florian J. Schleck,
Edward Megroth
Radio Accounts Placed—W. A. Miller, Inc.,
Minneapolis Fed. Savings and Loan Ass'n,
F. C. Hayer Co., Northern Pacific Railroad,
Twin Cities Optometrists.

MISSOURI

Ferry-Hanly Company

3200 Fidelity Bldg., Kansas City, Mo.
Phone Harrison 4890
AAAA — ANPA — PPA — ABP

Officers

President.....C. P. Luther
Treasurer.....O. P. Luther
Secretary.....O. P. Luther
Vice-President.H. M. Montgomery (N.Y.C.),
Stewart L. Mius (N.Y.C.), Bruce B.
Brewer (Kansas City), Matthew G.
Pierce (Chicago), A. B. Taylor (Chi-
cago)

Branch Offices

500 Fifth Ave., New York City
Phone Longacre 5-5000
Manager.....H. M. Montgomery
111 W. Monroe St., Chicago, Ill.
Phone Central 8333
Manager.....Chas. L. Collette

R. J. Potts and Co.

101 West 11th St., Kansas City, Mo.
Phone Victor 4433
ANPA — PPA — ABP

Officers

President.....R. J. Potts
Secretary and Treasurer...Miss Jerry McKee
Vice-President.....J. B. Woodbury
Assistant Directors.....D. B. Mindlin,
E. A. Warner, Frank F. B. Houston,
Harvey D. Pearman

PresidentT. K. Quinn
Vice-PresidentSearle Hendee
TreasurerW. J. O'Neil
Radio Time Buyer.....H. G. Selby

Branch Offices

570 Lexington Ave., New York, N. Y.
Phone Eldorado 5-2930

Radio DirectorRobert C. Wilson, Jr.
Heights-Rockefeller Bldg., Cleveland, O.
Phone Yellowstone 7774

Vice-PresidentRay Baker
919 N. Michigan Ave., Chicago, Ill.
Phone Delaware 3536

L. J. Sholty

Radio Accounts Placed—General Electric
Co.; H. J. Heinz Co.

**The Fred M. Randall
Company**

3314 Book Bldg., Detroit, Mich.
Phone Cadillac 4662

Officers

President.....R. G. Harris
Treasurer.....H. Ross Mack
Secretary.....Hal G. Trump
Vice-President.....H. Ross Mack
Director of Radio.....George B. Dow

Simons-Michelson Company

Washington Blvd. Bldg., Detroit, Mich.
Phone Cherry 3000

ANPA

Officers

Owners.....Leonard N. Simons,
Lawrence J. Michelson
General Manager.....Leon S. Wayburn
Director of Radio.....Ivan Frankel
Radio Continuity Writers.....Ivan Frankel,
Glenn Kyker

Branch Offices

225 Fifth Ave., New York, N. Y.
Phone Murray Hill 3-8077

Murray Hirsch

155 N. Clark St., Chicago, Ill.
Phone Dearborn 1928

J. R. Spiegel

Rolfe C. Spinning, Inc.

5057 Woodward, Detroit, Mich.
Phone Columbia 0531

ANPA — PPA — ABP

Officers

President.....Rolfe C. Spinning
TreasurerE. Walker
SecretaryE. Walker
Vice-President.....W. C. Dudgeon
Director of Radio.....Paul H. Bruske

Stockwell & Marcuse

1824 Natl. Bank Bldg., Detroit, Mich.
Phone Cadillac 4484

Officers

ADVERTISING AGENCIES

Partners.....William H. Stockwell,
Philip R. Marcuse
Director of Radio.....William H. Stockwell

Zimmer-Keller, Inc.

2210 Park Ave., Detroit, Mich.
Phone Cadillac 9151

Officers

PresidentWalter F. Zimmer
TreasurerWalter F. Zimmer
Secretary.....H. R. Klein
Vice-President.....R. E. Keller
Director of Radio.....W. F. Zimmer
Radio Continuity Writer.....R. E. Keller
Radio Accounts Placed—Michigan Brewer's
Association, Peoples Outfitting Co., Farmers'
& Manufacturers' Beet Sugar Association.

Stevens, Inc.

809 Assn. of Commerce Bldg.
Grand Rapids, Mich.
Phone 9-8175

ANPA — PPA — ABP

Officers

President.....Joe Stevens, Jr.
Treasurer.....J. C. Stevens
Secretary.....C. Lamse
Vice-President.....John Stevens
Director of Radio.....A. W. Erhardt

Ogden Advertising

1217-1218 American Natl. Bank Bldg.
Kalamazoo, Mich.

Phone 4967

Officers

President.....M. Dale Ogden
Director of Radio.....Frank Pero

Staake & Schoonmaker Co.

1515 American National Bank
Kalamazoo, Mich.

Phone 3-1403

PPA — ABP

Officers

Partners.....Paul C. Staake,
Carl B. Schoonmaker
Director of Radio.....U. H. Moss

MINNESOTA

Stewart-Taylor Company

326 W. Michigan St., Duluth, Minn.
Phone Melrose 114

ABP

Officers

President.....M. I. Stewart

who brought suit against Mr. Dawson, his sponsor, and the National Broadcasting Company in connection with the serial-script *Dangerous Paradise*. Mr. Bixby claimed that the right to the title of the script and to certain characters in it were exclusively his property, and that the defendants' unauthorized use of the title and characters in further episodes constituted unfair competition. In denying this claim, the Official Referee stated:

"There is only one issue presented, that the defendants deceived the public by palming off the writings of others as those of the plaintiff, thereby damaging him. . . . I can find no foundation for the complaint. Plaintiff was not an employee of defendants, or any of them. He was an independent contractor selling his wares, but he sold them without making reservations of any kind and received for them everything for which he bargained. He makes no claim that he had a contract which was to run for a definite time, or that the defendants did not have the right to cease to produce his productions at any time they chose so to do. He says he was the author of the work produced by them. Grant that he was. He sold his product at an agreed price. The defendants did well with it so long as they used it. They did not do less well when they used a cheaper and different product. . . . Complaint dismissed."

This opinion was recently affirmed by the Appellate Division in New York.

These cases indicate that the legal

doctrine of unfair competition does not yet protect the use of a mere idea. Is this doctrine of value in protecting titles?

III. Protection of Program Titles

An important question, somewhat of the same nature, involves "property rights" in the titles of radio programs. The Copyright Law is inapplicable, inasmuch as a copyright does not protect a title as such, but only in connection with a particular composition. (Of course, if a program is announced with an original musical theme, such theme may be copyrighted. And if there is a characteristic dialogue, this dialogue is also copyrightable.) Furthermore, the title of a book or story cannot be registered as a trade mark, because it is considered to be amply protected by the copyright covering the material. True it is that the title of a running article, such as a newspaper columnist writes, or the title of a cartoon which runs in a series, may be registered. But as will be pointed out subsequently in considering the protection of stage and radio names, the American Trade Mark Law, in its present form, is so drawn as to protect such trade marks as can be "affixed to goods." This is a requisite which seems rather impossible to satisfy, insofar as titles to radio programs are concerned.

Although titles are not subject to copyright or trade mark protection, there is some degree of protection afforded by the laws relating to unfair competition. These laws have been construed with particular liberality by the New York Courts. Such copying of the name of a program which might

tend to deceive the public into believing that it is listening to the program so copied, and thus will lead to the "passing off" of one program for another, will be restrained. There have been a considerable number of cases involving the protection of "property rights" in titles. I shall mention a few recent ones, as illustrative of the type of protection which the law affords.

In June, 1936, the Appellate Division of the New York Supreme Court reversed the lower Court and temporarily restrained the Metropolis Film Exchange from using the title "Ecstasy of Young Love" for a film it was distributing. The action was brought by Eureka Productions, Inc., the distributor of the film entitled "Ecstasy," which had attained wide notice because of the nature of the subject. Apparently the Court felt that the Metropolis Film Exchange was unfairly attempting, by confusion, to capitalize upon the appetite of the public which had been so whetted.

In 1936, 20th Century-Fox Corporation distributed a motion picture titled "Banjo On My Knee." In advertising this picture at the Roxy Theater in New York, the phrase "tobacco road" was used. Immediately Tobacco Road, Inc., producer of the stage play, "Tobacco Road," sued in the New York Supreme Court to prevent the use of this phrase, on the ground that the public would get the impression that the picture was based upon the stage play. The Court denied temporary relief, however, apparently sustaining the film company's contention that the public was not being deceived, and that the phrase might properly be used to describe the locale of the film story.

Almost at the same time, however, the same Court granted relief to the producer of the stage comedy titled "Red, Hot and Blue," then being presented at the Alvin Theater in New York City. The Court restrained the Minskys, producers of a burlesque show several blocks away from the Alvin Theater, from using the name "Red, Hot and Nude" for their stock burlesque show. Undoubtedly the proximity of the two theaters and the possible confusion of the public were of importance in deciding the merits of this case.

It is interesting to note that there have already been at least two court actions commenced which involve the titles of radio programs. In January, 1937, the United States District Court in New York was petitioned by Time, Inc., publishers of Time Magazine, and the film and radio features "The March of Time," to restrain Mr. Barshay from using the title "The Voice of Time" in a broadcasting enterprise. It was claimed that Mr. Barshay was guilty of actionable infringement and unfair trade practices. Time, Inc., set forth that Mr. Barshay was attempting to capitalize on its reputation, and also, by the use of the title, was attempting to create the impression that there was a relationship between the concerns. The Court granted an order temporarily restraining Mr. Barshay from using the title "The Voice of Time" in any way.

In another case, Judge Sweedler, who had organized an arbitration court under the title "Good Will Court," sued the National Broadcasting Company and Mr. A. L. Alexander to restrain them from using the title "Good Will Court" in a radio pro-

gram which Mr. Alexander was conducting. The Court refused to grant such an injunction on the ground that the public was not deceived by the radio program into believing that it was listening to Judge Sweedler's arbitration court, and that there was no competition between the two.

A recent decision, indicating the manner in which the law adapts itself to modern problems, may be of significance in cases which involve the use of program titles. In December, 1936, the United States Court of Customs and Patents distinctly recognized the importance of broadcasting in the advertising of trade-marked products, and considered a unique problem. The Court held that Mr. Edward J. O'Connor could not be given a registration of the mark "Voo" for a depilatory, inasmuch as it too closely resembled the mark "Dew" of Marion Lambert, Inc. The Examiner of Interferences had decided that although there was some similarity in sound between the marks, yet alphabetically they were entirely different, and the goods were not identical. In upholding the Examiner, the Commission added that there was some difference in the pronunciation and no similarity in the meaning. But in reversing this judgment, the Court stated:

"The marks are very similar in sound. 'Dew' is pronounced 'Du' which is practically the equivalent of 'Doo.' The parts of the words which are given greatest stress in pronunciation are almost identical in sound. The initial letter of each word is a consonant and has a similar sound. Both words contain three letters."

Furthermore, stated the Court:

"Similarity in the sound of the names under which goods are sold is becoming a more important consideration in the decision of cases of this kind as the effective advertisement of goods becomes increasingly dependent upon radio facilities."

Some progress apart from court action is being made in the broadcasting industry to better protect "property rights" in the titles of programs. In March, 1937, Station WBNN felt aggrieved that the title "Rackets," one of its programs, was being closely duplicated by several other stations. Mr. W. C. Alcorn, general manager of WBNN, wrote to Mr. James A. Baldwin, managing director of the National Association of Broadcasters, requesting the establishment of a "radio title clearing house," so that stations might be protected in their own area and against the use of similar titles. The motion picture industry has a clearing house for titles, and the Music Publishers' Protective Association has for years maintained a registration bureau for song titles. This subject is now under consideration by the National Association of Broadcasters, and it seems quite possible that some protective procedure will soon be initiated.

In concluding this discussion of property rights in titles, I should like to refer to a recent foreign case of interest. The proprietor of the musical composition *The Man Who Broke The Bank At Monte Carlo*, sued an American motion picture company in the Canadian Court, claiming that the motion picture of the same name infringed

upon the musical composition. The Court applied the English Copyright Law, amended in 1931 to expressly extend protection to original and distinctive titles, and stated:

"I find from the evidence that said words, (viz: of the song) had become world wide known to the public and that the title and song has and had a reputation in Canada and other countries . . . In my view it (viz: the motion picture company) then deliberately used the title and permitted the defendants to use the same in the Dominion of Canada, to the injury of the plaintiff."

The Court therefore awarded damages to the plaintiff.

Thus the cases indicate a clear tendency to protect radio titles whenever the offender deceives the public by imitation.

IV. Protection of News

In connection with the question of "property rights" in news, the most important case in the first quarter of the twentieth century was International News Service against the Associated Press, which was finally decided by the United States Supreme Court. In that case, the International News Service copied the public news bulletins posted by the Associated Press, and sent copies and news summaries to its own subscribers. In characterizing the defendant's acts as unfair competition, and forbidding such practices, there were two very significant points made by the Court.

In the first place, in order that the

law may protect a right in news, it is necessary that the right be recognized as property. The International News Service strongly relied upon the argument that news belonged to the public, and that no one had any definite rights in it. In rejecting this argument, the Court stated that the rights to the news as between the Associated Press and the public were immaterial. On the other hand, it held that as between the Associated Press and its competitor, the International News Service, the former had certain rights to its news which were subject to legal protection. Current news, thereupon, became recognized for practically the first time as a form of property, subject to protection under certain circumstances.

In the second place, the Court held that the International News Service was unfairly competing with the Associated Press by misappropriating, for profit, the latter's news bulletins. This is particularly significant, inasmuch as prior to the decision, the courts usually denied relief unless either the elements of "palming off" or deceit were present. The Court enlarged the legal doctrine of unfair competition by stating that misappropriation, as well as misrepresentation, would be enjoined. This is a demonstration of how the law enlarges the scope of its relief in order to accommodate new types of situations.

A similar new branch of law is the extension of the doctrine of interference with contract. Previously, there was no remedy against one who interfered with the performance of a contract between two others. The law had slowly and hesitantly afforded a remedy against one who *induced* a

party to a contract to break it. This doctrine of inducement to break a contract was limited, however, to the situation in which A had a contract with B and C induced A to break his contract with B. More recently the Court seems to have granted a remedy for mere *interference* with a contract even where one of the parties was not *induced* to break his contract. Take for example, the leading case of Reiner against North American News Alliance, which was decided by the New York Court of Appeals in 1932.

Mr. Reiner had booked passage upon the Graf Zeppelin with knowledge that a third party had contracted for the exclusive news rights of the trip, and also with knowledge that his ticket contained a provision that he would give no interviews and send no flight reports either *en route* or for eight days thereafter. Nevertheless, Reiner thereupon contracted with and supplied to the North American News Alliance reports of the trip. He brought suit to recover from the North American News Alliance the agreed price for such reports.

The Court of Appeals, however, refused to grant Mr. Reiner any relief, inasmuch as both he and the North American News Alliance had been guilty of illegal conduct. The Court held that Mr. Reiner's contract and his conduct unlawfully interfered with the contract between the owner of the Graf Zeppelin and the third party. In other words, Mr. Reiner was compelled by law to respect the contractual provisions and limitations of his ticket.

From the two cases cited above and the discussion of them, three legal principles can now be crystallized.

1. Under certain circumstances, current news will be deemed to have certain "property right" aspects. (International News Service case).

2. Under certain circumstances, courts will enjoin misappropriation of this news by competitors. (International News Service case).

3. Under certain circumstances, courts will not enforce a contract for the sale of news when the seller violates a contractual provision prohibiting him from communicating such news. (Reiner case).

These principles have been recently applied to the subject of property rights in sport events. Two recent cases clearly indicate the use of these concepts.

In 1935, the owners of the New York Giants brought suit against a company known as "Teleflash, Inc." The owners of the Giants had entered into a contract with the Western Union Telegraph Company permitting Western Union to furnish certain subscribers with the descriptions of the baseball games while they were being played. Without any such contract or permission, Teleflash, Inc., furnished its subscribers with similar news. An injunction was sought against Teleflash, Inc., on the ground that the owners of the Giants had the exclusive property right to the news of the game while it was being played.

There was no evidence that the ticket holders were the source of the news to Teleflash, Inc.; and even if they were, the tickets did not contain any provision prohibiting the publication of news of the game. The Court also pointed out that the legal doctrine of

unfair competition was not applicable, since the owners of the Giants and the Teleflash were not in competition, and accordingly refused to grant an injunction. This was quite in accordance with the above doctrines. The situation is different from the *Reiner* case where there was a restriction on the passage ticket prohibiting the news story of the trip of the Zeppelin; and it is also different from the *International News Service* case where there was competition between the two parties to the suit.

Notice, however, that within eighteen months after this decision, a case arose in which the property rights in a sport event were protected by the court. This case directly involved broadcasting. The promoters of the Joe Louis-Farr fight granted to the National Broadcasting Company the exclusive right to broadcast the description of the contest. The National Broadcasting Company in turn granted these rights to the Buick Company as sponsor. Transradio Press Service, Inc. which supplies news to certain broadcasting stations, knowing of these exclusive broadcast arrangements, nevertheless advised its customers that it would furnish a running account of the contest while it was in progress. Promoters of the fight and the National Broadcasting Company then sued to restrain Transradio Press Service, Inc. from furnishing such news. Upon the argument of the case, the Court requested Transradio's attorney to explain by which means it intended to obtain the description of the fight. The answer was: ". . . to obtain tips from ringside broadcast as to the facts of the progress of the fight and to authenticate them by independent investiga-

tion by news gathering representatives of the defendant located at vantage points outside the stadium but within view of the bout."

The Court held that insofar as broadcasting was concerned, Transradio was in competition with the plaintiffs. Furthermore, the rehashing of the "tips" would inevitably involve the use of the facts obtained from the plaintiffs' broadcast, and this would constitute "an unlawful appropriation of the exclusive property rights of the plaintiffs." Thus the Court applied the doctrine of the *International News Service* case and recognized property rights in news. The Court also pointed out the importance of a restriction upon the ticket of admission by referring to the fact that the admission tickets to the fight contained the following clause: "This ticket is sold and purchased and if honored, is to be honored upon the express agreement that no motion pictures of the contest herein referred to will be taken and no broadcast thereof effected by the purchaser or holder of this ticket except as may be authorized by the promoter." This provision may well be recognized as similar in effect to that given legal recognition by the Court in the *Graf Zeppelin* case referred to above as the *Reiner* case.

An interesting variation of this type of situation between competing broadcasters has occurred in the recent "feud" between stations WIBW and WOW. The former station, claiming the exclusive rights to broadcast the National Cornhusking Championship at Marshall, Missouri, had certain of the employees of WOW arrested on a charge of trespass for testing their mobile broadcasting equipment near

the scene of the contest. As a result, WOW broadcast its description of the event from a nearby field. The Court imposed fines for the trespass, and the case is now on appeal. It has been indicated that WOW will contend on appeal that the broadcast was of public interest, and that the ousting was against public policy.

The above cases indicate another type of problem. Will the courts go one step further, and protect property rights in news even where such news is obtained outside of the enclosure? Assuming that Transradio Press had obtained its news exclusively at vantage points outside the arena, would the Court have reached the same decision?

In the *Teleflash* case, the Judge said:

"If, however, what the defendants distributed was the fruit of what they saw while wholly outside the plaintiff's grounds, I feel that they were free to convey this at will to telephone listeners. Insofar as I read the authorities, I find nothing to the contrary."

There has been, however, at least one decision which might indicate a contrary viewpoint. In 1932, the Appellate Division of the New York Supreme Court approved a decision prohibiting Pathe News, Inc. from distributing or exhibiting motion pictures of the Sharkey-Walker boxing exhibition, which consisted in part of pictures taken by use of a telescope from a point overlooking a part of Ebbetts Field in Brooklyn, where the contest had been staged. Part of the pictures had been taken from a box within the stadium, but it appears that

the admission tickets contained no prohibition against the taking of motion pictures. Inasmuch as no opinion was rendered, it is not possible to know the reasoning of the Court.

A recent decision of the High Court of Australia is of interest since it is in accord with the statement in the *Teleflash* decision, and tends to indicate the judicial attitude toward this problem. The Court held that the broadcast of the description of a race, viewed from a point of vantage outside the race enclosure was legal. In reaching this decision the Court stated:

"I am unable to see that any right of the Plaintiff has been violated or any wrong done to him. Any person is entitled to look over the Plaintiff's fences and to see what goes on in the Plaintiff's land. If the Plaintiff desires to prevent this, the Plaintiff can erect a higher fence. Further, if the Plaintiff desires to prevent its notice boards being seen by people from outside the enclosure, it can place them in such a position that they are not visible to such people . . ."

All the above situations involve attempts by rival interests to obtain news of an event at the scene of the event. A different problem is presented when one radio station utilizes the material broadcast by a competitor for its own purposes. Such a situation was recently presented when the Federal Communications Commission, acting upon the complaint of the American League of Professional Ball Clubs and certain of its affiliates, warned a large independent radio station in New York against the practice of "pirating information of certain ball games from other broadcasters." The complaint

stated that the American League had contracted with certain stations to have the exclusive rights to broadcast the games, and that the information from these broadcasts was pirated by another station and re-broadcast immediately. The Commission stated that such a practise violated the re-broadcast provisions of both the Communications Act of 1934 and the Rules and Regulations of the Commission, and would not be further countenanced.

In concluding the subject of property rights in news broadcasts, the case of Associated Press against station KVOS, Inc., undoubtedly familiar to all broadcasters, should be mentioned. There the United States Circuit Court of Appeals, following the doctrine of the International News Service case, prohibited the practice of broadcasting news items or summaries of news which had recently been published in newspapers. The Court found that there were both competition and misappropriation present. Although this case was reversed and dismissed by the United States Supreme Court, the reversal was on a technical legal question, and the Court expressly stated that it was not a ruling upon the merits of the case.

New concepts have developed in this field of law. The tendency is to recognize property rights in news. Under certain circumstances, the broadcast of news, whether of general or special events, will now be protected.

V. *Protection of Names and Personalities*

(A) *The Aunt Jemima Case*

One of the most important aspects

of programming concerns the use of names and personalities. This is particularly so in connection with dramatized news broadcasts. The general principles applicable to this type of problem were recently set forth in detail by the United States Circuit Court of Appeals in New York. Familiarity with the *Aunt Jemima* case, accordingly, is necessary in order to properly evaluate the subject.

Miss Tess Gardella, a stage and radio performer, had achieved considerable fame under the pseudonym "Aunt Jemima." She brought suit against the Log Cabin Products Co., Inc., (manufacturers of maple syrup), its parent company, General Foods, Inc. and National Broadcasting Company. The basis of the suit was that she had been injured by the use of the name "Aunt Jemima" in broadcasts over a National Broadcasting Company network, sponsored by the Log Cabin Products Company, Inc., and General Foods, Inc.

In connection with the broadcast of this program, the Log Cabin Company has made an agreement with the Quaker Oats Company, manufacturers of "Aunt Jemima Pancake Flour," a trademarked name, for a joint advertising campaign. The pancake flour had been widely advertised, for a long period, by public appearances of colored women portraying the Aunt Jemima character whose face appears on the packages. It was agreed that "Aunt Jemima" as a character and as a product should be mentioned in a favorable light on the radio program "for the joint promotion of Aunt Jemima and Log Cabin Syrup." In the program in question, the name Aunt Jemima was used only in connection with pancake flour.

It appears that the Log Cabin Company had attempted to employ Miss Gardella to take part in these programs, but that because of inability to agree on compensation, no engagement had been consummated. Thereafter the Log Cabin Company employed other persons to read the dialogue and to do the singing. These performers were referred to merely as "Aunt Jemima."

In the first place, Miss Gardella claimed that the use of the name "Aunt Jemima" violated her right of privacy under the New York State law. Although affirming her contention that the New York statute does protect a public or stage name, the Court stated that just as Miss Gardella had acquired certain rights to the use of the name "Aunt Jemima" in her professional career, so also the Quaker Oats Company had certain rights in that same name. The Quaker Oats Company not only had the right to use the name and the fictitious character it represents, but also the right to the various forms by which it might be advertised. Therefore, continued the Court, whatever rights Miss Gardella might have against the rest of the world, she had no statutory right of privacy against the Quaker Oats Company, and that company needed no authority from her to use the name "Aunt Jemima."

The Court thereupon considered the question of unfair competition. Miss Gardella claimed that the actress on the program who did the singing was hired to imitate her (Miss Gardella's) style and manner of singing, and that because the name "Aunt Jemima" was used, the public was misled into believing that Miss Gardella was sing-

ing. Furthermore, she claimed that the counterfeit performance was of inferior quality, and so her reputation and earning power were injured.

The Court stated that this claim of unfair competition involved two distinct problems. In the first place, there was the question of imitation and deception—the usual problem of "passing off." Conceding that, within the scope of her fame and activities, Miss Gardella had achieved, as Aunt Jemima, a certain fame and unique significance which the law will protect against pirating, the Court stated that Quaker Oats Company had "no right to trade upon her reputation or to pass off an imitation of her singing or form of entertainment which either caused deception or was likely to do so." But this was not done. There was no proof of such impersonation. The Quaker Oats Company had presented its own character and advertised her through actresses who appeared as "Aunt Jemima," but who did not pretend to be Miss Gardella.

In setting forth the test of identification, the Court said that the probable reaction upon the public mind must be considered. This, of course, was significantly affected by the fact that the fame of the fictitious Aunt Jemima was at least as great in its own sphere as that of the theatrical Aunt Jemima. Accordingly, insofar as an advertising broadcast was concerned, it reduced the probability of confusion. The proof showed that on numerous occasions colored women had been employed by the Quaker Oats Company to portray Aunt Jemima, both in amateur theatricals and radio broadcasts. The Court stated that it seemed clear that the fictitious character, associated

with the extensive advertising, was completely familiar to the public mind, and that "an examination of the broadcast script reveals that whenever Aunt Jemima was referred to or introduced, it was always in the form of advertising pancakes and syrup. Aunt Jemima was predominantly the 'pancake' Aunt Jemima."

The Court also considered the second aspect of the claim of unfair competition, which dealt with the claim that the imitation was so inferior that Miss Gardella's professional reputation was impaired. This, of course, is similar to a claim of defamation.

There is no question but that the law grants a remedy against injury to reputation either by speech, writing or by impersonation. If there is a deceptive imitation amounting to an impersonation which is an inferior performance, and tending to injure one's professional reputation, there is a basis for damages. However, the Court concluded that it was necessary to show confusion or deception. None had been shown.

The case was sent back to the lower court for a new trial, and has recently been settled.

It is obvious that the *Aunt Jemima* decision was based upon an unusual set of facts. Many broadcasters are, however, presently confronted with a variation of this problem, to which the legal principles set forth in the *Aunt Jemima* case are applicable. When a dramatized news program is broadcast, it is clear that there is no question of unfair competition, inasmuch as actors and actresses are expressly depicting the characters portrayed. But may the characters portrayed claim that their

privacy is invaded? Is it possible that such persons can sue for defamation because of an unfair and injurious portrayal? Does the doctrine of defamation by impersonation protect the personalities of other than professional entertainers?

V. Protection of Names and Personalities

(B) Right of Privacy

The concept of the law of privacy has been afforded legal recognition for but a few decades, and its boundaries are still quite uncertain. The usual situation involving this principle arises when the name or picture of an individual are used, without permission, for the purpose of advertising a product. The Courts of certain states have recognized the legal right of persons to be protected from such unauthorized exploitation, and this has been termed the recognition of the right of privacy. It is to be noted, however, that some state courts have refused to recognize any such right, while still other courts have not yet expressed their views.

The *Uproar* case, which was decided by the Circuit Court of Appeals in Massachusetts, and which the United States Supreme Court refused to review, limited the use of a name to an extent almost without precedent. The Texas Company had contracted with Mr. Ed Wynn to broadcast a script prepared by himself for \$5,000 per broadcast. The Texas Company also contracted with the National Broadcasting Company for the use of certain broadcast facilities, and for the services of Mr. Graham McNamee as announcer. Subsequently, the Uproar Company, with the consent of Mr. Wynn, decided

to capitalize on the popularity of the program by publishing the programs in pamphlet form immediately after the radio performance. The Texas Company objected, and sought to restrain the publication, on the grounds that it owned the subject-matter (viz: had property rights) of Mr. Wynn's broadcasts, and also that the publication of the pamphlets would injure the advertising value of the broadcasts. Furthermore, the National Broadcasting Company objected on the ground that the pamphlets used Mr. Graham McNamee's name under the abbreviation "Graham" and that the rights to the use of this name belonged, pursuant to contract, exclusively to it.

The Court held that, under the circumstances, the literary property in the scripts belonged to Mr. Wynn and he had the general right to publish them. However, said the Court, "as the scripts were prepared under contracts with the Texas Company for that company's advertising and Wynn had been paid for the use of them, plainly he was not at liberty to make any other use of them which could in any way weaken or interfere with that for which they had, so to speak, been sold." The Court thereupon held that the pamphlet might well tend to injure the effects of the advertising of the Texas Company.

The Court further decided that the Uproar Company had no right to use Mr. Graham McNamee's name in its publication, either in full or under the abbreviation "Graham." Thus the Court recognized a property right in the name and restrained its use even where the first name only was mentioned, since its position in the entire context identified the personage.

The question as to whether those courts which recognize the right of privacy will consider a dramatized news broadcast on a sponsored program as a violation, is still open. It is clear, however, that the right of privacy seems to be limited to a certain extent, and does not protect the acts of a person, particularly one who is prominent and engaged in public life, from being truthfully depicted in the news. As has been stated by the Kentucky Supreme Court, "There are times . . . when one, whether willingly or not, becomes an actor in an occurrence of public or general interest. When this takes place, he emerges from his seclusion, and it is not an invasion of his right of privacy to publish his photograph with an account of such occurrence."

A recent decision emphasizes the usual judicial attitude that the law will not restrain the truthful report of a fact, even though that fact be dramatized. In August, 1937, Mr. Martin Durkin, a convicted murderer in prison, brought suit to restrain a dramatization of his career on Mr. Phillips Lord's *Gang Busters*, a program sponsored by the Colgate-Palmolive-Peet Co. and broadcast over the Columbia network. Among other allegations, Mr. Durkin claimed that in a short time he would be eligible for parole, and that as a result of the broadcast he "will suffer irreparable harm, damage, disgrace, shame and humiliation . . ." In denying relief to Mr. Durkin, the Court stated: "This Court would have no power to enjoin a newspaper three months after the commission of a crime or ten years after the commission of a crime for making a statement of the actual happening or the actual facts that hap-

pened during a commission of the crime. And as I understand this case, it is a rather pictorial statement of the crime by taking from the records of the Court what actually happened in the commission of that sort of crime." Furthermore, concluded the Court, if the broadcast affected the action of the Parole Board, and it was untrue, "the plaintiff would have an action at law to recover damages."

There are a few cases, however, which indicate that there may be certain abuses which the courts will not tolerate. Perhaps the most striking of these was the action by Mrs. Gabrielle Darley Melvin because of the production and exhibition of the motion picture film, *The Red Kimono*, depicting incidents in her life. Although the Court stated that the use of the incidents in themselves, being matters of public record (she had been tried and acquitted of a murder charge) were not subject to restraint, yet because Mrs. Melvin had reformed and abandoned her past life, the use of her maiden name in connection with the advertising of the picture violated her Constitutional Right "to pursue and obtain happiness. Whether we call this a right of privacy or give it any other name is immaterial . . ."

In 1927, the Supreme Court of the District of Columbia considered actionable the publication of a stolen picture of a married woman in connection with an uncontroverted news item to the effect that she was recovering from gas asphyxiation, in what was made out to be a scandalous effort at double suicide. The Court termed the publication of the picture an invasion of the right of privacy, one of the "inalienable rights of man" guaranteed by the

"life, liberty and pursuit of happiness" clause of the Declaration of Independence.

It seems to me that the law must permit a truthful presentation of news events irrespective of injury to individuals who were in the past involved in unpleasant incidents, or it must prohibit revelations of the past which are unfavorable to living individuals. It should not make exceptions, and thus jeopardize the rights of both the presenters and those depicted.

The rule of permitting such presentations should be applied, otherwise there will be no limit to the curtailment of perhaps historical incidents. Sensationalism at the expense of certain individuals is of course to be decried, but the discouragement should come from the public's reaction to the bad taste of such presentations. Unless truthful dramatic presentations are permitted, there is a form of censorship which, no matter how well motivated, is indefensible.

It has sometimes been suggested, in connection with the protection of the names of stage and radio performers, that such names be registered in Washington. This, however, presents a difficult problem. The theory of American Trade Mark law is that a trade mark is registered after it has been in actual use, and the application contains a description of the *goods* on which the trade mark has been used. There is, of course, a possibility that a certain amount of a product, such as cigarettes, might be actually manufactured, and sold under the name "Cassandra" cigarettes, and thereafter trade mark registration applied for. An attempt of this sort, however, has not yet come to my attention, and I offer no opinion

as to the effectiveness of such procedure.

A special situation is presented in New York State. I have already mentioned that, in the *Aunt Jemima* case, the Court held that the New York statutory right of privacy applied to a public or stage name. What is this law, and what is its effect?

The New York Civil Rights Law provides that the name, portrait or picture of any living person may not be used for advertising purposes, or for the purposes of trade, without prior written consent. There have been a number of cases, particularly those relating to motion pictures, which indicate the scope of the law insofar as it is pertinent to this discussion.

With reference to the protection of stage and public names, the *Aunt Jemima* case in effect overruled a recent decision by the lower court in the *Cassandra* action. In 1936 Miss Claire H. Davis, who described herself as "an actress, psychic, palmist, author and lecturer," appearing under the name "Cassandra" or "Casandra," sued R. K. O. Pictures for violation of her right of privacy (under the New York State Law) and also for libel. She claimed that in the R. K. O. motion picture known as *Bunker Bean*, her stage name was used as that of a character, and in such manner as to subject her to ridicule and contempt. The Court pointed out that in the picture there is no reference to Miss Davis, and that the character in the picture is *Countess Casandra*, which title the plaintiff did not claim she assumed, even as a stage name. Pointing out that the name "Casandra" is derived from Grecian mythology, and has been associated in

literature with prophecy, the Court stated: "Names of other mythological characters have not escaped those engaged in the amusement field or in business 'Hercules' and 'Atlas' are assumed by theatrical strong men and by powder and cement companies. Other similar instances are numerous. They are all names that in the public mind have become associated with some particular trait, quality or power."

The Court thereupon concluded that the R. K. O. Company had as much right to use the name "Casandra" in the picture, as the plaintiff had to assume that name as psychic and palmist, and that there was no indication that the character in the picture referred to her, so as to constitute any libel. Furthermore, stated the Court, the New York statutory right of privacy does not refer to stage names.

Although this decision was undoubtedly warranted by the facts, the last-stated conclusion of the Court has been contradicted in the *Aunt Jemima* case, and should be considered overruled. However, inasmuch as both cases were interpretations by the federal court, the decision cannot be deemed final. For the state court has the highest authority in determining the meaning of a state statute.

It is interesting to note that the statute does not apply to the imitation of a voice. This was decided in Miss Helen Kane's suit against Fleischer Studio, Inc., in which she claimed that Betty Boop was a copy of her person. The Court found that the cartoon did not resemble Miss Kane, and that although there was a similarity of voice, this was not prohibited by the statute.

The question as to whether a dramatized news broadcast on a sponsored program constitutes a violation of the New York statute has been subject to much legal speculation. There is at least one case, decided by the New York Court of Appeals, which indicates that, if there is more fiction than fact in the dramatization, the statute is violated. Without entering into an extended discussion of the intricate legal concepts involved, I point out that the situation is of sufficient seriousness to warrant the attention of at least all broadcasters in New York State.

In summary, it may be stated that, with the exception of New York State, it would seem that the right of privacy concept will not be invoked to restrain the broadcast of news dramatizations, except in occasional extreme cases. It is therefore pertinent to consider certain other legal principles which may be considered applicable.

V. *Protection of Names and Personalities*

(C) *Defamation*

In the usual action involving defamation, certain untrue words have either been written or spoken about another person which, in general, either injure his reputation or cause him shame. Although there have been comparatively few cases on the subject, it appears to be quite certain that the liability of broadcasters is closely akin to that of newspaper publishers, and that broadcasters will be held absolutely liable when defamatory words are spoken. (Most of the cases on the

subject have involved the question as to whether defamation by broadcast constitutes libel or slander. The importance of this differentiation relates primarily to degree of liability and proof of damages, and is not pertinent to this discussion.)

But, as above indicated, I am considering the question of defamation by impersonation, rather than by oral or written descriptive phrases. Suppose a person who is depicted in a news dramatization is chagrined to find that his voice is unfairly caricatured, or that he is falsely represented as having done certain acts, or as having stated certain words—is there a remedy?

The injury which was claimed in the *Durkin* case was not the falsity of the presentation but rather the publicity which revived the incident in the public mind. Assuming however, that while the script set forth the facts accurately, the voice, tone or manner of speaking was unlike the person portrayed, and subjected him to contempt or mortification. Under such circumstances the court might well consider the *Camel* case. In that action, Mr. Crawford Burton gave permission to the makers of Camel cigarettes to take his photograph and to publish it in connection with an advertisement for Camels. Due entirely to an optical illusion, the photograph of Mr. Burton, published in the advertisement, was "susceptible of being regarded as representing plaintiff as guilty of indecent exposure and as being a person physically deformed and mentally perverted."

The Court pointed out that in most cases "a libel must be something that

can be true or false, since truth is always a defense. It would follow that if, as we agree, the picture was a mistake on its face and declared nothing about the plaintiff, it was not a libel." But the Court refused to adopt this line of reasoning, stating that the picture was actionable inasmuch as it might well have injured the plaintiff's reputation, and "that the fact that it did not assume to state a fact or an opinion is irrelevant."

It is well settled that legal redress is afforded against the act of falsely attributing speech or writings to a person, resulting in humiliation or damage to reputation. One of the leading cases on this subject was decided by the New York Court of Appeals in 1913. Baron Antonio B. d'Altomonte, a noted professional newspaper correspondent, author, lecturer and traveller, sued the New York Herald Tribune Co. He claimed that by reason of an article in defendant's newspaper, the authorship of which was falsely attributed to him, he was damaged in reputation, and humiliated. Baron d'Altomonte asserted that the article represented him as describing himself in an absurd and improbable adventure, and exposed him to charges of sensationalism, bad taste and falsification. The Court stated: "I think the publication ascribing the authorship of such an article to a man of the standing and reputation which plaintiff claims for himself . . . if false and a forgery, is calculated to hold him up to ridicule and contempt and to destroy his influence as a writer and lecturer . . ." The

Court, accordingly, refused to dismiss the action.

In 1929, the New York Court of Appeals decided the action of Miss Florence E. Ben-O'liel against the Press Publishing Company. Miss Ben-O'liel, a professional lecturer, writer and teacher, based her livelihood on her reputation as a specialist in certain fields. The defendant published in its newspaper an article purportedly written by Miss Ben-O'liel. She did not write the article, and the facts set forth in it were false, ridiculous and grotesque. In stating that Miss Ben-O'liel had an action in damages for humiliation and injury to her reputation, the Court stated: "In order to constitute a libel, it is not necessary for the defendant in its paper to directly attack the plaintiff as an ignorant imposter. The same result is accomplished by putting in her mouth or attaching to her pen words which make self-revelation of such a fact. One may say of a physician that he is an ignorant quack, or he may print a statement by the physician regarding some operation performed by him or some treatment of a disease which shows him to the profession to be an ignoramus and a bungler. Both of these publications would be libelous."

There are several cases which clearly hold that the false portrayal of a person as a party to a certain event, which portrayal causes humiliation or injury to his reputation, is subject to legal redress. The most important recent decision on this subject is the *Foussou-poff* case. A Russian Princess sued Metro-Goldwyn-Mayer Pictures, Ltd. in England, claiming that she was in-

jured by the portrayal of Princess Natasha in defendant's motion picture, "Rasputin." In the picture it was represented that Princess Natasha had been seduced or ravished. The plaintiff proved that the public understood the character in the picture represented her, and that such portrayal was entirely false. The Court awarded judgment for 25,000 pounds sterling, and this verdict was sustained on appeal.

In 1929, Miss Minerva Brown sued the Paramount Publix Corporation in connection with the motion picture *An American Tragedy*. She alleged that this picture purported to portray an incident to which she was a party, but that she was untruthfully portrayed in a defamatory manner. An instance of this was the portrayal of Mrs. Brown "as having neglected her daughter morally and permitted her to carry on clandestine relations with Chester Gillette . . . Surely this portrayal would tend to expose the plaintiff to public contempt and aversion . . ." The Court, accordingly, refused to dismiss the complaint.

A suit arising from the motion picture, *I Am A Fugitive From A Chain Gang* has been brought by Mr. Vivian Stanley against Warner Bros. Pictures, Inc. Mr. Gray, a member of the Georgia Prison Commission, claims that the portrayal of the prison commission in the motion picture, coupled with the fact that the motion picture was advertised as being based on a certain book, damaged his reputation. On a motion made by the defendant challenging the plaintiff's petition, the

Court stated that the petition "charged defamation of a man in public office by representing him to be one of a commission of three who either instigated and furthered a cruel and savage penal system or who, knowing about it nevertheless permitted it to continue." The Court sustained the petition, and it is expected that the case will go to trial.

Warner Bros. Pictures, Inc. are likewise defending an action in New York in connection with the motion picture *Go Into Your Dance*. It is claimed that plaintiff's Casino de Patee (now out of business) is reproduced in the picture, and is represented as being a hangout for racketeers and gangsters. Mr. Yermi Stern, one of the proprietors, claims that this untrue portrayal reflects upon him, and has sued for substantial damages.

In 1936, Miss Fofo Louka, a tragedienne, sued the proprietor of a burlesque theater in Boston, because her picture was displayed at the entrance to a burlesque theater. Asserting that the display implied that she performed in burlesque which was untrue in fact, she claimed damages for humiliation and injury to her reputation. The Court sustained these claims, and awarded her about \$2700.00. The highest court of Massachusetts subsequently affirmed this judgment.

Even an imaginary depiction which subjects the person portrayed to contempt, may make the writer liable. Such an unusual situation was presented in the action of Mr. Curtis B. Dall against Time, Inc. In depicting a news

item from abroad, Time magazine described an imaginary suicide of Mr. Dall, a former son-in-law of President Roosevelt. The jury before whom the case was tried gave a verdict for the defendant, but this was set aside by the Judge. The Appellate Division sustained the Judge's action, and sent the case back to the jury to affix damages. In its decision, the court stated:

"If publishers desire to use the names of living persons by way of example or analogy of infamous acts or degrading crimes merely to arrest their readers' attention, they do so at their peril." It is believed that this decision will be further appealed.

These cases indicate the tendency of the courts to protect private rights against portrayals which, because of dramatic requirements, color the truth and thereby cause humiliation or disgrace to the real people involved. This places a great burden upon those who dramatize events of living people, for unless these presentations are favorable, the creators must be prepared to establish the truth or face the possible consequences of damage suits.

V. *Protection of Names and Personalities*

(D) *Unfair Competition*

I have already stated that the question of "passing off" is not ordinarily involved in dramatized news broadcasts, inasmuch as the actors and actresses are expressly depicting the characters portrayed. However, there

is an action, pending at the date of this writing, which presents an interesting variation of the "passing off" concept set forth in the *Aunt Jemima* case.

Miss Kathryn Kulm, a stylist and theatrical dress designer, sued Veloz and Yolanda, a well-known dance team, because of an article written in the Chicago Tribune in 1935. The article, purportedly based on information furnished by defendants, stated that they designed certain of Miss Yolanda's gowns. Miss Kulm claimed that such statements were false; that in fact she designed all of the gowns referred to in the article; that she is widely known in the theatrical field as the designer of Miss Yolanda's gowns—and thus the publication of the article injured her reputation. In considering certain matters of legal pleading, the Court indicated that the allegations, if proved, warrant legal relief. Because of certain technicalities of pleading, however, the Court stated that it will be necessary for Miss Kulm's attorneys to amend the complaint before proceeding further. This decision is now on appeal.

It is interesting to note that although the action is for defamation, the essence of the claim is the "passing off" of Miss Kulm's work as the work of Veloz and Yolanda. This is an interesting contrast to the *Aunt Jemima* action, which involved the claim that the performances of third persons were being "passed off" as those of Miss Gardella.

VI. *Conclusion*

The law is adjusting itself to a change in comparative values.

Before the advent of radio, the scale

of public policy was much heavier than the scale of individual rights. The protection of mere ideas might grant monopolies in artistic fields and seriously hamper their development, subjecting everyone who could not prove complete originality to lawsuit.

The law recognized the wisdom of the Latin proverb—*non nova sed novae*; it is not the new idea which matters but how it has been treated or developed. Similarly, the exclusive rights of the individual in a name, title or a news event were outweighed by considerations of public policy.

The law, accommodating itself to this philosophy, granted no rights or very restricted rights. True, in some instances, individuals were injured by the failure to give property right status to ideas, but such sacrifice was necessary in the common good. That is how the pernicious distinction grew between being morally right but legally wrong. What is meant is that the law in its endeavor to be consistent and to serve as a guide post for future conduct refused to make exceptions in special instances which sorely tempted relief.

The growth of broadcasting, particularly when coupled with the development of motion pictures, has tipped the scales differently. A new great industry revolves on an axis of ideas. Huge sums of money are gained or lost because of the success or failure of a mere idea. Popularity skyrockets names or titles to the attention of audiences never before enjoyed by Emperors. Thirty million people listen at one time to one program. The attendant rewards are similarly great. The full value of news which is its fresh-

ness, now blossoms forth into instantaneous delivery over stretches of thousands of miles, as if it were carried by lightning. The dramatization of news becomes an audible motion picture of the event. And broadcasting, its power far greater than any frequency measurement indicates, can destroy or magnify the prestige and popularity of any individual as no other medium in the history of the world. Such power indicates its own restrictions.

The jeopardy, financial and otherwise, of the rights of the individual must be given greater weight. Its relative value had been small, as compared with the general rights of citizens not to be harassed by worthless claims. The scales are tipping in the other direction. As a dynamic force the law creates new rules for conduct. The doctrine of unjust enrichment has always been recognized by law. The previous denials of remedy caused minor sacrifices. Now such denials involve major sacrifices on one hand and huge profits on the other. The tendency is to prevent such inequality.

It is in the light of this analysis that the newer tendencies of the law can be understood. The danger is that the pendulum of relief will swing to an extreme. Radio executives must proceed with utmost caution. They can no longer entirely depend on precedent, — for precedent is being abandoned. The law is passing through a transition and one must gauge its tendencies and directions.

I hope that the above analysis will be of some aid in charting the correct course in the new and stormy sea of radio law.

Digest of Radio Legislation Introduced Into The Senate and House of Representatives During the First Session of The Seventy-Fifth Congress

SENATE

S. 595. Mr. Copeland; January 11, 1937 (Commerce).

Approved May 20, 1937 (Public, No. 97).

Extends the purposes and provisions of the Communications Act of 1934 (U. S. C. 47: 151-609) to cover safety of life and property at sea through the use of wire and radio communications, and provides for the enforcement of the International Convention for Safety of Life at Sea. It shall be unlawful for ships of the United States or of foreign countries, (a) if other than cargo ships of less than 1,600 tons, to leave ports for voyages in the open sea unless equipped with efficient radio installation manned by qualified operators; or (b) if passenger vessels of 5,000 gross tons or over to leave port unless equipped with an efficient radio direction finder apparatus—except ships of war, and certain ships operated close to land. Each cargo vessel shall carry at least two operators unless equipped with an automatic alarm receiver, and all passenger vessels, where hours out of port exceed 48, shall carry three operators. All such radio installation shall have normal transmitting and receiving range of 200 nautical miles—with emergency installation of half that range. There shall be efficient means of communication between the bridge and radio room. The masters of such vessels shall, on meeting with dangerous ice, derelicts, tropical storms, or navigation dangers, transmit such information to ships in the vicinity. And stations subject to the Communications Act shall exchange radio communications, distress signals, etc., with aircraft as well as with ships at sea. (Repeals Radio Act of 1910.)

S. 681. Mr. Copeland (by request); January 12, 1937 (Commerce).

Amends R. S. 4131, which requires that certain officers on vessels of the United States must be American citizens: (1) By making it applicable to vessels "propelled by steam or any other method" [instead of "propelled wholly or in part by steam"]; and (2) by including chief radio officer and other members of the radio department qualified to take charge of the radio watch.

S. 1353. Mr. Walsh; February 3, 1937 (Interstate Commerce).

The Communications Commission may authorize actual operation of transmitting apparatus by unlicensed persons at all radio stations for which a station license is required except (1) where licensed operators are required by international agreement or for safety; or (2) stations engaged in broadcasting, or operated as common carriers (below 30,000 kilocycles); and make special regulations governing granting of licenses for the use and operation of automatic radio devices (amending U. S. C. 47: 318).

S. 2170. Mr. Johnson of California; April 15, 1937 (Commerce).

Requiring passenger aircraft to be equipped with radio installation—companion bill to H. R. 6346.

S. 2407. Mr. Sheppard; May 12, 1937 (Interstate Commerce).

The Federal Communications Commission shall have authority to issue radio station operators' licenses only to applicants 21 years of age or over, but the Commission may waive the age-limit in issuance of licenses to amateur operators [amending U. S. C. 47: 303 (1)].

S. 2733. For digest of contents of this bill see H. R. 3039.

S. 2756. Mr. Schwellenbach; July 8, 1937 (Interstate Commerce).

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

S. 2757. Mr. Schwollenbach; July 8, 1937 (Interstate Commerce).

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

S. 3000. Mr. Sheppard; August 21, 1937 (Interstate Commerce).

Removes the qualification of 6 months' previous service on United States ships required for radio operators on cargo ships fitted with auto-alarm systems, under § 353 (b) of the act of May 20, 1937 (Public, No. 97—75th Cong.).

HOUSE OF REPRESENTATIVES

H. R. 1592. Mr. McCormack (by request); January 5, 1937 (Interstate and Foreign Commerce).

Neither the Communications Act of 1934 nor any other act, shall prevent the furnishing reports of positions of ships at sea to newspapers of general circulation, provided the reporting company's name is displayed along with the ship position reports. (Amending 48 Stat. 1064.)

H. R. 3038. Mr. Scott; January 14, 1937 (Interstate and Foreign Commerce).

Amends § 326 of the Communications Act of 1934 (U. S. C. 47: 326) to provide that no action, civil or criminal, shall be commenced against any licensee because of anything said or done during any broadcast on any public, social, political or economic issue; but the exemption does not extend to defamatory, profane, indecent, or obscene language or action broadcast by an officer, employee, agent, or representative of the licensee.

H. R. 3039. Mr. Scott; January 14, 1937 (Interstate and Foreign Commerce).

Each licensee of a radio broadcasting station shall set aside regular periods for uncensored discussion on a nonprofit basis of public, social, political, and economic problems, and for educational purposes. Equivalent facilities shall be afforded opposing viewpoints. The licensing authority and licensees shall have no power of censorship nor be subject to liability, civil or criminal, for material so broadcast. [Present law (U. S. C. 47: 315) requires that equal facilities be afforded opposing candidates for public office.]

H. R. 3033. Mr. Scott; January 14, 1937 (Interstate and Foreign Commerce).

Radio-broadcasting stations shall keep records (to be open to public inspection) of: (1) Applications for time; (2) rejections of applications, with reason; (3) additions and changes requested in arranged programs on public, social, political, and economic issues and on educational subjects; (4) interference with and substitution of programs on such issues and subjects (adding to § 315 of the Communications Act of 1934, U. S. C. 47: 315).

H. R. 3140. Mr. Culin; January 18, 1937 (Interstate and Foreign Commerce).

Prohibits the advertising of alcoholic beverages by radio; penalty, fine of \$500 to \$1,000 and/or imprisonment from 3 to 12 months (adding to Communications Act of 1934, § 16).

H. R. 3884. Mr. Lea; January 28, 1937 (Interstate and Foreign Commerce).

Makes it unlawful for any carrier by wire or radio to issue or honor any frank, or render any free interstate or foreign service, except in situations involving safety of life or property (including hydrographic and weather reports, medical assistance to persons on ships or aircraft at sea), and except in preparation for national defense [amending §§ 210 and 602 (b) of Communications Act of 1934—which now permit carriers to issue and exchange franks and passes for employees and their families].

H. R. 3892. Mr. Wearin; January 28, 1937 (Interstate and Foreign Commerce).

Makes it unlawful for any radio broadcasting licensee—(1) to be owned, controlled, or managed, directly or indirectly, by the owner, manager, etc., of a newspaper or other printed publication; (2) to own, control, or manage a newspaper or other printed publication. The foregoing shall not apply to licensees during the term of their license.

H. R. 3898.^a Mr. Lea; January 28, 1937 (Interstate and Foreign Commerce).

Approved March 29, 1937 (Public No. 2):

The Communications Commission may authorize actual operation of transmitting apparatus by unlicensed persons at all radio stations for which a station license is required except (1) where licensed operators are required by international agreement or for safety; or (2) stations engaged in broadcasting, or operated as common carriers (below 30,000 kilocycles); and make special regulations governing granting

of licenses for the use and operation of automatic radio devices (amending U. S. C. 47: 318).

H. R. 4191. Mr. Ramspeck (by request); February 2, 1937 (Merchant Marine and Fisheries).

Extending the purposes and provisions of the Communications Act of 1934 to cover safety of life and property at sea through the use of wire and radio communications—companion bill to S. 595.

H. R. 4195. Mr. Ramspeck (by request); February 2, 1937 (Merchant Marine and Fisheries).

Amends R. S. 4131, which requires that certain officers on vessels of the United States must be American citizens: (1) By making it applicable to vessels "propelled by steam or any other method" [instead of "propelled wholly or in part by steam"], and (2) by including chief radio officer and other members of the radio department qualified to take charge of the radio watch.

H. R. 4281. Mr. Celler; February 3, 1937 (Naval Affairs).

Authorizes Secretary of Navy to construct and operate a "Pan American Radio Station" in Washington—Commissioner of Education to provide programs of national and international interest and without advertising matter. General policies of the station shall be determined by an advisory board of nine consisting of the Secretary of State, Director of the Pan American Union, Chairman of the Federal Communications Commission, Commissioner of Education, and such other Government officials as the President may select. Authorizes \$700,000 for construction, \$100,000 annually for operation, and necessary sums for program production.

H. R. 5038. Mr. Anderson of Missouri; February 24, 1937 (Interstate and Foreign Commerce).

Broadcasting licenses shall be granted for a minimum term of 5 years [now granted for a maximum term of 3 years]—not applicable to licenses in force on date of enactment [amending U. S. C. 47: 307 (d)].

H. R. 5300. Mr. Maloney; March 3, 1937 (Interstate and Foreign Commerce).

Personal endorsements of articles by radio, if paid for, must be accompanied by statement to that effect.

H. R. 5336. Mr. Welch; March 4, 1937 (Interstate and Foreign Commerce).

Restricting radio station operators' licenses to applicants over 21 years of age—covered by later bill, H. R. 5376.

H. R. 5376. Mr. Welch; March 5, 1937 (Interstate and Foreign Commerce).

The Federal Communications Commission shall have authority to issue radio station operators' licenses only to applicants 21 years of age or over [amending U. S. C. 47: 303 (1)].

H. R. 6440. Mr. Boylan of New York; April 15, 1937 (Ways and Means).

Requires the registration of broadcasting stations with the collectors of internal revenue, and payment of a tax computed on authorized power as follows: (1) up to 1,000 watts, \$1 per watt; (2) 1,000 to 10,000 watts, \$2 per watt; (3) over 10,000 watts, \$3 per watt. In cases of part-time stations the tax shall be in the proportion that the number of authorized hours broadcasting bears to 24 hours. Where stations use varying amounts of power the basis of the tax shall be the weighted average amount of authorized power. The tax shall not apply to stations of the State or Federal Governments or to stations operated exclusively for non-profit purposes and using only unsponsored programs.

H. R. 7711. *Mr. McCormack (by request); June 29, 1937 (Interstate and Foreign Commerce).

As passed by House August 2, 1937:

Neither the Communications Act of 1934 nor any other act shall prevent the furnishing reports of positions of ships at sea to newspapers of general circulation, provided the reporting company's name is displayed along with the ship position reports. The Commission may prescribe rules to carry out provisions of this act (amending 48 Stat. 1064).

H. R. 8230. Mr. Bernard; August 13, 1937 (Interstate and Foreign Commerce).

Repeals the power of the President, under the Communications Act of 1934, to suspend broadcasting or to take over radio stations upon proclamation that there exists "a threat of war or a state of public peril or disaster or other national emergency"—confining his exercise of such power to a time when "war" exists [amending U. S. C. 47: 606 (c)].

H. R. 8251. Mr. Pettengill; August 16, 1937 (Merchant Marine and Fisheries).

Repeals § 353 (b) of the Act of May 20, 1937 (Public. No. 97, 75th Cong.), which requires cargo ships, fitted with an auto-alarm, to carry at least one qualified operator of at least 6 months' experience aboard United States ships.

ILLUSTRATIVE COPYRIGHT PUBLICATIONS AND BIBLIOGRAPHY

By *Herman Finkelstein*
of the New York Bar

COPYRIGHT PUBLICATIONS AND TREATISES

Publications of the U. S. Government

Copyright Enactments of the United States, 1783-1906.

Copyright Office Bulletin No. 3, order from Supt. of Documents, Washington, D. C.
Price, cloth, 35c.

Copyright in Congress 1789-1904.

Copyright Office Bulletin No. 8, order from Supt. of Documents, Washington, D. C.
Price, cloth, 65c.

The Copyright Law of the United States of America.

Copyright Office Bulletin No. 14, order from Supt. of Documents, Washington, D. C.
Price, 10c.

Decisions of U. S. Courts Involving Copyright, 1913-14.

Copyright Office Bulletin No. 17, order from Supt. of Documents, Washington, D. C.
Price, cloth, 30c.

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Copyright Office Bulletin No. 18, order from Supt. of Documents, Washington, D. C.
Price, cloth, 60c.

Decisions of U. S. Courts Involving Copyrights, 1918-1924.

Copyright Office Bulletin No. 19, order from Supt. of Documents, Washington, D. C.
Price, cloth, \$1

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Copyright Office Bulletin No. 20, order from Supt. of Documents, Washington, D. C.
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Federal Trade Commission Procedure in Radio Advertising Cases

Entry of the Federal Trade Commission in 1934 into the field of commercial radio advertising followed as a logical step the establishment of radio as a major medium of advertising.

Previously, in 1929, the Commission set up its Special Board of Investigation for the review and correction of false and misleading advertising as published in newspapers and magazines. In a series of court decisions, false and misleading advertising has been held to constitute unfair methods of competition which, under the Federal Trade Commission Act, the Commission is required to prevent.

For the prevention of false and misleading advertising by radio broadcast, the Commission's procedure is similar in principle to that utilized in the prevention of the same type of advertising in the periodical field.

The approach to the radio procedure is different to the degree that the two classes of media are different mechanically. Mainly, the radio procedure involves a continuous, systematic review of all commercial continuity. This material is sent to the Special Board of Investigation by individual stations four times a year, by national and regional networks each week, and by producers of electrical-transcription recordings each month.

During the fiscal year ended June 30, 1937, the Commission received copies of 439,393 commercial broadcasts by individual radio stations and 30,983 commercial broadcasts by networks, or chain originating key stations.

The combined material received furnishes representative and specific data on the character of current radio advertising which has proven of great value in the efforts to prevent false and misleading representations.

From data now accumulated as a result of the first three years' systematic review of radio advertising, the Commission is in a position to ascertain the

sources of the more objectionable examples of broadcast advertising, and to take action where necessary.

Continuities are reviewed in the preliminary stage by a staff of carefully instructed examining clerks, whose duty is to sift out at the first stage the large mass of material, well over 80 per cent, which is obviously unobjectionable.

These examiners may be thought of as representing the collective intelligence and impressions of the radio listeners. They mark for further review by the Special Board of Investigation and their legal assistants, such statements and claims as may seem illogical, contrary to common sense or to common knowledge or belief, or adverse to established ethical practices; also assertions of certain types that the board has learned to doubt as a matter of course.

Upon further examination of a continuity, if it appears unobjectionable from a legal standpoint, it is filed without action.

If the advertising seems objectionable or of a doubtful character, a questionnaire is usually forwarded to such advertiser requesting information to aid the Commission in reaching a conclusion. Generally such questionnaire calls for formula, sample and follow-up literature. The formula and sample are as a rule submitted by the Commission to other appropriate agencies of the Government for tests and reports. The follow-up literature frequently contains false or misleading claims not appearing in the contact advertising or announcement.

In the event the data submitted, after its subjection to tests and analyses, appears to indicate that the radio advertiser is making misleading claims in violation of the law, an application for complaint against him is docketed; but before the issuance and service of such complaint, the Commission usually refers the matter back to the Special Board of

(Please Turn to Page 768)

Important 1937 Radio Patents

by

JOHN B. BRADY, Counsellor at Law

Washington, D. C.

Patent litigations, involving every major radio manufacturing concern in the United States, played an important role in the advancement of technical radio during the past year.

The major patent decision of the year was obtained by Western Electric Company, in a group of cases decided by the Court of Appeals for the Second Circuit, involving General Talking Pictures Corporation as defendants and in which the Court of Appeals held Arnold patents 1,329,283, 1,403,475, 1,448,550, and 1,465,332, valid and infringed. The suits also involved Mathes patent 1,426,754 and Lowenstein patent 1,231,764, which were held valid and infringed. The group of patents covered the impedance type of conductive coupling for amplifiers and amplifier circuits used widely in talking motion picture installations, public address systems and radio transmitting and receiving systems. The Supreme Court of the United States granted certiorari in the case and heard argument in December, 1937.

Hazeltine Corporation was active in litigation in suits filed against the General Electric Company in the United States District Court at Baltimore, Maryland, under Wheeler patent 1,951,685 on Peak Detector and 2,041,273, for Amplifier Volume Control and also MacDonald patents, 2,022,514 and 1,913,604, for Wave Signaling Systems. Hazeltine Corporation sued Stewart-Warner Corporation under the Wheeler patents in the District Court for the Eastern District of Virginia. Suit was brought under the same Wheeler patents against Radio Corporation of America in the United States District Court for the District of Delaware.

The Dunmore and Lowell patent on the Alternating Current Operation of Power Speakers, was held valid and

infringed as to nine claims by the United States District Court of the District of Maryland in a suit by P. D. Lowell, F. W. Dunmore et al vs. A. G. Triplett et al.

Radio Corporation of America obtained a decision involving DeForest Oscillator Patents 1,507,016 and 1,507,017 in the Court of Appeals for the Second Circuit, in litigation involving F. A. Andrea et al.

Radio Corporation of America were very active in suits in the United States District Court for the Southern District of California, against Pathe Radio and Television Company, on Arnold patent 1,403,475, for Vacuum Tube Circuit; Wilson patent 1,403,932 for Electron Discharge Device; Lowenstein patent 1,618,017 for Wireless Telegraph Apparatus; Heising patent 1,936,162 for Transmission System; and Ballantine & Hull Reissue patent 18,579 for Demodulators and Method of Demodulation; DeForest patents 1,507,016 and 1,507,017 for Radio Signaling System; Lemmon patent 1,702,833 for Electrical Condenser; Round patent 1,811,095 for Thermionic Amplifier and Detector; Chamberlain patent 1,573,374 for Condenser; Kellogg patents 1,707,617 and 1,795,214 for Sound Reproducing Apparatus; and Rice & Kellogg patents 1,728,879 and 1,894,197 for Amplifying System.

In the United States District Court for the Eastern District of New York, Radio Corporation of America pursued Universal Tube Manufacturing Corporation et al under Chamberlain patent 1,573,374 for Condenser; Kellogg patents 1,707,617, 1,795,214 for Sound Reproducing Apparatus; Rice & Kellogg patents 1,728,879, 1,894,197 for Amplifying System, and Sage patent 2,052,316 for the Slotted Plate Variable Con-

denser used for easy compensation of the several tuned stages of the high frequency amplifier of broadcast receivers. In the talking picture art. Radio Corporation of America litigated a number of its patents against R. M. Like et al and also against Balsley & Phillips, Inc., Ltd., in the United States District Court for the Southern District of California at Los Angeles. This litigation included the following patents: Langmuir patents 1,297,188, 1,313,094 for System for Amplifying Variable Currents; Moore patent 1,316,967 for Gaseous Conduction Lamp; Steiner patent 1,614,214 for Means for Supporting and Driving Films; Hoxie patents 1,646,249 for Narrow Light Aperture, and 1,756,863 for Method of Making Motion Pictures; Robinson patent 1,854,159 for Sound Recording; and Heisler patent 1,920,789 for Film Driving Apparatus.

Montgomery Ward & Company was defendant in a suit brought by Condenser Development Corporation, which was appealed to the Second Circuit Court of Appeals under Cramer patent 1,800,719 for Electrical Condenser and Tompkins patent 1,932,328 for Condenser Frame Construction. Condenser Development Corporation also litigated these patents against Walgreen Company of New York and Davega City

Radio, Inc., in the United States District Court for the Southern District of New York.

Amy, Aceves & King, Inc. sued Technical Appliance Corporation under patent 1,920,162, Amy & King, for Radio Aerial Attachment; patents 1,938,092, 1,976,910 and 2,002,844 for Radio Receiving Systems; and Reissue patent 19,854 for Duplex Radio Aerial System, in the United States District Court for the Southern District of New York.

The suit by Wired Radio, Inc. against Broadcast Station WFBE, Inc. was dismissed in the United States District Court for the Southern District of Ohio, Western Division. This litigation involved Crossley patent 1,901,735 for Piezo Electric Crystal System, and 1,627,958 for Radio Frequency Choke Coil System; Walker patent 1,831,151 for Temperature Control System for Frequency Determining Elements; Hund patents 1,822,928 for Piezo Electric Plate, and 1,649,828 for Method of Preparing Piezo Electric Plates.

Ruben Condenser Company was active in suits against Concourse Electric Company, Inc.; Polymet Manufacturing Corporation; R. H. Macy & Company; and Fischer Distributing Corporation, under Ruben Electrolytic Condenser patents 1,710,073 and 1,714,191.

(Continued from Page 766)

Investigation for the purpose of extending to the advertiser an opportunity to negotiate a settlement of the issues.

When the matter cannot be adjusted satisfactorily by correspondence, the advertiser is accorded the privilege of a personal conference with the Special Board, either with or without counsel, where he is allowed full opportunity to justify his claims.

If, upon due consideration, the Special Board is of the opinion that the respondent has not established the truth of his claims, he is offered the privilege of closing the matter by signing a stipulation whereby he agrees to discontinue making the assertions deemed misleading.

Where the respondent declines to stipulate, the case is reported by the board to the Commission, together with a stenographic transcript of the hearing, all exhibits, records and other evidence; where-

upon the Commission, if it has reason to believe from the showing made that the advertiser has violated the law, issues a formal complaint against him, and he is given twenty days within which to file an answer, after which proof is taken before a trial examiner, briefs are filed by both sides, and the case is heard by the Commission and oral argument granted, if desired.

The decision of the Commission, when a cease and desist order is entered, is subject to review by the United States Circuit Courts of Appeals and may finally reach the Supreme Court of the United States. However, an overwhelming per cent of all advertising cases have been settled amicably, usually by stipulation as the result of the preliminary negotiations and without the issuance of formal complaint, and only a few are ever appealed from the Commission to the courts.



***LOOKING
AT RADIO***

FROM THE

**FINANCIAL
SIDE**



★ RADIO STOCKS IN 1937 ★



NEW YORK STOCK EXCHANGE

<i>Stock and Dividend Rate</i>	<i>Approx. Sales</i>	<i>High</i>	<i>Date</i>	<i>Low</i>	<i>Date</i>	<i>Last</i>	<i>Net Change</i>
Am. Tel. & Tel. (9)	683,600	187	1-8	140	10-19	144½	— 40¾
CBS "A" (1.95)	47,720	32	8-2	16¾	12-29	17
CBS "B" (1.95)	20,600	31½	8-2	16¾	12-28	167¾
Crosley Radio	135,500	28¾	1-15	6½	12-29	7½	— 18¾
Gen. Elec. (2.20)	3,491,700	647¾	1-21	34	10-19	41¾	13¾
RCA Common (.20)	6,457,300	12¾	3-6	4¾	10-19	6¾	5¾
RCA 1st pfd. (3½)	198,800	80	1-15	44	12-28	46	— 32¾
RCA 2nd pfd. B (5)	2,700	115	11-5	96½	12-8	96½	— 11½
Stewart Warner (1)	448,300	21	2-11	5½	10-19	8¾	— 9
Westinghouse (6)	799,900	167¾	1-22	87¾	11-23	99½	48
Westinghouse pfd. (6)	5,700	170	1-22	113	10-18	133	19
Zenith (2)	554,000	43¾	8-31	11¾	12-29	13½	— 20¾

NEW YORK CURB EXCHANGE

Hazeltine Corp. (3)	41,600	18½		7		15½	+ ¾
Majestic Radio	98,400	5¾		7¾		1¾	— 3¾
Nat. Union Radio	192,300	37¾		¾		13/16	— 5/16

OVER THE COUNTER

Stromberg Carlson		21½		6		6¼	— 12¼
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CORPORATE SUMMARIES

of Principal Radio and Affiliated Companies

AMERICAN TELEPHONE & TELEGRAPH CO.

American Telephone & Telegraph Co., as part of its vast communications business, owns and operates the toll lines which inter-connect 25 associated regional telephone companies and the wire and radio circuits which connect the Bell System with 68 foreign countries and ships at sea. Western Electric is its equipment division.

Valuable patents in the sound field also are held by A. T. & T., and the company in 1936 was granted permission for initial trial installation of coaxial cable between New York and Philadelphia. Experiments with this coaxial cable, which is expected to prove important in television, have been under way since the fall of 1936.

A. T. & T. was incorporated March 3, 1885.

in New York State. Head office is at 195 Broadway, New York.

Capitalization consists of 25,000,000 shares of common stock.

Company's last balance sheet shows total assets of \$3,117,689,577; current assets, \$341,820,118; current liabilities, \$195,587,088.

Walter S. Gifford is president.

Dividends are at the rate of \$9 a year.

Company earned \$12.57 in 1929, \$9.22 in 1930, \$8.93 in 1931, \$7.82 in 1932, \$7.37 in 1933, \$6.52 in 1934, \$6.74 in 1935, \$9.36 in 1936, and is expected to show about \$11 in 1937.

Stock of the company touched a high of 310 $\frac{1}{4}$ in 1929, and a low of 86 in 1933. The high for 1937 was 187, and the low, 140.

COLUMBIA BROADCASTING SYSTEM, INC.

Columbia Broadcasting System, Inc., New York, was incorporated Jan. 27, 1927, in New York State. Was originally owned jointly by William S. Paley, president, and Paramount-Public Corp., which sold its interest in March, 1932, to Paley and associates.

Company's coast-to-coast network consists of more than 100 stations, including eight that are wholly owned and one under lease, while remainder are affiliates under contract.

Sale of time on the network accounts for over 90 per cent of the company's gross revenue, while the remainder comes from talent management and booking.

Experimental work in television is being conducted.

Company's two classes of stock, "A" and "B",

which differ only as to voting rights (each class being represented by half the board of directors), were split two for one last year.

Year	PRICE RANGE OF STOCKS**					
	Class A		Class B		Earned A & B	Divid. A & B
	High	Low	High	Low		
1937..	32	16 $\frac{1}{2}$	31 $\frac{1}{2}$	16 $\frac{1}{2}$	\$2.20	\$1.95
1936..	30 $\frac{1}{2}$	22 $\frac{1}{2}$	29 $\frac{1}{8}$	22 $\frac{1}{2}$	2.21	1.65
1935..	24 $\frac{1}{8}$	11 $\frac{1}{2}$	24 $\frac{1}{8}$	11 $\frac{1}{4}$	1.65	1.30
1934..	11	6 $\frac{1}{8}$	11 $\frac{1}{8}$	7 $\frac{1}{4}$	1.34	.92
1933..	6	4 $\frac{1}{8}$	5 $\frac{1}{8}$	4 $\frac{1}{8}$.55	.27
1932..	7 $\frac{3}{8}$	5 $\frac{1}{8}$97	.27
1931..	1.24	.20
1930..56

** Adjusted on basis of 2-for-1 stock splitup in 1937.

CONSOLIDATED INCOME AND SURPLUS ACCOUNT

For the Fiscal Year (53 Weeks) Ending Jan. 2, 1937

Profit from operations for the fiscal year ending January 2, 1937, after provision for depreciation of \$485,478.76	\$4,354,746.31
Add Other income including interest, discount, profit on sale of securities, dividends and miscellaneous (net)	144,236.81
Deduct Provision for Federal income tax (including surtax on undistributed profits of \$97,622.30)	\$4,498,983.12
.....	743,460.13
Net Profit for the Period	\$3,755,522.99
Earned surplus at December 28, 1935, \$2,742,936.36; Add Adjustment of depreciation approved by the Board of Directors resulting from a revision of rates by the Federal tax authorities, \$230,955.11	2,973,891.47
Deduct Dividends (cash)	\$6,729,414.46
.....	2,812,705.50
Earned Surplus at January 2, 1937, per Balance Sheet	\$3,916,708.96

1937 EARNINGS

Financial report for the year ended Jan. 1, 1938, to be mailed to stockholders in April, will show earnings of \$4,297,600 (subject to audit now being made).

CONSOLIDATED BALANCE SHEET, JAN. 2, 1937

Assets

Current and Working Assets: Cash in banks and on hand.....	\$1,663,669.12
U. S. Treasury notes (par value).....	2,162,500.00
Notes and accounts receivable, less reserve (including \$28,713.85 advances to officers and employees representing largely premiums regularly advanced by company under cooperative insurance plan).....	2,385,858.47
Prepaid wire charges, insurance, taxes, etc.....	463,604.09
Total Current and Working Assets.....	\$6,675,631.68
Other accounts receivable.....	123,942.04
Investment in affiliated company.....	1,641.92
Deferred Charges.....	51,947.46
Fixed Assets: Land, buildings, equipment and improvements to leased premises, at cost, \$1,982,724.05; Less Reserve for depreciation and amortization, \$1,958,398.56.....	3,024,325.49
Goodwill, representing premiums paid for capital stocks of merged subsidiaries formerly consolidated.....	2,258,361.58
	\$12,135,850.17

Liabilities

Current Liabilities: Accounts payable and sundry accruals.....	\$2,086,659.77
Reserve for Federal income tax (including surtax on undistributed profits).....	753,475.45
Mortgage instalments due within one year.....	3,900.00
Serial payments due January 2, 1938.....	260,416.75
Total Current Liabilities.....	\$3,104,451.97
Deferred income.....	15,200.69
Mortgages payable (including \$150,000 standing demand).....	1,114,660.94
Serial payments due January 2, 1939.....	260,416.75
Reserve for contingencies.....	36,906.50
Capital and Surplus: Capital stock \$5 par value; authorized, 750,000 shares each class A and B; issued, 474,298 shares class A and 474,337 shares class B, \$4,743,175; earned surplus, per statement attached, \$3,916,708.96, total, \$8,659,883.96; Less—4,425 shares class A and 94,875 shares class B in treasury reacquired at cost of, \$1,055,670.64.....	7,604,213.32
	\$12,135,850.17

CROSLLEY RADIO CORP.

Crosley Radio Corp., Cincinnati, had its origin June 30, 1919, in Ohio, as Precision Equipment Co. Changed to present name in 1924 after purchase of company by Powell C. Crosley, Jr. In May, 1930, company bought the radio receiving set business of Amrad Corp.

Powell Crosley, Jr., is president-treasurer; Lewis M. Crosley, vice-president and general manager.

Business now includes the manufacture of radio receiving sets, loud speakers, refrigerators, coal stokers, washing machines, etc.

Owens and operates two Cincinnati stations, WLW and WSAI, as well as short wave station W8XAL. WLW holds the only 500,000-watt license from the FCC, which granted this power to Crosley for experimental and development purposes.

Capitalization of the company consists of 600,000 authorized shares of no par common stock, of which 545,800 shares are outstanding.

Total assets as of Jan. 1, 1937, were \$8,142,088.

Current assets as of June 30, 1937, amounted to approximately \$6,700,000 against current liabilities of approximately \$1,060,000. There is no funded debt.

PRICE RANGE OF STOCK

Year	High	Low	Per Sh.	Earned	Dividend
1937.....	283½	6½	\$ 40*
1936.....	35¾	15½	2.27	\$1.25
1935.....	19¾	11¾	2.12	.25
1934.....	17½	8	1.64
1933.....	14¾	2	.76
1932.....	7¼	2½	.53D
1931.....	8¾	4½	.25D
1930.....	22	3¼	1.68D	.25
1929.....	62½	15	.80D	1.00	(+ 4% stock)

D. Deficit, 6 months to June 30.

GENERAL ELECTRIC CO.

General Electric Co., Schenectady, N. Y., was formed in 1893. Its manufacturing business runs from home electrical appliances, incandescent bulbs and radio to heavier machinery and equipment for generating, transmitting and utilizing electric power.

Owen D. Young is chairman; Gerard Swope, president.

Company fathered the formation of Radio Corporation of America. It holds various licenses in the radio field.

Though bulk of its business is outside the realm of radio—about half of its 20 plants being devoted to making electric light bulbs, and much of the other activity being in the field of electrical ma-

chinery and appliances—the company has three of the country's leading radio stations (WGY, Schenectady; KGO, San Francisco, and KOA, Denver), which are managed and operated by National Broadcasting Co.; also short wave stations W2XAD and W2XAF in Schenectady, and will become an even more important factor in the broadcasting field through the construction started in November, 1937, of a powerful short-wave station in Belmont, Cal., and activity in the television field for which the company has asked FCC permission to build four experimental stations.

General Electric at the start of 1937 had total assets of \$365,745,385; current assets of \$178,625,074, and current liabilities of \$29,840,512.

Company has no funded debt. Capitalization consists of an authorized 29,600,000 shares of no par common stock, of which 28,845,927 shares are outstanding.

PRICE RANGE OF STOCK

Year	High	Low	Per Sh. Earned	Dividend
1937	64 $\frac{3}{4}$	34	\$2.10	\$2.20
			(Est.)	
1936	55	34 $\frac{1}{2}$	1.52	1.70

1935	40 $\frac{7}{8}$	20 $\frac{1}{2}$.97	.65
1934	25 $\frac{1}{4}$	16 $\frac{7}{8}$.59	.55
1933	30 $\frac{1}{4}$	10 $\frac{1}{2}$.38	.40
1932	26 $\frac{1}{2}$	8 $\frac{1}{4}$.41	.85
1931	54 $\frac{3}{4}$	22 $\frac{7}{8}$	1.33	1.60
1930	95 $\frac{3}{8}$	41 $\frac{1}{2}$	1.90	1.60
1929*	403	168 $\frac{3}{8}$	8.96	6.00

* Before 4-for-1 split up.

HAZELTINE CORP.

Hazeltine Corp., with executive offices at 15 Exchange Place, Jersey City, N. J., was incorporated Feb. 1, 1924, in Delaware.

Edgar Rickard is chairman and president; Jack Binns, vice-president-treasurer; W. A. MacDonald, vice-president-chief engineer.

Company is sole owner of "Neutrodyne," "Neutrodon" and "Neutroformer" radio trade marks, and all U. S. and foreign letter patents pertaining to the "Neutrodyne" principle.

Hazeltine has the right to grant licenses under approximately 400 U. S. letter patents and pending applications useful in the designs of radio receiving sets.

Income is derived from royalties from licensed manufacturers in this country and abroad. Company cooperates with its licensees in research work and laboratory experiments.

In December, 1937, RCA entered into agreements with Hazeltine Corp. whereby the former acquired simple non-exclusive licenses in all radio fields under the Hazeltine patents. These agreements terminated long pending litigation between the parties.

Capitalization of the company consists of an authorized 300,000 shares of no par common stock, of which 175,000 shares are outstanding.

Total assets as of Jan. 1, 1937, amounted to \$2,201,892. Current assets were \$1,500,346, and current liabilities \$108,481. There was no funded debt. Net profit for 1937 was \$594,293.

PRICE RANGE OF STOCK

Year	High	Low	Per Sh. Earned	Dividend
1937	18 $\frac{1}{2}$	7	\$3.14	\$3.00
1936	19	10 $\frac{3}{4}$	2.05	3.00
1935	13	7	1.05	1.75
1934	12 $\frac{1}{4}$	3	2.88	2.87 $\frac{1}{2}$
1933	6 $\frac{3}{4}$	1 $\frac{1}{2}$	1.05D
1932	7 $\frac{1}{2}$	2 $\frac{3}{8}$	1.67D	.12 $\frac{1}{2}$
1931	23 $\frac{1}{2}$	6	1.01D	1.50
1930	35	13 $\frac{3}{8}$	2.27	1.75
1929	70 $\frac{7}{8}$	14 $\frac{1}{4}$	1.38	1.00

D—Deficit.

MAJESTIC RADIO & TELEVISION CORP.

Majestic Radio & Television Corp., Chicago and New York, was incorporated Sept. 23, 1936, in Delaware, and acquired the business of Davego Stores Corp. and the interest formerly of Grisgby-Grunow Co. in trademarks, patents, etc.

N. L. Cohn is president; H. M. Stein, vice-president and treasurer.

Company manufactures radios, licensed under RCA and Hazeltine patents.

Capitalization consists of 1,000,000 authorized shares of common stock, \$1 par value, of which 350,000 shares are outstanding.

Total assets, in balance sheet of May 31, 1937, were \$699,194. Current assets, \$633,929; current liabilities, \$47,192. There is no funded debt. No dividends paid to date.

PRICE RANGE OF STOCK

Year	High	Low	Per Sh. Earned	Dividend
1937	5 $\frac{3}{4}$	$\frac{7}{8}$	\$.13D
1936	4 $\frac{1}{4}$	4 $\frac{1}{4}$

D—Deficit, period Sept. 23, 1936, to May 31, 1937.

NATIONAL UNION RADIO CORP.

National Union Radio Corp., New York, was incorporated Aug. 21, 1929, in Delaware to acquire business of Sonatro Tube Co., Televocal Corp., and Magnation Corp. Sylvester W. Muldowny, chairman; H. R. Peters, president; Dr. R. E. Myers, vice-president.

Company is engaged in the radio tube and parts industry and has three wholly-owned subsidiaries, National Union Radio Corp. of New York (N. Y. corporation), Favisia Holding Corp. (New Jersey corporation) and Sonatron Tube Co. (Delaware corporation).

Research work has been conducted by the company in the development of cathode ray and other tubes necessary for television work, as well as on other commercial products closely allied to the tube industry, and progress is reported.

Total assets of the company, as shown in balance sheet for the year ended April 30, 1937, amounted to \$1,788,335. There were current assets of \$977,124, against current liabilities of \$593,512. There is no funded debt.

Capitalization consists of 250,000 shares of authorized and issued convertible preferred stock of

\$1 par value, and 1,000,000 shares of \$1 par common stock, of which 463,953 shares are outstanding.

Sears, Roebuck & Co. was granted an option Dec. 30, 1934, expiring Feb. 28, 1938, for the purchase of 50,000 shares of common stock at \$2.50 a share.

Net profit of \$101,023 was reported for the year ended April 30, 1937.

No dividends have been paid.

PRICE RANGE OF STOCK

Year	High	Low	Per Sh. Earned	Dividend
1937	3 $\frac{7}{8}$	$\frac{3}{4}$	\$8.19
1936	2	9-16	.33D
1935	1 $\frac{1}{8}$	$\frac{1}{4}$.34
1934	1 $\frac{3}{8}$	$\frac{1}{2}$.34
1933	2 $\frac{1}{2}$	$\frac{5}{8}$.64
1932	1 $\frac{3}{8}$	$\frac{1}{4}$.03
1931	5 $\frac{1}{4}$	$\frac{3}{4}$.06
1930	10 $\frac{1}{4}$	1 $\frac{1}{8}$
1929	42 $\frac{7}{8}$	2 $\frac{1}{4}$

D—Deficit.

RADIO CORPORATION OF AMERICA

Radio Corporation of America, a holding company, RCA Building, 30 Rockefeller Plaza, New York, was incorporated Oct. 17, 1919, in Delaware. Units in the RCA family include RCA Manufacturing Co., National Broadcasting Co. (which contributes most of parent company's earnings), RCA Communications, Radiomarine Corp. of America and RCA Institutes.

James G. Harbord is chairman; David Sarnoff, president.

Parent company was organized by General Electric Co. Acquired stations of Marconi Wireless Tel. Co. of America. Owns numerous patents upon which royalties are collected from manufacturers. In October, 1928, company received 500,000 shares of Class "B" stock of Radio-Keith-Orpheum Corp. in return for use of Phonophone and for contract under which National Broadcasting Co., affiliated with Radio Corp., will broadcast R-K-O programs. Owns Radio-Victor Corp., of America. Affiliated with General Motors and Westinghouse Electric in a new radio manufacturing company formed in September, 1929. In January, 1932, increased its controlling interest in RKO to about 70 per cent.

In October, 1935, sold part of its controlling interest in RKO, and gave option on balance, to

Atlas Corp. and Lehman Bros. Also sold out its interest in Electrical and Musical Industries, London, to a British group. Sells motion picture sound equipment to film producers and theaters.

Dividends: First common dividend, 20 cents a share, paid Dec. 21, 1937. Also paid up the arrears on Class "B" preferred, which is being retired; \$3.50 annually on 1st pd.

Year	PRICE RANGE OF Common		STOCK Earned	
	High	Low	Per Sh.	Dividend
1937	12 3/4	4 3/4	\$ 4 1/2	\$.20
1936	14 1/4	9 3/4	.21
1935	13 3/8	4	.01D
1934	9 1/2	4 1/2	.10
1933	12 1/2	5	.17D
1932	13 1/2	2 1/2	.49D
1931	27 1/2	5 1/8	.34D
1930	6 7/8	1 1/8	.02
1929	11 1/4	2 1/2	1.59
		0 1/4 Common		
1929	5 1/2	3 3/4
1928	1 3/4	85 1/4	15.98
		1 1/4 Preferred		
1937	80	41	3.50**	\$3.50

** Dividend rate.

CONSOLIDATED STATEMENT OF INCOME AND EARNED SURPLUS

For Year Ended Dec. 31, 1936

Gross income	\$101,186,309.90
Less- Cost of sales, general operating, development, selling and administrative expenses	89,722,150.68
Net Income for the Year (before Interest, Depreciation, Amortization of Patents, Goodwill and Federal Income Taxes)	\$11,464,159.22
Deduct: Interest, depreciation, amortization of patents, amortization of goodwill, and provision for Federal income taxes	5,308,222.50
Net Profit for the Year, Transferred to Earned Surplus	\$6,155,936.72
Earned surplus at December 31, 1935	12,301,099.46
	\$18,557,036.18
Deduct Preferred dividends	3,222,387.26
Earned Surplus at December 31, 1936	\$15,334,648.92

INCOME FOR 1937

Though annual report of RCA will not be available until the stockholders' meeting April 5, the following statement was issued Feb. 9 by David Sarnoff:

	Estimated for 1937	Actual for 1936	Percentage Increase
Gross Income: (From all sources)	\$112,650,000	\$101,186,300	11
Net Income: (Before the following deductions)	\$15,400,000	\$11,464,100	31
Deductions: Provision for Federal income taxes	\$2,100,000	\$1,137,100	85
Interest, depreciation, amortization of patents and goodwill	\$1,300,000	\$4,171,100	3
Total deductions	\$6,400,000	\$5,308,200	21
Net Profit	\$9,000,000	\$6,155,900	46

CONSOLIDATED BALANCE SHEET, JAN. 1, 1937

Assets

Current Assets: Cash in banks and on hand	\$14,657,406.67
U. S. Government and other marketable securities, at cost (December 31, 1936 market value in excess of cost)	90,720.66
Notes and accounts receivable (less reserves of \$1,886,942.37)	12,134,670.15
Inventories (at the lower of cost or market)	11,526,974.53
Total Current Assets	\$38,709,772.01

Notes and accounts receivable maturing after 1937.....	981,750.61
Investments: Radio-Keith-Orpheum Corp., \$7,215,747; sundry investments in and advances to associated and other companies, at cost (less reserve of \$3,363,147.76), \$2,019,075.28.....	9,234,822.28
Fixed Assets: Factories, radio communication and broadcasting stations, warehouses, service shops, offices, etc.; land, buildings and equipment, at cost, \$82,405,506.30; Less—Reserve for depreciation and write-down of fixed assets, \$53,193,667.30, total, \$29,211,839; patents, contracts and goodwill, \$16,136,592.15; Less—Reserve for patents, \$7,563,473.97, total, \$8,573,118.18.....	37,784,957.18
Deferred Charges: Development—television field test, \$595,989.83; taxes, insurance paid in advance, etc., \$442,763.99, total.....	1,038,753.82
Total Assets.....	\$87,750,055.90

Liabilities and Capital

Current Liabilities: Accounts payable and accruals.....	\$10,319,059.05
Mortgage on real estate on Broad Street, New York City, called for redemption February 1, 1937.....	875,000.00
Note payable (non-interest bearing, due November, 1937).....	530,463.00
Total Current Liabilities.....	\$11,724,522.05
Other Liabilities: Notes payable to banks, due April 8, 1941, \$10,000,000; notes payable to others (serial notes payable in eleven annual installments), \$507,194.40, total.....	10,507,194.40
Reserve for contingencies.....	2,749,746.88
General reserve (changes during the year are referred to in note below).....	4,750,707.37
Capital Stock: \$3.50 cumulative convertible first preferred no par value, redemption value \$100 per share; Authorized—920,300 shares; Issued—899,092.8 shares, \$14,546,096.49; "B" preferred cumulative \$5 dividend no par value, redemption value \$100 per share (unconverted under recapitalization plan approved by stockholders April 7, 1936), 17,653 shares, \$378,027.79; common, no par value Authorized 18,500,000 shares; Issued—13,879,556 shares, \$27,759,112, total.....	42,683,236.28
Earned surplus.....	15,334,648.92
Total Liabilities and Capital.....	\$87,750,055.90
Contingent Liability: Customers' notes receivable of subsidiary company discounted, \$25,581.32	

STEWART-WARNER CORP.

Stewart-Warner Corp., Chicago, originally organized in 1905 as a supplier of parts to car factories, now also manufactures an extensive line of home and auto radios, along with refrigerators, speedometers, Alemite fittings, etc.

James S. Knowlson is chairman of the board; J. E. Otis, Jr., president and general manager.

Company has no funded debt. Capitalization consists of 2,000,000 shares (authorized) of \$5

par value common stock, of which approximately 1,242,000 are currently outstanding.

Total assets at beginning of 1937 were \$18,068,201; current assets, \$10,052,675, and current liabilities, \$2,947,721.

Earnings for 1937 are estimated at \$2.00 a share, compared to \$1.70 in 1936; \$1.39 in 1935; 46 cents in 1934, and deficits in the three preceding years.

Dividends: \$1 a share in 1936 and 1937; 50 cents a share in 1935.

STROMBERG-CARLSON TELEPHONE MFG. CO.

Stromberg-Carlson Telephone Manufacturing Co., Rochester, N. Y., was chartered June 17, 1914, in New York State. W. M. Angle is president; George A. Scoville, vice-president and general manager. Company manufactures telephone and radio equipment, with subsidiary companies in Canada and Australia, and also is sole owner and operator of WHAM, an NBC affiliate in Rochester.

About 60 per cent of the company's sales are in the radio field, including equipment and high quality receiving sets. Firm is licensed under patents held by RCA, General Electric, Westinghouse Electric, American Telephone & Telegraph and Hazeltine Corp.

At the start of 1937, company had total assets

of \$5,955,929, with current assets of \$3,043,002 and current liabilities of \$827,601.

Company has no funded debt, and capitalization consists of an authorized 15,000 shares of 6½ per cent preferred stock of \$100 par value, of which 9,768 shares are outstanding, and authorized 320,000 shares of no par common stock of \$10 a share fixed value, of which 273,280 shares are outstanding.

Stock is not listed on New York Stock Exchange or the Curb, but is dealt in over the counter. Common share earnings for 1937 are estimated at \$1.70 a share, against 63 cents in 1936, deficits in the five preceding years, and profit of \$2.21 in 1930 and \$3.74 in 1929.

WARNER BROS. PICTURES, INC.

(Transamerican Broadcasting & Television Corp.)

Though essentially a motion picture organization, Warner Bros. stepped rather prominently into the radio field the past year when it became known, through Securities & Exchange Commission registration, that the film company held a 65 per cent controlling interest in Transamerican Broadcasting & Television Corp., station representative and program production firm.

Following this, at the year-end, Warners took another radio step in a deal involving control of Muzak Corp. (wired radio). Muzak has been held by Wired Radio, Inc., a subsidiary of the

big utility holding unit, North American Co. It is the plan of Warners to launch Muzak on a nation-wide scale. The service supplies music by wire 24 hours daily to any establishment or home having a telephone or electric lights. Muzak also is regarded in some quarters as a step toward television transmitted by wire.

Other Warner Bros. radio interests include ownership of KFWB, Hollywood. President is Harry M. Warner, while Herman Starr is vice-president looking after the radio and music interests.

WESTINGHOUSE ELECTRIC & MANUFACTURING CO.

Westinghouse Electric & Manufacturing Co., East Pittsburgh, Pa., was incorporated April 9, 1872, in Pennsylvania. It is the oldest of the major electrical equipment manufacturers.

A. W. Robertson is chairman; F. A. Merrick, president; Walter C. Evans, manager of radio division.

Company was the pioneer in radio broadcasting as it is known today, having placed KDKA, Pittsburgh, in such service on Nov. 2, 1920. Westinghouse also owns and operates (with programs supplied by NBC), WBZ, Boston; WBZA, Springfield, Mass.; KYW, Philadelphia, and WWO-WGL, Fort Wayne, Ind., in addition to short wave stations W8XK and W1XK.

Cross-license agreements and holdings in RCA held by Westinghouse and General Electric were ruled in restraint of trade in 1932, and company signed consent decree disposing of holdings. Decree permits Westinghouse to manufacture and sell radio equipment under its own patents and those of RCA.

Bulk of Westinghouse business is in the general electrical field, including household appliances, transportation and other heavy electrical equipment.

Capitalization consists of 80,000 authorized shares of \$50 par value 7 per cent cumulative participating preferred stock, practically all outstanding, and 3,920,000 authorized shares of \$50 par value common stock, of which 2,588,000 shares are outstanding.

Company has current assets of approximately

\$111,930,000, against current liabilities of about \$15,300,000, and no funded debt.

PRICE RANGE OF STOCKS

PREFERRED					
Year	High	Low	Earned Per Sh.	Dividend	
1937	170	113	\$209.00*	\$6.00	
1936	160	123½	188.81	5.50	
1935	126	90	149.27	
1934	95	82	2.27	3.50	
1933	96	60½	108.99	
1932	82	52½	107.73	3.50	
1931	119½	60¼	37.93	3.87½	
1930	193½	107½	148.57	5.00	
1929	284	103	388.39	4.00	
COMMON					
Year	High	Low	Earned Per Sh.	Dividend	
1937	167½	87½	\$6.35*	\$6.00	
1936	153½	94½	5.67	5.50	
1935	98½	32½	4.48	1.00	
1934	47½	27½	
1933	58¼	19½	3.37D	
1932	43½	15½	3.44D	87½	
1931	107½	22½	1.28D	3.87½	
1930	201	88½	4.46	5.00	
1929	292½	100	10.12	4.00	

D. Deficit. * 9 months.

ZENITH RADIO CORPORATION

Zenith Radio Corporation, Chicago, a leading manufacturer and seller of radio receiving sets, was organized and incorporated July 5, 1923, in Illinois. Has been actively engaged in development of radio sets, and in 1937 amended its charter to permit experiments in television.

Company has no funded debt. Capitalization is 492,464 shares of no par value common stock.

Commander E. F. McDonald, Jr., is president and general manager.

PRICE RANGE OF STOCK

Year	High	Low	Earned Per Sh.	Dividend	
1937	43½	11½	\$3.87	\$2.00	
1936	42½	11½	2.46	
1935	14½	1¼	.02	
1934	4¾	1½	.10	
1933	5	½	1.18D	

1932	2	¼	80D
1931	5	½	97D
1930	15¼	2	36D
1929	61¼	6½	277	2.00

D. Deficit.

CONDENSED BALANCE SHEET POSITION As of April 30, 1937

Current assets, \$4,980,000.
Current liabilities, \$2,400,000.
Net working capital, \$2,580,000.
Operating income for year ended April 30, 1937, \$2,587,000.
Net income, \$1,904,000.
Cash items, \$2,866,000.
Inventories, \$1,510,000.
Receivables, \$604,000.

A PRACTICAL MANUAL OF STANDARDS OF PRACTICE FOR RADIO STATIONS



The following manual, compiled by The Milwaukee Journal, owner and operator of WTMJ, was designed to cope with the problems peculiar to that station, and all of the regulations, etc., do not necessarily fit every station throughout the country. The standards adopted by WTMJ cover so many problems encountered at the big majority of stations, however, that the manual is reprinted by special permission for the assistance of other stations in connection with their own standards of practice.

Introduction

Questions regarding these Standards of Practice should immediately be discussed with department heads in order to avoid future difficulties.

WTMJ operations are set up on the following basis. Under the Station Manager there are five departments, each with its supervisory head:

ASSISTANT MANAGER

Responsible for commercial programs from the time the continuity reaches his office until the program is off the air . . . production of the Station's public service, educational, stunt and sustaining programs . . . supervision of the announcing and program office staffs.

COMMERCIAL MANAGER

Responsible for the supervision of the Sales and Contract Department staffs . . . the contact with the Petry offices.

MUSICAL DIRECTOR

Responsible for the supervision of the musical and library staffs . . . maintaining the Station's quality of music other than that coming from the networks . . . the building and production of musical programs in accordance with these Stand-

ards of Practice . . . copy clearance . . . manufacturing and A. F. of M. clearance on electrical transcriptions.

TECHNICAL DIRECTOR

Responsible for all technical operations, i.e., transmitter, studio, short wave pick up, and experimental.

CONTINUITY DIRECTOR

Responsible for all commercial continuity.

EMPLOYMENT POLICY FOR ANNOUNCERS

This statement, renewing and broadening terms of employment in the Radio Department, supersedes the statement posted April 1, 1936. These terms will apply for not less than one year and thereafter as long as economic conditions permit.

Hours

Forty hours will constitute a week's work for all employees other than executives, department heads, and assistants.

Salary Schedule

Announcers will be paid not less than \$25 per week during the first year, \$30 per week during the second year, \$35 per week during the third year, \$40 per week during the fourth year, \$45 per week during the fifth year, \$50 per week during the sixth year and thereafter.

Senior clerks will be paid not less than \$25 per week. Junior clerks will be paid not less than \$20 per week. Messengers will be paid not less than \$15 per week.

Overtime

Rates of pay will be on a per hour basis and all employees who work more than the scheduled number of hours will be compensated at the rate of time and one-half for overtime, either by extra pay or time off, at the option of the Management. Compensation for overtime worked during each quarterly period of the calendar year, if not made currently, will be made not later than the end of the succeeding quarterly period. Time off will be in units of not less than one day, except by request of employees, when it may be granted in shorter or longer period if not inconsistent with office requirements.

Vacations

Two weeks' vacation with pay will be granted all employees who have been regularly employed for more than one year. One week's vacation with pay will be granted all employees who have been regularly employed for more than six months and less than one year.

Sick Leave

Sick leave with pay will be granted all employees, the duration of such benefits to be determined by the Management.

Dismissal Bonus

Employees who are dismissed for causes beyond their control will be granted a dismissal bonus of one week's pay at current rates for each six months' period of continuous service, up to a maximum of fourteen weeks' pay.

* * *

As heretofore, any individual employee, or group of employees, acting in their own interests, or as designated representatives of other employees, are at liberty to consult with the Management at any time regarding terms or conditions of employment whether or not covered in this policy announcement.

EMPLOYMENT POLICY FOR OPERATORS

This statement, renewing and broadening terms of employment in the Radio Department supersedes the statement posted April 1, 1936. These terms will apply for not less than one year and thereafter as long as economic conditions permit.

Hours

Forty hours will constitute a week's work for all employees other than executives, department heads, and assistants.

Salary Schedule

Apprentice operators will be paid not less than \$20 per week during the first year and \$25 per week during the second year. Experienced operators (not less than two years) will be paid \$30 per week during the first year, \$35 per week during the second year, \$40 per week during the third year, \$45 per week during the fourth year and thereafter.

Senior clerks will be paid not less than \$25 per week. Junior clerks will be paid not less than \$20 per week. Messengers will be paid not less than \$15 per week.

Overtime

Rates of pay will be on a per hour basis and all employees who work more than the scheduled number of hours will be compensated at the rate of time and one-half for overtime, either by extra pay or time off at the option of the Management. Compensation for overtime worked during each quarterly period of the calendar year, if not made currently, will be made not later than the end of the succeeding quarterly period. Time off will be in units of not less than one day, except by request of employees when it may be granted in shorter or longer periods if not inconsistent with office requirements.

Vacations

Two weeks' vacation with pay will be granted all employees who have been regularly employed for more than one year. One week's vacation with pay will be granted all employees who have been regularly employed for more than six months and less than one year.

Sick Leave

Sick leave with pay will be granted all employees, the duration of such benefits to be determined by the Management.

Dismissal Bonus

Employees who are dismissed for causes beyond their control will be granted a dismissal bonus of one week's pay at current rates for each six months'

period of continuous service, up to a maximum of fourteen weeks' pay.

* * *

As heretofore, any individual employee, or group of employees, acting in their own interests, or as designated representatives of other employees, are at liberty to consult with the Management at any time regarding terms or conditions of employment whether or not covered in this policy announcement.

EMPLOYMENT POLICY FOR SALESMEN

This statement, renewing and broadening terms of employment in the Radio Department supersedes the statement posted April 1, 1936. These terms will apply for not less than one year and thereafter as long as economic conditions permit.

Hours

Forty hours will constitute a week's work for all employees other than executives, department heads and assistants.

Commission Schedule

The following rates of commission will be paid to WTMJ salesmen effective July 1:

On all new business or renewal contracts dated July 1, or thereafter,
Sales commission 6%
Servicing commission 4%
Live talent sales commission 10%
Transcription talent sales
commission 5%

Salesmen dismissed for cause, or leaving the employment of the station will receive the 6% sales commission to the expiration of the contracts as of the record on the day of dismissal or resignation, with the 4% service commission to be retained by the Company or turned over to the salesman to whom the account is assigned for servicing.

Senior clerks will be paid not less than \$25 per week. Junior clerks will be paid not less than \$20 per week. Messengers will be paid not less than \$15 per week.

Overtime

Rates of pay will be on a per hour basis and all employees who work more than the scheduled number of hours will be compensated at the rate of time and one-half for overtime, either by extra pay or time off at the option of Management. Compensation for overtime worked each quarterly period of the calendar year, if not made currently, will be made not later than the end of the succeeding quarterly period. Time off will be in units of not less than one day, except by request of employees when

it may be granted in shorter or longer periods if not inconsistent with office requirements.

Vacations

Two weeks' vacation with pay will be granted all employees who have been regularly employed for more than one year. One week's vacation with pay will be granted all employees who have been regularly employed for more than six months and less than one year.

Sick Leave

Sick leave with pay will be granted all employees, the duration of such benefits to be determined by the Management.

Dismissal Bonus

Employees who are dismissed for causes beyond their control will be granted a dismissal bonus of one week's pay at current rates for each six months' period of continuous service, up to a maximum of fourteen weeks' pay.

* * *

As heretofore, any individual employee, or group of employees, acting in their own interests, or as designated representatives of other employees, are at liberty to consult with the Management at any time regarding terms or conditions of employment, whether or not covered in this policy announcement.

GENERAL STANDARDS OF PRACTICE

Personal Conduct

Radio personnel is constantly subject to the public scrutiny. Therefore, decorous conduct is paramount at all times.

Reporting for Duty

All members of the staff are expected to report for duty when called in accordance with departmental notices. Sickness or inability to report due to some emergency must be reported to the department head in sufficient time to allow satisfactory substitutes to be called.

F. C. C. Rules

All staff members are expected to be fully acquainted with the rules and regulations of the Federal Communications Commission, particularly those affecting their branch of the work. And each individual will be held responsible for the complete compliance with such rules and regulations affecting his work while on duty.

Responsibility for Assigned Duties

The operator, announcer, musical director, or production man (if any) assigned to any program, including station breaks, dramatized announcements,

etc., will be held completely responsible for duties assigned in accordance with these Standards of Practice. It is the definite duty of each individual to check up on details for which he is to be responsible sufficiently in advance of the scheduled program time to permit corrections and adjustments to be made.

Conflict in Schedules

In the event there exists a conflict in schedules, the Master Log is to be followed.

Interdepartmental Discussions

Any differences arising between members of various departments due to individual interpretations of rules and regulations are not to be discussed or argued about among staff members, especially not in the presence or hearing of talent, guests or clients.

Closing Doors

Air conditioning can only function properly with the proper cooperation of the members of the staff in keeping doors closed.

Union Business

Business pertaining to unions is not to be discussed on Company premises or during Company time without Management's OK.

Studio Guests

Studio guests are guests of The Journal Company. Programs in which studio guests will be permitted are designated by Management and the list is at all times on file. The announcer on duty is delegated to represent the Company as host to such guests and is expected to do everything within his power to make them comfortable and to treat them in a courteous manner. It is the province of the announcer on duty to see that such guests are properly escorted to and from the studios. In connection with programs not permitting studio guests, audition rooms are available for emergency use. These rooms are available at all times for the use of personal friends of the staff.

Relief Duty

Provision must at all times be made in all departments for some one to be on duty at all times during recognized office hours. Insofar as this affects clerical help, the sole responsibility for the proper functioning in the program departments shall rest with the Assistant Manager, and in the third floor offices, with the Manager's secretary.

Arrangements (in all departments except operating) for time off and overtime, as well as vacations, must be reported to the Manager's secretary in order that

proper compliance with Company policies may be adhered to.

Vacations—Talent

All Milwaukee Journal or WTMJ staff members whose services are sold as talent for which services they receive remuneration over and above their regular salary, must agree that performance of such work shall not be interfered with due to vacations to which they are entitled as employees of the paper or the station. Absence from such programs will only be countenanced if agreeable with the advertiser. Requests to advertisers and agencies for such absence shall be made by Management, and shall not be made direct with the advertiser or agency by the talent.

Electrical Transcription Announcements

The station adheres to the regulations of the FCC regarding the announcement of electrical transcriptions. Electrical transcriptions of 15 minutes or longer shall be announced at the beginning and at the end. One of a duration longer than 15 minutes shall be announced at the beginning, at each 15 minute interval, and at the conclusion. The only exception to this regulation is a transcription consisting of a single continuous uninterrupted speech, symphony, play, concert, or operatic production of longer duration than 15 minutes. In this latter connection Management's OK must appear on the continuity.

An electrical transcription not in excess of five minutes is to be announced only preceding its use.

No announcement is required for electrically transcribed background music, sound effects, or theme music.

Electrical transcriptions are announced as "an electrical transcription," "electrically transcribed," or "from our transcribed library."

Phonograph Record Announcements

All regulations applying to electrical transcriptions apply to phonograph records. These records are announced as "a record," "a recording," "a recorded program," or "a phonograph record."

In the event proper credit is not included in the continuity, announcers will be held responsible for its inclusion.

Direct Communication

Direct communication is prohibited by law. Such statements as "Mrs. Jones, we thank you for your letter" or "In reply to your letter, Mrs. Jones," etc., are out. Where reference must be made, it is to be put in the third person. For instance, "Mrs. Jones has written and

says . . . for which we thank Mrs. Jones."

Lottery

The station does not permit the broadcasting of names of prize winners, of details of, or reference to, any lottery or other contest except those requiring skill. This includes Bingo, Lotto, etc.

Liquor

No time will be sold for the purpose of advertising liquor (beer and light wines excepted). Taverns, night clubs, hotels, etc., purchasing time, may mention that liquor drinks are available, but the brand name must not be mentioned. Copy of the latter type must be OK'd by Management.

Mechanical Apparatus—Handling of

No one other than a broadcast technician or apprentice technician shall move, place, handle, or adjust any microphone or any other device to pick up sound or vision while such equipment is being used in the operation of the station, except that this shall not prevent announcers or talent from using portable microphones necessary because of following action.

Studio Setup

WTMJ studios were built according to accepted standards. Except at the request and with the OK of the Musical Director, setups are to have the musicians at the control room end with the pickup at the opposite end. The use of studios "sideways" is not to be permitted.

Changing Musical Numbers

No musical numbers are to be changed from the program OK'd by the Musical Director. Musical numbers may be dropped, but no substitutions made. Musical numbers not used should be crossed off. Those used should not be disturbed.

Copyright Clearance

Every musical number presented by the Station must be cleared for copyright performance.

Electrical Transcription Clearance

Electrical transcriptions must be cleared for

1. Manufacturer's right.
2. Copyright.
3. A. P. of M. license.

Such clearance, on tailor-made transcriptions is to be by a sticker with the Musical Director's OK. On library and phonograph records, such clearance will be by OK on program sheets.

Phonograph Record Use

WTMJ does not permit the use of phonograph records for either sustaining

or commercial use between 9:00 a.m. and midnight daily, and between noon and midnight Sundays, except in the case of the German Hour.

At no time are records permitted in commercial programs other than participating programs.

Requests

Requests are not permitted except on specified programs, the list of which is available from Management.

Record Cutting for filing

WTMJ will cut one recording for any advertiser as a check on his program without cost. Succeeding recordings of 15 minutes or less will be billed at the actual cost of \$5.75.

Use of Organ

The use of the organ on commercial programs is limited to theme and background music.

Special Deals

Rates on the rate card are the only ones in effect. Any new rates established with Management's OK must be published.

Validating Contracts

Contracts must be validated within 30 days of date. Blanket contracts with out 30 day validation by use of a rate-holder must not be accepted.

Contract Year

The contract year, irrespective of the date of the contract, runs one year from date of first broadcast not one year from date of issuance of contract.

Contracts—First Broadcast

Contracts for announcements must be in the office in sufficient time to permit credit OK together with final OK'd copy not later than noon of day preceding first broadcast; Saturday, Sunday, and Monday copy must be in by Friday noon.

Contracts for programs must be in the office in sufficient time to permit credit OK not later than noon the second day preceding date of first broadcast.

Copy Deadline

OK'd commercial copy must be received by the Continuity Department not later than noon the day preceding broadcast, or by Friday noon for Saturday, Sunday and Monday broadcasts.

The Continuity Department must have all copy in the Program Office by 3:00 P.M. of the day preceding date of broadcast, or by 3:00 P.M. on Friday for Saturday, Sunday, and Monday broadcasts.

Medical Accounts

The following will maintain regarding medical and semi-medical accounts:

1. The advertiser must agree that copy will be in this office two weeks in advance of broadcast date.

2. The advertiser must agree that we reserve the right to make such changes in the copy as will cause it to conform to the suggestions of the authorities to whom it is submitted.

3. The advertiser must agree that repeated violations of good taste and of compliance with our suggestions are cause for cancellation on our part without our sacrificing the short rate.

Number of Continuity Copies

Agencies must supply sufficient copies of continuity to put their program on the air. This is a minimum of three copies for transcription programs of simple studio musical programs, with additional copies for characters, sound effect men, musical director, and others indicated by scripts.

Spot Announcements—News Broadcasts

50 and 100 word spots will be permitted before and after news, when news is not sponsored. Such contracts must definitely state that if that particular period of news becomes sponsored, the advertiser's spot will be moved.

Spot Announcements—Station breaks at Rate Change Periods

All station breaks scheduled between rate change times will take the lower rate. In this connection, where one minute announcements or electrical transcriptions are scheduled at rate change times, the higher rate must be arranged for, and if, because of some delay, the announcement runs into the low rate, the low rate automatically, for that particular broadcast, will be charged instead of the high rate.

In no instance where provision allows for a one minute electrical transcription will we permit the advertiser to schedule such a transcription one minute later just because the low rate starts then.

Moving Programs

Where programs, station breaks, or announcements are shifted for the Station's convenience due to special events, etc., the lowest rate applies; viz. if an advertiser is using time in a low rate bracket and we must move him into a higher rate bracket, the lower rate applies. If his program is in the high rate bracket, and we move him to a low bracket, the low rate applies. This rule does not apply where such shifts are on a permanent basis.

Transcription Program Procedure

Immediately upon the signing of a contract involving tailormade transcrip-

tions, the Commercial Manager is to notify the Musical Director giving the name of the program, the name of the advertiser and agency, and if possible, the manufacturer of the transcription. Such information is not to be withheld until the written program order is made out or until it appears on the commercial sheets, but it is to be conveyed to the Musical Director as soon after signing of the contract as the required information is received.

New Program Procedure

The Sales Department, upon the signing of a contract involving programs, is to immediately notify the Program Department of such sale and starting date. Such notice is not to wait until the information appears on the commercial sheets or is conveyed through the mail by the Commercial Program Time Advice.

Emergency Program Procedure

Where, due to emergency, announcements or programs are accepted after the deadline, the Sales Department must contact the Program Department personally or by telephone, immediately upon the decision to accept such business in order that the latter may proceed with the necessary corrections in program logs.

Dealer Mention

The following policy will maintain with regard to the number of dealers' names mentioned on a program:

Limit for programs up to 15 minutes in length—3 dealers.

Limit for programs up to 30 minutes in length—5 dealers.

Limit for programs up to 60 minutes in length—8 dealers.

Copy Ethics

WTMJ does not permit—

Mention of comparative prices.

Exaggerated statements and claims.

Disparagement of competitors' products or services.

"Free" offers.

The station at all times reserves the right to revise copy to comply with recommendations of the Better Business Bureau, the Proprietary Association, the Federal Trade Commission, the Pure Food Administration or any other government bureau.

Commercial Copy Limits

5 minutes.....	150 words
15 minutes.....	300 "
30 minutes.....	500 "
60 minutes.....	750 "

These limitations are exclusive of opening and closing identifications which must be kept as brief as possible.

Where the above quota is incorporated in an electrical transcription, no additional local announcement will be permitted.

Where the above quota is exceeded on an electrical transcription, Management's OK is required.

The first time copy runs over the prescribed limit, such copy will be run provided the overage is not more than 10%. The Continuity Director will inform the Commercial Manager of such occurrences promptly and the latter will notify the advertiser by letter that we will cut copy to fit in the event of future violations of the rule.

Wherever possible, the Continuity Department will try to get in touch with the account before cutting copy to give the account itself an opportunity to revise the copy to meet the requirements.

The following arrangement of commercial copy is suggested:

15-Minute Program

First commercial	150	words
Second " "	50	" "
Third " "	100	" "
	—	
	300	words total
		(Maximum)

15-Minute Program With Sketch

First commercial	75	words
Sketch		
Second " "	75	" "
	—	
	150	words total
		(Maximum)

30-Minute Program

First commercial	200	words
Second " "	100	" "
Third " "	200	" "
	—	
	500	words total
		(Maximum)

30-Minute Program With Sketch

First commercial	100	words
Sketch		
Second " "	50	" "
Third " "	100	" "
	—	
	250	words total
		(Maximum)

1-Hour (or more) Program

First commercial	250	words
Second " "	50	" "
Third " "	150	" "
Fourth " "	50	" "
Fifth " "	250	" "
	—	
	750	words total
		(Maximum)

1-Hour (or more) Program with Sketch

First commercial	150	words
Sketch		
Second " "	75	" "
Third " "	150	" "
	—	
	375	words total
		(Maximum)

Special Talent Offers

Where the station secures an option on outstanding talent, transcriptions, ideas, etc., proposals to advertisers are to be handled on the following basis:

All salesmen are to be acquainted with the idea and given an opportunity to take an option for 24 hours. The assignment of such option shall rest with the Commercial Manager. Under no circumstances are salesmen to offer such programs to clients without the permission of the Commercial Manager, and then only during the time their option is in effect.

Quotations—Talent Rate Guarantee

Talent rates are not guaranteed by the Station unless the advertiser signs a binding non-cancellable contract for the talent. Rates are subject to revision at any time.

Quotations—Time Limit

All quotations are to be considered as applying only for the purpose for which they were quoted, and none shall remain in effect longer than 30 days.

Charges—Extra

It is to be definitely understood that published rates for station time and talent apply to programs produced and performed in the studios of the station for transmission over WTMJ and that all expenses incurred in the picking up of programs from outside studios or locations or supplying programs to a network are to be borne by the advertiser.

Auditions—Announcers

Where an advertiser engages the services of announcers and desires an audition, such auditions will be granted without cost if arranged at the Station's convenience so as not to involve the Station in additional cash expense, otherwise charges will be made or such expenses may be applied against the special audition fund at the option of Management.

Auditions—Live Talent

A fund will be created in the amount of \$1500 per year for the specific purpose of taking care of costs of putting on auditions for prospective clients. The fund is based on the following set-up:

Each salesman will have a theoretical credit of \$250 per year against which to draw in the event he wants to schedule auditions for which expense will be involved for the station.

After this hypothetical credit is used up, salesmen will be required to have the clients pay for any additional auditions or pay for them themselves.

The Commercial Manager will keep a running record of all auditions requested and run for every salesman, together with the costs involved, the balance of credit remaining, and the information whether or not the show auditioned was sold as a result of the audition. Scheduling of auditions will be subject to Management's OK.

Auditions—Special Service

Arrangements must be made through the Commercial Manager, or in his absence, through the Assistant Manager, or in the absence of both, through the Continuity Director.

Deadline on Auditions

Auditions must be arranged for not later than noon of the day preceding.

Talent—Non-Staff

Qualification of non-staff talent must meet with Management's approval and will be permitted only with Management's approval.

Announcers—Non-Staff

Qualification of non-staff announcers must meet with Management's approval and will be permitted only with Management's approval.

Announcers—Limitation on Commercial Programs

Staff announcers are limited to presenting the commercial messages. Where announcers are expected to take part in dialog, sing, act as an MC, etc., they must be engaged as talent.

Signing Off of Speakers

The practice of "thanking" speakers and talent is discouraged by WTMJ. Only individuals of extreme importance, and then only when they were invited by the Station, should be thanked. All others should be "taken off" in a manner as "Mr.— has just presented his views on" or "You have heard Mr.— speaking on," etc.

Remote Control Announcements

Publicity on remote control pickups is limited to the name of the pickup point, the address and the name and personnel of the band. No exploitation of special events, price of dinners, etc., is permitted.

Use of First Person

No one other than a bona fide employee of an advertiser, one who is regularly engaged in the conduct of the advertiser's business, will be permitted to use the first person in speaking of the advertiser's product. Introduction of such individuals must clearly state their position. This shall not apply to incidental dramatic talent used in dramatized announcements or to individuals personally presenting bonified testimonials.

SALESMEN'S STANDARDS OF PRACTICE

Hours

Salesmen are expected to report for duty not later than 8:30 A.M. unless previous arrangements have been made with the Commercial Manager. Men not expecting to return to the office by 5:30 P.M. must so notify the office at the time they make their afternoon call-in.

Checking With the Office

All salesmen must check with the office as frequently as is deemed necessary to maintain proper contact with incoming telephone calls, but not less than once each morning and afternoon.

Incoming Calls

All incoming calls from prospects regarding advertising are to be taken by the Commercial Manager. In his absence, should salesmen receive such calls, they are to be turned over to the Commercial Manager for disposition. In the event that the Commercial Manager is absent from the office and the prospective advertiser wishes a salesman to call immediately, such prospect will be turned over to the first salesman coming into the office after the call is received.

Discontinued practices

Effective this date the practice of quoting individual prices for announcers, vocalists, theme, etc., are discontinued. Hereafter, only package prices covering all costs will be quoted. Salesmen are not to attempt to break prices down into the component parts. Management will determine the package price in accordance with such policies and practices as it feels are in the best interests of the station and clients. Such policies and practices are not the concern of anyone but Management.

Servicing Accounts

Part of the commission paid salesmen is for servicing the account. Salesmen will be held accountable for servicing their accounts to the account's satisfaction. Salesmen depending upon the account's mailing or sending its copy must assume the responsibility of such copy meeting the established deadlines, as well as complaints from accounts based on lack of service. In the case of repeated complaints from accounts due to poor servicing, the account will be turned over to another salesman, who will receive the servicing commission immediately, and full commission on all renewals and supplementary contracts.

Copy Deadline

Salesmen are responsible for copy from their accounts reaching the Continuity Department in accordance with established deadlines. Copy requiring writing, editing, etc., and which must be submitted to the client for final OK must be received by the Continuity Department in sufficient time for OK'd copy (not the original) to meet deadlines.

Continuity Routine

All commercial continuity must be given to the Continuity Director and he in turn will assign a writer to the account. Such writer will receive orders from the Director only and not from the salesmen. Accounts must be advised not to call copy writers at any time, but to call the Continuity Director, who in turn will assign the matter to the proper person.

Prospect Cards

Prospect cards assigned to salesmen must be returned at the end of each week with a report of all calls made and date of proposed call back. If a contract was signed it must be so reported on the prospect card together with the expiration date.

Verbal Agreements

No salesman is permitted to make verbal agreements with any advertiser. Any special agreements must be OK'd by Management and be included on the contract.

Special Clauses

Contracts covering certain types of products require special clauses on the contract covering operating or continuity details. The Salesmen will be held responsible for the inclusion of these special clauses.

Open Time Verification

Salesmen are to verify open time before signing contracts in order to avoid disputes with advertisers in the event

time open when the salesmen left the office has been sold in the meantime.

Contact With Other Divisions

Salesmen are not to make direct contact with the operating, the announcing, or the program divisions. All information desired from these sources is to be secured through the Commercial Manager.

Quotations

Salesmen are not permitted to ask the talent, Musical Director, or transcription companies for quotations on talent. Such quotations must be asked for and secured through the Commercial Manager.

Complaints

Under no circumstances are salesmen to discuss irregularities or complaints with the individuals involved or directly with the Musical Director or Technical Supervisor or other personnel. Such irregularities or complaints are to be reported to the Commercial Manager for investigation and adjustment.

ANNOUNCERS' STANDARDS OF PRACTICE

Duties

Announcers' duties consist of announcing and preparation of sustaining programs and announcing of such commercial programs for which the advertiser does not buy special announcing services.

Hours

Announcers opening and closing the Station will work on a basis of 35 hours per week.

In view of the policy under which the Station passes on to the man involved fees collected from advertisers for special announcing services, performing talent, and script writing, which fees in all cases are higher than time and one-half overtime, any difference between the schedule under which a man is employed for announcing and preparation of sustaining programs and announcing of such commercial programs for which the advertiser does not buy special announcing services, and actual hours worked under assignment to this type of work, will be considered an offset against overtime and adjusted in accordance with the regular employment policy.

Special Services

Where the advertiser buys special announcing services, the following fees will be paid:

1 hour, 1 time per week, \$8.00 per program.

1 hour, 3 times per week, \$6.40 per program.

1 hour, 6 times per week, \$4.80 per program.

½ hour or less, 1 time per week, \$4.80 per program.

½ hour or less, 3 times per week, \$3.84 per program.

½ hour or less, 6 times per week, \$2.88 per program.

(All the above include rehearsals.)

The fees charged by the Station for services of any announcer as performing talent or script writer is at all times to be determined by the man involved.

To the above sums the Station will add 25% to cover salesman's commission and expense of billing and collection.

Any time devoted to services for which the announcers receive extra remuneration for special announcing services, performing talent, or script writing shall not be considered as part of the schedule of hours for which the individual is engaged by the Station. Acceptance of such work on days off or during hours off shall be at the option of the individual involved, and shall obligate that individual to fulfill the required services during vacations unless other arrangements are acceptable to the advertiser.

Pre-"Taking Over" Check

Announcers are to check their commercial continuity and schedules sufficiently in advance of going on duty to permit adjustment of errors or misunderstandings before the program time.

Commercial Copy Check

In the event of any question regarding commercial copy the announcer on duty should immediately check with Management.

News Broadcasts

Announcers are expected to cooperate with the Editorial Room at all times in connection with special bulletins, and such bulletins are to be presented as soon as possible, notwithstanding the fact that the Station is carrying a network program. Extreme care should be taken not to interrupt voice or singing. The introduction is to be made as follows: "We interrupt the — program to present the following news bulletin from the Editorial Department of The Milwaukee Journal."

Continuity Writing

Announcers delegated to the task or preparation of continuity are to stay away from lengthy and windy descriptions and introductions of musical numbers, speakers, or dramatic sketches. Conciseness and clarity are at all times most desirable.

Musical Programs—Deadline

Announcers delegated with the responsibility of compiling musical programs must have such programs in the Musical Director's office 24 hours in advance of broadcast.

Use of Announcers' Names

Announcers will give their names only on important programs or at the end of a long shift. Too frequent mention of an announcer's name merely becomes tiresome to the public and creates the impression that he is "on all the time."

Irregularity Report

All irregularities such as late starting, running short, interference caused by line trouble or power failures, must be reported at once to the program office. During night time operation or in the absence of anyone in the program office, such irregularities, where they affect commercial programs, are immediately to be brought to the attention of the Commercial Manager. In the event it is impossible to contact him, the following people are to be contacted in order—Mr. Winnie, Mr. Abert, Mr. Damm. Written reports giving all facts must be filed with Mr. Winnie.

Program Quality

On all non-music station-produced programs where no production man is assigned, the announcer is responsible for the quality.

Maintaining Schedules

The maintenance of schedules as detailed in the schedule books is the sole responsibility of the announcer.

Timing

Announcers will be held accountable for the proper timing of all programs on their schedules.

Remaining in Studios

Announcers are required to remain in the studios throughout the programs to which they are assigned. In the event of emergency requiring leaving the studio, the master desk is to be informed. Permission to be absent from studios during programs for any reason whatsoever other than emergencies must be secured from, and arranged for, with the Chief Announcer in advance. In such cases the full responsibility for "catching station breaks" will rest upon the announcer. Any attempt to "get together with" the master control room operator for the purpose of being "called" prior to a station break will not be tolerated.



THE TECHNICAL SIDE



1937 ————— **1938**

THE TECHNICAL ADVANCE OF RADIO DURING 1937

By

O. B. HANSON

Chief Engineer, National Broadcasting Company



In reviewing radio progress during 1937, we must pause to pay tribute to Guglielmo Marconi, the father of radio, whose passing came as a blow to the entire industry. His great talent started a chain of development which has not only given us radio as we now know it, but which also promises new and powerful services for the future. High fidelity broadcasting, facsimile, and television figure prominently in these future prospects.

Broadcasting with its many corollaries made great progress during 1937. Intensive research to provide better field equipment was productive of several important advances. Improved portable relay transmitters were put into service, utilizing all frequencies between 2 megacycles and 20 megacycles. Such flexibility permits satisfactory selection of a relay frequency between these limits which is the least affected by atmospheric conditions at a particular time. Resulting pick-ups have been notable for their freedom from phase distortion, fading and background noise.

This equipment is now supplemented by more stable ultra high frequency transmitters. Recent improvements here include the application of crystal frequency control to many of the portable and pack transmitters. New tubes have also contributed to more efficient relay broadcasting in the ultra high frequency region.

With improved stability of transmitters operating in this region of the radio spectrum has come wider fields for remote pick-ups, heretofore

unavailable due to lack of wire line facilities. Expansion in the use of the radio frequency "cue" channel, or where wire lines are impractical such as in mobile pick-ups, enables the remote crew to hear the progress of a program in which they are taking a part, and thus receive their "cues" to carry on. In this manner a most complicated diversity of program sources were placed completely under the control of the program directors at headquarters during the Presidential Inauguration Broadcast.

On this occasion, also, the ultra high frequency "beer mug" transmitter gave excellent results. Later in the year a transmitter of this type was used as a relay to a public address system, permitting members on the floor of large conventions to address the chair and the entire assembly through the PA system, from any spot in the auditorium.

These many advances in field pick-up and relay apparatus made heretofore impractical special event coverage entirely feasible. Programs never before attempted were successfully re-

laid to the radio audience with full dependability and with minimum distortion. The past year will be significant for the spectacular broadcasts so successfully achieved. The eclipse of the sun was broadcast from the South Seas. The Presidential Inaugural witnessed a technical radio coverage probably unequalled previously.

Improved technique for broadcasting studio programs paralleled development in field apparatus. Acoustical knowledge and practice advanced greatly. Additional materials have been added to the list of acoustical treatments. Improved uni-directional microphones were installed for use under special conditions. Improved filters were successfully utilized to produce a trick audio effect. A new studio installation was completed for NBC Operated Stations in Washington. Plants in Philadelphia, Cleveland and Hollywood are in process of construction.

New mixer circuits were developed and installed. Their operation provides lower inherent loss, making possible the operation of amplifiers at lower gain, resulting in lowered background noise.

Better performance of field and studio apparatus necessitates improved transmitters if full possibilities are realized. The past year was characterized by important advances in the design and operation of broadcast transmitters. Non-distortional peak modulation limiters, another technical advance, permits transmitters to operate with higher average modulation without danger of over-modulation on random peaks. In addition, the reverse feedback principle has been incorporated in the design of broadcasting transmitters and amplifiers. Appreciable reduction of harmonic distortion has resulted. Inherent background noise levels are also considerably reduced.

Yet, with these many improvements has come a simplification in transmitter design. Better tubes are available. Maintenance work has been facilitated, operating costs lowered.

Antenna design made substantial progress resulting in appreciable reduction of fading and resulting distortion plus general intensification of signal strength within service areas.

International broadcasting on the intermediate frequencies made rapid progress during 1937. Extensive plans were laid and carried through, to improve transmitting efficiency of American shortwave stations. Higher power with new antenna systems now make possible dependable service from American transmitters in many foreign countries. Directional antennas to Europe and South America are now in use at NBC's short wave relay station W3XAL in Bound Brook, New Jersey. Special program service is supplied for transmission to foreign countries.

1937 saw American broadcasting schedules carrying many more programs of foreign origination, transmitted from Europe via short wave to RCA Communications' Riverhead receiving plant, and thence to the networks. This service has been greatly improved and stabilized due to increased power in transmitters, directive antennas, and improved receiving facilities.

The technical advances in broadcast receivers have made important contributions to improved home reception. Automatic frequency control circuits are now incorporated in many receivers. Use of this circuit makes push button tuning practical and the past year saw the introduction by RCA of such automatic tuning. Set operation thereby was greatly simplified and the quality of reception improved thereby.

New high fidelity broadcasting stations appeared in the ultra high frequency band, providing excellent possibilities for dependable local service free from natural static. Many modern receivers are equipped to receive this U.H.F. band where full fidelity can be broadcast without sideband interference. NBC has two such transmitters atop the RCA Building, W2XHG on 41 megacycles and W2XDG on 38.65 megacycles, carrying respectively the Red and Blue Network programs.

Developments in microwave practice were also significant.

Television was the subject of vigorous experimentation during 1937. Early in the year definition standards of the RCA system were increased from 343 lines per picture to 441 lines, an improvement of 30 per cent. This change necessitated considerable alteration in auxiliary equipment in order to take advantage of the potentialities of the new standards. Amplifier circuits previously designed to pass 1.8 megacycles, were reconstructed to accommodate frequencies of 3 megacycles. The overall effect results in an improvement in resolution of approximately 60 per cent over the 343 line standard.

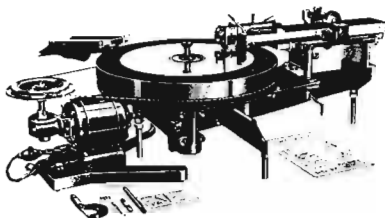
Television is definitely out of the laboratory stage and is progressing rapidly toward a practical system. Continued field testing will undoubtedly lead to the determination of the ultimate standards of transmission in the United States.

In the experimental studios, camera and lighting equipment were tested under actual operating conditions. An intermittent schedule of experimental broadcasting of both live talent and motion picture film was maintained during the entire year. Much has been learned of operating techniques, particularly those having to do with studio productions.

The National Broadcasting Company also devoted a great deal of time to the study of program material suitable for television productions. As these must be determined by actual test, program trials were televised and received by some 80 television receivers in the homes of engineers and executives of the RCA and NBC. Very gratifying results have been obtained.

It would be difficult to highlight all the technical advances of 1937. Progress has been attained in all lines. After all, technical advances have as their aim greater listening satisfaction for the radio audience. A fitting climax to the accomplishments of the year occurred on Christmas night when Arturo Toscanini conducted the first of a series of symphony concerts presented by NBC for the enjoyment of radio listeners in America and throughout the world. Every precaution had been taken to assure the technical perfection of these transmissions. Modern radio equipment has, indeed, made such fine musical programs feasible.

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4701 Connecticut Avenue
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Cullum, A. Earl, Jr.
2935 North Henderson Ave.
Dallas, Texas.

de Mers, Paul A.
21 Brookline Avenue
Boston, Mass.

DeWitt, J. H.
In care of Station WSM
7th and Union Streets
Nashville, Tenn.

Doolittle & Falknor, Inc.
1306-08 West 74th Street
Chicago, Illinois.

Everitt, W. L. (E.E., Ph.D.)
Communication Laboratory
The Ohio State University
Columbus, Ohio.

Feikert, Grant S.
Oregon Agricultural College
Corvallis, Oregon.

Felix, Edgar H.
32 Rockland Place
New Rochelle, N. Y.

Foss, William L.
Tower Building
Washington, D. C.

Gillett, Glenn D.
National Press Building
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Godley, Paul F.
Montclair, New Jersey.

Grimwood, Fred O.
Evansville, Indiana.

Hilliard, William P.
801 Clyde Avenue
Chicago, Illinois.

Hogan, John V. L.
41 Park Row
New York, New York.

Jansky, C. M., Jr. and Bailey, Stuart L.
National Press Building
Washington, D. C.

Kiebert, Martin V.
66 Cobb Building
Seattle, Washington.

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National Press Building
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Mashbir, Col. Sidney F.
Washington Institute of Technology
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or
McLachlen Building
Washington, D. C.

Page, E. C. and Davis, Geo. C.
1311 Livingston Street
Evanston, Illinois.

or
Munsey Building
Washington, D. C.

Parrish, Robert B.
5155 South Gramercy Place
Pacific Engineering Laboratory Co.
Los Angeles, Calif.

Peterkin, Ernest P.
Peterkin Radio Laboratories
13176 Manor Avenue
Detroit, Michigan.

Holey, W. J. (Holey & Rollins)
1368 Northview Ave., N. E.
Atlanta, Ga.

Singleton, H. C.
In care of Station KGW
615 Alder Street
Portland, Oregon

Van Nostrand, W.
Van Nostrand Radio Engineering
Service
P. O. Box 50, Station E,
Atlanta, Georgia

Wilmotte, Raymond M.
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330 WEST 42nd ST., NEW YORK CITY

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History

On May, 13, 1912, the Institute of Radio Engineers was formed through the merging of two organizations active in the technical radio field. One of these was the Wireless Institute, the headquarters of which was in New York City and the other which was located in Boston was known as the Society of Wireless Telegraph Engineers. The former organization had a membership of fourteen at the start of 1909 and twenty-seven on January 1, 1912. The Society of Wireless Telegraph Engineers had eleven members on the first day of 1907 and forty-three on January 1, 1912. At the time of its foundation, the Institute of Radio Engineers had fewer than fifty members.

Prominent in the early work of the Society of Wireless Telegraph Engineers were John Stone Stone, Lee de Forest, and Fritz Lowenstein. Those identified with the initial work of the Wireless Institute included John S.

Murphy, R. A. Somerville, Joseph D. Fountain, R. B. Respress, R. A. Cleva, John Gregg, E. Barnwell, Philip Farnsworth, Sidney L. Williams, R. H. Marriott, G. W. Pickard, Harry Shoemaker, and Eugene Thurston. The consolidation of these two societies and the initial work of organizing the Institute of Radio Engineers were done by Alfred N. Goldsmith, J. V. L. Hogan, and R. H. Marriott.

General

The Institute of Radio Engineers functions solely to advance the art and science of radio communication. It includes among its members those who have played prominent parts in the development of radio in the United States as well as many noted radio engineers and scientists in other countries.

Membership in the Institute is strictly personal and several grades have been established. The requirements for admission to these grades is contained in the Institute's Constitu-

tion and the eligibility of the applicant is passed on by the Board of Directors. In many cases, the Admissions Committee recommends a course of action to the Board of Directors.

Services

An important service which the Institute renders its membership is the publication of papers. In addition, many papers are presented at meetings where informal discussions may be effective in increasing the knowledge of those present. Standardization reports provide a mechanism for establishing recognized meanings of technical terms and methods of testing and rating equipment. By the awarding of honors and prizes, the publication of papers describing important developments is encouraged.

Publications

The PROCEEDINGS of the Institute of Radio Engineers is the name of the official publication. In it are published all of the papers, discussions, and communications which have been submitted for publication and approved by our Papers Committee and Board of Editors. The first issue was published in 1913 and the first three volumes were comprised of four issues each. Volume 4 through Volume 14 contain six numbers each and all the succeeding volumes are composed of twelve issues each. Over 1600 papers are contained in the twenty-five volumes which were published up to the end of 1937. Of these approximately one-third were published during the last five years. The PROCEEDINGS is mailed without additional charge to all Institute members. The subscription price to non-members is \$10.00 per year.

Standardization reports have been issued since 1913. The early reports were confined to the definition of technical terms and presentation of standard graphical symbols. The more recent reports have gone considerably beyond this scope and include methods of testing and rating both equipment and antennas. Letter symbols for mathematical and other notation are also included. The last report issued is dated 1933 and includes all standards up to that time. A new one will be issued early in 1938.

Year Books have been issued at irregular intervals. The first was published in 1914, and the second in 1916. The next seven were published annually between 1926 and 1932. Publication was resumed in 1937, and the 1938 issue will be eleventh to be issued by the Institute.

Awards

Each year the Institute recognizes outstanding achievements in the radio communication field by the bestowal of two awards: one recognizes, in general, an extensive service over a period of years, while the other is usually conferred for a more recent contribution.

Membership

The Constitution of the Institute provides for five grades of membership, each of which has been established to meet the requirements of a particular group of members. The requirements as to age, experience, and references, together with entrance, and transfer fees, and dues are given in the first few articles of the Constitution which is published in the 1938 I. R. E. Year Book.

Membership in the Institute includes a number of valuable features which are of inestimable importance to those active in the technical radio field and those connected with closely related lines of activity. Regardless of grade, each member receives the PROCEEDINGS regularly and copies of all Year Books and Standards reports when they are published. Notices of meetings at which papers are presented are forwarded to all members located in the territory which is immediately adjacent to the city in which the meeting is held. Convention and regional meetings are announced in the PROCEEDINGS. Additionally, membership enrolls one with those others who have indicated their interest in this field and whose activities therein are predominantly responsible for the progress which each year witnesses.

The grade of Fellow is reserved for those whose contribution to radio have raised them to a place of distinction among their fellow workers. To the Fellow is reserved the honor of serving as president or vice-president of the Institute.

The Member grade is the professional grade and is open to recognized engineers and comparably qualified individuals who have served sufficiently long in their field to establish their standing.

The Associate and Junior grades are provided for those with a general interest in the field or whose technical qualifications are not such as to permit their acceptance as Members. The only difference between these two grades is that of age. Juniors have not reached their majority and are not eligible to vote.

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THE RADIO THEATER OF THE FUTURE

By
WILLIAM LESCAZE
Architect and Acoustical Authority



Should you find tomorrow in front of your door an old fashioned horse drawn carriage you would be, I am sure, quite surprised.

Should you be asked to climb in and be told that this carriage will take you to your office or help you to do your errands, your surprise might change into an alarmed scowl. "Is anyone playing a practical joke, or what?"

Yet today it is inside of theaters, which are big brothers to that kind of carriage, that we are invited to spend some of our leisure hours. The entrance lobby is too small. Those of us who like to smoke during entracts must perforce walk up and down on the sidewalks with turned-up collars, hands in pockets and freezing just the same. The seats are uncomfortable. Seats are seldom staggered, with the result that you are much more familiar with the contours of the backs of the people in front of you than you are of the features of the leading lady.

Acoustics are terrible. Every time a taxi driver honks in the street you are sure to miss a few lines. I used to think that if sound isolation was bad in most of our commercial theaters it was, at any rate, pretty good in our respectable Carnegie Hall. Alas it is not. The other day as we were seated six rows down from the rear wall, and as Stokowski was just beginning his new transcription for orchestra of "Au Clair de Lune" this strange, almost eerie like thing of Debussy, a late comer began simultaneously to give a piece of her mind to the doorman. It was not a pretty piece, I assure you. But it succeeded in drowning out all the muted violins of Stokowski. Most of

us turned around with murderous intentions. However, it is not so much that lady who is at fault as it is our stupid neglect of the ABC's of good building. Acoustics, sound isolation, pleasant lighting without glare, proper ventilation, efficient circulation, comfortable seats — all these have long ceased to be things impossible to attain. Some of us have known about them and how to plan for them for at least twenty years.

The theater builders want gilded glamor, all the frills and none of the essentials. And so we have our Adams theaters or our Gothic ones.

Fortunately, the broadcasting companies who had built their own broadcasting studios and had soon found out that the bang of a door or the rumble of an elevated train did not contribute to their programs, took the trouble to investigate the ABC's of good studio building. Thus, when the Columbia Broadcasting System decided to lease several old fashioned theaters and to broadcast from them, they first tested them thoroughly. Ideal sound location which is obtained by building walls, floor and ceiling entirely free and independent from the structural walls, floor and ceiling by means of heavy isolators, was not possible in a remod-

elling operation. But establishing as many "dead" spaces at lobby and side exits did help. Eliminating the orchestra pit by building out the existing stage floor over the pit enlarged the stage as well as helping the sound. Acoustics were corrected by means of heavy curtains and also by constructing the cyclorama and stage sets of sound absorbing material, such as a combination of canvas and rock wool padding. Baffles, also of canvas and rock wool padding, whose size, shape and thickness were exactly calculated for correct sound absorption, were introduced overhead. Although they produce a dramatic decorative effect, their primary function is to prevent reverberation and so eliminate disturbing echoes. Thus the sound remains in one concentrated area and is directed through the microphone over the air, and into the loudspeakers on each side of the stage to reach the audience. It is a perfect day for radio broadcasting when the auditorium is filled, because then acoustical conditions are as satisfactory as even the most painstaking of us would wish. Human beings are one of the best sound absorbers that we know. Their clothes, their bodies not only absorb sounds, but prevent reverberation.

The seating arrangement and the coverings of seats are also an important factor in sound transmission. The best method is a rather close seating arrangement with porous material used for upholstery.

The side loges of the legitimate theater disappear when it is transferred into a radio theater. In their place are the clients' booth on one side (reserved especially for sponsors of the program) and the control booth on the other side. This control booth is the strategic point of transmission in the theater, for from it the engineer transmits and amalgamates the volume and quality of sound which will eventually reach the air. Within this control booth the sounds from the various instruments and performers that are to be transmitted to the air are equalized. This equalizing must take place because there are several microphones scattered over the stage—the orchestra has a few, the radio performers have theirs. It is the engineer's business to see that one performer or special part of the orchestra does not "steal the

show." In this control room there is also a production director. It is he who regulates the speed of the whole performance by means of code signs and silent signals. He is to radio what the stage manager is to the theater.

The clock in the legitimate theater is placed in some corner casually convenient to the passer-by. Conversely, the clock plays an all important part in the radio theater. In transforming the auditorium not one, but several large, easily seen clocks must be introduced at various points in the auditorium so that the audience, performers and men in the control room may be guided by them. Naturally it is essential that these clocks be exactly synchronized; not only because the program must go on at the appointed second, but also because the clock is the factor which creates the dramatic atmosphere of the radio theater.

Everyone's attention is focused upon it. Even the star of the evening takes second place in the interest of the audience and the performers until the clock's hands show the appointed time for the beginning of the broadcast.

Under the clock in the auditorium a large "On the Air" sign must be placed. Just a few moments before the performance begins it reads "Stand By." This calls the attention of everyone to the approaching moment. Just as the performance goes on the air, the sign changes to "On the Air," a silent reminder that the show is on and quiet is the order of the day. A wiggling neon-like light in a circular niche becomes illuminated the moment the sounds reach the air. This light changes in form and density according to the volume and pitch of the sound. It is a sort of visual image of sound waves.

Thus the art and science of broadcasting became a natural ally of the art and science of building. Until new structures are built which will make use of the experience and knowledge obtained today, we will have to alter, one by one, our old theaters. That is, if we have any concern at all for the comfort of performers and public alike. But it will not be before we actually build new structures that we shall be able to coordinate all these new technical factors and create rooms, studios and theaters in function of these factors, which will not only be mechanically satisfactory but, in our opinion, aesthetically successful.

THE FOREIGN MARKET for RADIO APPARATUS

By Lawrence D. Batson

*Radio Section, Electrical Division, Bureau of Foreign and
Domestic Commerce*



THE year 1937, from preliminary figures covering the first nine months, promises to be just another radio exporting year, with tidy increases in totals above any previous year. Almost every year since the inception of broadcasting has been a record year in exporting, 1926, 1931, and 1932 being the only years in which there was any recession, and of these only 1932 showing any serious loss.

Increases and decreases in radio exporting do not seem to follow world economic developments as closely as it follows the individual country developments, both of general and of specifically radio character. The larger markets are responsible for most of the fluctuations, but the smaller ones are also important because of their potentialities.

Ignoring Spain, whose \$2,300,000 purchases of radio equipment in 1934 was followed by war conditions that cause radio imports, by 1937, to fall to almost zero, we have twelve principal markets, three in South America, two in Oceania, three in Europe, three in North America, and one in Africa.

Comparing the preliminary figures for 9 months of 1937 with the entire year 1930, which developed approximately the same total business, and which is considered a useful year for comparison because it immediately preceded the big slump but did not participate appreciably in it, four of the twelve leading markets show smaller totals, the rest larger. Six are radio manufacturing countries, three of these being among the receding markets.

Although export statistics divide radio apparatus into six classes, those which show the most interesting and informative data are receiving sets, receiving tubes, and components.

The twelve principal markets are Argentina, Australia, Belgium, Brazil, Canada, Columbia, Cuba, France, Mexico, New Zealand, Union of South Africa, and the United Kingdom.

Argentina is a new manufacturing country. The radio industry has been on the increase for several years, and local manufacturing received exceptional impetus because of the imposi-

tion of exchange restrictions during which it was difficult to obtain money with which to pay for imports of radio sets. The industry is almost self-sufficient, so far as completed products are concerned, but components are being imported instead of sets. Where during the year 1930 exports of parts to the Argentine amounted to only \$381,000, for the first nine months of 1937 the figure was \$995,924. The total of radio exports to Argentina fell between the same periods from \$2,163,412 to \$1,901,268, or some \$262,000. Sets alone decreased from \$1,226,022 to \$91,499.

Australia has an industry a little older than the Argentine, and one that was a little more vigorously promoted from its beginning. Even in 1930 we sold Australia only \$103,088 worth of sets, and in the first nine months of 1937, but \$10,299. In 1929 our set exports to Australia amounted to \$489,989. Australia has not appreciably increased its \$100,000 component purchases in the United States, and the domestic industry has about halved the \$300,000 market for American tubes.

Belgium is one of our smaller but improving markets. Sets increased from \$50,097 to \$86,613, tubes from \$19,258 to \$281,279, and parts from \$38,557 to \$95,446. The total increased from \$140,114 to \$497,344, or \$357,230—255 per cent.

Brazil's increases were represented by all classes, and amounted to totals of \$576,682 for 1930 and \$1,602,633 for the first nine months of 1937.

Canada, for many years not only our best market but representing in the neighborhood of half of our radio business abroad, bought \$3,443,815 worth of sets in 1930, and in the first nine months of 1937, \$159,996. Tube purchases were about stationary, and parts declined by about half from \$2,067,262 to \$1,169,380; the total radio exports to Canada dropped from \$7,634,000 to \$2,092,512. The loss of 5½ millions of dollars of markets is a serious loss, and constitutes principally the results of an intensively developing domestic industry. That American radio exporting could withstand this blow, and still show increases to new levels, speaks well of the development of other foreign markets.

Colombia is one of our "natural" markets, looking to the United States for manufactured articles, such as radios, as its natural source of supply. Increases to Colombia appeared all along the line, and totaled in 1930, \$114,362, and in 1937, 9 months only, \$450,740. Cuba, a similar market, increased from \$767,198 to \$1,103,834.

France is a radio manufacturing country, but an excellent market for American apparatus as well. During this period France increased its purchases from \$429,787 to \$938,528, despite quota restrictions.

Mexico showed little change, either in total or by classes, increasing from \$2,053,525 to \$2,196,566.

New Zealand is our only important falling market which does not have a growing domestic radio industry. The decrease indicated is from \$998,913 to \$911,008. There is a great possibility that the \$87,000 difference will be made up in the last three months of 1937, and show a net increase for 1937 over 1930.

Spectacular among increases is the case of the Union of South Africa, with purchases of \$284,234 in 1930 and of \$1,584,425 in the first nine months of 1937. Sets alone accounted for practically all of the increase, and likewise of the total purchases during both periods.

The United Kingdom is a strong buyer of American radio goods, and increased over this period from \$898,829 to \$2,100,386. Nearly \$700,000 of the increase was in components, and \$500,000 in sets.

The division of the respective totals among the various classes shows little fluctuation between 1930 and the first nine months of 1937:

	Year 1930	9 mos., 1937
Sets	\$11,549,621	\$11,776,086
Tubes	2,363,234	3,174,878
Parts	4,375,337	5,490,573

Total of

All Classes .	\$23,133,815	\$23,915,406
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This appears to indicate that the world market has increased about equally for all classes, and that although the selection of markets requires more attention to the special characteristics of the individual countries, these characteristics are now in a more congealed form, and susceptible of understanding. The twelve big markets accounted for only \$15,748,638 in the first nine months of 1937, compared with \$16,865,082 in 1930. Smaller countries made up a larger total, however, besides balancing the total loss of the Spanish market. All classes of goods are stable, but each branch of the industry is faced with the necessity for meeting the shifts such as have been outlined. Good markets become limited, or change their requirements with the establishment of domestic industry, but new ones appear elsewhere with the establishment of domestic broadcasting, and the new industries furnish new requirements to be filled. The problem is to keep informed of these changes.

THE RADIO SECTION'S PART

Information as to the developments in the changing market picture, is the commodity in which the Bureau of Foreign and Domestic Commerce deals. The Radio Section is invested with the duty of watching the developments in all markets—Albania, Paraguay and Burma as well as Canada, Cuba, and Mexico—and of making these findings available to the export manager in the most useful form. The principal publication of the Radio Section, "World Radio Markets" is a series of circulars, each covering radio developments and market conditions in one country, the entire series covering all foreign markets. It is a complete and current reference on foreign radio markets. The circulars are revised frequently as changed conditions warrant. The complete sets are sold, and subscriptions taken for revision service.