

INDEX

A

- AFRA—See American Federation of Radio Artists
- AGRAP—See American Guild of Radio Announcers and Producers
- AMP—See Associated Music Publishers, Inc.
- ASCAP—See American Society of Composers, Authors and Publishers
- Actors:
- Professional Records..... 1029-1346
 - See also under Talent
- Adaptations:
- Federal Theatre Radio Division 260- 262
 - Plays, NBC-CBS..... 254- 257
 - Poetry, NBC-CBS..... 257- 258
 - Prose, NBC-CBS..... 257- 258
- Advertisers.....See Sponsors
- Advertising:
- Ladies' Home Journal Poll*.... 446
 - Promotional and Selling Expenses of Radio Industry, 1938 168
 - Regulations by the Federal Trade Commission..... 949
 - See also under Sponsors, Advertising Agencies, Revenue, Networks
- ADVERTISING AGENCIES. 182-247**
- Comparative Agency Spending: 1938, p. 182—CBS Gross Billings to Agencies: 1938, pp. 182-184—Mutual Gross Billings to Agencies: 1938, pp. 184-185—NBC Gross Billings to Agencies: 1938, pp. 185-186—Network, Spot and Regional Radio Accounts: pp. 187-204—Complete Particulars of Major Agencies: pp. 205-247*
- Advertising Agencies:
- Commissions Paid to by Radio Industry, 1938..... 168
 - Continuity Buyers..... 205- 247
 - Cross-Index of 825 Network, National Spot and Regional Radio Accounts..... 187- 204
 - Network Programs, 1938-39, Complete Particulars of..... 452- 529
 - Personnel 205- 247
 - Producers 205- 247
 - Radio Directors..... 205- 247
 - Script Buyers..... 205- 247
 - Spot Time Buyers..... 205- 247
 - Talent Buyers..... 205- 247
 - Writers 205- 247
- Agents, Talent..... 1347-1349
- Alabama Network..... 561
- American Communications Association 530
- American Federation of Musicians 530
- American Federation of Radio Artists:
- Code of Fair Practice..... 531- 538
 - Evolution of 530
 - Officers 530
- American Guild of Musical Artists 530
- American Guild of Radio Announcers and Producers.. 530
- American Society of Composers, Authors and Publishers, Complete Particulars of.. 248-249
- Amplitude Modulation..... 961
- Announcers:
- Fees Set by AFRA..... 534
 - Network Commercials, 1938-39 452- 529
 - Professional Records..... 1029-1346
 - Sports (Baseball) for Atlantic Refining 858- 859
 - Sports (Baseball) for General Mills 855- 858
 - Sports, Noted by Stations.... 859- 884
- Appeals from FCC Decisions... 984- 973
- Arizona Broadcasting Co., Inc... 561- 562
- Arizona Network..... 562
- Armstrong, Major E. H., and Amplitude Modulation.... 961
- Arrowhead Network..... 562
- Artists' Professional Records.... 1029-1346
- Artists Bureaus:
- List of..... 1347-1349
 - See also under Stations
- Associated Music Publishers, Complete Particulars of..... 249
- Atlantic Refining Co., 1939 Baseball Schedule..... 858- 859
- Auto-Radios:
- Ownership, Canadian..... 819
 - Ownership, Percent U. S. Rural Families..... 154
 - Ownership, Rural and Urban U. S..... 152
 - Ownership, Rural U. S. by Geographic Areas..... 155
- Awards:
- Popularity 442- 446
 - Variety Showmanship..... 440- 441

INDEX—Continued

| B | |
|---|----------------------|
| Bar Association, Federal Communications | 978- 983 |
| Baseball: | |
| Atlantic Refining 1939 Schedule | 858- 859 |
| C. A. B. Ratings on | 104 |
| General Mills 1939 Schedule | 855- 858 |
| See also under Sports | |
| Batteries—Electricity, Cost of, 1938 | 181 |
| Books: | |
| By Types: 1934-38 | 272 |
| Dramatizations of by the FTRD | 260- 261 |
| Dramatizations of by NBC-CBS | 257- 258 |
| Boxing: | |
| C.A.B. Ratings on | 105 |
| See also under Sports | |
| Boys' Athletic League Fourth Annual Radio Preference Poll | 444 |
| British Broadcasting Corp. Television | 957 |
| Broadcasting, Developments in Federal Regulation of, Article by Louis G. Caldwell | 896- 976 |
| Brown, Col. Thad H., Biography | 977- 978 |
| Building Materials, Network Revenue from, 1938 | 180 |
| Buyers: | |
| Agency Script | 205- 247 |
| Agency Spot Time | 205- 247 |
| Agency Talent | 205- 247 |
| C | |
| C.A.B.—See Cooperative Analysis of Broadcasting | |
| Caldwell, Louis G., Article on Developments in Federal Regulation of Broadcasting | 896- 976 |
| California Radio System | 562 |
| Call Letters of U. S. Stations | 570- 573 |
| Canadian Broadcasting Corp.: | |
| Officers | 838 |
| Stations Affiliated with—See Stations, Canadian | |
| Case, Norman Stanley, Biography | 977 |
| Cavalcade of Popular Songs: 1929-38 | 253- 254 |
| Censorship—See Federal Communications Commission, Regulation of Program Content | |
| Census: | |
| Employment Statistics from U. S. Census of Business | 161- 162 |
| Set Ownership | 152-158 and 161- 162 |
| Children's Programs: | |
| NBC Policies | 559- 560 |
| See also under Programs | |
| Civil Service Commission vs. FCC | 899 |
| Classical Music Programs—See Programs | |
| Clients—See Sponsors | |
| Code: | |
| AFRA | 531- 538 |
| NBC New Program Policies | 555- 561 |
| Colonial Network | 562- 563 |
| Columbia Broadcasting System: | |
| Adaptations of Literary Works | 254- 258 |
| Day - Evening Revenue by Years | 166 |
| Gross Billings to Agencies, 1938 | 182- 184 |
| Map of | 540- 541 |
| Personnel | 539- 546 |
| Plays Specifically Written for | 258- 260 |
| Political Advertisers, 1938 | 178 |
| Portion of 1938 Time Sales Paid Stations | 169 |
| Portion of 1938 Time Sales Retained by | 169 |
| Profit, Consolidated Net Operating, by Years | 160 & 162 |
| Programs, Commercial 1938-39, Complete Particulars of | 452- 529 |
| Revenue by Industry Classification, 1938 | 180 |
| Revenue by Years | 159-160 & 167 |
| Revenue (Gross Client), 1938 | 170- 172 |
| Revenue from Ranking Industries, 1933-38 | 179 |
| Share in Rural Study | 152 |
| Sponsors, 1938 | 170- 172 |
| Sponsors' (Major) Percentage of Dollar Volume, 1936-38 | 181 |
| Stations, Number of, Affiliated with, by Years | 161- 162 |
| Stations Owned, Operated or Leased | 546 |
| Television Outlay | 957 |
| Television Station | 886 |
| See also under Networks | |
| Commissioners, FCC, Biographies of | 977- 978 |
| Conductors, Network Commercial Programs, 1938-39 | 452- 529 |
| Confectionery-Soft Drinks: | |
| NBC-CBS Revenue from, 1933-38 | 179 |
| Network Revenue from, 1938 | 180 |
| Congressional Proposals for Investigation and Reorganization of the FCC | 908- 916 |
| Consulting Radio Engineers | 895 |
| Continuity Buyers, Agency | 205- 247 |
| COOPERATIVE ANALYSIS OF BROADCASTING: | |
| Correlation of Program Ratings Between Phone-Subscribers and Total D & E Families | 86 & 90 |

INDEX—Continued

Cooperative Analysis of Broadcasting
(Contd):

Distribution of Sets by Income
Classes 86 & 90

Divergence of Program Ratings
in Upper and Lower Income
Groups..... 86- 87

Evening Summer Season Programs
Compared by Type:
1935-38 108- 109

Evening Winter Season Programs
Compared by Type:
1935-38 106- 107

Foreword to Section..... 33- 34

Governing Committee..... 33

How the 20 Leading Programs
Attained Their Leadership..
132 & 136- 145

Initial Ratings and Sponsored
Life of Programs..... 146- 151

Introduction by A. W. Lehman
Method, Description of..... 34

Method, Discussion of..... 86- 90

Network Program History,
1930-39 36- 85

Organization and Growth of.. 35

Percent Set-Owners Having
Telephones (by Income
Groups) 86 & 88

Program Length vs. Median
Rating 117- 121

Program Type Preferences by
Income Groups..... 110- 116

Ratings on Five Leading Day-
time Programs Since March,
1930 99- 102

Ratings on Special Events..... 103- 105

Ratings on Ten Leading Day-
time Programs, Oct. 1938-
April 1939..... 91

Ratings on Ten Leading Even-
ing Programs Since March,
1930 92- 98

Ratings on Twenty-five Lead-
ing Evening Programs, Oct.
1938-April 1939..... 91

Rural and Urban Program
Popularity Compared..... 122- 131

Sets in Use by Month and
Season 132- 135

Copy Restrictions:
NBC Policies..... 555- 561

See also under Stations

Correspondents' Association,
Radio 272

Coverage, Broadcast..... 921- 923

Craven, Commander T.A.M., Bi-
ography 977

Crosley Corp. and Facsimile.... 894 & 960

Crossley, Inc., and C.A.B..... 35

Crossley Reports — See Cooperative
Analysis of Broadcasting

D

Depreciated Value of Invest-
ments in Stations and Net-
works 161- 162

Developmental Stations:
FCC Allocations to..... 952

FCC Regulation of..... 962

Developments in Federal Reg-
ulation of Broadcasting,
Article by Louis G. Cald-
well 896- 976

Diathermy Apparatus, FCC Reg-
ulation of..... 962- 963

Don Lee Broadcasting System:
Particulars of..... 563

Television Developments.885 & 887- 888

E

Editors, Radio..... 985-1027

Educational Stations:
FCC Allocations to..... 952

FCC Regulation of..... 962

Electricity—Batteries, Cost of,
1938 181

Employment:
AFRA Code of Fair Minimum
Terms and Conditions..... 531- 538

Payroll of Radio Industry, by
Years 161- 162

Engineers, Consulting Radio.... 895

Equipment:
Depreciated Value of in Radio
Industry 161- 162

Facsimile, in Use by Stations.. 892- 894

Facsimile, Manufacturers of... 892

Replacement Value of in
Radio Industry..... 162

Expenditures, Client..... See Revenue

Experimental Stations, FCC
Regulation of..... 963- 964

F

FCC—See Federal Communications Com-
mission

Facsimile:
Crosley 894 & 960

Developments of..... 891- 892

Equipment Manufacturers.... 892

Faults of..... 892

Network 892 & 960

Operating Costs..... 891- 892

Programs 892- 894

Regulation of, FCC..... 956 & 960

Stations, FCC Allocations to... 952

Stations, Particulars of..... 892- 894

Stations Using High Fre-
quencies, List of..... 894

INDEX—Continued

| | | | |
|---|-----------------|--|----------|
| <i>Facsimile (Contd):</i> | | | |
| Transmitter Costs..... | 891 | Licenses, Terms of..... | 918- 919 |
| Transradio Press Service..... | 960 | Low-Power Frequency De- vices and Diathermy Appa- ratus Regulation..... | 962- 963 |
| Fan Magazines, Radio..... | 1027 | Need for Improvement in Service | 921- 923 |
| Farm Papers, Money Spent in Purchase of, 1938..... | 181 | Network Investigation..... | 928- 929 |
| Farm Radio..... | See Rural Radio | New Hearing Procedure..... | 901- 904 |
| Federal Communications Bar As- sociation Members..... | 978- 983 | Ownership and Control of Stations Regulation..... | 926- 939 |
| FEDERAL COMMUNICA- TIONS COMMISSION: | | Ownership (Absentee) of Stations Regulation..... | 930 |
| Abolition of Three-Fold Divi- sion | 899 | Ownership (Multiple) of Sta- tions Regulation..... | 929- 930 |
| Allocation, Broadcast, Regula- tion of..... | 917- 926 | Ownership (Newspaper) of Stations Regulation..... | 931- 934 |
| Allocation, Showing to Be Made in Support of..... | 920- 921 | Personnel and Internal Organ- ization | 898- 901 |
| Allocations to Educational Sta- tions | 952 | Program Complaints — Pro- cedure | 943- 945 |
| Allocations to Facsimile Sta- tions | 952 | Program Complaints — Sub- stance | 946- 948 |
| Allocations to High Frequency Stations | 952 | Program Content Regulation.. | 939- 950 |
| Allocations to International Broadcast Stations..... | 952 | Program Content Statutory Prescriptions | 939- 940 |
| Allocations to Relay Broad- cast Stations..... | 952 | Program Standards..... | 940- 943 |
| Allocations to Television Sta- tions | 952 | Questionnaires | 904- 908 |
| Appeals from FCC Decisions.. | 964- 973 | Relay Stations Regulation... .. | 953 |
| Application Forms..... | 908 | Report on Income Items by Broadcast Stations by Met- ropolitan Districts: 1937.... | 164- 166 |
| Appropriation | 916 | Report on Radio Homes, Ret- ail Sales, and Station Net Sales: 1937..... | 163- 164 |
| (Vs.) Civil Service Commis- sion | 899 | Revision of Rules of Practice and Procedure..... | 901 |
| Classification of Channels and Stations | 919- 920 | Rules Governing Broadcast Services Other Than Stand- ard | 951- 953 |
| Commissioners, Biographies of Congressional Proposals for Investigation and Reorgan- ization | 977- 978 | Sale and Lease of Stations... .. | 934- 939 |
| 908- 916 | | Services Related to Broad- casting, Regulation of..... | 950- 964 |
| Data (Various)..... | 159- 162 | Special Experimental Author- izations | 920 |
| Developmental Stations, Regu- lation of..... | 962 | Standard Broadcast Station Regulation | 917 |
| Economic Factors..... | 923- 925 | Super-Power | 925- 926 |
| Educational Station Regula- tion | 962 | Visual Broadcast Regulation.. | 956- 960 |
| Examining Department Abol- ished | 899 | WLW Case..... | 921 |
| Executive Personnel..... | 978 | Federal Theatre Radio Division: Adaptations by..... | 260- 262 |
| Experimental Station Regula- tion | 963 | Particulars of..... | 262 |
| High Frequency Broadcast Regulations | 960- 962 | Federal Trade Commission Reg- ulation of Advertising Con- tinuity | 949 |
| Industry Income Statement, 1937 | 170 | Football: C. A. B. Ratings on..... | 105 |
| Industry Income Statement, 1938 | 168- 169 | See also under Sports | |
| International Broadcast Sta- tion Regulation..... | 953- 956 | <i>Fortune</i> Survey on Newspaper Radio Readership..... | 984 |
| International Radio Regula- tion | 973- 976 | Frequency Modulation..... | 961 |

INDEX—Continued

G

Genera. Mills 1939 Baseball
 Schedule 855- 858
 Georgia Broadcasting System... 563
 Georgia Major Market Trio.... 563
 Glossary of Television Terms... 890- 891
 Golf:
 C. A. B. Ratings 105
 See also under Sports

H

Havana Conference and North
 American Regional Broad-
 casting Agreement..... 974- 975
 High Frequency Stations:
 FCC Allocations..... 952
 FCC Regulation of..... 960- 962
 History of Radio, A Book-
 keeper's 159- 162
 Holidays, Canadian. See Stations, Canadian
 Homes, Radio..... See Ownership

I

Income Groups:
 Basic Rural Ownership Fac-
 tors 154
 Distribution of Sets by..... 86 & 89
 Divergence of Program Rat-
 ings by 86- 87
 Median Hours of Daily Use of
 Rural Radio by..... 154
 Percentage of Set-Owners
 Having Telephones..... 86 & 88
 Program Type Preferences by
 Industries:
 NBC-CBS Revenue from
 Ranking Industries, 1933-38. 179
 NBC, CBS, Mutual Broadcas-
 ting System Revenue by, 1938 180
 Inter-City Broadcasting System 563
 International Alliance of Theat-
 rical Stage Employees Union 530
 International Broadcast Stations:
 FCC Allocations..... 952
 FCC Regulation of..... 953- 956
 International Brotherhood of
 Electrical Workers..... 530
 International Radio Consulting
 Committee 975- 976
 International Radio Regulation.. 973- 976
 International Telecommunica-
 tions Convention..... 973-974
 Interpretive Legal Rights..... 250
 Investment in Radio Industry... 161- 162
 Iowa Network 563- 564

J

Joint Committee on Radio Research:
 Rural Study..... 152- 158
 Set Ownership by States and
 Counties 574 ff

L

Labor-Unionism, Particulars of,
 1938-39 530- 538
 Ladies' Home Journal Poll of
 Radio Favorites..... 446

LAW 896- 983

*Developments in Federal Regu-
 lation of Broadcasting Article by
 Louis G. Caldwell—896-976; Fed-
 eral Communications Commission-
 ers, Biographies—977-978; Federal
 Communications Commission
 Executive Personnel—978; Mem-
 bers of Federal Communications
 Bar Association—978-983*

Law—See also Federal Communications
 Commission

Lawyers, Members of Federal
 Communications Bar Associ-
 ation 978- 983

Legitimate Plays:

Federal Theatre Radio Divi-
 sion Adaptations..... 261
 NBC-CBS Adaptations..... 254- 257

Library Services, Transcription. 265- 271

Licenses, Station—See Federal Communi-
 cations Commission

Licensing Societies, Musical.... 248- 252

Listeners, What They Paid for
 Radio, Magazines, News-
 papers and Farm Papers in
 1938 181

Listening:

Relationship of Summer to
 Winter 132- 133

Rural Median Hours of Daily
 Use 154

Rural, Related to Years of Set
 Ownership 155

Rural Sets in Use by Half-
 Hours: Monday-Friday.... 156

Rural Sets in Use: Saturday.. 157

Rural Sets in Use: Sunday.... 158

Literary Works:

Books by Types: 1934-38.... 272

Federal Theatre Radio Divi-
 sion Adaptations..... 260- 262

NBC-CBS Adaptations..... 254- 258

INDEX—Continued

Local, Definition of..... 205
 Local Revenue:
 By Stations by Metropolitan
 Districts: 1937 164- 166
 During 1937 170
 During 1938 169
 Location of U. S. Stations..... 570- 573
 Logs, Newspaper Radio—See Radio Editors

M

MPPA—See Music Publishers' Protective Assn.
 Magazines:
 National, Revenue 1936-38.... 167
 Radio Fan..... 1027
 Total Money Spent in Sub-
 scription and Single-Copy
 Sales, 1938..... 181
 Mason-Dixon Radio Group..... 564
 McNinch, Frank R., Biography 977
 Media, Organizations Gathering
 Research on..... 262- 264
 Medical Accounts, NBC Policies 559
 Mexico and the North American
 Regional Broadcasting
 Agreement 974- 975
 Michigan Radio Network..... 564
 Minnesota Radio Network..... 564

MONEY 167-181

Radio Time Sales: 1936-38—167; Comparison Between Revenue of Major Media—167; Network Gross Client Expenditures by Years—167; Combined Radio Industry Income Statement, 1938—168; Total Radio Time Sales, 1938—169; Total Radio Time Sales, 1937—170; CBS Gross Client Revenue, 1938—170-172; Mutual Gross Client Revenue, 1938—173; NBC Gross Client Revenue, 1938—174-177; CBS Political Advertisers, 1938—178; Mutual Political Advertisers, 1938—178; NBC Political Advertisers, 1938—178-179; NBC-CBS Revenue from Ranking Industries, 1933-38—179; Network 1938 Revenue by Industry Classification—180; Ranking Sponsors' Percentage of Network Dollar Volume—181; What Reader-Listeners Paid for Radio, Magazines, Newspapers and Farm Papers During 1938—181

Music:

BandSee Programs
 ClassicalSee Programs
 ConcertSee Programs
 DanceSee Programs
 FamiliarSee Programs

Licensing Societies, Particu-
 lars of 248- 252
 MinstrelSee Programs
 PopularSee Programs
 Popular Songs, 1929-38..... 253- 254
 Radio Life of "Hit" Songs..... 252
 Semi-Classical.....See Programs
 Music Publishers' Protective
 Assn., Complete Particulars of 250
 Musical Comedies, Network
 Adaptations of..... 254- 257
 Musical Revue Programs...See Programs
 Mutual Broadcasting System:
 Commercial Programs, 1938-
 39, Complete Particulars of 452- 529
 Facsimile Network..... 892 & 960
 Gross Billings to Agencies,
 1938 184- 185
 Map of..... 544- 545
 Number of Stations Affiliated
 with, by Years..... 161- 162
 Personnel 546- 547
 Political Advertisers, 1938.... 178
 Revenue (Gross Client) for
 1938 173
 Revenue by Industry Classi-
 fication, 1938..... 180
 Revenue by Years..... 159- 160 & 167

N

NAB—See National Assn. of Broadcasters
 NAPA—See National Assn. of Performing
 Artists
 National Association of Broadcasters:
 Adoption of Program Stand-
 ards 949
 Conventions, 1923-38..... 844
 Directors and Committees.... 839- 844
 Presidents, Since 1923..... 844
 Share in Rural Study..... 152
 National Association of Per-
 forming Artists, Complete
 Particulars of..... 250- 251
 National Broadcasting Co.:
 Adaptations of Literary Works
 Commercial Programs, 1938-
 39, Complete Particulars
 of 452- 529
 Gross Billings to Agencies,
 1938 185- 186
 Map 548- 549
 New Program Policies..... 555- 561
 Number of Stations Affiliated
 with, by Years..... 161- 162
 Owned-Managed-Programmed
 Stations 554- 555
 Personnel 547- 554
 Plays Specifically Written for
 Political Advertisers, 1938.... 178- 179
 Profit, Consolidated Net Op-
 erating, by Years..... 160 & 162
 Revenue by Industry Classifi-
 cation, 1938 180

INDEX—Continued

| | | | |
|--|----------------|--|-----------------|
| <i>National Broadcasting Co. (Contd):</i> | | Regional, Particulars of..... | 561- 567 |
| Revenue by Years..... | 159- 160 & 167 | Revenue by Industry Classification, 1938..... | 180 |
| Revenue, Day and Evening, by Years | 166 | Revenue, Day and Evening, by Years | 166 |
| Revenue from Ranking Industries, 1933-38..... | 179 | Revenue (Gross Client) 1938.. | 170- 179 |
| Revenue (Gross Client), 1938.. | 174- 177 | Secondary, Portion of 1937 Time Sales Paid Stations... | 170 |
| Rural Radio Study Sponsorship | 152 | Secondary, Portion of 1938 Time Sales Paid Stations.... | 169 |
| Television Developments..... | 885 & 887 | Secondary, Portion of 1937 Time Sales Retained by..... | 170 |
| NETWORKS | 539-567 | Stations Affiliated with—See Maps and Stations | |
| <i>Columbia Broadcasting Personnel —539-546; Columbia Broadcasting System Map—540-541; Columbia Broadcasting System, Stations, Owned, Operated, or Leased—546; Mutual Broadcasting System Map —544-545; Mutual Broadcasting System Personnel —546-547; National Broadcasting Co. Personnel —547-554; National Broadcasting Co. Map—548-549; National Broadcasting Co. Owned-Managed-Programmed Stations — 554-555; National Broadcasting Co. New Program Policies — 555-561; Regional Networks—561-567</i> | | News Commentators.....See Programs | |
| | | News Dramatizations.....See Programs | |
| | | News Programs, NBC Policies.. | 560 |
| | | NEWS-PUBLICITY | 984-1027 |
| | | <i>Radio Editors and Newspaper Radio Policies — 984-1023; Trade Journals — 1023-1026; Fan Magazines—1027</i> | |
| Networks: | | News Services, Radio, Particulars of..... | 264- 265 |
| Adaptation of Literary Works. | 254- 258 | News Topic Programs.....See Programs | |
| Advertisers | 187- 204 | Newspapers: | |
| CBS—See Columbia Broadcasting System | | Cuts in Radio Space..... | 984 |
| Commercial Programs, 1938-39, Complete Particulars of. | 452- 529 | Method of Paying ASCAP.... | 248 |
| Commercial Programs by Types, Seasons of 1937-38 and 1938-39..... | 447- 451 | Ownership of Stations and the FCC | 931- 934 |
| Facsimile | 892 & 960 | Radio Policies..... | 934-1023 |
| Federal Communications Commission Investigation of | 928- 929 | Radio Readership of..... | 984 |
| Gross Billings to Agencies, 1938 | 182- 186 | Rates on Radio Page..... | 985-1023 |
| Major, Portion of 1937 Time Sales Paid Stations..... | 170 | Revenue, 1936-38..... | 167 |
| Major, Portion of 1938 Time Sales Paid Stations..... | 169 | Total Money Spent in Purchase of Morning, Evening and Sunday Papers, 1938.... | 181 |
| Major, Portion of 1937 Time Sales Retained by..... | 170 | North American Regional Broadcasting Agreement.. | 974- 975 |
| Major, Portion of 1938 Time Sales Retained by..... | 169 | North Central Broadcasting System, Inc..... | 564 |
| Mentioned by Radio Editors.. | 985-1023 | Novels, Network Adaptations of. | 257- 258 |
| MBS—See Mutual Broadcasting System | | | |
| NBC—See National Broadcasting Co. | | O | |
| Number of Stations Affiliated with, by Years..... | 161- 162 | Oklahoma Network, Inc..... | 564- 565 |
| Payments to Stations by Metropolitan Districts, 1937..... | 164- 166 | Operettas: | |
| Plays Specifically Written for. | 258- 260 | Dramatized by the Federal Theatre Radio Division..... | 261 |
| Program History of, 1930-39.. | 36- 85 | Network Adaptations of..... | 254- 257 |
| Ranking Sponsors' Percentage of Dollar Volume, 1936-38.. | 181 | See also Programs | |
| | | Orchestras, Network Commercial, 1938-39..... | 452- 529 |
| | | Origination, Network Commercial Programs..... | 452- 529 |
| | | P | |
| | | Pacific Broadcasting Co..... | 565 |

INDEX—Continued

Patent Medicines, NBC Policies. 559
 Payne, George Henry, Biography. 977
 Payroll, Radio's Annual.....161 & 162
 Pennsylvania Network 565
 Performing Rights Societies,
 Particulars of 248- 252
 Perry Bill 250
 Plays:
 Adapted by the Federal Theatre Radio Division..... 261
 Network Adaptations of..... 254- 257
 Specifically Written for Radio. 258- 260
 Poetry:
 Network Adaptations of..... 257- 258
 See also Programs
 Political Advertisers, Network... 178- 179
 Political Speeches, C. A. B. Ratings on 103
 Popular Music Programs—See Programs
 Popularity Polls 442- 446
 Press Services, Radio..... 264- 265
 Producers:
 Advertising Agency..... 205- 247
 Program 1349-1352
 Programs, Network Commercial, 1938-39 452- 529
 Transcription 265- 271

PROGRAM TITLES..... 273-439

{ 25,000 Names of Program Series —273-439; Checking Program Titles (Procedure) — 439; Definition of Titles (Legal)—439 }

Programming, Television..... 886
 Programs:
 Amateur, Compared as to Rural and Urban Popularity. 130
 Amateur, Compared by Type, 106, 107, 108
 Audience Participation, Compared as to Rural and Urban Popularity 131
 Audience Participation, Compared by Type.....108 & 109
 Audience Participation, Daytime, Number and Station Hours per Week, 1938-39... 451
 Audience Participation, Evening, Number and Station Hours per Week, 1937-39... 448- 449
 Band Music, Compared as to Rural and Urban popularity. 130
 Band Music, Compared by Type106 & 107
 Band Music, Daytime, Number and Station Hours per Week, 1937-39 450- 451
 Band Music, Evening, Number and Station Hours per Week, 1937-39 448- 449
 Baseball, C.A.B. Ratings on... 104
 Boxing, C.A.B. Ratings on... 105
 Children's, Ladies' Home Journal Poll..... 446
 Children's, NBC Policies..... 559- 560
 Children's, Number and Station Hours per Week, 1937-39 448- 449
 Classical Music, Compared as to Rural and Urban Popularity 130- 131
 Classical Music, Compared by Type107 & 108
 Classical Music, Daytime, Number and Station Hours per Week, 1937-39..... 450- 451
 Classical Music, Evening, Number and Station Hours per Week, 1937-39 448- 449
 Classical Music, Evening, Preferences by Income Groups.110 & 114
 Comedy, Compared as to Rural and Urban Popularity..... 131
 Comedy, Compared by Type..106 & 109
 Comedy Teams, Evening, Number and Station Hours per Week, 1937-39 448- 449
 Commentators, Compared by Type106 & 109

PRODUCTION 440-529

{ Variety Showmanship Plaques—440-441; Program Popularity Polls —442-446; Network Commercial Programs Charted by Types—447-451; Commercial Network Programs, 1938-39, Complete Particulars of—452-529 }

PRODUCTION AIDS..... 248-272

{ Musical Licensing Societies—248-252; Radio Life of "Hit" Songs—252; Popular Songs, 1929-38—253-254; NBC-CBS Adaptations of Literary Works—254-258; Plays Specifically Written for Radio—258-260; Federal Theatre Radio Division Adaptations — 260-262; Research Organizations — 262-264; Transcription Producers—265-271; Radio Correspondents' Assn.—272; Books by Types, 1934-38—272 }

PROFESSIONAL RECORDS

5,625 1029-1346

Profit:

Consolidated Net of the Industry by Years..... 159- 160
 NBC-CBS Consolidated Net by Years160 & 162

INDEX—Continued

| | |
|---|----------------|
| <i>Programs (Contd.):</i> | |
| Commentators & Talks, Compared as to Rural and Urban Popularity | 131 |
| Compared by Type, Evening Summer Season: 1935-38.... | 108- 109 |
| Compared by Type, Evening Winter Season: 1935-1938.... | 106- 107 |
| Concerts, Compared by Type.. | 106 & 109 |
| Correlation of Program Ratings Between Phone Subscribers and Total Families.. | 86 & 90 |
| Dance Music, Compared as to Rural and Urban Popularity.. | 130 |
| Dance Music, Compared by Type | 107 & 108 |
| Divergence in Ratings Between Upper and Lower Income Groups | 86- 87 |
| Drama, Compared as to Rural and Urban Popularity..... | 130- 131 |
| Drama, Compared by Type...106 & 109 | |
| Drama, Evening, Number and Station Hours per Week, 1937-39 | 448- 449 |
| Drama (Daytime) Preferences by Income Groups..... | 110 & 113 |
| Drama (Evening) Preferences by Income Groups..... | 110 & 112 |
| Expense of in 1938..... | 168 |
| Facsimile | 892- 894 |
| Familiar Music, Daytime, Number and Station Hours per Week, 1937-39 | 450- 451 |
| Familiar Music, Evening, Number and Station Hours per Week, 1937-39 | 448- 449 |
| Football, C.A.B. Ratings on... | 105 |
| Foreign Language, Regional Network Policies | 561- 567 |
| Foreign Language—See also Stations | |
| Golf, C.A.B. Ratings on..... | 105 |
| History of (Network), 1930-39.. | 36- 85 |
| How the 20 Leaders Attained Their Leadership..... | 132 & 136- 145 |
| Hymns, Daytime, Number and Station Hours per Week, 1937-39 | 450- 451 |
| Initial Ratings and Sponsored Life | 146- 151 |
| Length vs. Median C.A.B. Ratings | 117- 121 |
| Listening to—See Listening | |
| Minstrel, Compared by Type.. | 107 & 108 |
| Musical Revue, Compared as to Rural and Urban Popularity | 130 |
| Mystery, Compared by Type.. | 106 |
| NBC Policies | 555- 561 |
| Network Commercial, 1938-39.. | 452- 529 |
| Network Commercial, by Types, 1937-39 | 447- 451 |
| News, NBC Policies..... | 560 |
| News Commentators, Daytime, Number and Station Hours per Week, 1937-39..... | 450- 451 |
| News Commentators, Evening, Number and Station Hours per Week, 1937-39..... | 448- 449 |
| News Drama, Compared by Type | 107 & 108 |
| News Topics, Compared by Type | 107 & 108 |
| News Topics and Drama, Compared as to Rural and Urban Popularity | 130 |
| Novelty, Compared as to Rural and Urban Popularity..... | 130 |
| Novelty, Compared by Type...106 & 109 | |
| Novelty, Daytime, Number and Station Hours per Week, 1937-39 | 450- 451 |
| Operettas, Compared by Type.. | 107 |
| Personality, Compared as to Rural and Urban Popularity | 130 |
| Personality, Compared by Type | 106, 107, 108 |
| Poetry, Compared by Type...106 & 109 | |
| Political Speeches, C. A. B. Ratings | 103 |
| Popular Music, Compared as to Rural and Urban Popularity | 131 |
| Popular Music, Compared by Type | 107 & 108 |
| Popular Music, Daytime, Number and Station Hours per Week, 1937-39..... | 450- 451 |
| Popular Music, Evening, Number and Station Hours per Week, 1937-39..... | 448- 449 |
| Popular Music (Evening) Preferences by Income Groups | 110 & 116 |
| Popular Singer, Compared as to Rural and Urban Popularity | 130 |
| Popular Singer, Compared by Type | 107 & 108 |
| Popularity Polls..... | 442- 446 |
| Producers of..... | 1349-1352 |
| Racing, C. A. B. Ratings..... | 105 |
| Ratings on Five Leading Daytime Programs Since March, 1930 | 99- 102 |
| Ratings on Special Events.... | 103- 105 |
| Ratings on Ten Leading Daytime Programs, Oct., 1938-April, 1939 | 91 |
| Ratings on Ten Leading Evening Programs Since March, 1930 | 92- 98 |
| Ratings on Twenty-five Leading Evening Programs, Oct., 1938-April, 1939..... | 91 |
| Regulation of Content by the FCC | 939- 950 |

INDEX—Continued

| <i>Programs (Contd):</i> | |
|---|----------------------|
| Religion, Daytime, Number and Station Hours per Week, 1937-39..... | 450- 451 |
| Religion, Evening, Number and Station Hours per Week, 1937-39 | 448- 449 |
| Rural and Urban Popularity Compared | 122- 129 |
| Rural and Urban Popularity Compared by Type..... | 130- 131 |
| Semi-Classical Music, Compared as to Rural and Urban Popularity | 130- 131 |
| Semi-Classical Music, Compared by Type..... | 106 & 109 |
| Semi-Classical Music, Evening, Number and Station Hours per Week, 1937-39..... | 448- 449 |
| Semi-Classical Music (Evening) Preferences by Income Groups..... | 110 & 115 |
| Serials and Drama, Daytime, Number and Station Hours per Week, 1937-39..... | 450- 451 |
| Serial Drama, Compared as to Rural and Urban Popularity. | 130- 131 |
| Serial Drama, Compared by Type | 107 & 108 |
| Serial Drama (Daytime) Preferences by Income Groups..... | 110 & 113 |
| Serial Drama (Evening) Preferences by Income Groups..... | 110 & 112 |
| Single Act, Daytime, Number and Station Hours per Week, 1937-39..... | 450- 451 |
| Single Act, Evening, Number and Station Hours per Week, 1938-39 | 449 |
| Song-Patter Teams, Daytime, Number and Station Hours per Week, 1937-38..... | 450 |
| Speeches, C. A. B. Ratings.... | 103- 104 |
| Sports, C. A. B. Ratings..... | 104- 105 |
| Sports, Evening, Number and Station Hours per Week, 1937-39 | 448- 449 |
| Sports..... | See also Sports |
| Talks, Compared by Type..... | 106 & 109 |
| Talks—Instruction, Daytime, Number and Station Hours per Week, 1937-39..... | 450- 451 |
| Talks—Instruction, Evening, Number and Station Hours per Week, 1937-39..... | 448- 449 |
| Television—See Television Stations | |
| Type Preferences by Income Classes | 110- 116 |
| Variety, Compared as to Rural and Urban Popularity..... | 130- 131 |
| Variety, Compared by Type..... | 106 & 109 |
| Variety, Daytime, Number and Station Hours per Week, 1937-39 | 450- 451 |
| Variety, Evening, Number and Station Hours per Week, 1937-39 | 448- 449 |
| Variety (Evening) Preferences by Income Groups..... | 110- 111 |
| Prose, Network Adaptations of.. | 257- 258 |
| Publications: | |
| Fan | 1027 |
| Trade | 1023-1026 |
| Publicity—See Merchandising; News-Publicity | |
| Q | |
| Quaker Network..... | 565 |
| R | |
| Racing: | |
| C. A. B. Ratings..... | 105 |
| See also Sports | |
| Radio Correspondents' Association | 272 |
| RADIO EDITORS..... | 984-1023 |
| Radio Equipment..... | See Equipment |
| Radio Guide Fifth Annual Popularity Poll..... | 442- 443 |
| Radio Industry: | |
| Bookkeeper's History of..... | 159- 162 |
| Combined Broadcasting Industry Income Statement, 1938. | 168 |
| Consolidated Net Profit of by Years | 159- 160 |
| Depreciated Value of Investment | 161- 162 |
| Employee Payroll by Years... | 161- 162 |
| Income Items by Stations by Metropolitan Districts..... | 164- 166 |
| Net Sales by Stations by States and Geographic Areas..... | 163- 164 |
| Payments to ASCAP..... | 248 |
| Revenue, by Years..... | 159-160 & 167 |
| Time Sales, 1937..... | 170 |
| Time Sales, 1938..... | 169 |
| Radio Manufacturers' Association Television Standards..... | 885 & 958 |
| Radio News Services..... | 264- 265 |
| Radio Sets..... | See Sets; Set Owners |
| Radio Writers' Guild..... | 530 |
| Ratings, Program—See Cooperative Analysis of Broadcasting; Programs; Popularity Polls | |
| Readership, Newspaper Radio... | 984 |
| Receiving Sets..... | See Sets |
| Recording Services..... | 265- 271 |
| Regional Networks..... | 561- 567 |
| Regional Radio Advertisers..... | 187- 204 |
| Relay Stations: | |
| FCC Allocations..... | 952 |
| FCC Regulations..... | 953 |

INDEX—Continued

| | | |
|----------------------------------|------------------------------------|---------------|
| Religion.....See Programs | Station Representatives..... | 845- 854 |
| Representatives, Station..... | Transcription | 265- 271 |
| Research Organizations..... | Set Owners, Percentage of Sub- | |
| Revenue: | scribing to Telephones (by | |
| ASCAP, 1937 and 1938..... | Income Groups)..... | 86 & 88 |
| Combined Broadcasting Indus- | Set Ownership: | |
| try Income Statement, 1938..... | Auto Radio, Percent Rural | |
| NBC-CBS from Ranking Indus- | Families Owning..... | 154 |
| tries, 1933-38..... | By Years..... | 161- 162 |
| NBC-CBS from Ranking Spon- | Canadian, by Province..... | 819 |
| sors, 1936-38..... | Percent of, by Years..... | 161- 162 |
| Network, by Agencies, 1938... .. | Rural, by Geographic Areas... .. | 155 |
| Network, by Industry Classifi- | Rural Families with Two or | |
| cation, 1938..... | More Sets..... | 154 |
| Network, by Sponsors, 1938... .. | Rural, Median Number of | |
| Network, by Years..... | Years | 154 |
| Network Day and Evening, by | Rural, Related to Median | |
| Years | Hours of Daily Use..... | 155 |
| Station, by Metropolitan Dis- | U. S., by States and Counties.. | 574 ff |
| tricts, 1937..... | Urban and Rural as of Jan. 1, | |
| Station, by States and Geo- | 1938 | 153 |
| graphic Areas, 1937..... | Sets, Radio: | |
| Time Sales, 1937..... | Canadian Tax on..... | 819 |
| Time Sales, 1938..... | Cost of Electricity and Bat- | |
| Total Radio, by Years..... | teries, 1938..... | 181 |
| Ricordi, G. & Co. (Milan), Com- | Cost of Purchase, Operation, | |
| plete Particulars of..... | Repair and Upkeep, 1938.... | 181 |
| Rural Radio: | Cost of Repair Services, 1938.. | 181 |
| Basic Radio Ownership Fac- | Distribution of by Income | |
| tors by Economic Groups... .. | Groups | 86 & 89 |
| Comparison of Rural and Ur- | Parts and Supplies Used in | |
| ban Set Ownership..... | Repairing, 1938..... | 181 |
| Joint Committee on Radio Re- | Sales by Dollar Volume, 1938.. | 181 |
| search Study..... | Sales of (Plus Other Appa- | |
| Median Hours of Daily Set | ratus for Radio Reception), | |
| Use | by Years..... | 161- 162 |
| Ownership Factors by Geo- | Television, Price of..... | 885 |
| graphic Areas..... | Television, Sales of..... | 885 |
| Programs (Daytime) Com- | Use by Month and Season.... | 132- 135 |
| pared with Urban Popu- | Showmanship, Variety Awards.. | 440- 441 |
| larity | Society of European Stage Au- | |
| 126- 129 | thors and Composers, Inc., | |
| Programs (Evening) Com- | Complete Particulars of.. | 251- 252 |
| pared with Urban Popu- | Society of Jewish Composers, | |
| larity | Publishers and Song | |
| 122- 125 | Writers, Complete Partic- | |
| Sets in Use, Monday-Friday... .. | ulars of..... | 252 |
| Sets in Use, Saturday..... | Soft Ball.....See Sports | |
| Sets in Use, Sunday..... | Song-Patter Teams.....See Programs | |
| 157 | Songs: | |
| 158 | Popular, 1929-38..... | 253- 254 |
| | Radio Life of "Hits"..... | 252 |
| | Special Events, C. A. B. Ratings.. | 103- 105 |
| | Speeches, C. A. B. Ratings..... | 103- 104 |
| | Sponsors: | |
| | Baseball, Atlantic Refining Co. | 858- 859 |
| | Baseball, General Mills..... | 855- 858 |
| | CBS, Gross Expenditures, 1938 | 170- 172 |
| | How Their Leading 20 Pro- | |
| | grams Attained Leadership.. | 132 & 136-145 |
| | Initial Ratings of Programs | |
| | and Sponsored Life of..... | 146- 151 |

S

| | |
|---------------------------------------|----------|
| SESAC—See Society of European Stage | |
| Authors and Composers, Inc. | |
| Sales, Radio Time.....See Revenue | |
| Scripts: | |
| Buyers, Advertising Agency.. | 205- 247 |
| Writers, Network Commercial | |
| Programs, 1938-39..... | 452- 529 |
| Semi-Classical Music.....See Programs | |
| Serial Drama.....See Programs | |
| Services, Radio: | |
| News | 264- 265 |
| Research | 262- 264 |

INDEX—Continued

Sponsors (Contd):

Local, Net Time Sales, 1938... 169

Mutual, Gross Expenditures, 1938 173

National and Regional Spot, Net Time Sales, 1938..... 169

NBC, Gross Expenditures, 1938 174- 177

NBC Policies Regarding..... 555 ff

NBC-CBS Revenue from Ranking Industries, 1933-38..... 179

National Spot, Net Time Sales, 1937 170

Network, National Spot and Regional, List of 825..... 187- 204

Network, Programs by Type, 1937-39 447- 451

Network Programs, 1938-39, Complete Particulars of.... 452- 529

Network Revenue by Industries, 1938..... 180

Network, Total Net Time Sales, 1937..... 170

Network, Total Net Time Sales, 1938..... 169

Political, CBS 1938 Expenditures 178

Political, Mutual 1938 Expenditures 178

Political, NBC 1938 Expenditures 178- 179

Ranking Expenditures with NBC-CBS, 1936-38..... 181

Ratings on Five Leading Daytime Programs Since March, 1930 99- 102

Ratings on Ten Leading Evening Programs Since March, 1930 92- 98

Ratings on Twenty-five Leading Evening Programs and Ten Leading Daytime Programs, Oct., 1938-April, 1939 91

Sports, Noted by U. S. and Canadian Stations..... 859- 884

Total Net Time Sales to in 1937 170

SPORTS 855-884

{ *Baseball 1939: General Mills and Co-Sponsors — 855-858; Baseball 1939: Atlantic Refining Co.—858-859; Station Records on Sponsored Sports: Summer 1938-Spring 1939 —859-884* }

Sports:

C. A. B. Ratings on..... 104- 105

See also Programs

Spot Radio:

Advertisers 187- 204

Agency Time Buyers..... 205- 247

Definition of..... 205

Revenue, by Stations by Metropolitan Districts: 1937..... 164- 166

Revenue, National and Regional, 1938..... 169

Revenue, National, 1937..... 170

STATION REPRESENTATIVES:

845-854

Stationery-Publishers, Network Revenue from, 1938..... 180

STATIONS 569-844

{ *U. S. Stations Classified by Wattage—569; Location of U. S. Stations—570-573; U. S. Stations, Complete Particulars of—574-810; Alaskan Stations, Complete Particulars of—811; Hawaiian Stations, Complete Particulars of—811-812; Canadian Set Ownership, 1938—819; Canadian Stations, Complete Particulars of—819-838; Canadian Broadcasting Corp. Officers—838; National Association of Broadcasters, Officers and Committees—839-844; National Association of Broadcasters' Presidents Since 1923—844; National Association of Broadcasters' Conventions, 1923-38—844* }

STATIONS, ALASKA 811

STATIONS, CANADA 819-838

STATIONS, HAWAII 811-812

STATIONS, U. S. 574-810

Stations:

Baseball Schedule for Atlantic Refining 858- 859

Baseball Schedule for General Mills 855- 857

Classified by Wattage (U. S.).. 569

Facsimile, Particulars of..... 892- 894

Facsimile, Using High Frequencies 894

Location of (U. S.)..... 570- 573

Mentioned by Radio Editors.. 985-1023

Number Affiliated with Networks, by Years..... 161- 162

Number of, by Years..... 159- 160

Procedure Before the FCC—See Federal Communications Commission

Revenue—See Revenue

Sports, Complete Records... 859- 884

Television, Complete Particulars of 886- 888

Television, List of..... 889

Variety Showmanship Awards. 440- 441

Super-Power—See Federal Communications Commission

INDEX—Continued

T

TALENT1029-1352

{ 5,625 Professional Records—1029-1346; Artists Bureaus, List of—1347-1349; Program Producers, List of—1349-1352 }

Talent:

| | |
|--|--------------|
| Advertising Agency Buyers... | 205- 247 |
| Cost to Radio Industry, 1938... | 168 |
| Network Commercials, 1938-39 | 452- 529 |
| Popularity Polls..... | 442- 446 |
| Radio Industry Income from Sale and Placing of, 1938.... | 168 |
| Talks..... | See Programs |
| Tape Transmission, Producer of. | 271 |
| Taxes: | |
| Canadian Set..... | 819 |
| State and Federal Paid by Radio Industry, 1938..... | 168 |

TECHNICAL RESEARCH ... 885-895

{ Television, 1938-39—885-886; Television Stations, Particulars of—886-888; Television Stations, List of—889; Television Terms—890-891; Facsimile Broadcasting, Developments of—891-892; Facsimile Stations, Particulars of—892-894; Facsimile Stations Using High Frequencies, List of—894; Consulting Radio Engineers, List of—895 }

Telephones:

| | |
|--|---------|
| Correlation of Program Ratings Between Subscribers and Total Families..... | 86 & 90 |
| Percentage of Set-Owners Subscribing (by Income Groups) | 86 & 88 |

Television:

| | |
|---|-------------|
| Developments of 1938-39..... | 885- 886 |
| English Developments..... | 957 |
| FCC Regulation of..... | 956- 960 |
| Legislation Ament Prize-Fights | 960 |
| Operating Costs..... | 886 |
| Programming | 886 |
| RMA Standards..... | 885 & 958 |
| Set Sales..... | 885 |
| Sets, Price of..... | 885 |
| Stations, Complete Particulars of | 886- 888 |
| Stations, FCC Allocations..... | 952 |
| Stations, List of..... | 889 |
| Terms, Glossary of..... | 890- 891 |
| Transmitters, Cost of..... | 885- 886 |
| Texas Quality Network..... | 565 |
| Texas State Network, Inc..... | 565- 566 |
| Thompson, Frederick Ingate, Biography | 977 |
| Time Sales, Radio..... | See Revenue |
| Titles, Program..... | 273- 439 |

Trade Journals, Radio..... 1023-1026
Transcriptions:

| | |
|--|----------|
| Libraries Used by Stations...See Stations | |
| MPPA License..... | 250 |
| Producers, Particulars of..... | 265- 271 |
| SESAC License..... | 252 |
| Transmitters: | |
| Facsimile, Cost of..... | 891 |
| Television, Cost of..... | 885- 886 |
| Transradio Press Service and Facsimile | 960 |

TRENDS 33-166

{ Cooperative Analysis of Broadcasting: Details of 10 Years of Network Program Analysis with Charts—33-151; Rural Radio Survey—152-158; A Bookkeeper's Radio History—159-162; Analysis of Radio Homes, Retail Sales and Station Net Sales, 1937—163-164; Income Items by Broadcast Stations by Metropolitan Districts, 1937—164-166; NBC-CBS Day vs. Evening Revenue, 1931-38—166 }

Tubes, Dollar-Volume Sales, 1938

181

U

UNIONS530-538

{ Developments of, 1938-39—530; American Federation of Radio Artists Code of Fair Practice—531-538 }

Urban and Rural Set Ownership. 153

V

| | |
|--|----------|
| Variety Showmanship Plaques.. | 440- 441 |
| Village Radio—See Rural Radio | |
| Virginia Broadcasting System, Inc..... | 566 |

W

| | |
|---|----------|
| WLW vs. FCC..... | 921 |
| WPA Federal Theatre Radio Division | 260- 262 |
| Walker, Paul Atlee, Biography.. | 978 |
| West Virginia Network..... | 566 |
| Wisconsin Radio Network..... | 566 |
| Women's National Radio Committee, Fifth Annual Awards | 446 |
| World-Telegram (New York) Eighth Annual Newspaper Editors Radio Poll..... | 444- 446 |
| World Transcription System.... | 566 |

Y

Yankee Network, Inc..... 566- 567

Z

Z Net..... 567