

**VARIETY**

**RADIO  
DIRECTORY**

**1937 . 1938**

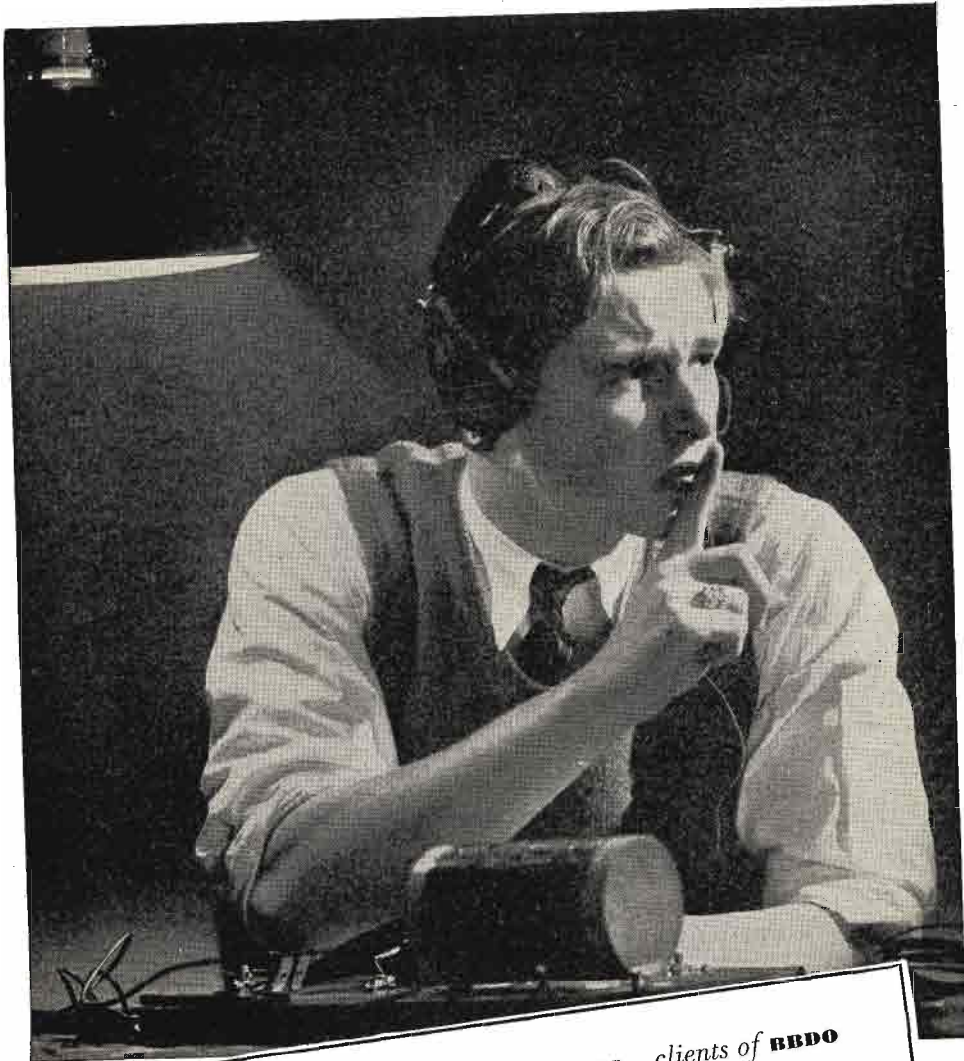
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(First Annual Edition)

MAINERD V. BAKER  
4033 West 62nd Street  
LOS ANGELES, CALIFORNIA



**LONG BEFORE THE PRESENT NETWORKS...clients of BBDO**  
*were on the air. Today (July 1, 1937) programs produced each  
week total 952 broadcasts, over 1173 stations, for 25 clients.*

**BBDO**

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**BATTEN, BARTON, DURSTINE & OSBORN, INC.**  
*Advertising*

383 MADISON AVENUE · NEW YORK

Chicago

Boston

Buffalo

Pittsburgh

Minneapolis

# TEN YEARS OF BROADCASTING HAVE SET UP CERTAIN STANDARDS FOR A SUCCESSFUL NETWORK

## WHAT ARE THEY?



**1 IT MUST DOMINATE KEY MARKETS.** Mutual stations cover 23 of the nation's first thirty markets, coast to coast.

**2 IT MUST RENDER DEPENDABLE PUBLIC SERVICE.** Mutual carried the Fireside Chats from the White House, the Coronation from London, and was the first network to rebroadcast from a plane flying the Atlantic Ocean.

**3 IT MUST FEED PERMANENT AND CONTINUOUS SERVICE.** Mutual begins its third year of permanent lines next month . . . to points as far flung as Maine and Texas . . . New York and California.

**4 IT MUST ATTRACT AND HOLD ADVERTISERS' DOLLARS.** 21% of all network advertisers in 1936 used Mutual. Billings for 1937 are 16% ahead of last year's \$2,000,000.

**5 IT MUST BUILD LISTENER HABITS THROUGH DISTINCTIVE PROGRAMS.** Mutual selects and presents the best programs of each member station as sustaining shows.

**6 IT MUST ESTABLISH RECOGNITION OF A NETWORK NAME.** For two years, millions of American living rooms have constantly echoed: "This is the Mutual Broadcasting System."

**IN ADDITION** Mutual contributes a new plan to broadcasting, a cooperative network in which stations derive the operating profits and by which advertisers may select just the markets they need.

## THIS IS THE MUTUAL BROADCASTING SYSTEM

Offices: Chicago—WGN • New York—WOR • Detroit—CKLW • Boston—Colonial Network  
Cleveland—WJAY—WHK • California—Don Lee Network • Coulsdon—Surrey, England

COAST TO COAST

# Foreword

In issuing this volume, VARIETY recognizes two distinctions in reporting for the field of radio.

First, the constantly shifting scene—the incessant change—inherent in any industry, but particularly in a business as young and as big as radio. This is reported in VARIETY week by week. Second, the necessity for compiling a record of these events as they become a part of the past. To this task the VARIETY RADIO DIRECTORY is dedicated.

Following this initial appearance of the DIRECTORY, the intention of VARIETY is to make it an annual volume of similar content for distribution in the Spring.

The current edition is offered without further comment other than the following:

Its omissions—which may be considerable—are indicative of a new and fast-growing business, and the hazards of any such first edition.

Its advantages—which, it is hoped, may also be considerable in number—would not have been possible without the co-operation of the radio industry itself.

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the Companies it Keeps*

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*96% of NBC Revenue  
from Renewals!*

Over the past ten years, the lead-

ing advertisers of America have been using the NBC Networks — continuously and repeatedly. In 1936, for example, over 96% of NBC's network revenue came from contract renewals of former advertisers. And in addition, no less than 51 *new* advertisers joined the Big Parade to NBC!

“When they come — they come to *Stay*”

NATIONAL BROADCASTING COMPANY

# NBC

*A Radio Corporation of America Service*



# PRODUCTION

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## PROGRAM-PRODUCTION HISTORY, 1929-1937\*

By Edgar A. Grunwald

*Radio has grown so rapidly, and with such demands on its energies 12 hours out of every 24, that records of its past are indeed obscure. Particularly is this true in a field such as programming, where statistical helps are not even the major requirement, but must be tempered with a flair for judgment.*

*For the data drawn on in this condensed history, acknowledgment is made to the Cooperative Analysis of Broadcasting for the generous use of its documents. That these were not always mere documents, but frequently incisive comments on pure facts and figures, has been a fortunate circumstance.*

*This is not the place for a discussion, one way or another, of C. A. B. methodology. Suffice it to say that the C. A. B. has been the major observation post for program tendencies during radio's history. Many a programming trend today stands out with a clarity unsuspected simply because C. A. B. statistics have been known to guide wholesale production shifts, this way or that.*

---

Since 1929, when records of any reliable sort first appeared, radio's program and production trends have roughly paralleled the evolution of the show business in general. Network production started with minstrelsy and music hall. Vaudeville appeared shortly thereafter. Opera, the concert, and the legitimate drama have had extended interludes and revivals. Comparing with the show business' ultimate cash wonder—the motion picture—radio production currently has reached its Era of Big Cash, a phase marked by two phenomena: (1) lavish background filler; and (2) the search for novelty.

During this process, production and programming have threaded the following stages:

1. Music hall and minstrelsy, 1929-32.
2. The mystery drama, 1931-32.
3. The "personality" entertainer, 1932 to January, 1934.
4. Concert-opera, 1933-34.
5. Era of big money—Part I—January, 1934.
  - a. Numerous hour-length programs.
  - b. Trend toward background production.
6. Era of big money—Part II—1935.
  - a. The amateur hour.
  - b. The continuous musical comedy.
7. Era of big money—Part III—1936.
  - a. Trend toward novelty.
  - b. Eclectic use of dance music, variety, etc.

There is a reason for this succession of stages, just as there was a reason for a similar evolution in the theatre proper. Radio being an aural medium, it naturally found its initial production in music. Minstrelsy—early humor combined

\* Charts of C. A. B. ratings, as well as popularity polls, for the past year commence on page 30.

with music—was a simultaneous development. Both forms of programming had many adherents, as is evident from tests of audience preferences made in 1929.

### 1929 Program Leaders

One of the earliest of all popularity indices was assembled for the Association of National Advertisers, Inc. (ANA) by Archibald M. Crossley in 1929 from four sources—a poll of radio editors east of the Rockies; 6,000 personal interviews in 25 large cities; 1,200 personal interviews in 12 cities; and 15,000 personal interviews east of the Mississippi. They showed the following:

Radio Editors	6,000 Interviews	1,200 Interviews	15,000 Interviews
1. Atwater Kent.	Lucky Strike.	Atwater Kent.	A & P Gypsies.
2. Lucky Strike.	Old Gold.	Old Gold.	Clicquot Club.
3. Old Gold.	Atwater Kent.	Lucky Strike.	True Story.
4. General Motors.	Amos 'n' Andy.	A & P Gypsies.	Real Folks.
5. Real Folks.	True Story.	Clicquot Club.	Main Street.
6. Eveready.	Palmolive.	Palmolive.	Lucky Strike.
7. Walter Damrosch.	General Motors.	True Story.	Old Gold.
8. Roxy.	Rudy Vallee.	General Motors.	General Motors.
9. Palmolive.	A & P Gypsies.	Real Folks.	Dutch Masters.
10. Collier's.	Clicquot Club.	Amos 'n' Andy.	Amos 'n' Andy.

The following ingredients went into these programs:

*Atwater Kent*: Joseph Pasternack's orchestra with guests from concert and opera.

*Lucky Strike*: B. A. Rolfe's fast-tempoed dance music.

*Old Gold*: Paul Whiteman and Mildred Bailey.

*General Motors*: "Family Party" with Don Voorhees orchestra, and guests from concert and opera.

*Real Folks* (sponsored by Chesebrough Mfg.): Dramatic sketches of small town life with George Frame Brown, G. Underhill Macy, Virginia Farmer, Tommy Brown, Edwin Whitney, Elsie Mae Gordon and Phoebe Mackay.

*Eveready*: Nathaniel Shilkret orchestra with guests.

*Walter Damrosch*: Symphony music.

*Roxy*: Music-hall-theatrical variety from the Roxy theatre, N. Y., with the famed showman presiding.

*Palmolive*: Olive Palmer and Paul Oliver (now called Frank Munn), the Revelers, and an orchestra directed by Walter Haenschen.

*Collier's*: Dramatizations from stories in the magazine with Lucille Wall, William Adams, Adele Ronson, Allyn Joslyn, John B. Kennedy, and Ernest La Prade's orchestra.

*Amos 'n' Andy*: Blackface serial comedy by Freeman F. Gosden and Charles J. Correll.

*True Story*: Dramatizations from the magazine.

*Rudy Vallee*: (sponsored by Fleischmann): Rudy Vallee orchestra with guests.

*A & P Gypsies*: Harry Horlick orchestra.

*Clicquot Club*: Harry Reser orchestra.

*Main Street*: Sketches with Don Carney (Uncle Don of WOR, New York), Lila Ward Gaston, Allyn Joslyn, Eunice N. McGarrett, Edith Thayer, Roger Bower, Elsie McCormack, Tad Stout, Claire Stenz, and Reynold Brooks. Sponsored by various advertisers via WOR, New York.

*Dutch Masters*: Minstrel show with Al Bernard and Paul Dumont as end men, Harold Sanford orchestra, and Steel Jamison, soloist.

A sizable portion of this commercial production was done by the networks.

## PROGRAM HISTORY—Continued

Breakdowns of the accounts of one broadcasting system in 1929 showed that:

33 $\frac{1}{3}$ % of the programs were produced by advertising agencies.

28% were produced by the network (for its sponsors).

20% were produced by the sponsors themselves.

19% were produced by special program builders.

In ensuing years, the 28% produced by the networks plus the 20% produced by the sponsors was gradually swallowed by the advertising agencies. Currently network commercial program production stands virtually at zero—attesting the profit derived from radio by the advertising agencies, and indirectly indicating no compliment to the networks for their style of commercial programming.

### Programming in 1930

Trends operative in 1929 in music hall, minstrelsy, and their natural offshoots—"homey" comedy or serials—continued in full force during 1930. There were about 50 evening programs on the NBC and CBS schedules, many of them holdovers from the previous year.

At this time—all things considered—radio listening was at an extremely high peak. Some 74% of set owners used their sets on the average weekday. In the same year, the average talent expenditure probably figured in the neighborhood of 28% of the average total radio budget. Today the figure (evening network programs) is 40%.

Sponsor interest in radio decidedly increased during this year, and to provide some statistical guidance in the unexplored program cavern, the Cooperative Analysis of Broadcasting began making program popularity ratings. According to the C.A.B.'s first cumulative year's report, the following 12 shows commanded the highest evening listener attention:

#### March, 1930, to February, 1931, Cumulative Rankings\*

- |  |                             |
|--|-----------------------------|
| 1. <i>Amos 'n' Andy.</i>               | 7. <i>General Electric.</i> |
| 2. <i>Rudy Vallee.</i>                 | 8. <i>Atwater Kent.</i>     |
| 3. <i>Standard Oil of California.</i>  | 9. <i>RCA-Victor.</i>       |
| 4. <i>Lucky Strike (Sat. program).</i> | 10. <i>Camel.</i>           |
| 5. <i>Collier's.</i>                   | 11. <i>Cities Service.</i>  |
| 6. <i>General Motors.</i>              | 12. <i>Interwoven.</i>      |

As to type and talent, the shows not previously described were set up thus:

*General Electric*: Floyd Gibbons' talks on adventure in science.

*RCA-Victor*: Nathaniel Shilkret band with guests.

*Camel*: Charles Previn orchestra, the Glee Club, and guests; John S. Young announcing.

*Cities Service*: Concert orchestra, Cavaliers, and Jessica Dragonette.

*Interwoven*: Jones and Hare.

Daytime leaders were Aunt Jemima (Quaker Oats); Cheerio; Radio Home-maker's Club (participating); National Farm and Home Hour; and the Household Institute (participating).

### 1931 Programs

Mystery drama was added to minstrelsy and music hall in 1931. This move was significant, if short-lived on the whole. Program producers felt—it was

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obvious—that program ideas eventually peter out. Mystery was a new trend, competitively exercised, to capitalize on incipiently waning interest in the old style of programs.

The two most notable practitioners of mystery were Harold F. Ritchie & Co. (Eno Crime Club) and G. Washington Coffee (Sherlock Holmes). Both programs almost at once inserted themselves into the C. A. B. leaders, thus setting off a number of other, similar series. Campana soon had “Fu Manchu”; Bourjois had “Paris Mysteries”; Blue Coal brought forth “The Shadow”; and Standard Oil of New Jersey had a “Charlie Chan” series. So many adherents of the trend burned it out with considerable rapidity, although to this day mystery is an ever popular subject for electrical transcriptions. Leaders at this time were:

**April, 1931, to April, 1932, Yearly Average Rankings**

- |   |  |
|---|--|
| 1. <i>Amos 'n' Andy.</i>                      | 7. <i>Seth Parker.</i>                         |
| 2. <i>Eddie Cantor (Chase &amp; Sanborn).</i> | 8. <i>Crumit-Sanderson (Blackstone Cigar).</i> |
| 3. <i>Rudy Vallee.</i>                        | 9. <i>Sinclair Minstrels.</i>                  |
| 4. <i>B. A. Rolfe.</i>                        | 10. <i>True Story.</i>                         |
| 5. <i>Eno Crime Club (Tues. program).</i>     | 11. <i>Lowell Thomas (Literary Digest).</i>    |
| 6. <i>Sherlock Holmes.</i>                    | 12. <i>A &amp; P Gypsies.</i>                  |

Daytime leaders were the Early Birds; Cheerio; Little Orphan Annie; Tony's Scrapbook (Tony Wons); Quaker Man; Skippy; and the National Farm and Home Hour.

Other daytime notables included Pat Barnes for Swift; the Damrosch Symphonic Hour; Moonshine and Honeysuckle; New York Philharmonic Symphony; the Singing Lady (Irene Wicker, for Kellogg); and the Yeast Foamers.

At the same time, in the evening division, Arthur Pryor, Sr. was leading a band for Cremo, while Pacific Coast Borax had Death Valley Days in its initial run.

**1932-1933 Programs**

That the era of minstrelsy and music hall was dying in 1931 had been evident from several significant angles. Mystery drama had come in for a brief, stop-gap interlude, competitively made feasible by the waning interest in other, older programs. Just as significant was Chase & Sanborn's new contract with Eddie Cantor. It heralded the “personality” performer who was to be the symbol of the ensuing two (1932-33) years.

The sequence in which these changes from an old regime into a new one took place hinges partially on a freak occurrence in programming.

*Specifically, Amos 'n' Andy—a single program, and probably the only one ever to have such weight in radio—brought the trend on, if not directly, then assuredly with underscored indirection.*

For when Amos 'n' Andy eventually crossed the apex of their popularity and began to backslide, the aggregate of the evening listening audience slid with them. In 1930, 74% of the set owners used their sets on the average weekday. Now the figure fell to 64%; then to 58%; and finally, in August, 1933, it hit an all time low with 54.5%. In short, all this meant that within two years about one-quarter of the evening audience was no longer as enthusiastic about radio as previously.

This decline in aggregate listening was so pronounced that the program builders needed no statistics to count the casualties. But an analysis of the situation was something else. It was at first suggested that hard times accounted for

the lapse in listening. This theory, however, was abandoned as eminently false when it was found that the poorer (class D) homes were listening as avidly as ever. Furthermore, the advent of the midget set actually was a boon to class D radio interest. Nor did the daytime audience slip. Under the stimulus of the children's serial programs it was rising. The entire drop was in the evening audience.

No matter how the problem was figured out, it eventually always came around to a dual proposition—the slipping of Amos 'n' Andy had pulled an entire sector of the audience with it; and this sector consisted of the richer listeners, not the poorer ones.

It is probable that the 1932 figures on set use, instead of being far below normal, were merely below abnormal highs set up in 1930 when nearly everybody, rich and poor, stopped in their tracks at the stroke of 7 to listen to Amos 'n' Andy. The current programs were not enticing richer listeners as they should, or as Amos 'n' Andy did.

But whether the 1932-33 set-use figures were merely below abnormal 1930 highs or not, it was clearly the lowest ebb in listening that radio has ever experienced, and the advertising agencies and sponsors forthwith began manufacturing new programs.

These did not at first seek to bring back the A, B, and C income classes which had been partially lost via Amos 'n' Andy's decline. The advertisers found an easier way out of their dilemma—they took a chance on concentrating what audience there was left, and accumulating as much of it per program as they possibly could. Sheer numbers were sought, welded together by program pressure. It was the era of deflation, marked by high-pressure measures to monopolize the existing, less numerous, audience.

### The Personality Performer

To concentrate numbers of listeners under extreme program pressure, the program producers brought on the "personality" performer—generally a vaudeville personality. But with the emphasis always on *solo performance* that concentrated attention on a *single-handed entertainment feat*. The Cantors, Bennys, etc. of that time differed from their 1937 counterparts primarily in the lack of any kind of production that would distract attention from Cantor as a solo performer, or Benny as a gag man (which he then was). The advertisers bought performers strictly because they came from fields where they had ready-made audiences to pull along behind them, and the idea was not to bother with any production distractions.

Among the names that came up in radio during this period was for instance, Russ Columbo, graduate of a night club on the Pacific Coast who was sponsored by Maxwell House, chanting his theme "You Call It Madness, But I Call It Love." So also Bing Crosby, originally one third of Paul Whiteman's Rhythm Boys, who soon had a niche on the networks crooning (and whistling) and selling phonograph records in vast numbers because of his radio-stimulated reputation. Morton Downey came into the pay of Camel cigarettes, with his dual theme songs "Carolina Moon" and "Wabash Moon." Kate Smith left her musical comedies ("Flying High"), made some guest appearances with Rudy Vallee, then branched out, after a sustaining interlude, into sponsored programs.

At the same time Jack Pearl shot into prominence. So also Ed Wynn (from musical comedies) for Texaco. The Marx Brothers were engaged by Standard Oil of New Jersey from pictures and musical comedies. Walter Winchell got his start with Lucky Strike. Phil Baker secured a place on WGN, Chicago, with

## PROGRAM HISTORY—Continued

Ted Weems' orchestra backing him up. Jack Benny's first major program was the Canada Dry Series, where, in 1932, he had a spot with George Olson and Ethel Shutta. Irvin S. Cobb was on the Gulf gasoline series. Fred Allen, of musical comedies, was sponsored by Linit.

And there were many, many others including George Jessel, Harry Richman, Ruth Etting, the Mills Brothers, the Boswell Sisters, Al Jolson, Burns & Allen, and, slightly later, Block & Sully.

If vaudeville did not produce the desired solo performer to win the concentrated evening audiences, then the night clubs of the prohibition era, or the motion pictures did. And the "personality" performers all accentuated the "soloness" of their solo performances with theme songs, or taglines and gags reiterated over and over until the nation absorbed them into its idiom.

The effect of the solo "personality" performer, both in terms of audience and product sold, was all that could be desired. Ratings of these artists got into astronomical figures, when the size of the audience is taken into consideration.

### Political Personalities

But the personality performer did not increase the total audience. With few exceptions, he still counted his biggest following in the lowest income brackets. Nor did the political campaign of that year help. Like the "personality" performer of the then current commercial radio programs, the presidential candidacy produced a solo performer whose results in the 1932 election, especially by income classes, showed exactly on whom the personality performer could depend for his proportionately biggest following—the class D homes.

Between politics and the audience-concentrating tactics of the advertisers, 1932-1933 had a plethora of subsidiary developments, all of the same stripe, including the important advent of newscasters. In this group were Boake Carter for Philco; Floyd Gibbons for Palmer House; and Lowell Thomas for Sunoco. Not only that. Mrs. Roosevelt was sponsored by Pond's, while Louis McHenry Howe appeared under the aegis of RCA.

To cap it all off, there appeared the radio-name explorer. Admiral Byrd's expedition to the South Pole was broadcast by General Foods, while Phillips H. Lord (Seth Parker) undertook a cruise in an adventurous, but not too auspiciously fated schooner, for which Frigidaire largely paid the bills. Exploration became an angle for "name" twists, and eventually it was largely responsible for the stimulation of international broadcasts.

By April, 1933, there were 12 programs with "personality" performers—nearly twice as many as any other ranking type.

Whether this was a development that would have occurred in radio programming anyway with the advent of more sponsor money—and regardless of Amos 'n' Andy—is an idle speculation. The "personality" performer came when he did because the advertiser found in him an easy way to accumulate audiences, and not specifically because of more sponsor money in the aggregate (1933 was a notably poor revenue year for the networks). The trend might have happened some other way, at some other time. But it happened, in radio, specifically when it did because of two blackface comedians who had marshalled together a listening audience, rich and poor, so vast that it obscured for a few blissful years the technicalities of reaching listeners by income levels.

Likewise, it is quite probable that because of this sudden, almost freakish turn of events, radio forever after was accused of not developing its own talent. The explanation, in part, is that sponsors clutched at a program life-saver in the 1932-33 adversity, and this life-saver was simply a borrowed success from an-

## PROGRAM HISTORY—Continued

other field. Lock, stock and barrel the "personality" performer was drafted into selling soap, toothpaste, etc. on the strength of an audience accumulated in the theatre, the night clubs, or via the films. The tactic served its purpose at that catastrophic time, though its after-effects are matters of individual conjecture or cynicism.

C. A. B. evening ratings during the winter of 1932 to 1933 were as follows:

### November, 1932, to February, 1933, Ranking

- |   |  |
|---|--|
| 1. <i>Eddie Cantor.</i>   | 8. <i>Burns &amp; Allen.</i>               |
| 2. <i>Ed Wynn.</i>  | 9. <i>Ben Bernie.</i>                      |
| 3. <i>Jack Pearl.</i>   | 10. <i>Myrt &amp; Marge.</i>               |
| 4. <i>Capt. Henry's Showboat</i><br><i>(Maxwell House).</i>       | 11. <i>Sinclair Minstrels.</i>             |
| 5. <i>Amos 'n' Andy.</i>  | 12. <i>Voice of Firestone.</i>             |
| 6. <i>Rudy Vallee.</i>  | 13. <i>Cities Service Concert.</i>         |
| 7. <i>Big Six of the Air</i><br><i>(Al Jolson for Chevrolet).</i> | 14. <i>Sherlock Holmes.</i>                |
|   | 15. <i>General Electric Sunday Circle.</i> |

During this same 1932-1933 period, the daytime programs also were revamped. The advertiser was currently becoming aware of the children as a sales force for his product, so long as he got them to join a club—a radio club—of course—which was commanded and marshalled via the power of the ear. So strong was this emotional power over children, and so strong the emotional power of children over their parents, that while evening listening was not up to 1930, the daytime was racing to new highs.

Some of these children's programs were: Lone Wolf Tribe (Wrigley); Captain Jack (Jelke Margarine); Cowboy Tom (Remington-Rand); H-Bar-O Rangers; Jolly Bill and Jane (Cream of Wheat); Secretary Hawkins (Ralston Purina); Buck Rogers (Kellogg). Far at the head of this list stood Little Orphan Annie (Ovaltine) and Skippy (General Mills).

As the titles of these programs suggest, the contents were powerful brew. A sales lever such as only emotion can provide, they undoubtedly were too good a thing. A reform movement that crackled in another year or so eventually wiped them all out.

Programs destined to entice the housewife at this time made a great ado about cooking and beauty, with some love and home-life serials mixed in. Du Pont had Emily Post. Wrigley had the Culbertson Bridge Club. Colgate-Palmolive-Peet had Clara, Lu and 'Em. Tony Wons (Tony's Scrapbook) rated high on sustaining. The Cathedral Hour (religious music) was another ranking sustainer.

Among serials, Betty & Bob (General Mills) and Today's Children (Pillsbury) had commanding edges. The Voice of Experience (Wasey Products) was another form of daytime program that rated well.

Others which must be classified here, but which were really in a different category entirely, were the Sunday afternoon type. Here was the Capitol Family (Major Bowes, sustaining), Lady Esther Serenade (Wayne King orchestra), Roses and Drums (Union Central Life Insurance), and Crumit & Sanderson (now for Bond Bread).

Among symphonies, the Damrosch Music Appreciation Hour and the New York Philharmonic had high rankings.

### 1933-1934 Season: First Half

Competition eventually called a halt to the "personality" performer's sheer domination of the network evening field as it had halted every other previous

program type. Comedians and gagmen don't last forever—any more than Amos 'n' Andy or the mystery drama did—and furthermore there were certain sponsors who wanted to make use of radio, but had to pry away audiences from sponsors who had bottled them up under the pressure of a borrowed name from vaudeville, the stage, and the screen. This competition now utilized another alternative—it tried to find an audience among those richer listeners who for two years had evidenced a diminished interest in radio.

In short, competition forced the pendulum the other way and began an era of audience inflation. This tack was maneuvered with the aid of class music—opera and symphony.

In the fall of 1933 Lucky Strike signed the Metropolitan Opera for a season of broadcasts. Chesterfield got Leopold Stokowski and the Philadelphia Symphony. Castoria sponsored violin concerts by Albert Spalding. Cadillac had the New York, Minneapolis and other symphonies under Bruno Walter's baton, with Heifetz, Ponselle, and similar soloists as guests. Vince scheduled John McCormack. Linit's offering was Nino Martini. Firestone had Lawrence Tibbett and Richard Crooks. While on sustaining time appeared Howard Barlow, Damrosch, and the Boston, St. Louis, Rochester, and Los Angeles symphonies.

It was clearly the greatest array of classical music ever broadcast up to that time, and with it the desired effect set in—the listening audience once more began expanding.

By January, 1934, it had climbed 10%, standing at 64.6%, a remarkably good level. It appears from these statistics that symphony and opera accomplished the purpose to which they were put.

That neither symphony nor opera, however, showed up strongly in the C. A. B. ratings for this time is not surprising. Any experienced statistical sample naturally throws its weight upon the most numerous subjects—which in this instance happened to be the class C and D homes. And the class C and D homes had been listening all along anyhow. They had listened to the personality performer before, and they preponderantly listened to him now.

#### October, 1933, to February, 1934, Ranking

- |   |  |
|---|--|
| 1. <i>Eddie Cantor.</i>                               | 6. <i>Will Rogers (for Gulf; George M. Cohan on in December only).</i> |
| 2. <i>Showboat.</i>                                   | 7. <i>Ben Bernie.</i>  |
| 3. <i>Rudy Vallee.</i>                                | 8. <i>Amos 'n' Andy.</i>   |
| 4. <i>Magic Carpet (Jack Pearl for Lucky Strike).</i> | 9. <i>Burns &amp; Allen.</i>   |
| 5. <i>Ed Wynn.</i>                                    | 10. <i>Sinclair Minstrels.</i>   |

Other evening network programs of note at this time were the Byrd Expedition sponsored by General Foods; the Royal Gelatin Review with Bert Lahr (and later Jack Pearl, who left Lucky Strike sponsorship); Fred Allen for Sal Hepatica; the Saturday Night Terraplane Party with Believe-It-Or-Not Ripley; the Swift Revue with Olsen & Johnson; Armco band; and Eddie Duchin under the sponsorship of Junis Face Cream.

Daytime leaders were the following:

#### November, 1933, to February, 1934, Daytime Ranking

- |  |   |
|--|---|
| 1. <i>Father Coughlin.</i>                       | 6. <i>Roses and Drums.</i>                      |
| 2. <i>Metropolitan Opera (American Tobacco).</i> | 7. <i>Betty and Bob.</i>                        |
| 3. <i>New York Philharmonic.</i>                 | 8. <i>Lady Esther Serenade.</i>                 |
| 4. <i>Little Orphan Annie.</i>                   | 9. <i>Baby Rose Marie (Tastyeast).</i>          |
| 5. <i>Radio City Concert.</i>                    | 10. <i>Crumit &amp; Sanderson (Bond Bread).</i> |



**1934 to 1936: The Era of Big Money**

Just as the era of the “personality” performer must be lumped together into one understandable whole, so the period succeeding the concert-opera of the first half of the 1933-34 season must be grouped into one unit (1934-1936). It was at this time that signs of returning prosperity coupled with a restored audience, brought sponsor expenditures of a sort that year by year have grown more lavish in size.

One of the first manifestations of money was an increase in the number of hour length programs. In March, 1934, out of the 10 C. A. B. leaders, exactly half were 60-minute programs. Four months later, six of the 10 were hour programs.\*

A second manifestation of this moneyed competition was a change in the presentation of the “personality” performer. During the low-audience days, it was deemed most feasible to put as little production behind the solo name artist as possible, thereby to enhance his “solo-ness.” With the audience restored, however, and the competition increased, there suddenly came a bloom of heavy production. It was now a “personality” performer *plus* something else. By the fall of 1936, the “personality” performer, as he was known in 1933, had well-nigh vanished.

Money and competition, between them, forced radio into heavier production, and they vastly complicated programming. Trends no longer stood out—or stand out today—as they once did. Refinements in aiming entertainment at income classes has caused an eclectic structure whose developments more and more aim toward novelty, if toward anything at all. Sheer cash brought with it crudities and a long list of program casualties. It also brought questions, designed to eliminate some of the useless squandering, and many of these are still in the process of statistical probing.

For instance, on the matter of the guest artist—one of the outgrowths of the “personality” performer—research currently is attempting to define his status, or “pull,” with a rural audience as compared to a metropolitan audience. So also for the component parts of an individual program. Via telephone calls or interviews analyses are being made into the individual segments of a program “qualitatively.” And on other fronts debates are held on the merit of network vs. agency program production; the selling power of this or that program; and a host of similar subjects. All are competition-bred, eclectically growing out of the 1934-1936 era of big cash.

This era of cash has traversed over roughly three stages. As already indicated, its first phase was to increase the length of the leading programs and to change the status of the “personality” performer. Phase one required virtually a year, and had asserted itself completely by January, 1935. It thereafter remained permanent.

**Heavy Cash and Escape**

Phase two came as an overlay atop this predecessor. It represented a dual tendency, one half of which sought to outdo existing production with something still more pretentious, while the other half divergently sought to escape the towering expenses and perils of production by a figurative “sneaking away.”

\* Aside from a pure framework on which to pin production cash, the hour-length program also had the advantage of being a vast net in which to snare such listeners as remained home evenings due to the depression. In short, because many people were stay-at-homes, the hour-length program fitted its picture neatly.

## PROGRAM HISTORY—Continued

These two tendencies were incorporated into: (1) the continuous musical comedy; and (2) the amateur hour.

The continuous musical comedy—i.e., a musical comedy especially written for radio in serial form—was not successful. The most notable practitioners of it—Gibson Family (Ivory Soap) and Music at the Haydn's (Colgate-Palmolive-Peet)—did not linger long, or encourage any successors. But they amply demonstrated that heavy production was underscoring musical revues, or partial revue types, simply because these theatre-borrowed forms ably lend themselves as frames into which to fit ostentatious production. As of February, 1935, there were 19 musical revues on the network evening air, more than any other program type. The breakdown, made by the C. A. B., runs thus (numbers indicate a count of programs, not a percentage):

Musical Revues: 19

Personality: 13.

Serial: 12.

Dramatic: 10.

Classical: 9.

Dance orchestras: 8.

Semi-classical: 8.

Variety: 6.

Amateur Hour: 1.

This breakdown suffices to show that under radio's recent programming eclecticism, old types of programs frequently linger into an era in which they are doomed. But more outstanding are the changes in programming themselves. Many a "personality" performer had by 1935 shot his bolt, and a category known as "variety" was rising in importance. Variety is simply what the term implies—a whirligig of "acts," name performers used only once, and constant, increasing change. At this time (1935) the variety programs were recruiting their guest stars from every branch of the theatrical field with the result that a new and different star each week had stimulated interest in that type of program. Cash and competition had wrought this dizzy pace.

Parenthetically, it may be remarked that the musical revue, spawned during this era of increasing production, continues to the present day as a notable contender for time, and that like the continuous musical comedy, it has produced several offsprings. Early in 1936 one such offshoot was represented in Texaco's broadcasts of the theatrical spectacle "Jumbo"; while at the same time Colgate-Palmolive-Peet was staging a "Ziegfeld Follies of the Air" with Fannie Brice, Benny Fields, and Al Goodman's orchestra.

### The Amateur Hour

Of the aforementioned dual developments, the amateur hour was No. 2, and it represented both a "sneaking away" from the obvious glitter of sheer cash production, while at the same time capitalizing on the interest of the cash-produced variety program. Fred Allen's "Town Hall Tonight" (Bristol-Myers) had the first amateur hour on a national network. Health Products (Feenamint) with Ray Perkins as master of ceremonies was on next. Meantime, Major Edward Bowes over WHN, New York, gave the trend its really emphatic momentum.

Once Major Bowes left his single station for an hour of Chase & Sanborn's time, he immediately outclassed all other programs in C. A. B. value. But this was not the significant angle, or contribution, of the amateur hour. Its importance is that, in establishing the commercial validity of escaping from burdensome production efforts while still utilizing heavy production's enticements, it is today

## PROGRAM HISTORY—Continued

accountable for the trend toward novelty. This includes “talks,” and interviews—and, in short, “letting the audience itself broadcast to the audience.”

With the trend toward novelty established, any history of programming reaches its terminus in the present day. As remarked before, the picture thus arrived at is no unified whole, but an eclectic conglomerate in which a new trend will assert itself, not completely, but only atop layers of previous “heavy production” accretions. Thus dance music—an old form of programming—has currently many adherents. So also the serial drama. So also some “personality” performers, and some solo singers. That all these forms have changed since they originally were utilized is certain—cash and competition accounted for that. But that they are used at all is the best demonstration of the complications of making sheer cash applicable as entertainment, as well as realizing that different audiences, by incomes, have different tastes.

### Program Types

An analysis of 920 evening hours from October, 1935, to April, 1936, showed:

Serial drama:	13.8%.
Musical review:	12.5%.
Dance music:	11.4%.
Variety:	9.4%.
Drama:	8.5%.
Personality:	8.2%.
Semi-classical:	6.8%.
Novelty:	5.4%.
Classical:	4.4%.
News Topics:	4.2%.
Talks:	2.4%.
Amateurs:	2.3%.
Popular singers:	2.1%.
News drama:	1.9%.
Concert-poetry:	1.5%.
Operetta:	1.1%.
Concert band:	1%.
Mystery:	.8%.
Minstrel:	.8%.

Half a year later, 572 evening hours broke down into the following percentages:

Dance Music:	15.5%.
Musical Reviews:	12.9%.
Variety:	12.8%.
Serial drama:	12.7%.
Personality:	8.6%.
News Topics and Dramas:	7.4%.
Novelty:	7.2%.
Drama:	6.4%.
Semi-classical:	3.8%.
Classical:	5%.
Talks:	2.9%.
Amateurs:	2.7%.
Concert-poetry:	1.9%.
Minstrel:	1%.
Popular Singers:	.7%.

## PROGRAM HISTORY—Continued

With the summer of 1936, the ratings hereby presented historically, to illustrate program trends, became a maze of breakdowns—showing perhaps better than anything else, the divergent forms sought out by cash. At this time 40% of total radio budgets for evening shows, on the average, were put into talent along (VARIETY RADIO DIRECTORY figures).

### Daytime Programs

As regards daytime programs—a change has taken place here, too. Barring the Sunday afternoon programs, which really are in a category by themselves, the daytime programs are now nearly all serials. This development is one of salesmanship, not showmanship. The serial for the housewife, like the serial for the child, is designated to sustain interest in a continued story, day by day, and with it bring sales. Crude, perhaps, as compared to the evening program, it nonetheless has not yet burned itself out. Contests periodically stimulate, and their success seems even more notable than the beauty and cooking-school formula of some years back.

A breakdown of daytime sponsored programs in late 1936 shows the following:

Adult Serial Dramas: 55.3%.

Talks: 16.1%.

Juvenile: 11.4%.

The insertion of “talks,” i.e., partial novelty, into daytime, however, might be interpreted as an omen of coming change. As yet, however, this change is barely incipient.

Popularity standings for the period herein described are illustrated by the following two C.A.B. examples:

### March, 1935, Ranking (Evening)

- |   |   |
|---|---|
| 1. <i>Jack Benny (Jell-O).</i>            | 7. <i>Baker's Broadcast (Bob Ripley).</i> |
| 2. <i>Eddie Cantor.</i>                   | 8. <i>Palmolive Beauty Box Theatre.</i>   |
| 3. <i>Maxwell House Showboat.</i>         | 9. <i>Lowell Thomas.</i>                  |
| 4. <i>Rudy Vallee.</i>                    | 10. <i>Ed Wynn.</i>                       |
| 5. <i>Baker's Broadcast (Joe Penner).</i> | 11. <i>First Nighter.</i>                 |
| 6. <i>Fred Allen (Bristol-Myers).</i>     |   |

### March, 1936, Ranking (Evening)

- |  |  |
|--|--|
| 1. <i>Major Bowes (Chase &amp; Sanborn).</i> | 7. <i>Baker's Broadcast (Bob Ripley, Ozzie Nelson, Harriet Hilliard).</i>        |
| 2. <i>Rudy Vallee.</i>                       |  |
| 3. <i>Jack Benny.</i>                        | 8. <i>Bing Crosby (for Kraft-Phenix with Bob Burns, Jimmy Dorsey orchestra).</i> |
| 4. <i>Burns and Allen (Campbell)</i>         |  |
| 5. <i>Fred Allen.</i>                        | 9. <i>Shell Chateau.</i>   |
| 6. <i>Maxwell House Showboat.</i>            |  |
| 7. <i>Hollywood Hotel (Campbell).</i>        | 10. <i>Eddie Cantor (for Pebeco).</i>  |

# COOPERATIVE ANALYSIS OF BROADCASTING

## (WHAT IT IS AND DOES)

Over a million and a quarter interviews have been made by The Cooperative Analysis of Broadcasting since its founding in March, 1930. This is the largest number of consumer interviews ever made by one organization. The C. A. B. is an outgrowth of the 1929 activities of the Association of National Advertisers' Radio Committee.

It is a mutual and non-profit organization operating under the supervision of a Governing Committee, two members of which are appointed by the president of the American Association of Advertising Agencies, and three members by the president of the A. N. A. This Committee has full charge of management and sets all policies, business as well as research. The subscribers comprise radio advertisers, agencies and networks. The cost is spread among them in proportion to their respective stakes in radio advertising. The average subscriber pays \$100 per month for approximately 300 ratings or about thirty cents apiece. The field work is conducted by Crossley, Inc., a private research organization, on a contract basis. The governing committee maintains a permanent headquarters at 330 West 42nd St., New York City, in charge of A. W. Lehman, manager.

Ratings on practically all commercial network programs, daytime as well as evening, are reported to subscribers, in twenty-four semi-monthly and several more comprehensive reports which analyze programs by geographical sections, income levels, etc.

In addition the committee is constantly studying various ways in which to improve its reports and service and has spent about \$12,000 in the last two and one-half years on experimental studies. The most recent of these led to the first thoroughgoing study of rural listening habits, a survey which consisted of over 20,000 interviews with setowners—9,815 among farmers, 10,785 among residents of small towns whose average population is 760.

Currently the C. A. B. is making completed calls at the rate of 408,000 per year. These are made by 53 investigators in 33 cities, from Boston to San Francisco and New Orleans to Minneapolis. The calls are carefully distributed by geographical sections to correspond closely to the distribution of radio homes. They are also distributed in relationship to the size of the cities. For example, in New York and Chicago between 30,000 and 35,000 calls are completed each year, while in Spokane only about 4,000.

In addition to the regular reporting service the C. A. B. supplies its subscribers with special analyses of almost every imaginable kind such as ratings of specified transcribed or sustaining programs, cumulative ratings on local programs in various cities, and how listeners turn from one program to another.

From time to time the C. A. B. issues special reports and ratings on important events. For example during the past year or so it issued ratings on the Liberty League dinner, Louis-Schmeling fight, King Edward's Farewell address, the Kentucky Derby, campaign speeches, etc.

Another interesting and valuable service is the complete program history of all the talent that has been on any commercial network program since March, 1930. More and more those who are responsible for radio expenditures are calling on the C. A. B. for the records of past performances of radio artists.

In summary, the C. A. B. helps its subscribers:

1. To determine the best day and hour to select whenever a choice of radio time is offered.
2. To follow the popularity trend of various types of programs and discover when a given type is improving or wearing thin.
3. To purchase talent advantageously by comparing the performers on different programs.
4. To decide whether a given season should be included or dropped.
5. To make comparisons between daytime and evening programs.
6. To compare the difference in program audiences by sections of the country, population groups, income levels, etc.
7. To discern by studies of the leaders and lagers what makes a good radio program.
8. To check where the least competition is and find the most desirable time to buy.

The Governing Committee is headed by Dr. D. P. Smelser in charge of the Market Research Department of Procter and Gamble (current leading radio advertiser). Dr. George Gallup of Young & Rubicam, Inc., is treasurer. Chester H. Lang, of the General Electric Company, George W. Vos of the Texas Company, and Dr. L. D. H. Weld of McCann-Erickson, Inc., are the other members of the committee.

# TWENTY-FIVE LEADING EVENING PROGRAMS OCTOBER 1936—APRIL 1937

TAKEN FROM CO-OPERATIVE ANALYSIS OF BROADCASTING RECORDS

Rank.	Average.	High		Low		Number of months on air during period.
		Month.	Rating.	Month	Rating.	
1. Jack Benny	32.8	Dec.	35.0	Oct.	27.7	7
2. Eddie Cantor	24.9	Jan.	28.4	Apr.	21.1	7
3. Major Bowes	23.0	Jan.	24.9	Dec.	21.6	7
4. Lux Radio Theatre	22.6	Feb.	27.3	Nov.	18.8	7
5. Town Hall Tonight	21.6	Feb.	24.1	Oct.	18.1	7
6. Burns and Allen	21.4	Feb.	24.8	Oct.	18.6	7
7. Chase and Sanborn—Good Will Court	21.0	Nov.	21.4	Oct.	20.5	2½
8. Hollywood Hotel	19.6	Feb.	20.7	Apr.	18.0	7
9. Royal Gelatin—Rudy Vallee	19.3	Jan.	20.7	Nov.	17.0	7
10. Kraft Music Hall	19.2	Feb.	21.5	Oct.	16.9	7
11. Phil Baker	17.6	Jan.	21.1	{ Apr. } { Oct. }	16.3	7
12. Al Jolson	16.4	Mar.	18.8	Jan.	15.2	4½
13. Packard—Fred Astaire	15.2	Oct.	16.8	Mar.	13.5	7
14. First Nighter	15.0	Feb.	17.0	Oct.	10.9	7
15. One Man's Family	14.8	Dec.	16.0	Apr.	13.8	7
16. Vick's Open House—N. Eddy	14.8	Feb.	16.8	Oct.	11.3	6
17. Bakers Broadcast—Ripley	14.0	Dec.	15.1	Feb.	12.5	7
18. Ford Sunday Evening Hour	13.9	Dec.	16.2	Oct.	11.0	7
19. Gang Busters	13.8	Feb.	15.3	Nov.	11.6	7
20. Maxwell House Show Boat	13.1	Feb.	15.4	Nov.	11.9	7
21. A. & P.—Kate Smith	13.1	Jan.	16.0	Oct.	11.8	7
22. Amos 'n' Andy	13.0	Jan.	14.0	Oct.	11.9	7
23. Do You Want to Be An Actor	12.7	Mar.	13.2	Apr.	11.9	4½
24. Fibber McGee and Molly	12.5	Mar.	14.1	Dec.	10.0	7
25. Pick and Pat	12.5	Mar.	14.3	Feb.	11.6	7

# TEN LEADING DAYTIME PROGRAMS OCTOBER 1936—APRIL 1937

TAKEN FROM CO-OPERATIVE ANALYSIS OF BROADCASTING RECORDS

Rank.	Average.	High		Low		Number of months on air during period.
		Month.	Rating.	Month	Rating.	
1. Metropolitan Opera	11.2	Jan.	12.1	Mar.	10.7	3
2. Today's Children	9.1	Feb.	10.1	Dec.	8.4	7
3. David Harum	7.5	Feb.	8.1	Oct.	6.9	7
4. Magic Key of RCA	7.4	Feb.	7.8	Apr.	6.9	7
5. Kaltenmeyer's Kindergarten	7.3	Feb.	8.5	Oct.	5.4	7
6. Vic and Sade	7.1	Jan.	8.5	Dec.	6.5	7
7. Grand Hotel	7.1	Feb.	8.5	Oct.	5.1	6
8. Ma Perkins	7.0	Jan.	8.4	Dec.	6.3	7
9. Guy Lombardo	7.0	Apr.	8.8	Oct.	5.7	7
10. O'Neills	6.7	Jan.	7.8	Dec.	5.9	7

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## SPECIAL EVENTS RATINGS

### TAKEN FROM COOPERATIVE ANALYSIS OF BROADCASTING RECORDS

From time to time the Cooperative Analysis of Broadcasting compiles ratings of public events of outstanding importance or significance. Those recorded during the past year are herewith reproduced.

It should be pointed out, however, that not all of the campaign speeches of the various candidates are rated. This was due to the fact that the C.A.B. takes samples 14 days out of every month, whereas the candidates were delivering speeches at almost twice that speed.

Warning is hereby extended that these figures are the sole property of the Cooperative Analysis of Broadcasting, and may not be reproduced in any form whatsoever without permission of the copyright owners.

Louis-Schmeling Fight	June 19, 1936	57.6
Keynote Speech, Democratic National Convention	June 23, 1936	22.7
Gov. Landon's Acceptance Speech	July 23, 1936	28.5
President Roosevelt	Oct. 10, 1936	24.6
President Roosevelt	Oct. 21, 1936	24.4
President Roosevelt	Oct. 23, 1936	11.1
Governor Landon	Sept. 22, 1936	12.2
Governor Landon	Sept. 24, 1936	10.3
Governor Landon	Sept. 26, 1936	10.7
Governor Landon	Oct. 9, 1936	14.9
Governor Landon	Oct. 12, 1936	10.8
Governor Landon	Oct. 15, 1936	14.2
Governor Landon	Oct. 24, 1936	9.1
Governor Landon	Oct. 26, 1936	13.3
Governor Landon	Oct. 27, 1936	16.7
Ex-Gov. Al Smith	Oct. 8, 1936	13.1
Ex-Gov. Al Smith	Oct. 22, 1936	14.9
Ex-Gov. Al Smith	Oct. 24, 1936	9.6
Sec. Harold Ickes	Oct. 9, 1936	5.6
King Edward's Valedictory	Dec. 11, 1936	45.0
Testimonial Dinner to Postmaster Farley	Feb. 15, 1937	17.2
President Roosevelt's Victory Dinner	March 4, 1937	19.4
President Roosevelt's Fireside Chat	March 9, 1937	30.1
Kentucky Derby	May 8, 1937	14.0

## PROGRAM POPULARITY POLLS

Listed herewith are the major national program and talent popularity polls of the past season with winners presented in order of their rank. Methods by which the polls were conducted are briefly indicated.

**FIRST ANNUAL HEARST NEWSPAPER RADIO EDITORS POLL.** Conducted by J. ("Dinty") Doyle, radio editor of the New York American, among radio editors of 28 Hearst newspapers and announced January 30, 1937. Winners, ranked according to popularity in each classification:

*Best Variety Program*

1. Rudy Vallee.
2. Bing Crosby.
3. Hollywood Hotel.

*Best Drama Program*

1. Monday Night Radio Theatre.
2. Hollywood Hotel.

3. First Nighter.

*Best Program of Classical Music*

1. Ford Sunday Evening Hour.
2. General Motors Sunday Night Concert.
3. New York Philharmonic Concerts.

*Best Dance Orchestra (Swing)*

1. Benny Goodman.
2. Glenn Gray.
3. Jimmy Dorsey.

*Best Dance Orchestra (Sweet)*

1. Guy Lombardo.
2. Wayne King.
3. Richard Himber.

## POPULARITY POLLS—Continued

### *Best Master of Ceremonies*

1. Bing Crosby.
2. Major Bowes.
3. Rudy Vallee.

### *Leading Comedian*

1. Fred Allen.
2. Jack Benny.
3. Bob Burns.

### *Leading Comedienne*

1. Gracie Allen.
2. Mary Livingstone.
3. Beatrice Lillie.

### *Best Female Vocalist (Popular)*

1. Frances Langford.
2. Kay Thompson.
3. Kate Smith.

### *Best Female Vocalist (Opera, Concert)*

1. Lily Pons.
2. Jessica Dragonette.
3. Rosa Ponselle.

### *Best Male Vocalist (Popular)*

1. Bing Crosby.
2. Frank Parker.
3. Lanny Ross.

### *Best Male Vocalist (Concert or Opera)*

1. Nelson Eddy.
2. Nino Martini.
3. John Charles Thomas.

### *Best Comedy Team*

1. Burns and Allen.
2. Stoopnagle and Budd.
3. Jack Benny and Mary Livingstone.

### *Best Children's Program*

1. Irene Wicker, the Singing Lady.
2. Popeye.
3. Dorothy Gordon's Children's Corner.

### *Best Night-Time Serial*

1. Helen Hayes in Bambi.
2. One Man's Family.
3. Amos and Andy.

### *Best Daytime Serial*

1. The Story of Mary Marlin.
2. Myrt and Marge.
3. Vic and Sade.

### *Best Sports Announcer*

1. Ted Husing.
2. Clem McCarthy.
3. Ernie Smith.

### *Best All-Round Announcer*

1. Harry Von Zell.
2. Don Wilson.
3. Milton J. Cross.

### *Best All-Round Musical Show*

1. Andre Kostelanetz.
2. Fred Waring.
3. American Album.

### *Best Commentator*

1. Edwin C. Hill.
  2. Boake Carter.
  3. H. V. Kaltenborn.
- Outstanding Star Developed in 1936*  
Deanna Durbin.

### *Outstanding Program Idea Projected in 1936*

- We, The People.  
*Most Impressive Broadcast in 1936*  
Abdication Speech of King Edward VIII.

**ANNUAL RADIO GUIDE POPULARITY POLL.** Conducted by Radio Guide magazine among its readers by ballot and announced in the July 4, 1936, issue. Winners, ranked according to popularity in each classification.

### *Musical Programs*

1. Show Boat.
2. Hit Parade.
3. Hollywood Hotel.
4. National Barn Dance.
5. Vallee Variety Hour.
6. Breakfast Club.
7. Fred Waring.
8. Bing Crosby.
9. Wayne King.
10. Himber's Champions.
11. Cities Service.
12. Major Bowes.

### *Dramatic Programs*

1. One Man's Family.
2. First Nighter.
3. Lux Radio Theatre.
4. March of Time.
5. Mary Marlin.
6. Today's Children.
7. Myrt and Marge.
8. New Penny.
9. Leslie Howard.
10. Grand Hotel.
11. Gang Busters.
12. Crime Clues.

### *News Commentators*

1. Lowell Thomas.
2. Boake Carter.
3. Walter Winchell.
4. Edwin C. Hill.
5. Jimmie Fidler.
6. Julian Bentley.
7. Paul Sullivan.
8. Gabriel Heatter.
9. Sam Hays.
10. John B. Kennedy.
11. H. V. Kaltenborn.
12. Hugh Conrad.

### *Comedians*

1. Jack Benny.
2. Eddie Cantor.
3. Burns and Allen.
4. Lum and Abner.
5. Fred Allen.
6. Amos 'n' Andy.
7. Pick and Pat.
8. Fibber McGee.
9. Easy Aces.
10. Bob Burns.
11. Phil Baker.
12. Frank Fay.



POPULARITY POLLS—Continued

*Female Singers of Popular Songs*

1. Kate Smith.
2. Frances Langford.
3. Harriet Hilliard.
4. Jessica Dragonette.
5. Ethel Shutta.
6. Dolly Dawn.
7. Jane Froman.
8. Vaughn de Leath.
9. Loretta Lee.
10. Ruth Etting.
11. Deane Janis.
12. Gale Page.

*Children's Programs*

1. Singing Lady.
2. Kaltenmeyer's Kindergarten.
3. Orphan Annie.
4. Popeye.
5. Coast to Coast on a Bus.
6. Buck Rogers.
7. Spareribs.
8. Horn & Hardart's Children's Hour.
9. Jimmy Allen.
10. Dick Tracy.
11. Let's Pretend.
12. Jack Armstrong.

*Male Singers of Popular Songs*

1. Bing Crosby.
2. Lanny Ross.
3. Kenny Baker.
4. Frank Parker.
5. Dick Powell.
6. Rudy Vallee.
7. Frank Munn.
8. James Melton.
9. John McKeever.
10. Jackie Heller.
11. Ralph Kirbery.
12. Jerry Cooper.

*Singers of Operatic or Classical Songs*

1. Nelson Eddy.
2. Grace Moore.
3. Lanny Ross.
4. Lily Pons.
5. James Melton.
6. Jessica Dragonette.
7. Lawrence Tibbett.
8. Conrad Thibault.
9. Gladys Swarthout.
10. John Charles Thomas.
11. Richard Crooks.
12. Willie Morris.

*Dance Orchestras*

1. Wayne King.
2. Guy Lombardo.
3. Ben Bernie.
4. Horace Heidt.
5. Richard Himber.
6. Fred Waring.
7. Rudy Vallee.
8. Ozzie Nelson.
9. Jan Garber.
10. Ray Noble.

11. George Hall.
12. Hal Kemp.

*Announcers*

1. James Wallington.
2. Don Wilson.
3. Ted Husing.
4. Milton Cross.
5. Graham McNamee.
6. Tiny Ruffner.
7. Don McNeill.
8. David Ross.
9. Harry Von Zell.
10. Phil Stewart.
11. Truman Bradley.
12. John S. Young.

**SIXTH ANNUAL NEW YORK WORLD-TELEGRAM NEWSPAPER EDITORS RADIO POLL.** Conducted by Alton Cook, radio editor of the New York World-Telegram, among 260 radio editors in the United States and Canada, and announced January 30, 1937. Winners, ranked according to popularity in each classification:

*Outstanding Programs*

1. Jack Benny Program.
2. Fred Allen Program.
3. Rudy Vallee Program.
4. Bing Crosby Program.

*Best Comedian*

1. Jack Benny.
2. Fred Allen.
3. Bob Burns.
4. Burns and Allen.

*Light Orchestra*

1. Guy Lombardo.
2. Andre Kostelanetz.
3. Wayne King.
4. Benny Goodman.

*Feminine Singer*

1. Kate Smith.
2. Frances Langford.
3. Gertrude Niessen.
4. Kay Thompson.

*Male Popular Singer*

1. Bing Crosby.
2. Frank Parker.
3. Kenny Baker.
4. Lanny Ross.

*Vocal Groups*

1. The Revelers.
2. Fred Waring Choir.
3. Kay Thompson Rhythm Singers.
4. Hall Johnson Choir.

*Symphonic Conductor*

1. Leopold Stokowski.
2. Erno Rapee.
3. Frank Black.
4. Jose Iturbi.

*Classical Singer*

1. Nelson Eddy
2. Lily Pons.
3. Jessica Dragonette.
4. Lawrence Tibbett.

*Instrumental Musician*

1. Jascha Heifetz.
2. Jose Iturbi.
3. Rubinfoff.
4. Albert Spaulding.

*New Star*

1. Deanna Durbin.
2. Bob Burns.
3. Shep Fields.
4. Charles Butterworth.
5. Bobbie Breen.

*Commentator*

1. Boake Carter.
2. Edwin C. Hill.
3. Lowell Thomas.
4. Gabriel Heatter.

*Sports Announcer*

1. Ted Husing.
2. Clem McCarthy.
3. Bill Slater.
4. Hal Totten.

*Studio Announcer*

1. Don Wilson.
2. Harry Von Zell.
3. Milton Cross.
4. David Ross.

*Dramatic Program*

1. Radio Theatre.
2. One Man's Family.
3. March of Time.
4. First Nighter.

*Children's Program*

1. Singing Lady.
2. Little Orphan Annie.
3. Dorothy Gordon's Children's Corner.
4. Popeye.
5. Wilderness Road.

*Woman's Program*

1. Magazine of the Air.
2. Betty Crocker.
3. Wife Saver.
4. Ida Bailey Allen.

**THIRD ANNUAL AWARDS OF THE WOMEN'S NATIONAL RADIO COMMITTEE.** Based on polls conducted by the WNRC and cooperating organizations and announced March 31, 1937:

*Best Musical Program*

Ford Sunday Evening Hour.

*Best Variety Program*

Rudy Vallee's Varieties.

*Best Educational Program*

Chicago University Round Table.

*Best News Program*

Boake Carter.

*Best Children's Program*

Dorothy Gordon's Children's Corner.

*Best Drama Program*

Lux Radio Theatre.

*Honorable Mention*

General Motors Symphony.

Wallenstein's Sinfonietta.

Kraft-Phenix Music Hall.

American Town Meeting of the Air.

Metropolitan Opera Broadcasts.

Lowell Thomas.

H. V. Kaltenborn.

Kathryn Craven.

Wilderness Road.

The Singing Lady.

*Special Award*

Mutual Broadcasting System (for its "out-standing contribution to serious music through consistent presentation of the Stadium concerts and operas through the summer season when there is a limited amount of fine music on the air.")

*Super-Award*

Dr. Walter Damrosch (because he "began the first music appreciation courses on the air. . . and has done more for good music over the air than any one man in this country.")

## VARIETY SHOWMANSHIP CITATIONS

On February 17, 1937, VARIETY awarded a series of plaques to radio stations deemed leaders in 12 categories of showmanship. These citations were the first in an annual series issued in conjunction with the annual VARIETY Showmanship Survey. Categories and winners were as follows:

Program originating station.....	WLW, Cincinnati
Prestige subsidiary station..	WHAM, Rochester, and WHAS, Louisville (duplicate awards)
Farm service station.....	WHO, Des Moines, and WLS, Chicago (duplicate awards)
Network-owned station.....	KMOX, St. Louis
Newspaper-owned station.....	WKY, Oklahoma City
Part-time station.....	WHB, Kansas City
Foreign language station.....	WBNX, New York City
Social service station.....	WEVD, New York City
Sports station.....	WIND, Chicago
Nationally exploited station.....	WCKY, Cincinnati
Community exploited station.....	KFPY, Spokane
Canadian station.....	CFRB, Toronto

# COMMERCIAL NETWORK PROGRAMS SEASON OF 1936-1937

All the programs included in the listing below were broadcast at some time between June 1, 1936, and June 1, 1937. Data pertains to that interval, and changes occurring after June 1, 1937, are usually not noted, although in some cases, where advance information was at hand, corrections have been extended to include July and even August.

Completeness has been the aim of this presentation, and deviations have occurred only where neither the network, the advertiser, nor his agency had sufficient records.

For definitions of the various terms employed in this listing, see the "Glossary of Production Terms." (Note: Rebroadcasts are not given.)

## COLUMBIA BROADCASTING SYSTEM PROGRAMS

### A & P BANDWAGON

*Sponsor:* Great Atlantic & Pacific Tea Co. (coffee division).

*Agency:* Paris & Peart.

*Origination:* WABC Playhouse No. 2, New York.

*Air time:* Thursday, 8 to 9 p.m.

*Network:* Forty-six stations.

*Production:* Ted Collins office (Collins is Kate Smith's manager).

*Script writers:* Ted Collins and Sylvan Taplinger (general continuity).

*Talent:* Kate Smith, Jack Miller Orchestra, Henry Youngman, mixed chorus, dramatic cast, Ambassadors (trio), guests.

*Agency director:* Sylvan Taplinger (of the Collins office).

*Announcers:* Ted Collins and Andre Baruch; institutionals for A & P are read by A. J. Robinson (real name, Stanley Peyton).

*Conductor:* Jack Miller.

*Length of run:* Started Sept. 17, 1936.

### A & P COFFEE TIME

*Sponsor:* Great Atlantic & Pacific Tea Co. (coffee division).

*Agency:* Paris & Peart.

*Origination:* WABC Studio No. 2 New York.

*Air time:* Tuesday and Thursday, 7:30 to 7:45 p.m. (originally Tues., Thurs., Friday).

*Network:* Thirty-one stations.

*Production:* Agency.

*Script writer:* Henry Turnbull.

*Talent:* Kate Smith, Jack Miller's Orchestra.

*Agency directors:* Henry Turnbull and A. G. Peart.

*Announcer:* Frank Gallop.

*Conductor:* Jack Miller.

*Length of run:* Oct. 1, 1935, to Sept. 10, 1936.

### ATLANTIC FAMILY

*Sponsor:* Atlantic Refining Co.

*Agency:* N. W. Ayer.

*Origination:* WABC Little Theatre, New York.

*Air time:* Thursday, 7 to 7:30 p.m.

*Network:* Thirty-eight stations.

*Production:* Agency.

*Script writer:* Leonard Holton (free lance); material for Bob Hope written by a Mr. White and Buddy Pearson.

*Talent:* Bob Hope, Honey Chile, Red Nichols' Orchestra.

*Agency director:* Robert Burlen.

*Announcer:* Del Sharbutt.

*Conductor:* Red Nichols.

*Length of run:* Sept. 14, 1935, to Sept. 6, 1936.

### AUNT JENNY'S REAL LIFE STORIES

*Sponsor:* Lever Bros. (Spry).

*Agency:* Ruthrauff & Ryan.

*Origination:* WABC Studio No. 5, New York.

*Air time:* Monday through Friday, 1:45 to 2 p.m.

*Network:* Forty-five stations.

*Production:* Agency.

*Script writer:* C. D. Morris (free lance).

*Talent:* Edith Spencer with variable dramatic cast.

*Agency director:* Clark Andrews.

*Announcer:* Dan Seymour.

*Length of run:* Contract started Jan. 18, 1937, for 52 weeks.

### BACHELOR'S CHILDREN

*Sponsor:* The Cudahy Packing Co. (Old Dutch).

*Agency:* Roche, Williams and Cunnyng-ham.

*Origination:* WBBM, Chicago.

*Air time:* Monday through Friday, 9:45 to 10 a.m.

*Network:* Six stations.

*Production:* Agency.

*Script writer:* Bess Flynn.

*Talent:* Hugh Studebaker, Olan Soule, Patricia Dunlap, Marjorie Hannan, Milton Charles, Paula McClain.

## NETWORK COMMERCIALS—Continued

*Agency director:* Edward Smith.  
*Announcer:* Russell Young.  
*Conductor:* Milton Charles.  
*Length of run:* Sept. 28, 1936, for 52 weeks.

### PHIL BAKER

*Sponsor:* Gulf (gasoline and oil).  
*Agency:* Young & Rubicam.  
*Origination:* WABC Playhouse No. 2, New York.

*Air time:* Sunday, 7:30 to 8 p.m.

*Network:* Sixty-one stations.

*Production:* Agency; M. Barnum.

*Script writers:* Ruth Aikman (commercial continuity for the agency); Sam Perin, Arthur Phillips and Hal Block (for Phil Baker).

*Talent:* Phil Baker, Agnes Moorehead, Artie Auerbach, Ward Wilson (Beetle), Harry MacNaughton (Bottle), Hal Kemp Orchestra (later Oscar Bradley Orchestra), Maxine Gray (left when Hal Kemp left), Ed Smalle's Seven G's.

*Agency director:* M. Barnum.

*Announcer:* Harry Von Zell.

*Conductor:* Hal Kemp (Oscar Bradley after Jan. 5, 1937).

*Length of run:* Contract began Sept. 27, 1935; program was off for the 1936 summer, returning Sept. 27, 1936; renewed Feb. 21, 1937.

### BOBBY BENSON

*Sponsor:* Hecker H-O Co.

*Agency:* Erwin Wasey Co.

*Origination:* WABC Studio No. 4, New York.

*Air time:* Monday, Wednesday, Friday, 6:15 to 6:30 p.m.

*Network:* Seven stations.

*Production:* Agency.

*Script writer:* Peter Dixon.

*Talent:* Billy Halop, Florence Halop, Craig McDonald, Neill O'Mally, Cal Tinney, John Shea, Jean Southern, Eddie Wragge.

*Agency director:* I. Harris.

*Announcer:* Dan Seymour; originally Arthur Millet.

*Length of run:* Ended Dec. 11, 1936, after a two-year run.

### JACK BERCH AND HIS BOYS

*Sponsor:* Fels Naptha Co. (soap).

*Agency:* Young & Rubicam.

*Origination:* WABC Studio A, New York.

*Air time:* Tuesday and Thursday, 1 to 1:15 p.m.

*Network:* Seventeen stations.

*Production:* Agency.

*Script writer:* Jack Berch.

*Talent:* Jack Berch, Mark Warnow Or-

chestra (prior to Dec. 3, 1936, this spot was occupied by The Rhythm Boys).

*Agency director:* William Rousseau.

*Announcer:* John Reed King.

*Conductor:* Mark Warnow.

*Length of run:* Contract started Jan. 19, 1937, for 39 weeks.

### BETWEEN THE BOOKENDS

(Intimate Talks on Happiness)

*Sponsor:* Lehn & Fink (Hinds Honey and Almond).

*Agency:* William Esty Co.

*Origination:* WABC (Paramount Organ Studio), New York.

*Air time:* Monday through Friday, 12:15 to 12:30 p.m.

*Network:* Twenty-three stations.

*Production:* Ted Malone.

*Script writer:* Ted Malone.

*Talent:* Ted Malone and Fred Feibel, organist.

*Agency director:* Harry Holcombe.

*Announcer:* (Kenneth Roberts); John Allen Wolf began March 24 to end of contract.

*Conductor:* Fred Feibel.

*Length of run:* Oct. 5, 1936, to April 2, 1937.

### BIG SISTER

*Sponsor:* Lever Bros. (Rinso).

*Agency:* Ruthrauff & Ryan.

*Origination:* WABC, Studio No. 7, New York.

*Air time:* Monday to Friday, 11:30 to 11:45 a.m.

*Network:* Sixty-four stations.

*Script writer:* Lillian Lauferty.

*Talent:* Alice Frost, Junior O'Day, Haila Stoddard, Martin Gabel, Elsie Thompson, Bill Johnstone.

*Agency director:* Clark Andrews.

*Announcer:* Fred Uttal.

*Length of run:* Sept. 14, 1936, for 52 weeks.

### MAJOR BOWES' AMATEUR HOUR

*Sponsor:* Chrysler Corp.

*Agency:* Ruthrauff & Ryan.

*Origination:* Manhattan Theatre, New York.

*Air time:* Thursday, 9 to 10 p.m.

*Network:* Eighty-three stations.

*Production:* Major Bowes.

*Script writer:* Major Bowes.

*Talent:* Major Bowes, amateurs.

*Agency director:* Clark Andrews.

*Announcer:* Ralph Edwards (originally Dan Seymour).

*Conductor:* Joe Meresco and Harry Merkur (piano players).

*Length of run:* Started Sept. 17, 1936.

## NETWORK COMMERCIALS—Continued

### BROADWAY VARIETIES

*Sponsor:* American Home Products (Bi-So-Dol).

*Agency:* Blackett-Sample-Hummert.

*Origination:* WABC, Playhouse No. 2, New York.

*Air time:* Friday, 8 to 8:30 p.m.

*Network:* Forty-seven stations.

*Production:* Agency.

*Script writers:* Frank Hummert and Charlotte Geer (free lance).

*Talent:* Oscar Shaw, Carmella Ponselle, Elizabeth Lennox, Varieties Chorus, Victor Arden's Orchestra.

*Agency director:* Martha Atwell (free lance).

*Announcer:* Del Sharbutt.

*Conductor:* Victor Arden.

*Length of run:* Since May 2, 1934.

### GEORGE BURNS AND GRACIE ALLEN

*Sponsor:* Campbell Soup Co. (tomato juice).

*Agency:* F. Wallis Armstrong.

*Origination:* Music Box Theatre via KNX, Hollywood.

*Air time:* Wednesday, 8:30 to 9 p.m.

*Network:* Seventy-two stations.

*Production:* Agency.

*Script writers:* Willy Burns, John P. Medbury, Harvey Helm.

*Talent:* George Burns, Gracie Allen, Jimmy Newell (replaced by Tony Martin Jan. 25, 1936).

*Agency director:* Diana Bourbon.

*Announcer:* Kenneth Niles.

*Conductor:* Henry King.

*Length of run:* Oct. 2, 1935, to March 31, 1937.

### CAMEL CARAVAN

*Sponsor:* R. J. Reynolds Tobacco (Camel cigarettes).

*Agency:* William Esty.

*Origination:* Music Box Theatre via KNX, Hollywood; Manhattan Theatre, New York.

*Air time:* Tuesday, 9:30 to 10:30 p.m.

*Network:* Eighty-two stations.

*Production:* Agency, Sam Moore.

*Talent:* Rupert Hughes, Benny Goodman's Orchestra (New York), George Stoll's Orchestra, Frank Forrest, dramatic cast, guests, Helen Ward (with Goodman's orchestra); Norman Sper.

*Agency director:* Bob Redd; Harry Holcombe (in New York).

*Announcer:* Bill Goodwin (Kenneth Roberts in New York).

*Conductors:* Benny Goodman and George Stoll.

*Length of run:* June 30, 1936, to Dec. 22, 1936 (replaced by "Jack Oakie's College").

### BOAKE CARTER

*Sponsor:* Philco.

*Agency:* Hutchins.

*Origination:* WCAU, Philadelphia.

*Air time:* Monday through Friday, 7:45 to 8 p.m.

*Network:* Twenty-three stations.

*Production:* Boake Carter

*Script writer:* Boake Carter.

*Talent:* Boake Carter.

*Length of run:* Was renewed for 52 weeks on Feb. 22, 1937.

### CAVALCADE OF AMERICA

*Sponsor:* E. I. du Pont de Nemours.

*Agency:* B B D & O.

*Origination:* WABC Little Theatre, New York.

*Air time:* Wednesday, 8 to 8:30 p.m.

*Network:* Forty-six stations.

*Production:* Agency; Kenneth Webb.

*Script writer:* Kenneth Webb and staff.  
*Talent:* Don Voorhees Orchestra, dramatic cast, Carlile Stevens (narrator).

*Agency director:* Kenneth Webb (and assistant).

*Announcer:* Frank Singiser.

*Conductor:* Don Voorhees.

*Length of run:* Last renewal was on Oct. 14, 1936, for 52 weeks.

### CHESTERFIELD PROGRAM

*Sponsor:* Liggett & Myers Tobacco Co.

*Agency:* Newell-Emmett Co.

*Origination:* Manhattan Theatre, New York.

*Air time:* Wednesday, 9 to 9:30 p.m.

*Network:* Ninety-five stations.

*Production:* CBS.

*Script writers:* W. Fineshriber, Fred Bethel (supervisor); David Ross.

*Talent:* Andrew Kostelanetz' Orchestra, Nino Martini, mixed chorus (directed by Lyn Murray).

*CBS director:* Fred Bethel.

*Announcer:* David Ross.

*Length of run:* Present contract began Sept. 30, 1936; program ended June 23, 1937, and was replaced by another.

### CHESTERFIELD PROGRAM

*Sponsor:* Liggett & Myers Tobacco Co.

*Agency:* Newell-Emmett Co.

*Origination:* Manhattan Theatre, New York.

*Air time:* Friday, 8:30 to 9 p.m.

*Network:* Ninety stations.

*Production:* CBS; Phil Cohan.

*Script writer:* Kay Swift.

*Talent:* Hal Kemp Orchestra (replaced Andre Kostelanetz Jan. 1, 1937), Kay Thompson and the Rhythm Singers, David Ross, Paul Douglas.

*CBS director:* Fred Bethel; later Harry Ommerle.

*Announcer:* David Ross, Paul Douglas (Douglas became M. C. Jan. 1, 1937).

*Conductor:* Hal Kemp.

*Length of run:* Present contract renewed Sept. 30, 1936. (Note: This program shifts its origination to KNX, Hollywood, in July.

**COME ON, LET'S SING**

*Sponsor:* Colgate-Palmolive-Peet (Palmolive Soap).

*Agency:* Benton & Bowles.

*Origination:* WABC Playhouse No. 1, New York.

*Air time:* Wednesday, 9:30 to 10 p.m.

*Network:* Sixty-nine stations.

*Production:* Agency.

*Script writer:* Donald Cope.

*Talent:* Homer Rodeheaver, Tiny Ruffner, Joe Green and Cloister Bells.

*Agency director:* Donald Cope.

*Announcer:* Tiny Ruffner.

*Conductor:* Homer Rodeheaver.

*Length of run:* July 1, 1936, to Jan. 6, 1937.

**COOK'S TRAVELOGUE WITH MALCOLM LA PRADE**

*Sponsor:* Cook & Son Wagon-Lits, Inc.

*Agency:* L. D. Wertheimer.

*Origination:* Paramount Organ Studio, New York.

*Air time:* Sunday, 2:45 to 3 p.m.

*Network:* Fifteen stations.

*Script writer:* Malcolm La Prade.

*Talent:* Malcolm La Prade; Lew White, organist.

*Announcer:* Lee Little.

*Conductor:* Lew White.

*Length of run:* Dec. 6, 1936, to April 18, 1937.

**COURTEOUS COLONELS**

*Sponsor:* Barnsdall Refining Corp.

*Agency:* Cooperative Adv., Inc.

*Origination:* Oklahoma.

*Air time:* Saturday, 10:45 to 11:15 p.m.

*Network:* CBS; 11 stations.

*Talent:* Besquare Orchestra; male chorus directed by Ralph Rose, Jr.

*Length of run:* Dec. 19, 1936, to Feb. 6, 1937.

**DR. ALLEN ROY DAFOE**

*Sponsor:* Lehn & Fink (Lysol).

*Agency:* Lennen & Mitchell.

*Origination:* Callander, Ontario, Canada, and WABC Studio No. 5, New York.

*Air time:* Monday, Wednesday, Friday, 11:45 to noon.

*Network:* Twenty-nine stations.

*Production:* Agency; Jay Clark.

*Script writer:* Frazier Hunt and Jay Clark (Hunt writes for Dr. Dafoe).

*Talent:* Dr. Allen Roy Dafoe, Toytown Band, Herzel Gleen (who replaces Evelyn McGregor, who in turn replaced Ruth Carhart), Betty Garde.

*Agency director:* Jay Clark.

*Announcer:* Frank Gallop.

*Conductor:* Lindsay McPhail.

*Length of run:* Oct. 5, 1936, for 52 weeks.

**DINING WITH GEORGE RECTOR**

*Sponsor:* Phillips Packing Co.

*Agency:* Compton Advertising.

*Origination:* WABC Studio C, New York.

*Air time:* Wednesday, Thursday and Friday, 1:30 to 1:45 p.m.

*Network:* Thirty-two stations.

*Production:* Langlois & Wentworth.

*Script writer:* Gladys Malvern (free lance with the Wentworth office).

*Talent:* George Rector, Marcella Shields.

*Agency director:* Ralph Wentworth (Claude Morris and Mary Louise of the agency).

*Announcer:* Ralph Edwards.

*Length of run:* Contract started Feb. 17, 1937, for 52 weeks.

**ELGIN FOOTBALL REVUE**

*Sponsor:* Elgin National Watch Co.

*Agency:* J. Walter Thompson.

*Origination:* WBBM, Chicago, and WABC Studio No. 2, New York.

*Air time:* Saturday, 8:30 to 9 p.m.

*Network:* Fifty stations.

*Production:* Agency.

*Script writer:* Ed Thorgersen.

*Talent:* Ed Thorgersen, Kay Kyser Orchestra, guests.

*Agency director:* Victor Armstrong; later Donald Bishoff.

*Conductor:* Kay Kyser.

*Length of run:* Oct. 3, 1936, to Dec. 26, 1936.

**FIVE STAR REVUE**

*Sponsor:* Corn Products Refining (Karo and Linit).

*Agency:* E. W. Hellwig Co.

*Origination:* WABC Studio A, New York.

*Air time:* Monday, Wednesday, Friday, 1 to 1:15 p.m.

*Network:* Twenty-two stations.

*Production:* Roger White (independent producer for the agency).

*Script writer:* Alton Alexander.

*Talent:* Ray Sinatra's Orchestra, Morton Bowe, Meri Bell, William Johnstone, and variable cast.

*Agency director:* Roger White (for the agency).

*CBS director:* Ed Cashman.

*Announcer:* Ed Cashman.

*Conductor:* Ray Sinatra.

*Length of run:* Nov. 16, 1936, to May 28, 1937.

## NETWORK COMMERCIALS—Continued

### FLYING RED HORSE TAVERN

*Sponsor:* Socony-Vacuum Co.  
*Agency:* J. Stirling Getchell.  
*Origination:* WABC 44th St. Playhouse, New York.  
*Air time:* Friday.  
*Network:* Thirty-eight stations.  
*Production:* Agency.  
*Script writer:* Frank Gill, Jr. (free lance).  
*Talent:* Joan Marsh, Walter Woolf King, Tavern Singers, The Four Red Horsemen, Lennie Hayton's Orchestra, guests.  
*Agency director:* George Allen.  
*Announcer:* John S. Young.  
*Conductor:* Lennie Hayton.  
*Length of run:* Oct. 4, 1935; expired Sept. 25, 1936.

### FORD SUNDAY EVENING HOUR

*Sponsor:* Ford and Lincoln Motors.  
*Agency:* N. W. Ayer.  
*Origination:* Masonic Temple Auditorium, Detroit (via WJR).  
*Air time:* Sunday, 9 to 10 p.m.  
*Network:* Ninety-nine stations.  
*Production:* Agency.  
*Script writer:* Agency; H. L. McClinton, supervisor.  
*Talent:* Detroit Symphony Orchestra, W. J. Cameron, Mixed Chorus, guest soloists, guest conductors.  
*Agency director:* H. L. McClinton (Detroit).  
*Announcer:* Truman Bradley.  
*Conductor:* Eugene Ormandy (Victor Kolar, Fritz Reiner, Alexander Smallens and Jose Iturbi also conducted at intervals).  
*Length of run:* Sept. 20, 1936, for 39 weeks (to June 13, 1937).

### GANG BUSTERS

*Sponsor:* Colgate-Palmolive-Peet (shave cream).  
*Agency:* Benton & Bowles.  
*Origination:* WABC Studio No. 3, New York.  
*Air time:* Wednesday, 10 to 10:30 p.m.  
*Network:* Sixty-seven stations.  
*Production:* Phillips Lord.  
*Script writer:* Phillips Lord.  
*Talent:* Phillips Lord, Edmund MacDonald, Alice Rinehart, Erik Rolf, Fred Lewis, others.  
*Announcer:* Erik Rolf.  
*Agency director:* Phillips Lord (free lance).  
*Length of run:* Jan. 15, 1936; renewed Jan. 13, 1937, for 52 weeks.

### GENERAL MILLS PROGRAM

*Sponsor:* General Mills Co. (Bisquick, Wheaties, Gold Medal Tested, Softasilk Flour).

*Agencies:* Blackett - Sample - Hummert and Knox-Reeves.

*Origination:* New York and Chicago.  
*Network:* Thirty-two stations.  
*Air time:* Mondays through Fridays, 10 to 11 p.m.  
*Production:* Agencies.  
*Scripts:* Agencies.  
*Talent:* Elizabeth Reller and Lester Tremayne ("Betty and Bob"); Lucille Barklie, Rosemary Dillon, Larry Burton, Eddie Dean, Jimmy Gale, Ben Gage, Burton Wright, Phyllis Novak, Edith Adams ("Modern Cinderella"); Betty Crocker ("Betty Crocker"); Joe Emerson and Choirs ("Hymns of All Churches"); John S. Young as "John Watkins" ("Who's Who in Today's News").

*Length of run:* Started June 1, 1936.

### GOOSE CREEK PARSON

*Sponsor:* Colgate-Palmolive-Peet (Super Suds).  
*Agency:* Benton & Bowles.  
*Origination:* KNX, Hollywood.  
*Air time:* Monday, Wednesday, Friday, 7:30 to 7:45 p.m.  
*Network:* Fifty-nine stations.  
*Production:* Agency.  
*Talent:* Rev. W. B. Hogg (deceased), Mrs. Hogg, Mary Hogg Michael, Elvia Allman, Tom Baxter, Men's Quartet, Women's Choir, Leonard Harlan, Robert Gordon, Thural A. Rosenscraft, John F. Knox, Rudolf Atwood.  
*Agency director:* Jack Mullen.  
*CBS director:* Paul Rickenbacher.  
*Announcer:* Paul Rickenbacher.  
*Length of run:* Aug. 30, 1936 (on Super Suds run), to Jan. 1, 1937.

### GULF PRESENTS CRUMIT AND SANDERSON

*Sponsor:* Gulf Refining Co.  
*Agency:* Young & Rubicam.  
*Origination:* WABC Playhouse No. 2, New York.  
*Air time:* Sunday, 7:30 to 8 p.m.  
*Network:* Sixty-two stations.  
*Production:* Agency.  
*Script writer:* Ruth Aikman (for the agency).  
*Talent:* Hal Kemp Orchestra, Frank Crumit, Julia Sanderson, Seven G's directed by Ed Smalle.  
*Agency director:* M. Barnum.  
*Announcer:* Harry Von Zell.  
*Conductor:* Hal Kemp.  
*Length of run:* June 28, 1936, to Sept. 20, 1936.  
(Note: This show ran on the same contract that Gulf has for Phil Baker during the winter season.)

**GUMPS, THE**

*Sponsor:* Lehn & Fink (Pebeco Tooth-paste).

*Agency:* Lennen & Mitchell.

*Origination:* WABC Studio No. 4, New York.

*Air time:* Monday through Friday, 12 noon to 12:15 p.m.

*Production:* Himan Brown (free lance).

*Script writer:* Don Johnson.

*Talent:* Wilmer Walter, Agnes Moorehead, Jackie Kelk, supporting cast.

*Agency director:* Himan Brown (free lance for the agency).

*Length of run:* Contract started Oct. 5, 1936; renewed April 5, 1937.

**HAMMERSTEIN MUSIC HALL**

*Sponsor:* American Home Products (Kolynos).

*Agency:* Blackett-Sample-Hummert.

*Origination:* Manhattan Theatre, New York.

*Air time:* Tuesday, 8 to 8:30 p.m.

*Network:* Forty-five stations.

*Production:* Agency; Mrs. Anne Hummert.

*Script writer:* Charlotte Geer (free lance).

*Talent:* Ted Hammerstein, Lucy Laughlin, Jerry Mann, Charles Magnante, guests, chorus and orchestra.

*Agency director:* Mildred Fenton.

*CBS director:* Orrie Hancock.

*Announcer:* John S. Young.

*Conductor:* Al Rickey.

*Length of run:* Started June 30, 1936.

**HEADIN' SOUTH**

*Sponsor:* Illinois Railroad Co.

*Agency:* The Caples Co.

*Origination:* WBBM, Chicago.

*Air time:* Sunday, 7:30 to 8 p.m. (program not heard in New York).

*Network:* Nine stations.

*Production:* Agency.

*Script writers:* Norman Ross (for the agency); Dan MacMillan (WBBM).

*Talent:* Richard Czerwonky and orchestra, Ruth Lyon, The Floridians (male quartet), Norman Ross.

*Conductor:* Richard Czerwonky.

*Length of run:* Nov. 22, 1936, to Feb. 14, 1937.

**HORACE HEIDT'S BRIGADIERS**

*Sponsor:* Stewart-Warner Corp.

*Agency:* Hays MacFarland.

*Origination:* WABC Playhouse No. 3, New York; also other, variable, points.

*Air time:* Monday, 8 to 8:30 p.m.

*Network:* Forty-seven stations.

*Production:* Agency; and Horace Heidt.

*Continuity:* Heidt and company.

*Talent:* Horace Heidt and his Brigadiers, Dorothy Russell, Glee Club (Jerry Bowne, Icky Morgan, Lysbeth Hughes, Art Thorsen, Bob McCoy, Four King Sisters, Alvina Rey).

*Conductor:* Horace Heidt.

*Length of run:* Began Jan. 2, 1936.

**HEINZ MAGAZINE OF THE AIR**

*Sponsor:* H. J. Heinz Co.

*Agency:* Maxon, Inc.

*Origination:* WABC Studio No. 1, New York.

*Air time:* Monday, Wednesday, Friday, 11 to 11:30 a.m.

*Network:* Fifty-nine stations.

*Production:* Wilson, Powell & Hayward (independent producers).

*Script writer:* Elaine Sterne Carrington (author of "Trouble House" script for the program); Henry Hayward (general).

*Talent:* B. A. Rolfe Orchestra (replaced Leith Stevens Orchestra Jan. 1, 1937), Delmar Edmundson, Reed Kennedy, dramatic cast (for "Trouble House" script), Bill Adams, two guests per program.

*Director:* Henry Hayward (of Wilson, Powell & Hayward).

*CBS director:* Melvin White.

*Announcer:* Bill Adams (free lance); commercials by John Reed King.

*Conductor:* B. A. Rolfe.

*Length of run:* Started Sept. 2, 1936, on 52-week contract.

**HOLLYWOOD HOTEL**

*Sponsor:* Campbell Soup Co.

*Agency:* F. Wallis Armstrong.

*Origination:* KNX, Hollywood.

*Air time:* Friday, 9 to 10 p.m.

*Network:* Seventy-two stations.

*Production:* Agency; Bill Bacher for the agency.

*Script writers:* Bill Bacher and staff.

*Talent:* Jerry Cooper (replacing Fred MacMurray and Dick Powell), Frances Langford, Igor Gorin, Anne Jamison, Louella Parsons, Duane Thompson (Sally, the telephone girl), orchestra, dramatic casts with varying talent.

*Agency director:* Bill Bacher for the agency.

*Announcer:* Kenneth Niles.

*Conductor:* Raymond Paige.

*Length of run:* Continuous renewals since 1934.

**HOLLYWOOD NEWS**

*Sponsor:* Noxzema Chemical Co.

*Agency:* Ruthrauff & Ryan.

*Origination:* WABC Studio No. 7, New York.



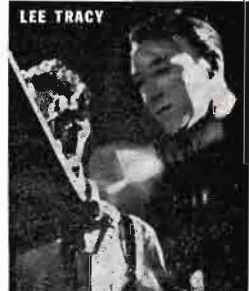
Movie Stars Visit Millions of Homes—via  
**"HOLLYWOOD HOTEL"**



JERRY COOPER



SOUP-SALESMAN NILES



LEE TRACY

REHEARSAL IS ON!

FRIDAY EVENING at nine the Campbell's Soup radio program "Hollywood Hotel" shows the screen's great folk "the way to go home". As guests of their friend and critic, **Louella Parsons**, they come before the mike to give advance glimpses of the newest motion pictures. And the broadcast brings them personally into millions of living rooms, provides a unique chance to make warm friends firsthand, right at the fans' own firesides. This

is a gala event in the American family's week, an evening that glitters with glamorous names, bubbles with music, brims over with gaiety. There is warm enchantment in the voice of **Frances Langford**, gay charm in **Jerry Cooper's** singing. The baritone of **Igor Gorin** is vibrant and thrilling, and **Anne Jamison** sings with skill and sweetness. Backing these voices is the splendid music of **Raymond Paige's Orchestra**, also the Hollywood



IGOR GORIN



OLIVIA de HAVILLAND

FRANCES LANGFORD



CAROLE LOMBARD

Singers, and the Rhythmets. Genial **Ken Niles** wanders through the show with reminders now and then of Campbell's, a good soup. Finally comes "the evening's high spot", Louella Parson's pre-view of an important forthcoming picture. Each Friday unfolds a new story, brings home to America a different group of Hollywood's glamor-folk. They come singly sometimes, more often in twos and threes, till over the months hardly a first-rate

performer in filmdom has not dropped in to call on Mr. and Mrs. America at home. (Over one hundred and twenty-five guest movie stars in the past twelve months!) It takes a lot of doing to put such an extravaganza-scale show together smoothly. Script, songs, orchestrations, sound-effects, commercials, casting, timing, cutting—days of rehearsals, revisions, more rehearsals right up till show-time Friday. All this is the work of a well-



BETTE DAVIS

PAIGE

BACHER



ANNE JAMISON



LOUELLA PARSONS

KAY FRANCIS

GEORGE BENT

knit radio staff under the dexterous direction of **Billy Bacher**, genius . . . "So ends another memorable evening at Hollywood Hotel," not without profiting the new picture and its stars, not without prospering the sale of Campbell's Soups, and certainly not without high pleasure in millions of homes.

PRESENTED BY  
**Campbell's Soups**  
 PRODUCED BY  
**F. WALLIS ARMSTRONG COMPANY**

TUNE IN! 9 to 10 p. m. Eastern Time Friday • Columbia Network • Coast-to-Coast

## NETWORK COMMERCIALS—Continued

*Air time:* Monday and Friday, 7:30 to 7:45 p.m.

*Network:* Two stations (WCAU and WABC).

*Production:* Agency.

*Script writer:* Agency staff writes commercials. No continuity (Hollywood News supplied by Emo Movie Club).

*Talent:* Ray Block's Orchestra, Del Casino, tenor; Paul Stewart, commentator; Milton Hirth, swing organist.

*Agency director:* John Loveton.

*Announcer:* Bert Parks.

*Length of run:* Began May 14, 1937, for 26 weeks.

### HOMEMAKER'S EXCHANGE

*Sponsor:* National Ice Advertising.

*Agency:* Donahue & Coe.

*Origination:* WABC Studio No. 5, New York.

*Air time:* Tuesday and Thursday, 11:45 to noon.

*Network:* Sixty-five stations.

*Production:* Agency.

*Script writer:* Eleanor Howe.

*Talent:* Eleanor Howe, George Shackley.

*Agency director:* Eileen Douglas.

*Announcer:* Hal Moore.

*Length of run:* Oct. 27, 1936, to June 1, 1937.

### TED HUSING: SPORTCAST

*Sponsor:* Atlantic Refining.

*Agency:* N. W. Ayer.

*Origination:* WABC, New York.

*Air time:* Tuesday, Thursday, Friday, 7:15 to 7:30 p.m.

*Network:* Thirty-three stations.

*Production:* Agency; Robert Burlen.

*Script writers:* Ted Husing and Robert Burlen.

*Talent:* Ted Husing, Men of Atlantic (male chorus directed by Emil Cote).

*Agency director:* Robert Burlen.

*Announcer:* Del Sharbutt.

*Length of run:* Sept. 29, 1936, to Jan. 2, 1937.

### JACK AND LORETTA

*Sponsor:* Colgate-Palmolive-Peet (Kirkman Soap).

*Agency:* N. W. Ayer.

*Origination:* WABC Studio A, New York.

*Air time:* Monday through Friday, 2:15 to 2:30 p.m.

*Network:* Eight stations.

*Production:* Agency.

*Script writer:* Tom Willmot.

*Talent:* Jack and Loretta Clemens (songs and patter).

*Agency director:* Tom Willmot, Prosser or Gudebrod.

*Announcer:* Gordon Graham.

*Length of run:* Began Jan. 4, 1937; renewal May 3, 1937. Previous to latter date was local show and heard 9:15 to 9:30 a.m.

### JOHNNY PRESENTS

*Sponsor:* Philip Morris & Co.

*Agency:* Biow Co.

*Origination:* WABC Playhouse No. 1, New York.

*Air time:* Saturday, 8:30 to 9 p.m.

*Network:* 51 stations.

*Production:* Agency.

*Script writers:* Milton Biow and Charles Martin (sketches).

*Talent:* Russ Morgan orchestra, Johnny Roventini, Phil Duey, Swing Fourteen, Ray Block, Four Rogues, dramatic cast, Giersdorf Sisters.

*Agency director:* Miss R. Schuebel.

*Announcer:* George Brooks.

*Conductor:* Russ Morgan.

*Length of run:* Feb. 13, 1937, for 52 weeks.

### AL JOLSON, MARTHA RAYE, VICTOR YOUNG'S ORCHESTRA

*Sponsor:* Lever Bros. (Rinso, Lifebuoy).

*Agency:* Ruthrauff & Ryan.

*Origination:* KNX, Hollywood.

*Air time:* Tuesday, 8:30 to 9 p.m.

*Network:* Fifty-seven stations.

*Production:* Agency; Cecil Underwood.

*Script writers:* Al Boasberg, Harry Conn.

*Talent:* Al Jolson, Sid Silvers (replaced by Harry Einstein, "Parkyakarkus," March 2, 1937), Martha Raye, Victor Young's Orchestra, Tiny Ruffner (began April 6, 1937).

*Agency director:* Cecil Underwood.

*Announcers:* Originally Rush Hughes; later Paul Rickenbacher.

*Conductor:* Victor Young.

*Length of run:* Started Dec. 22, 1936.

### KRUEGER MUSICAL TOAST

*Sponsor:* G. Krueger Brewing Co.

*Agency:* Biow Co.

*Origination:* WABC Little Theatre, New York.

*Air time:* Tuesday, 7 to 7:30 p.m.

*Network:* 16 stations.

*Production:* Agency.

*Script writer:* Milton Biow.

*Talent:* Jerry Cooper, Sally Singer, Debonairs Male Trio, Ray Block Orchestra.

*Agency director:* Milton Biow.

*CBS director:* Edmund Cashman.

*Announcer:* Kenneth Roberts.

*Conductor:* Ray Block.

*Length of run:* June 21, 1936 to Sept. 8, 1936.

## NETWORK COMMERCIALS—Continued

### LADY ESTHER SERENADE

*Sponsor:* Lady Esther Co.  
*Agency:* Stack-Goble (after September 1, 1937, this program will be handled by Lord & Thomas).

*Origination:* WBBM, Chicago; various other points.

*Air time:* Monday, 10 to 10:30 p.m.

*Network:* 37 stations.

*Production:* Agency.

*Script writer:* Wayne King.

*Talent:* Wayne King Orchestra, Bess Johnson (Lady Esther).

*Announcer:* Phil Stewart.

*Conductor:* Wayne King.

*Length of run:* Last renewal was on Feb. 22, 1937 for 52 weeks.

### LAUGH WITH KEN MURRAY

*Sponsor:* Lever Bros. (Rinso, Lifebuoy).

*Agency:* Ruthrauff & Ryan.

*Origination:* WABC 45th St. Playhouse, New York.

*Air time:* Tuesday, 8:30 to 9 p.m.

*Network:* 59 stations.

*Production:* Agency.

*Script writer:* Ken Englund and Dave Friedman (free lance); Friedman (deceased) left Oct., 1936.

*Talent:* Ken Murray, Eve Arden, Russ Morgan Orchestra, Tony (Oswald) Labriola, Phil Regan, guests.

*Agency director:* Cecil Underwood; Harold Fimberg after Nov. 24, 1936.

*Announcer:* Fred Uttal.

*Conductor:* Russ Morgan.

*Length of run:* March 24, 1936 to Dec. 15, 1936.

### VEE LAWNHURST AND THE CHARIOTEERS

*Sponsor:* Wildroot Co., Inc.

*Agency:* B B D & O.

*Origination:* WABC Studio No. 7, New York.

*Air time:* Thursday, 7:30 to 7:45 p.m.

*Network:* 25 stations.

*Production:* Agency.

*Script writer:* Charles M. Underhill.

*Talent:* Vee Lawnhurst, The Charioteers, Paul Douglas.

*Agency director:* Charles M. Underhill.

*Announcer:* Paul Douglas.

*Length of run:* Oct. 8, 1936 to Dec. 31, 1936.

### GUY LOMBARDO ORCHESTRA

*Sponsor:* General Baking Co. (Bond Bread).

*Agency:* B B D & O.

*Origination:* Manhattan Theatre, New York.

*Air time:* Sunday, 5:30 to 6 p.m.

*Network:* 27 stations.

*Production:* Agency, David White.

*Script writer:* David White.

*Talent:* Guy Lombardo Orchestra, Carmen and Leibert Lombardo, with a commercial cast.

*Agency director:* David White.

*Announcer:* Del Sharbutt.

*Conductor:* Guy Lombardo.

*Length of run:* Contract started Sept. 6, 1936.

### LUX THEATRE OF THE AIR

*Sponsor:* Lever Bros. (Lux Soap).

*Agency:* J. Walter Thompson.

*Origination:* Music Box Theatre via KNX, Hollywood.

*Air time:* Monday, 9 to 10 p.m.

*Network:* 59 stations.

*Production:* Agency.

*Talent:* Cecil B. DeMille, guests, orchestra.

*Agency director:* Frank Woodruff.

*Announcer:* Melvin Ruick.

*Conductor:* Louis Silvers.

*Length of run:* Contract was renewed July 27, 1936.

### MA AND PA

*Sponsor:* Atlantic Refining Co.

*Agency:* N. W. Ayer.

*Origination:* WABC Studio No. 2, New York.

*Air time:* Monday through Friday, 7:15 to 7:30 p.m.

*Network:* 25 stations.

*Production:* Agency.

*Script writer:* Win Burton.

*Talent:* Parker Fennelly, Margaret Dee, Harry Humphreys, Ruth Russell, supporting cast.

*Agency Director:* Robert Burlen.

*Announcer:* Del Sharbutt.

*Length of run:* Started Jan. 5, 1937.

### MARCH OF TIME

*Sponsor:* Servel, Inc.

*Agency:* B B D & O.

*Origination:* WABC Studio No. 1, New York.

*Air time:* Thursday, 10:30 to 11 p.m.

*Network:* 34 stations.

*Production:* Agency; Homer Fickett.

*Script writer:* William Geer and staff.

*Talent:* Dramatic cast, orchestra.

*Agency directors:* Homer and Kenneth Fickett; William Spier.

*Announcer:* Westbrook Van Voorhis (narrator), Larry Harding (commercials).

*Length of run:* Oct. 15, 1936 to April 8, 1937 (sponsored by Time, Inc.); April 15, 1937, under sponsorship of Servel.

## NETWORK COMMERCIALS—Continued

### MARCH OF TIME

*Sponsor:* William Wrigley, Jr. Co.  
*Agency:* B B D & O.  
*Origination:* WABC Studio No. 1, New York.  
*Air time:* Monday through Friday, 10:30 to 10:45 p.m.  
*Network:* 39 stations.  
*Production:* Agency.  
*Script writer:* William Geer and staff (agency).  
*Talent:* Dramatic cast, orchestra.  
*Agency directors:* Kenneth and Homer Fickett; William Spier.  
*Announcer:* Westbrook Van Voorhis.  
*Conductor:* Howard Barlow.  
*Length of run:* March 30, 1936 to Sept. 25, 1936.

### MORTIMER GOOCH

*Sponsor:* William Wrigley, Jr., Co.  
*Agency:* Neisser-Meyerhoff.  
*Origination:* WBEM, Chicago.  
*Air time:* Friday, 7 to 7:15 p.m.  
*Network:* 28 stations; 25 on the rebroadcast.  
*Production:* Louis Jakobson (CBS Chicago staff).  
*Script writer:* Dan MacMillan; originally John Van Cronkhite.  
*Talent:* Bob Bailey, Louis Fitch, Claire Baum, Al Hallis.  
*Length of run:* Nov. 13, 1936 to March 26, 1937.

### MUSIC YOU LOVE, THE

*Sponsor:* Pittsburgh Plate Glass Co.  
*Agency:* B B D & O.  
*Origination:* WJAS, Pittsburgh (Carnegie Music Hall).  
*Air time:* Sunday, 2 to 2:45 p.m.  
*Network:* 52 stations.  
*Production:* Agency; Arthur Pryor, Jr. and Kenneth Fickett.  
*Script writer:* Wm. Spier (agency).  
*Talent:* Symphony orchestra with guest performers.  
*Agency directors:* Arthur Pryor, Jr. and Kenneth Fickett.  
*Announcer:* Ernest Neff (WJAS).  
*Conductor:* Antonio Modarelli.  
*Length of run:* Contract began Sept. 13, 1936; expired Dec. 13, 1936.

### MYRT AND MARGE

*Sponsor:* Colgate-Palmolive-Peet (Super Suds).  
*Agency:* Benton & Bowles.  
*Origination:* WABC Studio No. 2, New York.  
*Air time:* Monday through Friday, 2:45 to 3 p.m.  
*Network:* 58 stations.

*Production:* Agency; John Mullen.  
*Script writer:* Myrtle Vail.  
*Talent:* Myrtle Vail, Donna Damerall, George Damerall, Jr., Gene Morgan, Ray Hedge, Matthew Crowley, Edith Evanson.  
*Agency director:* John Mullen and Mr. Wicker, after Feb. 22.  
*Announcer:* Jean Paul King.  
*Conductor:* Billy Artzt.  
*Length of run:* Jan. 4, 1937 for 52 weeks.

### NASH SPEEDSHOW

*Sponsor:* Nash-Kelvinator Corp. (Nash).  
*Agency:* J. Walter Thompson.  
*Origination:* WABC Playhouse No. 2, New York.  
*Air time:* Saturday, 9 to 9:30 p.m.  
*Network:* 57 stations.  
*Production Agency:* Tony Stanford and Gordon Thompson.  
*Script writers:* Floyd Gibbons (own material) and Lynn McManus of the agency (continuity).  
*Talent:* Floyd Gibbons, Vincent Lopez Orchestra, guests.  
*Agency director:* Gordon Thompson; later Tony Stanford.  
*Announcer:* Arthur Millet.  
*Conductor:* Vincent Lopez.  
*Length of run:* Oct. 3, 1936 for 39 weeks.

(Note: This program moved to the Pacific Coast on May 1, 1937, as the "Nash Program With Grace Moore." Agency production and direction handled by Whiten Badger. Announcer: Don Forbes. Conductor: Vincent Lopez. The first broadcast under this re-arranged setup came prior to the removal to the Coast, occurring on March 20, 1937.)

### NEWS OF YOUTH

*Sponsor:* Ward Baking Co.  
*Agency:* Fletcher & Ellis.  
*Origination:* WABC Studio No. 4, New York.  
*Air time:* Monday, Wednesday, Friday, 6:15 to 6:30 p.m.  
*Network:* 21 stations.  
*Production:* Ray Knight (previously Himan Brown, Peter Dixon, and I. Harris directed at various times).  
*Script writer:* Ray Knight (Peter Dixon originally).  
*Talent:* Laddie Seaman, variable children's cast, Don Costello, Jean Southern, Craig McDonald.  
*Agency director:* Ray Knight.  
*Announcer:* Andre Baruch.  
*Length of run:* Ended March 19, 1937; run started June 16, 1936.

### NEWS THROUGH A WOMAN'S EYES

*Sponsor:* Pontiac Motors.  
*Agency:* MacManus, John & Adams.

## NETWORK COMMERCIALS—Continued

*Origination:* WABC Studio No. 6 and Paramount Studio, New York.

*Air time:* Monday, Wednesday and Friday, 2 to 2:15 p.m.

*Network:* 57 stations.

*Production:* Kathryn Cravens.

*Script writer:* Kathryn Cravens.

*Talent:* Kathryn Cravens and Fred Feibel, organist; also guests.

*Announcer:* Various announcers.

*Length of run:* Contract started Oct. 2, 1936; present contract until July 9, 1937, after which a 13 week extension will be taken.

### 1937 EDITION OF TWIN STARS WITH HELEN BRODERICK AND VICTOR MOORE

*Sponsor:* National Biscuit Co.

*Agency:* McCann-Erickson.

*Origination:* KNX, Hollywood.

*Air time:* Sunday, 8 to 8:30 p.m.

*Network:* 68 stations.

*Production:* Agency.

*Script writers:* Ken Englund, Phil Rapp, Jess Oppenheim, Kim Platt.

*Talent:* Victor Moore, Helen Broderick, Mary Martin, Buddy Rogers' Orchestra.

*Agency director:* Jack Hasty.

*Announcer:* Carleton Kadell.

*Length of run:* Started March 28, 1937.

### JACK OAKIE'S COLLEGE

*Sponsor:* R. J. Reynolds (Camel cigarettes).

*Agency:* William Esty.

*Origination:* Music Box Theatre via KNX, Hollywood; Manhattan Theatre, New York.

*Air time:* Tuesday, 9:30 to 10 p.m.

*Network:* 82 stations.

*Production:* Agency; Sam Moore.

*Script writer:* Bob Redd.

*Talent:* Benny Goodman Orchestra (New York), George Stoll Orchestra, Jack Oakie, guests, comedians, and singers of the collegiate type, Shaw & Lee, Judy Garland.

*Agency director:* Bob Redd (Harry Holcombe on New York end).

*Announcer:* Bill Goodwin.

*Conductors:* Benny Goodman and George Stoll.

*Length of run:* First broadcast Dec. 29, 1936; goes off after June 22, 1937. June 29th—Benny Goodman's Orchestra for half-hour show.

### ORIGINAL GILLETTE COMMUNITY SING

*Sponsor:* Gillette Safety Razor Co.

*Agency:* Ruthrauff & Ryan.

*Origination:* WABC Playhouse No. 2, New York; from KNX, Hollywood, after

Feb. 21, 1937; back to New York May 23, 1937.

*Air time:* Sunday, 10 to 10:30 p.m. (originally, 10 to 10:45).

*Network:* 95 stations.

*Production:* Agency.

*Script writers:* Irving Brecker (for Milton Berle; also general continuity of the program); Harry De Casta (for Jones & Hare).

*Talent:* Milton Berle, Wendell Hall, Billy Jones and Ernie Hare (left May 2, 1937), "Jolly Gillette" (Eileen Barton), Tommy Mack, Bert Gordon, chorus, Andy Sanella's Orchestra.

*Agency director:* G. Bennett Larson.

*Announcer:* Dan Seymour.

*Conductor:* Andy Sanella.

*Length of run:* Contract began Sept. 6, 1936.

### OUR GAL SUNDAY

*Sponsor:* Affiliated Products (Anacin and Old English Floor Wax).

*Agency:* Blackett-Sample-Hummert.

*Origination:* WABC, Studio No. 6, New York.

*Air Time:* Monday through Friday, 12:45 to 1:00 p.m.

*Network:* 31 stations.

*Production:* Agency.

*Script writer:* John DeWitt.

*Talent:* Dorothy Lowell, "Sunday"; Robert Strauss, "Lively"; Jay Jostyn as "Jackie"; supporting cast.

*Agency director:* Lloyd Rosamund.

*Announcer:* Art Millet.

*Length of run:* Replaced "Rich Man's Darling" on March 29, 1937.

### PALMOLIVE BEAUTY BOX THEATRE

*Sponsor:* Colgate - Palmolive - Peet (Palmolive Soap).

*Agency:* Benton & Bowles.

*Origination:* WABC Playhouse No. 1, New York.

*Air time:* Wednesday, 9:30 to 10 p.m.

*Network:* 67 stations.

*Production:* Agency.

*Script writers:* Various free lance writers.

*Talent:* Jessica Dragonette, Charles Kullmann, Al Goodman's Orchestra, male chorus and cast.

*Agency director:* Don Cope.

*Announcer:* Jean Paul King.

*Length of run:* Jan. 13, 1937, on 52-week contract (replaced the Palmolive community sing).

### PARK AVENUE PENNERS, THE

*Sponsor:* R. B. Davis Co. (Cocomalt).

*Agency:* Ruthrauff & Ryan.

## NETWORK COMMERCIALS—Continued

*Origination:* KNX Music Box Theatre, Hollywood.

*Air time:* Sunday, 6 to 6:30 p.m.

*Network:* 42 stations.

*Production:* Agency.

*Script writers:* Ed Kelso; Don Pringle; Harry Conn (for Joe Penner). (Note: Conn was on for 13 weeks, after which time Don Pringle took his place.)

*Talent:* Joe Penner and company.

*Agency director:* Nate Tufts.

*Announcer:* Jack Wheeler (after Jan. 10, 1937).

*Conductor:* Jimmy Grier.

*Length of run:* Began Oct. 4, 1936, for 52 weeks.

### PET MILK COOKING SCHOOL

*Sponsor:* Pet Milk Sales Corp.

*Agency:* Gardner.

*Origination:* Experimental Kitchen of KMOX, St. Louis.

*Air time:* Tuesday and Thursday, 11 to 11:15 a.m.

*Network:* 61 stations.

*Production:* Mrs. Erma Proetz.

*Script writer:* Mrs. Erma Proetz.

*Talent:* Mary Lee Taylor.

*Director:* Mrs. Erma Proetz.

*Announcer:* John Cole.

*Length of run:* Was renewed for 52 weeks on Nov. 3, 1936.

### PHILADELPHIA ORCHESTRA

*Sponsor:* 40 American Banks.

*Agency:* Wessel Co.

*Origination:* Curtis Institute of Music Auditorium via WCAU, Philadelphia.

*Air time:* Friday 10 to 10:30 p.m.

*Network:* 43 stations.

*Production:* Agency; James Sauter (for the agency).

*Talent:* Originally the Philadelphia Orchestra with W. Kiplinger and Walter Pitkin as speakers; from April 23 to May 21, 1937, guest orchestra; last program on May 28, 1937 had the Philadelphia Orchestra.

*Conductors:* Leopold Stokowski and Eugene Ormandy.

*Length of run:* Nov. 13, 1936 to May 28, 1937. (Note: On June 4 a new series titled "Modern Symphonics" was started by this sponsor; Ferde Grofe's Orchestra and an Ed Smalle choral group comprises the talent.)

### PHILLIPS POLY FOLLIES

*Sponsor:* Phillips Petroleum Co.

*Agency:* Lambert & Feasley.

*Origination:* KMOX, St. Louis (program is not heard in New York).

*Air time:* Tuesday, 10:30 to 11 p.m.

*Network:* 21 stations.

*Production:* Agency.

*Script writer:* Paul Phillips (of KMOX).

*Talent:* Al Roth Orchestra, Al Cameron, Shumate Bros., Lorraine Grimm, Edith Karen, Tom Baker, Pappy Cheshire, Eddie Dunstedter, Elmire Roessler.

*Agency director:* Martin Horrell (New York).

*Announcers:* Maurice Cliffer and Marvin Mueller.

*Conductor:* Al Roth.

*Length of run:* Contract started Nov. 10, 1936, for 52 weeks.

### PICK AND PAT

*Sponsor:* U. S. Tobacco (Dill's Best, Model).

*Agency:* Arthur Kudner.

*Origination:* WABC 44th St. Playhouse, New York.

*Air time:* Monday, 8:30 to 9 p.m.

*Network:* 50 stations.

*Production:* Frank MacMahon (free lance).

*Script writer:* Mort Lewis.

*Talent:* Pick Malone, Pat Padgett, Benny Krueger's Orchestra (replaced by Ed Roecker March 1, 1937).

*Agency director:* Frank MacMahon (free lance).

*Announcer:* Hal Moore.

*Conductor:* Benny Krueger.

*Length of run:* Renewed May 31, 1937, for 52 weeks.

### POPEYE, THE SAILOR

*Sponsor:* Wheatena Corp.

*Agency:* Rohrabough & Gibson.

*Origination:* WABC Studio No. 3, New York.

*Air time:* Monday, Wednesday, Friday, 7:15 to 7:30 p.m.

*Network:* 34 stations.

*Production:* Walter Craig office.

*Script writer:* John Alcorn.

*Talent:* Floyd T. Buckley, Olive La Moy, Charles Lawrence, Jimmy Donnelly, Vic Erwin's Orchestra.

*Agency director:* Walter Craig and Kenneth Burton.

*Announcer:* Kelvin Keech.

*Conductor:* Vic Erwin.

*Length of run:* Aug. 1, 1936, to Feb. 26, 1937.

### PRETTY KITTY KELLY

*Sponsor:* Continental Baking (Wonder Bread, Hostess Cake).

*Agency:* Benton & Bowles.

*Origination:* WABC, New York.

*Air time:* Monday through Friday, 1:15 to 1:30 p.m.

*Network:* 41 stations.

*Production:* Agency.

*Script writer:* Frank Dahm.

## NETWORK COMMERCIALS—Continued

*Talent:* Arline Blackburn, Clayton Collyer; supporting cast: Charles Slattery, Elaine Melchior, Dick Kollmar, Charmie Allen.

*Agency director:* Kenneth McGregor.  
*Length of run:* Started March 8, 1937.

### PROFESSOR QUIZ

*Sponsor:* Nash-Kelvinator Corp. (refrigerators).

*Agency:* Geyer, Cornell & Newell.

*Origination:* WABC Theatre of the Barbizon Plaza Hotel, New York.

*Air time:* Saturday 8 to 8:30 p.m.

*Network:* 65 stations.

*Production:* CBS; Leonard Hole.

*Director:* Brewster Morgan.

*Script writer:* Craig Earl and Staff.

*Talent:* Craig Earl (Prof. Quiz) and audience.

*Announcers:* Arthur Godfrey and Lee Little.

*Length of run:* March 6, 1937, for 26 weeks.

### QUALITY TWINS

*Sponsor:* Knox Gelatine Co.

*Agency:* Federal Advertising.

*Origination:* WABC Studio No. 3, New York.

*Air time:* Tuesday and Thursday, 11:15 to 11:30 a.m.

*Network:* 22 stations.

*Production:* Agency.

*Script writers:* George Comtois (general continuity), Ed East and Ralph Dumke (own material).

*Talent:* Ed East, Ralph Dumke, Dick Ballou's Orchestra, Helen Carroll.

*Agency director:* Joseph Hill.

*Announcer:* Arthur Millet.

*Conductor:* Dick Ballou.

*Length of run:* Sept. 29, 1936, on 52-week contract.

### RENFREW OF THE MOUNTED

*Sponsor:* Continental Baking.

*Agency:* B.B.D. & O. (until Dec., 1936); Benton & Bowles thereafter.

*Origination:* WABC Studio No. 2, New York.

*Air time:* Monday through Friday, 6:45 to 7 p.m.

*Network:* 42 stations.

*Production:* Agency.

*Script writer:* Laurie York Erskine.

*Talent:* House Jamieson, Chester Stratton, Joan Baker, Hanley Stafford, supporting cast.

*Agency director:* Donald Cope (B.B.D. & O.); Kenneth McGregor (Benton & Bowles).

*Announcers:* Bert Parks; later Tiny Ruffner.

*Length of run:* Ended March 8, 1937, after a year's run.

### RICH MAN'S DARLING

*Sponsor:* Affiliated Products (Jocur, Kissproof, Outdoor Girl).

*Agency:* Blackett-Sample-Hummert.

*Origination:* WABC Studio No. 6, New York.

*Air time:* Monday through Friday, 12:45 to 1 p.m.

*Network:* 31 stations.

*Production:* Gus Haenschen's office.

*Script writers:* Abby Richton (free lance) and Mrs. Anne Hummert.

*Talent:* Ed Jerome, Peggy Allenby, Herbert Hendrie.

*Agency director:* Martha Atwell; later Lloyd Rosamund.

*Announcer:* Art Millet, Ona Munson (commercials).

*Length of run:* Sept. 28, 1936, to March 26, 1937. (Replaced by "Our Gal Sunday.")

### ROMANCE OF HELEN TRENT

*Sponsor:* Affiliated Products, Inc. (Edna Wallace Hopper).

*Agency:* Blackett-Sample-Hummert.

*Origination:* WBBM, Chicago.

*Air time:* Monday through Friday, 12:30 to 12:45 p.m.

*Network:* 31 stations.

*Production:* Agency.

*Script writers:* Frank and Anne Hummert.

*Talent:* Virginia Clark, Marie Nelson, David Gothard, Clare Blake; supporting cast.

*Agency director:* Blair Walliser.

*Announcer:* Paul Luther.

*Length of run:* Started Sept. 28, 1936.

### ROYAL FOOTBALL ROUNDUP WITH EDDIE DOOLEY

*Sponsor:* Royal Typewriter Co.

*Agency:* Hanff-Metzger (now Buchanan).

*Origination:* WABC Studio No. 6, New York.

*Air time:* Thursday, Saturday, 6:30 to 6:45 p.m.

*Network:* 10 stations.

*Production:* Agency; Louis A. Witten.

*Script writer:* Eddie Dooley and staff.

*Talent:* Eddie Dooley, guests.

*Agency director:* Louis A. Witten.

*Announcer:* Arthur Millet.

*Length of run:* Sept. 17, 1936, to Dec. 12, 1936.

**RUBINOFF, VIRGINIA REA,  
JAN PEERCE**

*Sponsor:* Chevrolet Motor Co.  
*Agency:* Campbell-Ewald.  
*Origination:* WABC Playhouse No. 1, New York; later Hollywood.  
*Air time:* Sunday, 6:30 to 7 p.m.  
*Network:* 97 stations.  
*Production:* Walter Craig.  
*Script writers:* Walter Craig and Rubinoff.  
*Talent:* Rubinoff and orchestra, Virginia Rea, Jan Peerce.  
*Agency director:* Walter Craig.  
*Announcer:* Hugh Conrad (also known as Westbrook Van Voorhis).  
*Conductor:* Rubinoff.  
*Length of run:* Contract started Oct. 18, 1936. (Note: This program moved to the Pacific Coast, Hollywood, for the interval from April 18, 1937, to June 20, 1937. On the Coast the announcer was Bob Sherwood; the agency director, J. H. Neebe; the continuity and directors, Walter Craig and J. H. Neebe; the talent, Rubinoff, orchestra, The Chevrolet Foursome, Walter Cassel and guests.)

**SATURDAY NIGHT SERENADE**

*Sponsor:* Pet Milk Sales Corp.  
*Agency:* Gardner Advertising.  
*Origination:* WABC Playhouse No. 1, New York.  
*Air time:* Saturday 9:30 to 10 p.m.  
*Network:* 59 stations.  
*Production:* Agency; Roland Martini.  
*Script writers:* Roland Martini and Mrs. A. W. Proetz.  
*Talent:* Gus Haenschen's Orchestra, Mary Eastman, William Perry, The Serenaders (14 voices).  
*Agency director:* Roland Martini.  
*Announcer:* Frank Gallop.  
*Conductor:* Gus Haenschen.  
*Length of run:* Oct. 3, 1936, for 39 weeks.

**SEARS—THEN AND NOW**

*Sponsor:* Sears-Roebuck.  
*Agency:* Stack-Goble.  
*Origination:* WBBM, Chicago (Goodman Theatre).  
*Air time:* Thursday, 10 to 10:30 p.m.  
*Network:* 95 stations.  
*Production:* Agency.  
*Script writer:* Charles Martin.  
*Talent:* Lester Tremayne, orchestra, dramatic cast, guests.  
*CBS director:* Bill Robson (contracted by client).  
*Announcer:* Truman Bradley.  
*Conductor:* Carleton Kelsey.  
*Length of run:* Sept. 17, 1936, to Dec. 10, 1936.

**SINCLAIR BABE RUTH PROGRAM**

*Sponsor:* Sinclair Refining Co.  
*Agency:* Federal Advertising.  
*Origination:* WABC, New York.  
*Air Time:* Wednesday and Friday, 10:30 to 10:45 p.m.  
*Network:* 62 stations.  
*Production:* Agency.  
*Script writer:* Joseph Hill, Bill Slocum and J. Reed King.  
*Talent:* Babe Ruth, guests, coaches.  
*Agency director:* Joseph Hill.  
*Announcer:* John Reed King.  
*Length of run:* Started April 14, 1937.

**SPORTS RESUME**

*Sponsor:* Liggett & Myers Tobacco Co.  
*Agency:* Newell-Emmett Co.  
*Origination:* WABC Studio No. 9, New York.  
*Air time:* Monday through Saturday, 6:35 to 6:45 p.m.  
*Network:* 65 stations.  
*Production:* Harry Ommerle (CBS).  
*Script writer:* Paul Douglas.  
*Talent:* Paul Douglas.  
*Agency director:* None.  
*Announcer:* Paul Douglas.  
*Length of run:* Started April 19, 1937.

**JUDY STARR AND THE CHARIOTEERS**

*Sponsor:* Wildroot Co., Inc.  
*Agency:* B.B.D. & O.  
*Origination:* WABC Studio No. 5, New York.  
*Air time:* Thursday, 7:30 to 7:45 p.m.  
*Network:* 25 stations.  
*Production:* Agency.  
*Script writer:* Charles M. Underhill.  
*Talent:* Judy Starr, The Charioteers.  
*Agency director:* Charles M. Underhill.  
*Announcer:* Paul Douglas.  
*Length of run:* Jan. 6, 1936, to Oct. 8, 1936.

**SUNBRITE JUNIOR NURSE CORPS**

*Sponsor:* Swift & Co. (Sunbrite Cleanser).  
*Agency:* Stack-Goble.  
*Origination:* WBBM, Chicago.  
*Air time:* Monday, Wednesday, Friday, 5 to 5:15 p.m.  
*Network:* 25 stations.  
*Production:* Agency; Herb Futran. (Note: All programs submitted to Angelo Patri, child authority, before broadcast).  
*Script writer:* Herb Futran (agency).  
*Talent:* Lucy Gillman, Sunda Love, Helena Ray, Donald Weeks, Fran Carlon, Parker Wilson, Robert Romaine, William Amsdell.  
*Agency director:* Bess Johnson (free lance for the agency).



## NETWORK COMMERCIALS—Continued

*Announcer:* Franklin MacCormack.

*Length of run:* Oct. 12, 1936, to April 23, 1937.

### SWING WITH THE STRINGS

*Sponsor:* George A Hormel Co.

*Agency:* B.B.D. & O.

*Origination:* WCCO, Minneapolis.

*Air time:* Saturday, 8 to 8:30 p.m.

*Network:* Seven stations (program not heard in New York).

*Production:* Agency, Taylor Mills and George Bliss.

*Talent:* Jack Malerich Orchestra, Jack Kilmartin.

*Announcer:* Ted Hediger.

*Conductor:* Jack Malerich.

*Length of run:* Jan. 20, 1936, to Feb. 13, 1937.

### TEXACO FIRE CHIEF

*Sponsor:* The Texas Co.

*Agency:* Hanff-Metzger (Now Buchanan Co.).

*Origination:* KNX, Hollywood.

*Air time:* Sunday, 8:30 to 9 p.m.

*Network:* 90 stations.

*Production:* Eddie Cantor (in Hollywood); Jean Hight (in New York).

*Talent:* Eddie Cantor, Jacques Renard Orchestra, Deanna Durbin, Bobby Breen, Firemen's Glee Club, Harry Savoy (who replaced Harry Einstein on Feb. 7, 1937).

*Agency directors:* Fred Jordan; Louis A. Witten (New York).

*CBS director:* Paul Rickenbacher.

*Announcer:* James Wallington.

*Conductor:* Jacques Renard.

*Length of run:* Sept. 20, 1936, for 52 weeks. (Note: The summer show began June 6, 1937; Cantor left the show; the new cast included Pinky Tomlin, Eddie Stanley, Ella Logan, Saymore Saymore, Helen Troy; Vic Knight became the director of the program.)

### THE TOWN CRIER

*Sponsor:* Liggett & Myers Tobacco (Granger tobacco).

*Agency:* Newell-Emmett.

*Origination:* WABC Studio No. 5, New York.

*Air time:* Tuesday and Thursday, 7:30 to 7:45 p.m.

*Network:* 58 stations.

*Production:* CBS; Harry Ommerle.

*Script writer:* Alexander Woolcott.

*Talent:* Alexander Woolcott.

*Announcer:* Paul Douglas.

*Length of run:* Jan. 7, 1937, on 52-week contract.

### TREASURE ADVENTURES OF JACK MASTERS

*Sponsor:* Maltex Co.

*Agency:* J. M. Mathes.

*Origination:* WABC Studio No. 7, New York.

*Air time:* Monday, Wednesday, Friday, 5:30 to 5:45 p.m.

*Network:* 18 stations.

*Production:* Agency; William King.

*Script writers:* Gene Stafford (free lance) and Ralph Wentworth (director of a talent agency).

*Talent:* Walter Tetley, Gail Gordon, Alice Frost, Mark Smith, Charles Cantor and supporting cast.

*Agency director:* Ralph Wentworth and John Martin (for the agency; Wentworth is director of a talent agency, while Martin is his assistant).

*Announcer:* John Reed King.

*Length of run:* Sept. 28, 1936, to Dec. 25, 1936.

### TRUE ADVENTURES

*Sponsor:* Colgate-Palmolive-Peet (shave cream).

*Agency:* Benton & Bowles.

*Origination:* WABC Studio No. 3, New York.

*Air time:* Thursday, 10 to 10:30 p.m.

*Network:* 57 stations.

*Production:* Agency; Donald Cope.

*Script writers:* (Change almost weekly) at present Ed Mead and Frank Provo; always free-lance writers.

*Talent:* Floyd Gibbons, dramatic cast.

*Agency director:* Donald Cope.

*Announcer:* Jean Paul King.

*Length of run:* Started Jan. 7, 1937.

### UNIVERSAL RHYTHM

*Sponsor:* Ford Motor Co.

*Agency:* N. W. Ayer.

*Origination:* WABC Studio No. 3, New York.

*Air time:* Saturday, 7:30 to 8:00 p.m.

*Network:* 64 stations.

*Production:* Agency.

*Script writer:* Tom Carpenter.

*Talent:* Rex Chandler's Orchestra; Richard Bonelli, Alec Templeton (pianist), Carolyn Urbanek (soprano).

*Agency director:* John Prosser.

*Announcer:* John Prosser.

*Length of run:* Started April 17, 1937.

### VICK'S OPEN HOUSE WITH NELSON EDDY

*Sponsor:* Vick Chemical Co.

*Agency:* Morse International.

*Origination:* KNX, Hollywood.

*Air time:* Sunday, 8 to 8:30 p.m.

*Network:* 77 stations.  
*Production:* Agency; A. E. Scott.  
*Script writer:* J. Rawlinson (for the agency).  
*Talent:* Nelson Eddy, Joseph Pasternack's Orchestra, Francia White (replaced by Nadine Connare after Dec. 27, 1936).  
*Agency director:* A. E. Scott (in Hollywood; until December); J. Rawlinson (New York director).  
*Announcer:* Freebairn Smith.  
*Conductor:* Joseph Pasternack.  
*Length of run:* Sept. 27, 1936, to March 21, 1937.

**VOICE OF NIAGARA**

*Sponsor:* The Carborundum Co.  
*Agency:* B.B.D. & O.  
*Origination:* Gorge Terminal Bldg., Niagara Falls.  
*Air time:* Saturday 7:30 to 8 p.m.  
*Network:* 18 stations.  
*Production:* Francis Bowman (advertising manager of Carborundum).  
*Script writer:* Francis Bowman.  
*Talent:* Edward D'Anna and his band, with Francis Bowman.  
*Announcer:* Francis Bowman.  
*Conductor:* Edward D'Anna.  
*Length of run:* Oct. 17, 1936, to April 10, 1937.

**FRED WARING'S PENNSYLVANIANS**

*Sponsor:* Ford Motor Co.  
*Agency:* N. W. Ayer.  
*Origination:* WABC 44th St. Playhouse, New York.  
*Air time:* Tuesday, 9 to 9:30 p.m.  
*Network:* 88 stations.  
*Production:* Fred Waring.  
*Script writer:* Fred Waring and his office.  
*Talent:* Fred Waring Orchestra, Tom Waring, Lane Sisters, V8 Octette, Stella, Poly McClintock.  
*Director:* Fred Waring.  
*Announcer:* Andre Baruch.  
*Conductor:* Fred Waring.  
*Length of run:* Last show Dec. 29, 1936.

**WATCH THE FUN GO BY**

*Sponsor:* Ford Motor Co.  
*Agency:* N. W. Ayer.  
*Origination:* WABC Playhouse No. 1, New York; various points after June 1, 1937; from July 6 through Aug. 31, 1937, the show will emanate from Hollywood; thereafter it returns to New York.  
*Air time:* Tuesday, 9 to 9:30 p.m.  
*Network:* 96 stations.  
*Production:* Al Pearce.  
*Script writers:* Jennison Parker (writes "Elmer Blurt"), Al Pearce, Munroe Upton;

other members of the cast write their own parts.

*Talent:* Al Pearce, Larry Marsh Orchestra (replaced June 8, 1937, by Carl Hoff), Arlene Harris, Bill Comstock, Munroe Upton, Nick Lucas, guests.  
*Agency director:* Brad Brown.  
*Conductor:* Larry Marsh (Carl Hoff after June 8).  
*Length of run:* Started Jan. 5, 1937; renewed in April.

**WHAT'S ON YOUR MIND**

*Sponsor:* Laco Products, Inc. (division of Pompeian Olive Oil Corp.),  
*Agency:* Joseph Katz Co.  
*Origination:* WJSV, Washington.  
*Air time:* Tuesday, Thursday, 1:15 to 1:30 p.m.  
*Network:* 12 stations.  
*Production:* Maybelle Jennings.  
*Script writer:* Maybelle Jennings.  
*Talent:* Maybelle Jennings.  
*Announcer:* Larry Elliott.  
*Length of run:* Oct. 20, 1936, to Dec. 3, 1936.

**THE WIFE SAVER WITH ALLEN PRESCOTT**

*Sponsor:* Manhattan Soap Co. (Sweetheart Soap).  
*Agency:* Peck Advertising.  
*Origination:* WABC Studio C, New York.  
*Air time:* Monday 1:30 to 1:45 p.m.  
*Network:* 16 stations.  
*Production:* Agency.  
*Script writer:* Allen Prescott.  
*Talent:* Allen Prescott, James Wilkinsen, Irving Miller.  
*Agency director:* Arthur Sinsheimer.  
*Announcer:* Charles Arlington.  
*Length of run:* Jan. 13, 1937, on 52-week contract. (Note: After April 26, 1937, the time of broadcast was changed from Wednesday and Friday mornings to Monday, 1:30 to 1:45 p.m.)

**YOUR HIT PARADE**

*Sponsor:* American Tobacco Co. (Lucky Strike).  
*Agency:* Lord & Thomas.  
*Origination:* Manhattan Theatre, New York.  
*Air time:* Saturday, 10 to 10:45 p.m.  
*Network:* 92 stations.  
*Production:* Agency; Jess Welsh.  
*Script writer:* Charles Speer.  
*Talent:* Various orchestras; various singers.  
*Agency directors:* William Hillpot and Ted Sisson.

## NETWORK COMMERCIALS—Continued

*Announcers:* Andre Baruch and Basil Ruysdael (commercials).

*Length of run:* Contract began May 2, 1936.

### YOUR NEWS PARADE

*Sponsor:* American Tobacco (Lucky Strike).

*Agency:* Lord & Thomas.

*Origination:* WABC Studio 9, New York.

*Air Time:* Monday through Friday, 12:15 to 12:30 p.m.

*Network:* 91 stations.

*Production:* Agency.

*Script writer:* Edwin C. Hill.

*Talent:* Edwin C. Hill; Fred Feibel (organist).

*Agency director:* Travis Wells.

*Announcer:* Andre Baruch.

*Length of run:* Started April 5, 1937.

### YOUR UNSEEN FRIEND

*Sponsor:* Beneficial Management Co.  
*Agency:* Albert Frank-Guenther Law, Inc.

*Origination:* WABC, New York, Studio 1.  
*Air time:* Tuesday, 10:30 to 11 p.m. (since April 27, 1937; originally Sunday, 5 to 5:30 p.m.)

*Network:* 46 stations.

*Production:* Agency; assisted by Neff & Rogow.

*Script writer:* H. Joachim.

*Talent:* H. Joachim, Harry Salter Orchestra, Ethel Everett, Arlene Jackson (after December 6, 1936), Maurice Taplinger.

*Agency director:* H. Joachim.

*Announcer:* Don MacFarland (after April 27, 1937; originally Taplinger and Edwards).

*Conductor:* Harry Salter.

*Length of run:* Oct. 4, 1936, for 52 weeks.

## NATIONAL BROADCASTING SYSTEM PROGRAMS

### A & P GYPSIES

*Sponsor:* Great Atlantic & Pacific Tea Co.

*Agency:* Paris & Peart.

*Origination:* New York.

*Air time:* Monday, 9:00 to 9:30 p.m.

*Network:* NBC Red; 23 stations.

*Production:* Harry Horlick.

*Talent:* Harry Horlick and Orchestra, Frank Parker.

*Announcer:* Milton J. Cross.

*Conductor:* Harry Horlick.

*Length of run:* 1924, to September 7, 1936.

### ACME SUNSHINE MELODIES

*Sponsor:* Acme White Lead and Color Works.

*Agency:* Henri, Hurst & McDonald, Inc.

*Origination:* Chicago.

*Air time:* Sunday, 5:30 to 6:00 p.m.

*Network:* NBC Red; 20 stations.

*Talent:* Smiling Ed McConnell, Irma Glen, Palmer Clark's Orchestra.

*Conductor:* Palmer Clark.

*Length of run:* started August 30, 1936.

### ADVENTURES OF CAPTAIN DIAMOND

*Sponsor:* General Foods Corp. (Diamond Crystal Salt).

*Agency:* Benton & Bowles, Inc.

*Origination:* New York.

*Air time:* Sunday, 3:00 to 3:30 p.m.

*Network:* NBC Blue; 15 stations.

*Production:* Lester O'Keefe.

*Script writer:* Burr Cook.

*Talent:* Al Swenson, Florence Malone.

*Agency director:* Kenneth McGregor.

*Announcer:* Howard Claney (prior to April 4, 1937, Tiny Ruffner).

*Length of run:* November 15, 1936 to April 18, 1937.

### ADVENTURES OF DARI DAN

*Sponsor:* Bowery's Inc. (Dari-Rich Chocolate Milk Drink.)

*Agency:* Russell C. Comer Advertising Co.

*Origination:* Chicago.

*Air time:* Monday, Wednesday and Friday, 5:15 to 5:30 p.m.

*Network:* Basic Red.

*Production:* E. Marshall.

*Script writer:* Finney Briggs.

*Talent:* Finney Briggs, Cecil Roy, Forrest Lewis.

*Agency director:* R. A. Sorensen.

*Announcer:* Fort Pearson.

*Length of run:* started March 1, 1936.

### THE ALLEGHENY METAL SHOW

*Sponsor:* Allegheny Steel Co.

*Agency:* Walker & Downing.

*Origination:* New York.

*Air time:* Friday, 7:15 to 7:30 p.m.

*Network:* NBC Blue; 30 stations.

*Production:* Lester O'Keefe (NBC).

*Talent:* Ford Bond, master of ceremonies, Mario Cozzi, Josef Stopak's Orchestra.

*Announcers:* Ford Bond, Gene Hamilton.

*Conductor:* Josef Stopak.

*Length of run:* November 27, 1936 to May 21, 1937.

# Program Styles by NBC

In the short space of ten years, NBC has not only pioneered a new industry and extended its range of entertainment past the farthest civilized border. It has pioneered—every year—with new trends in programs. These

trends have set the patterns for most of radio entertainment's developments.

Among the important types of entertainment first brought to the nation's listeners over NBC Networks are the following:

Famous Comedians  
Full-hour Dramatic Programs  
Daily Serials  
All-star Variety Shows  
Grand Opera  
Public Forums  
Championship Fights  
Educational Music Programs  
Symphony Orchestras  
International Shortwave

NATIONAL BROADCASTING COMPANY

# NBC

*A Radio Corporation of America Service*

**AMERICAN ALBUM OF FAMILIAR MUSIC**

*Sponsor:* Sterling Products, Inc. (Bayer Aspirin.)  
*Agency:* Blackett-Sample-Hummert, Inc.  
*Origination:* New York.  
*Air Time:* Sunday, 9:30 to 10:00 p.m.  
*Network:* NBC Red; 58 stations.  
*Production:* Lester O'Keefe (NBC).  
*Script writers:* Frank and Anne Hummert.  
*Talent:* Frank Munn, Jean Dickenson, Bertrand Hirsh, Amsterdam Chorus, Gus Haenschen's Orchestra.  
*Announcer:* Howard Clane.  
*Length of run:* started October 11, 1931.

**AMOS 'N' ANDY**

*Sponsor:* The Pepsodent Co. (Pepsodent Toothpaste, Junis Cream, Antiseptic.)  
*Agency:* Lord & Thomas.  
*Origination:* Chicago.  
*Air time:* Monday through Friday, 7:00 to 7:15 p.m.  
*Network:* NBC Red; 42 stations.  
*Script writers:* Amos 'n' Andy.  
*Talent:* Freeman Gosden, Charles Correll.  
*Agency director:* Basil Loughrane.  
*Announcer:* Bill Hay.  
*Length of run:* started in August, 1929.

**ARMCO IRON MASTER**

*Sponsor:* American Rolling Mills.  
*Agency:* N. W. Ayer & Son.  
*Origination:* Cincinnati.  
*Air time:* Tuesday, 10:00 to 10:30 p.m.  
*Network:* NBC Blue; 26 stations.  
*Production:* John Prosser.  
*Script writers:* Maley and Abodahek.  
*Talent:* Frank Simon and Concert Band, Bennett Chapple.  
*Agency director:* David Gudebrod.  
*NBC director:* John Prosser.  
*Announcer:* Durward Kirby.  
*Length of run:* started November 29, 1936 to February 23, 1937.

**FRED ASTAIRE**

*Sponsor:* Packard Motor Car Co.  
*Agency:* Young & Rubicam.  
*Origination:* Hollywood.  
*Air time:* Tuesday, 9:30 to 10:30 p.m.  
*Network:* NBC Red; 65 stations.  
*Production:* Tom Harrington, Joe Stauffer.  
*Script writer:* Agency staff.  
*Talent:* Fred Astaire, Charles Butterworth, Trudy Wood, Conrad Thibault, Francia White, Male Chorus directed by Leon Rosebrook, Johnny Green's Orchestra.  
*Agency director:* Tom Harrington.  
*Announcer:* Ken Carpenter.  
*Length of run:* September 8, 1936 to June, 1937.

**BACKSTAGE WIFE**

*Sponsor:* Sterling Products, Inc. (Dr. Lyon's Toothpowder.)  
*Agency:* Blackett-Sample-Hummert, Inc.  
*Origination:* Chicago.  
*Air time:* Monday through Friday, 11:15 to 11:30 a.m.  
*Network:* NBC Red; 36 stations.  
*Production:* handled by agency.  
*Script writers:* Frank and Anne Hummert.  
*Talent:* Vivian Fridell, Ken Griffen.  
*Length of run:* present series started September 14, 1936.

**BAKERS BROADCAST**

*Sponsor:* Standard Brands (Fleischmann Yeast for Bread).  
*Agency:* J. Walter Thompson Co.  
*Origination:* New York.  
*Air time:* Sunday, 7:30 to 8:00 p.m.  
*Network:* NBC Blue; 64 stations.  
*Production:* Charles Warburton (NBC).  
*Talent:* Robert L. Ripley, Ozzie Nelson, Shirley Lloyd, New Rhythm Singers.  
*Announcer:* Ben Grauer.  
*Conductor:* Ozzie Nelson.  
*Length of run:* started October 6, 1935. (Husbands and Wives, with different cast, from July to October, 1936; on October 4, the Ripley show resumed.)

**BENEATH THE SURFACE**

*Sponsor:* The Hudson Coal Co.  
*Agency:* Leighton & Nelson.  
*Origination:* New York.  
*Air time:* Sunday, 2:00 to 2:30 p.m.  
*Network:* NBC Red; 11 stations.  
*Length of run:* Sept. 20, 1936, Apr. 4, 1937.

**BEN BERNIE AND ALL THE LADS**

*Sponsor:* American Can.  
*Agency:* Fuller & Smith & Ross, Inc.  
*Origination:* varies.  
*Air time:* Tuesday, 9:00 to 9:30 p.m.  
*Network:* NBC Blue; 57 stations.  
*Production:* Harry Weiler.  
*Script writer:* Harry Weiler.  
*Talent:* Ben Bernie Orchestra; guests.  
*Agency director:* Harry Weiler.  
*Announcer:* Alois Havrilla.  
*Conductor:* Ben Bernie.  
*Length of run:* started October 29, 1935.

**BROADWAY MERRY-GO-ROUND**

*Sponsor:* Sterling Products, Inc. (Dr. Lyon's Toothpowder.)  
*Agency:* Blackett-Sample-Hummert, Inc.  
*Origination:* New York.  
*Airtime:* Wednesday, 8:00 to 8:30 p.m.  
*Network:* NBC Blue; 22 stations.  
*Production:* Herbert Liversidge (NBC).  
*Script writers:* Frank and Anne Hummert.  
*Talent:* Beatrice Lillie, White Way Boys (trio), Al Rickey's Orchestra. (Prior to January 6, 1937, talent was Fannie Brice and Victor Arden's Orchestra.)

## NETWORK COMMERCIALS—Continued

*Announcer:* Ford Bond.  
*Length of run:* started April 15, 1936.

### BROWN & WILLIAMSON PROGRAM

*Sponsor:* Brown & Williamson Tobacco Corp. (Raleigh and Kool Cigarettes).  
*Agency:* BBD & O.  
*Origination:* New York.  
*Air time:* Friday, 10:00 to 10:30 p.m.  
*Network:* NBC Blue; 38 stations.  
*Production:* Handled by agency.  
*Script writer:* Eugene Conrad.  
*Talent:* Jack Pearl, Tommy Dorsey Orchestra, Morton Bowe, Edythe Wright, Three Esquires.  
*Conductor:* Tommy Dorsey.  
*Length of run:* Started Nov. 9, 1936.

### BURNS AND ALLEN

*Sponsor:* General Foods Corp. (Grape-Nuts).  
*Agency:* Young & Rubicam.  
*Origination:* Hollywood.  
*Air time:* Monday, 8:00 to 8:30 p.m.  
*Network:* NBC Red; 64 stations.  
*Production:* Everard Meade.  
*Script writers:* George Burns and staff.  
*Talent:* George Burns, Gracie Allen, Tony Martin, Dick Foran, Ray Noble and Orchestra.  
*Agency director:* Everard Meade.  
*Announcer:* Ronald Drake.  
*Conductor:* Ray Noble.  
*Length of run started:* April 12, 1937.

### CALLING ALL SWEETHEARTS

*Sponsor:* Humphreys Homeopathic Medicine Co. (Remedies and Witch Hazel Ointment.)  
*Agency:* The Biow Co., Inc.  
*Origination:* New York.  
*Air time:* Tuesday and Thursday, 5:45 to 6:00 p.m.; Sunday, 10:15 to 10:30 a.m.  
*Network:* NBC Blue; 8 stations.  
*Production:* Harold A. Labair.  
*Script writers:* May Singhi Breen, Peter de Rose.  
*Talent:* May Singhi Breen, Peter de Rose, Andy Sanella and Orchestra.  
*Agency director:* Harold A. Labair.  
*NBC director:* Morris Hamilton.  
*Announcer:* Lyle Van.  
*Conductor:* Andy Sanella.  
*Length of run:* December 1, 1936 to March 7, 1937.

### CHASE & SANBORN PROGRAM

*Sponsor:* Standard Brands, Inc. (Chase & Sanbord Coffee.)  
*Agency:* J. Walter Thompson Co.  
*Origination:* Hollywood.  
*Air time:* Sunday, 8:00 to 9:00 p.m.  
*Network:* NBC Red; 63 stations.  
*Talent:* W. C. Fields; Edgar Bergen; Don

Ameche, master of ceremonies; Werner Janssen, conductor. (Prior to May 9, 1937, program was titled "Do You Want to be an Actor?" with Haven McQuarry; before that date, A. L. Alexander's "Good Will Court" occupied the same spot.)

*Announcer:* Don Briggs.  
*Conductor:* Werner Janssen.  
*Length of run:* Contract on which this show runs started September 8, 1929.

### CHEERIO'S MUSICAL MOSAICS

*Sponsor:* Sonotone Corp. (Sonotone Hearing Aid.)  
*Agency:* Topping & Lloyd, Inc.  
*Origination:* New York.  
*Air time:* Tuesday, 4:00 to 4:15 p.m.  
*Network:* NBC Red; 40 stations.  
*Production:* Dick Leonard.  
*Script writer:* "Cheerio."  
*Talent:* Cheerio, master of ceremonies, Alden Adkins, Harrison Isles.  
*NBC director:* Dick Leonard.  
*Conductor:* Harrison Isles.  
*Length of run:* September 29, 1936 to December 29, 1936.

### CITIES SERVICE CONCERT

*Sponsor:* Cities Service Co.  
*Agency:* Lord & Thomas.  
*Origination:* New York.  
*Air Time:* Friday, 8:00 to 9:00 p.m.  
*Network:* NBC Red; 43 stations.  
*Production:* John Hynes, Don Foster.  
*Talent:* Lucille Manners, Rose Graham, Revelers Quartet, Cities Service Orchestra, conducted by Rosario Bourdon.  
*Agency director:* Thomas McAvity.  
*Announcer:* Ford Bond.  
*Conductor:* Rosario Bourdon.  
*Length of run:* started December 29, 1935.

### THE CONTENTED HOUR

*Sponsor:* Carnation Milk Co.  
*Agency:* Erwin, Wasey & Co., Inc.  
*Origination:* Chicago.  
*Air time:* Monday, 10:00 to 10:30 p.m.  
*Network:* NBC Red; 58 stations.  
*Production:* Jules Herbuveaux.  
*Script writer:* Charles Lewis, Jr.  
*Talent:* Vivien Della Chiesa, Margaret Gent, Grace, Ruth and Marian Doring, Carnation Quartet.  
*Agency director:* Holland Engle.  
*Announcer:* Vincent Pelletier.  
*Conductor:* Frank Black.  
*Length of run:* started January 4, 1932.

### CORONET-ON-THE-AIR

*Sponsor:* David A. Smart (Publisher, Coronet Magazine).  
*Agency:* BBD & O.  
*Origination:* New York.  
*Air time:* Friday, 9:30 to 10:00 p.m.

## NETWORK COMMERCIALS—Continued

*Network:* NBC Blue; 29 stations.  
*Production:* handled by agency.  
*Script writer:* agency staff.  
*Talent:* Deems Taylor, Robert Armbruster's Orchestra.  
*Agency director:* Arthur Pryor, Jr.  
*NBC director:* James Haupt.  
*Announcer:* Edward J. Herlihy.  
*Conductor:* Robert Armbruster.  
*Length of run:* April 2, 1937 to June 25, 1937.

### DEATH VALLEY DAYS

*Sponsor:* Pacific Coast Borax Co. (Twenty Mule Team Borax).  
*Agency:* McCann-Erickson, Inc.  
*Origination:* New York.  
*Air time:* Friday, 8:30 to 9:00 p.m.  
*Network:* NBC Blue; 19 stations.  
*Script writer:* Ruth Cornwall.  
*Talent:* Harry Humphrey, Jack MacBryde, Jean King.  
*Agency director:* Dorothy Barstow.  
*NBC director:* Edwin Whitney.  
*Announcer:* George Hicks.  
*Conductor:* Josef Bonime.  
*Length of run:* started September 30, 1930.

### DOG HEROES

*Sponsor:* Modern Food Process Co. (Thrivo Dog Food).  
*Agency:* The Clements Co.  
*Origination:* New York.  
*Air time:* Tuesday, 4:30 to 4:45 p.m.  
*Network:* NBC Blue; 10 stations.  
*Script writer:* Harry Swan.  
*Talent:* Harry Swan, Charles Sorce.  
*Announcer:* Pat Kelly.  
*Length of run:* June 11, 1937 to May 25, 1937. (These dates are for latest series only; contract was renewed October 6, 1936.)

### EASY ACES

*Sponsor:* American Home Products (Anacin).  
*Agency:* Blackett-Sample-Hummert, Inc.  
*Origination:* New York.  
*Air time:* Tuesday, Wednesday and Thursday, 7:00 to 7:15 p.m.  
*Network:* NBC Blue; 21 stations.  
*Production:* handled by agency.  
*Script writer:* Goodman Ace.  
*Talent:* Mr. and Mrs. Goodman Ace.  
*NBC director:* James Haupt.  
*Announcer:* Ford Bond.  
*Length of run:* started February 4, 1935.

### J. ALDEN EDKINS

*Sponsor:* Griswold Manufacturing Co. (cooking utensils).  
*Agency:* BBD & O.  
*Origination:* New York.  
*Air time:* Sunday, 9:30 to 9:45 a.m.  
*Network:* WEAf and WTAM.

*Talent:* J. Alden Edkins, Charles Baker.  
*Announcer:* Robert Waldrop.  
*Length of run:* Jan. 31, 1937, to May 2, 1937. (From Jan. 31, 1937, to April 18, 1937, program was heard over WJZ and WTAM. From April 25, 1937, to close, WEAf and WTAM.)

### FRANK FAY CALLING

*Sponsor:* Standard Brands, Inc. (Royal Fruit Flavored Gelatin).  
*Agency:* J. Walter Thompson Co.  
*Origination:* Hollywood.  
*Air time:* Friday, 8:30 to 9:00 p.m.  
*Network:* NBC Blue; 24 stations.  
*Script writer:* Frank Fay.  
*Talent:* Frank Fay, Eddie Kay and orchestra.  
*Announcer:* Frank Fay.  
*Conductor:* Eddie Kay.  
*Length of run:* April 18, 1936 to August 28, 1936. (Prior to May 29, program was heard Saturday, 9:00 to 9:30 p.m.)

### FIRESIDE RECITALS

*Sponsor:* American Radiator Co.  
*Agency:* Blaker Advertising Agency.  
*Origination:* New York.  
*Air time:* Sunday, 7:30 to 7:45 p.m.  
*Network:* NBC Red; 20 stations.  
*Production:* James Haupt (NBC).  
*Talent:* Frank St. Leger, conductor; Helen Marshall (replaced Willie Morris, October 25, 1936); Sigurd Nilssen.  
*Agency director:* Sidney Sundell.  
*Announcer:* Charles Field.  
*Conductor:* Frank St. Leger.  
*Length of run:* started September 16, 1934.

### THE FIRST NIGHTER

*Sponsor:* Campana Sales Co. (Italian Balm).  
*Agency:* Aubrey, Moore & Wallace, Inc.  
*Origination:* Chicago.  
*Air time:* Friday, 10:00 to 10:30 p.m.  
*Network:* NBC Red; 45 stations.  
*Production:* C. L. Menser.  
*Talent:* Lester Tremayne (replaced Don Ameche June 4, 1937), Barbara Luddy.  
*NBC director:* C. L. Menser.  
*Length of run:* started November 27, 1930.

### FITCH JINGLE SHOW

*Sponsor:* F. W. Fitch Co. (Shampoo).  
*Agency:* L. W. Ramsey Co.  
*Origination:* Chicago.  
*Air time:* Saturday, 11:45 to 12:00 no  
*Network:* NBC red; 39 stations.  
*Production:* L. G. Harris (NBC).  
*Talent:* Gene Arnold, Ranch Boys Trio.  
*Agency director:* E. G. Naeckel.  
*Announcer:* Gene Rouse.  
*Length of run:* started March 13, 1937.  
(Note: various programs have been spon-

sored by this company since September, 1933, the original contract date.)

**FIVE STAR JONES**

*Sponsor:* Procter & Gamble (Oxydol).  
*Agency:* Blackett-Sample-Hummert, Inc.  
*Origination:* New York.  
*Air time:* Monday through Friday, 10:15 to 10:30 a.m.

*Network:* NBC Blue; 5 stations.  
*Production:* handled by agency.  
*Script writers:* Frank and Anne Hummert.  
*Talent:* Elizabeth Day, J. Kane.  
*NBC director:* Norman Sweetser.  
*Length of run:* July 6, 1936 to February 5, 1937.

**THE FLEISCHMANN HOUR**

*Sponsor:* Standards Brands (Royal Gelatin).

*Agency:* J. Walter Thompson Co.  
*Origination:* New York.  
*Air time:* Thursday, 8:00 to 9:00 p.m.  
*Network:* NBC Red; 61 stations.  
*Production:* Lester O'Keefe (NBC).  
*Script writer:* George Faulkner.  
*Talent:* Rudy Vallee and his Connecticut Yankees; guest stars.  
*Announcer:* Graham McNamee.  
*Conductor:* Rudy Vallee.  
*Length of run:* started October 24, 1929.

**FOLLOW THE MOON**

*Sponsor:* Jergens-Woodbury Sales Corp.  
*Agency:* Lennen & Mitchell, Inc.  
*Origination:* New York.  
*Air time:* Monday through Friday, 4:30 to 4:45 p.m.

*Network:* NBC Red; 48 stations.  
*Production:* Jay Clark.  
*Talent:* Elsie Hitz, Nick Dawson, George Harvey, Henry Gurvey.  
*Agency director:* Jay Clark.  
*Announcer:* Alan Kent.  
*Length of run:* January 4, 1937 to July 2, 1937.

**FRIGIDAIRE FROLICS**

*Sponsor:* Frigidaire Corporation.  
*Agency:* Lord & Thomas.  
*Origination:* Chicago.  
*Air time:* Friday, 9:30 to 10:00 p.m.  
*Network:* NBC Blue; sixty-nine stations.  
*Talent:* Ted Fio Rito's Orchestra, Charles Lyon, master of ceremonies, Louise Starkey Mead, Isobel Carothers Berolzheimer, Helen King Mitchell.

*Conductor:* Ted Fio Rito.  
*Length of run:* June 26, 1936 to September 18, 1936.

**GIRL ALONE**

*Sponsor:* Kellogg Company.  
*Agency:* N. W. Ayer & Son, Inc.  
*Origination:* Chicago.  
*Air time:* Monday through Friday, 12:00 to 12:15 p.m.

*Network:* NBC Red; 8 stations.  
*Production:* Howard Keegan.  
*Script writer:* Fayette Krum.  
*Talent:* Betty Winkler, Pat Murphy.  
*Agency director:* Mason McGuire.  
*NBC director:* Ed Boroff.  
*Announcer:* Les Griffith.  
*Length of run:* started July 13, 1936.

**GRAND HOTEL**

*Sponsor:* Campana Sales Co. (Dreskin).  
*Agency:* Aubrey, Moore & Wallace, Inc.  
*Origination:* Chicago.  
*Air time:* Sunday, 3:30 to 4:00 p.m.  
*Network:* NBC Red; 31 stations.  
*Production:* C. L. Menser.  
*Talent:* Anne Seymour, Lester Tremayne, Betty Winkler.  
*Announcer:* Fort Pearson.  
*Length of run:* October 4, 1936 to April 4, 1937.

**EDGAR GUEST IN WELCOME VALLEY**

*Sponsor:* Household Finance Corp.  
*Agency:* Charles Daniel Frey Co.  
*Origination:* Chicago.  
*Air time:* Tuesday, 8:30 to 9:00 p.m.  
*Network:* NBC Blue; 18 stations.  
*Script writer:* Edith Meiser. (Irna Phillips until October 6, 1936.)  
*Talent:* Edgar Guest, Cliff Arguette, Bernardine Flynn, Isabel Randolph, Judith Lowry, Betty Winkler, Sidney Ellstrom.  
*Agency director:* H. C. Klein.  
*Announcer:* Vincent Pelletier.  
*Length of run:* started January 1, 1935.

**GUIDING LIGHT**

*Sponsor:* Procter & Gamble (White Napha Soap).  
*Agency:* Compton Advertising, Inc.  
*Origination:* Chicago.  
*Air time:* Monday through Friday, 4:45 to 5:00 p.m.  
*Network:* NBC Red; 50 stations.  
*Production:* John E. McMillan.  
*Script writer:* Irna Phillips.  
*Talent:* Arthur Peterson, Mercedes McCambridge, Ray Johnson.  
*Agency director:* John Taylor.  
*NBC director:* Howard Keegan.  
*Announcer:* Louis Roen.  
*Length of run:* started January 25, 1937.

**HAMMERSTEIN MUSIC HALL**

*Sponsor:* American Home Products (Koolyns Toothpaste).  
*Agency:* Blackett-Sample-Hummert, Inc.  
*Origination:* New York.  
*Air time:* Monday, 8:00 to 8:30 p.m.  
*Network:* NBC Red; 21 stations.  
*Production:* Lester Vail (NBC).  
*Script writers:* Frank and Anne Hummert.  
*Talent:* Ted Hammerstein, master of cer-



emonies; Music Hall Orchestra, directed by Alfred Rickey; Lucy Laughlin; guest stars.

*Announcer:* John S. Young.

*Length of run:* September 30, 1935 to June 22, 1936.

**HARLEM REVUE**

*Sponsor:* Standard Brands (Fleischmann Yeast for Health).

*Agency:* J. Walter Thompson Co.

*Origination:* New York.

*Air time:* Friday, 9:00 to 9:30 p.m.

*Network:* NBC Blue; 35 stations.

*Production:* Paul Dumont (NBC).

*Script writer:* Octavus Roy Cohen.

*Talent:* Gee Gee James, Eddie Green, Louis Armstrong's Orchestra, guest stars.

*Announcer:* Graham McNamee.

*Conductor:* Louis Armstrong.

*Length of run:* started April 9, 1937.

**DAVID HARUM**

*Sponsor:* B. T. Babbitt Co. (Bab-O).

*Agency:* Blackett-Sample-Hummert, Inc.

*Origination:* New York.

*Air time:* Monday through Friday, 11:00 to 11:15 a.m.

*Network:* NBC Red; 22 stations.

*Production:* Lester Vail (NBC).

*Talent:* Wilmer Walter (David Harum), P. Stewart, Peggy Allenby.

*Announcer:* Ford Bond.

*Length of run:* started January 27, 1936.

**HELEN HAYES IN BAMBI**

*Sponsor:* General Foods Corp. (Sanka Coffee).

*Agency:* Young & Rubicam.

*Origination:* New York.

*Air time:* Monday, 8:00 to 8:30 p.m.

*Network:* NBC Blue; 32 stations.

*Production:* Merridd Barnum.

*Script writers:* Knowles Entrikin.

*Talent:* Helen Hayes, James Meighan, George Harvey, Wright Kramer, Wilmer Walter, Bill Adams.

*Agency director:* Merridd Barnum.

*Announcer:* Bill Adams.

*Conductor:* Mark Warnow.

*Length of run:* September 28, 1936 to March 22, 1937.

**THE HOUR OF CHARM**

*Sponsor:* General Electric Company.

*Agency:* Maxon, Inc.

*Origination:* New York.

*Air time:* Monday, 9:30 to 10:00 p.m.

*Network:* NBC Red; 52 stations.

*Production:* Howard Wiley (NBC).

*Talent:* Phil Spitalny and All-Girl Orchestra; Maxine; Three Little Words Trio; Evelyn; Rosaline Greene, mistress of ceremonies.

*Agency director:* R. S. Allison, Jr.

*Announcer:* Nelson Case.

*Length of run:* Started Nov. 2, 1936.

**THE HOUSE THAT JACK BUILT**

*Sponsor:* Duff-Norton Manufacturing Co. (lifting jacks).

*Agency:* Walker & Downing.

*Origination:* Sewickley Heights, Pa.

*Air time:* Friday, 7:45 to 8:00 p.m.

*Network:* NBC Red; three stations.

*Talent:* Lois Miller, organist and singer.

*Length of run:* February 26, 1937, to May 21, 1937.

**HOW TO BE CHARMING**

*Sponsor:* Sterling Products, Inc. (Phillips Facial Cream).

*Agency:* Blackett-Sample-Hummert, Inc.

*Origination:* Chicago.

*Air time:* Monday, Wednesday and Friday, 11:30 to 11:45 a.m.

*Network:* NBC Red; thirty-six stations.

*Production:* Handled by agency.

*Script writers:* Frank and Anne Hummert.

*Talent:* Beatrice de Sylvara.

*Announcer:* John P. Costello.

*Length of run:* Started Sept. 14, 1936.

**HUSBANDS AND WIVES**

*Sponsor:* Lamont Corliss & Co. (Ponds Creams and Face Powders).

*Agency:* J. Walter Thompson Co.

*Origination:* New York.

*Air time:* Tuesday, 8:00 to 8:30 p.m.

*Network:* NBC Blue; thirty stations.

*Production:* Sherman MacGregor (NBC).

*Talent:* Allie Lowe Miles, Sedley Brown.

*Announcer:* Nelson Case.

*Length of run:* Started Oct. 6, 1936.

**IODENT DRESS REHEARSAL**

*Sponsor:* Iodent Chemical Co.

*Agency:* Maxon, Inc.

*Origination:* New York.

*Air time:* Sunday, 11:30 to 12 noon.

*Network:* NBC Blue; thirty-one stations.

*Production:* R. S. Allison, Jr.

*Script writer:* Mabel Albertson.

*Talent:* Joe Rines, Mabel Albertson, Pinky Lee, Morton Bowe.

*Agency director:* R. S. Allison, Jr.

*Announcer:* Jack Costello.

*Length of run:* Nov. 1, 1936, to April 25, 1937.

**JELLO PROGRAM STARRING**

**JACK BENNY**

*Sponsor:* General Foods Corp. (Jell-O).

*Agency:* Young & Rubicam.

*Origination:* Hollywood.

*Air time:* Sunday, 7:00 to 7:30 p.m.

*Network:* NBC Red; seventy stations.

*Production:* Tom Harrington.

*Script writers:* Jack Benny and staff (Bill Morrow and Ed Beloin).

*Talent:* Jack Benny, Mary Livingstone, Kenny Baker, Don Wilson, Phil Harris' Orchestra.

Agency director: Tom Harrington.  
 Announcer: Don Wilson.  
 Conductor: Phil Harris.  
 Length of run: Started Oct. 14, 1934.

**JIMMY FIDLER**

Sponsor: Luden, Inc. (cough drops).  
 Agency: J. M. Mathes, Inc.  
 Origination: Hollywood.  
 Air time: Tuesday, 10:30 to 10:45 p.m.  
 Network: NBC Red; thirty-eight stations.  
 Production: Wilfred S. King.  
 Script writer: Jimmy Fidler.  
 Talent: Jimmy Fidler.  
 Agency director: John S. Davidson.  
 Announcer: Bob Sherwood.  
 Length of run: Nov. 10, 1936, to March 2, 1937.

**JIMMY FIDLER**

Sponsor: Procter & Gamble (Drene Shampoo).  
 Agency: H. W. Kastor & Sons.  
 Origination: Hollywood.  
 Air time: Tuesday, 10:30 to 10:45 p.m.  
 Network: NBC Red; thirty-one stations.  
 Production: Ed Aleshire.  
 Script writers: Ed Aleshire, J. F. Seehof, C. K. McConnaughey.  
 Talent: Jimmy Fidler.  
 Length of run: Started March 16, 1937.

**JOHN'S OTHER WIFE**

Sponsor: American Home Products (Angelus Lipstick).  
 Agency: Blackett-Sample-Hummert, Inc.  
 Origination: New York.  
 Air time: Monday through Friday, 10:15 to 10:30 a.m.  
 Network: NBC Red; thirty stations.  
 Production: Handled by agency.  
 Script writers: Frank and Anne Hummert.  
 Talent: Matt Crowley, Phillis Welch, Irene Hubbard, Milo Bolton.  
 NBC directors: Charles Warburton, Austen Croom-Johnson.  
 Announcer: Robert Waldrop.  
 Length of run: Started Sept. 14, 1936.

**KALTENMEYER'S KINDERGARTEN**

Sponsor: Quaker Oats Co.  
 Agency: Lord & Thomas.  
 Origination: Chicago.  
 Air time: Saturday, 5:30 to 6:00 p.m.  
 Network: NBC Red; forty-five stations.  
 Production: Mr. Stanley (NBC).  
 Script writer: Harry Lawrence.  
 Talent: Bruce Kamman, Marian and Jim Jordan, Johnny Wolf, Thor Ericson, Merrill Fugit, Elinor Harriott, Cecil Roy.  
 Agency director: Basil Loughrane.  
 Announcer: Charles Lyon.  
 Conductor: Harry Kogen.  
 Length of run: Started Jan. 4, 1936.

**KITCHEN CAVALCADE**

Sponsor: C. F. Mueller & Co. (macaroni).  
 Agency: Kenyon & Eckhardt, Inc.  
 Origination: New York.  
 Air time: Monday to Friday, 10:45 to 11:00 a.m.  
 Network: NBC Blue; seven stations.  
 Production: Jean Grombach.  
 Script writer: Leonard Holton.  
 Talent: Crosby Gage, Joe Viviano.  
 Agency director: Jean Grombach.  
 Announcer: William Farren.  
 Length of run: Started Feb. 22, 1937.

**THE KRAFT MUSIC HALL**

Sponsor: Kraft-Phenix Cheese Corp. (Division of National Dairy Products Co.).  
 Agency: J. Walter Thompson Co.  
 Origination: Hollywood.  
 Air time: Thursday, 10:00 to 11:00 p.m.  
 Network: NBC Red; 59 stations.  
 Script writer: Carroll Carroll; others.  
 Talent: Bing Crosby, Bob Burns, Grete Stueckgold, Paul Taylor Chorus, Jimmy Dorsey's Orchestra, Ken Carpenter, announcer.  
 Announcer: Ken Carpenter.  
 Conductor: Jimmy Dorsey, until July 1; at press time, no new conductor had been assigned.  
 Length of run: Started June 26, 1933.

**KRUEGER'S MUSICAL TOAST**

Sponsor: G. Krueger Brewing Co.  
 Agency: The Biow Company.  
 Origination: New York.  
 Air time: Monday, 10:30 to 11:00 p.m.  
 Network: NBC Red; 19 stations.  
 Production: Reggie Schuebel.  
 Script writer: Milton Biow.  
 Talent: Jerry Cooper; Martin Block, master of ceremonies; Sally Singer; The Debonnaires; Ray Block's Orchestra.  
 Agency director: Reggie Schuebel.  
 Announcer: Martin Block.  
 Conductor: Ray Block.  
 Length of run: Sept. 28, 1936, to March 22, 1937.

**LADY ESTHER SERENADE**

Sponsor: Lady Esther, Ltd.  
 Agency: Stack-Goble (after September 1, 1937, this program will be handled by Lord & Thomas).  
 Origination: Chicago.  
 Air time: Tuesday and Wednesday, 8:30 to 9:00 p.m.  
 Network: NBC Red; 39 stations.  
 Production: John Butler.  
 Script writer: John Butler.  
 Talent: Bess Johnson (Lady Esther), Wayne King's Orchestra.  
 Agency director: John Butler.  
 Announcers: Phil Stewart, Bess Johnson.

## NETWORK COMMERCIALS—Continued

*Conductor:* Wayne King.  
*Length of run:* Started Sept. 27, 1931.

### LA SALLE STYLE SHOW

*Sponsor:* Cadillac Motor Car Co.  
*Agency:* McManus, John & Adams, Inc.  
*Origination:* New York.  
*Air time:* Thursday, 4:00 to 4:30 p.m.  
*Network:* NBC Red; 47 stations.  
*Production:* Henry Souvaine.  
*Script writer:* Henry Souvaine.  
*Talent:* Charles LeMaire, Eddie Duchin Orchestra, fashion authorities.  
*Agency director:* Keith McLeod.  
*NBC director:* Aldo Ghisalbert.  
*Announcer:* Nola Luxford.  
*Conductor:* Eddie Duchin.  
*Length of run:* November 5, 1936, to January 28, 1937.

### LITTLE ORPHAN ANNIE

*Sponsor:* Wander Co. (Ovaltine).  
*Agency:* Blackett-Sample-Hummert, Inc.  
*Origination:* Chicago.  
*Air time:* Monday through Friday, 5:45 to 6:00 p.m.  
*Network:* NBC Red; 26 stations.  
*Production:* Mr. Scott (NBC).  
*Script writers:* Frank and Anne Hummert.  
*Length of run:* Started April, 1931. (Prior to Nov. 2, 1936, program was heard over the Blue network.)

### LOG CABIN DUDE RANCH

*Sponsor:* General Foods Corp. (Log Cabin Syrup).  
*Agency:* Benton & Bowles, Inc.  
*Origination:* New York.  
*Air time:* Tuesday, 8:00 to 8:30 p.m.  
*Network:* NBC Blue; 30 stations.  
*Talent:* Jackie Coogan, Dick Kollmar, Bill Shelley, Florida Friebus, Leo Curley, John Milton, Louise Massey, Dot and Allen Massey, Milt Mabie, Larry Wellington, Jim Babcock.  
*Length of run:* Sept. 29, 1936, to March 3, 1937.

### LORENZO JONES

*Sponsor:* Sterling Products, Inc. (Phillips Milk of Magnesia Tablets).  
*Agency:* Blackett-Sample-Hummert, Inc.  
*Origination:* New York.  
*Air time:* Monday through Thursday, 4:00 to 4:15 p.m.  
*Network:* NBC Red; 22 stations.  
*Production:* Handled by agency.  
*Script writers:* Frank and Anne Hummert.  
*Talent:* Carl Swenson, Betty Garde.  
*Announcer:* William Farren.  
*Length of run:* Started April 26, 1937.

### LOWELL THOMAS

*Sponsor:* Sun Oil Co.  
*Agency:* Roche, Williams & Cunnyingham, Inc.

*Origination:* New York.  
*Air time:* Monday through Friday, 6:45 to 7:00 p.m.  
*Network:* NBC Blue; 20 stations.  
*Script writer:* Lowell Thomas.  
*Talent:* Lowell Thomas.  
*Agency director:* Guy C. Pierce.  
*Announcer:* Neel B. Enslin.  
*Length of run:* Started June 13, 1932.

### LUM 'N' ABNER

*Sponsor:* Horlick's Malted Milk Corp.  
*Agency:* Lord & Thomas.  
*Origination:* Hollywood (prior to January 19, 1937, program originated in Chicago).  
*Air time:* Monday through Friday, 7:30 to 7:45 p.m.  
*Network:* NBC Blue; 18 stations.  
*Script writers:* Lum 'n' Abner.  
*Talent:* Chester Lauck (Lum), Norris Goff (Abner).  
*Agency director:* Basil Loughrane.  
*Announcer:* Bill Hay.  
*Length of run:* Started September 9, 1935.

### THE MAGIC KEY OF RCA

*Sponsor:* Radio Corporation of America.  
*Agency:* Lord & Thomas (after April 11, 1937, show handled by NBC).  
*Origination:* New York.  
*Air time:* Sunday, 2:00 to 3:00 p.m.  
*Network:* NBC Blue; 86 stations.  
*Production:* Howard Wiley.  
*Script writer:* Welbourne Kelley.  
*Talent:* Frank Black and orchestra; John B. Kennedy; guest stars.  
*Announcers:* Milton J. Cross (music); Ben Grauer (commercials).  
*Conductor:* Frank Black.  
*Length of run:* Started September 29, 1935.

### MAGIC VOICE

*Sponsor:* Procter & Gamble (Chippo).  
*Agency:* Compton Advertising, Inc.  
*Origination:* New York.  
*Air time:* Monday through Friday, 4:45 to 5:00 p.m.  
*Network:* NBC Blue; 3 stations.  
*Script writer:* Augustuf Barratt.  
*Agency director:* Carlo DeAngelo.  
*Announcer:* Lyle Van.  
*Length of run:* March 30, 1936, to August 28, 1936.

### MANHATTAN MERRY-GO-ROUND

*Sponsor:* Sterling Products, Inc. (Dr. Lyon's Toothpowder).  
*Agency:* Blackett-Sample-Hummert, Inc.  
*Origination:* New York.  
*Air time:* Sunday, 9:00 to 9:30 p.m.  
*Network:* NBC Red; 58 stations.  
*Production:* Herbert Liversidge (NBC).  
*Script writers:* Frank and Anne Hummert.  
*Talent:* Bert Lahr, Rachel Carley, Men About Town Trio, Don Donnie's Orchestra.

(Prior to April 18, 1937, talent was Rachel Carley, Pierre Le Kreeum, Men About Town Trio, Andy Sanella's Orchestra.)

*Announcer:* Ford Bond.

*Conductor:* Don Donnie.

*Length of run:* Started November, 1932.

**J. W. MARROW**

*Sponsor:* J. W. Marrow Manufacturing Co. (shampoo).

*Agency:* Baggaley, Horton & Hoyt, Inc.

*Origination:* Chicago.

*Air time:* Sunday, 11:45 to 12 noon. (September 9, 1936, to March 3, 1937, program was heard Wednesday, 4:00 to 4:30 p.m.; March 10 to April 21, Wednesday, 4:00 to 4:15 p.m.; April 28, to May 2, Sunday, 4:15 to 4:30.)

*Network:* NBC Red; 11 stations.

*Talent:* Henry Busse Orchestra.

*Length of run:* Started September 9, 1936.

**STORY OF MARY MARLIN**

*Sponsor:* International Cellucotton Co. (Kleenex).

*Agency:* Lord & Thomas.

*Origination:* Chicago.

*Air time:* Monday through Friday, 12:15 to 12:30 p.m.

*Network:* NBC Red; 29 stations.

*Script writer:* Jane Cruisenberry.

*Talent:* Joan Blaine, Robert Griffin, Judith Lowry, June Meredith, Isabel Randolph, Elinor Harriott, Murray Forbes, Gene Morgan, Carlton Brickert.

*NBC director:* Nicholas Mathay.

*Length of run:* Sept. 14, 1936, to March 26, 1937.

**STORY OF MARY MARLIN**

*Sponsor:* Procter & Gamble (Ivory Snow).

*Agency:* Compton Advertising Agency.

*Origination:* Chicago.

*Air time:* Monday through Friday, 5:00 to 5:15 p.m.

*Network:* NBC Blue; 22 stations.

*Production:* John E. McMillan.

*Script writer:* Jane Cruisenberry.

*Talent:* Anne Seymour, Robert Griffin, Judith Lowry, June Meredith, Isabel Randolph, Carlton Brickert, Ann Stone, Robert Barron, Arthur Kohl, Frances Carlon.

*Agency director:* John Taylor.

*NBC director:* Wynne Orr.

*Announcer:* Bob Brown.

*Length of run:* Started March 29, 1937.

**STORY OF MARY MARLIN**

*Sponsor:* Procter & Gamble (Ivory Soap).

*Agency:* Compton Advertising Agency.

*Origination:* Chicago.

*Air time:* Monday through Friday, 12:15 to 12:30 p.m.

*Network:* NBC Red; 35 stations.

*Production:* John E. McMillan.

*Script writer:* Jane Cruisenberry.

*Talent:* Anne Seymour, Robert Griffin, Judith Lowry, June Meredith, Isabel Randolph, Carlton Brickert, Ann Stone, Robert Barron, Arthur Kohl, Frances Carlon.

*Agency director:* John Taylor.

*NBC director:* Wynne Orr.

*Announcer:* Bob Brown.

*Length of run:* Started March 29, 1937.

**MAXWELL HOUSE SHOW BOAT**

*Sponsor:* General Foods Corp. (Maxwell House Coffee).

*Agency:* Benton & Bowles.

*Origination:* New York.

*Air time:* Thursday, 9:00 to 10:00 p.m.

*Network:* NBC Red; 60 stations.

*Talent:* Tiny Ruffner, Frank McIntyre, Charles Winninger, Rosaline Greene, Florence Freeman, Lanny Ross, Louise Massey and the Westerners, Conrad Thibault, Irene Hubbard, Thomas L. Thomas, Molasses 'n' January, Modern Choir, Al Goodman's Orchestra, guest stars.

*Announcer:* Ford Bond.

*Conductor:* Al Goodman.

*Length of run:* Started October 6, 1932.

**FIBBER MCGEE & MOLLY**

*Sponsor:* S. C. Johnson & Son, Inc. (floor wax).

*Agency:* Needham, Louis & Brorby, Inc.

*Origination:* Chicago.

*Air time:* Monday, 9:00 to 9:30 a.m.

*Network:* NBC Red; 54 stations.

*Production:* Cecil Underwood.

*Script writer:* Don Quinn.

*Talent:* Marian and Jim Jordan, Dustoff and Brightski, Gale Page, Lynn Martin, Master Singers Quartet.

*Agency director:* John T. Louis.

*Announcer:* Harlow Wilcox.

*Conductor:* Ted Weems.

*Length of run:* Started April 16, 1935.

**EDWARD MacHUGH, YOUR GOSPEL SINGER**

*Sponsor:* Procter & Gamble (Ivory Soap).

*Agency:* Compton Advertising, Inc.

*Origination:* Chicago.

*Air time:* Monday through Friday, 11:45 to 12:00 noon.

*Network:* NBC Blue; 33 stations.

*Production:* John E. McMillan.

*Talent:* Edward MacHugh; William Mee-der, organist.

*Agency director:* Claude Morris.

*NBC director:* James Haupt.

*Announcer:* John G. Fraser.

*Length of run:* Started July 6, 1936.

**MELODY MATINEE**

*Sponsor:* Smith Brothers (cough drops).  
*Agency:* Brown & Tarcher, Inc.  
*Origination:* New York.  
*Air time:* Sunday, 1:30 to 2:00 p.m.  
*Network:* NBC Red; 40 stations.  
*Production:* Handled by agency.  
*Talent:* Muriel Dickson, Morton Bowe, The Cavaliers, Victor Arden's Orchestra.  
*Announcer:* William Farren.  
*Conductor:* Victor Arden.  
*Length of run:* November 15, 1936, to March 28, 1937.

**MELODY OF ROMANCE**

*Sponsor:* Jell-Sert Co. (Maple-Mix Desert).  
*Agency:* Rogers & Smith Advertising Agency.  
*Origination:* Chicago.  
*Air time:* Saturday, 11:15 to 11:30 a.m.  
*Network:* NBC Blue; 25 stations.  
*Production:* Everett George Opie.  
*Script writer:* Everett George Opie.  
*Talent:* Charles Sears, Harry Kogen's Orchestra.  
*Agency director:* Everett George Opie.  
*Announcer:* Evarett Mitchell.  
*Conductor:* Harry Kogen.  
*Length of run:* November 7, 1936, to January 30, 1937.

**FAMOUS ACTORS' GUILD PRESENTS HELEN MENKEN IN SECOND HUSBAND**

*Sponsor:* Sterling Products, Inc. (Bayer Aspirin).  
*Agency:* Blackett-Sample-Hummert, Inc.  
*Origination:* New York.  
*Air time:* Wednesday, 8:30 to 9:00 p.m.  
*Network:* NBC Blue; 21 stations.  
*Production:* Lester Vail (NBC).  
*Talent:* Helen Menken (replaced Ethel Barrymore April 14, 1937), Jay Joslyn, Andy Donnelly, Janice Gilbert, Joe Curtin, Bert Hirsch's Orchestra.  
*Announcer:* Howard Claney.  
*Conductor:* Bert Hirsch.  
*Length of run:* Started April 14, 1937.  
 (Original contract started April 26, 1936.)

**METROPOLITAN OPERA**

*Sponsor:* Radio Corporation of America.  
*Origination:* New York.  
*Air time:* Saturday, 2:00 to 5:30 p.m.  
*Network:* NBC Blue; 83 stations.  
*Script writer:* Lawrence Abbott.  
*Talent:* Saturday matinee opera, direct from stage of Metropolitan.  
*NBC directors:* William Rainey, Carlo Edwards, Herbert Liversidge.  
*Announcer:* Milton Cross.  
*Length of run:* December 26, 1936, to March 27, 1937.

**METROPOLITAN OPERA AUDITIONS OF THE AIR**

*Sponsor:* Sherwin-Williams Co. (paints).  
*Agency:* Cecil, Warwick & Legler.  
*Origination:* New York.  
*Air time:* Sunday, 3:00 to 3:30 p.m.  
*Network:* NBC Red; 56 stations.  
*Production:* Preston Pumphrey.  
*Talent:* Edward Johnson, master of ceremonies; Wilfred Pelletiere's Orchestra; additional talent varies weekly.  
*Agency director:* Preston Pumphrey.  
*NBC director:* James Haupt.  
*Announcer:* Howard Claney.  
*Conductor:* Wilfred Pelletiere.  
*Length of run:* Started October 18, 1935.

**MINUTE MEN**

*Sponsor:* General Foods Corp. (Minute Tapioca).  
*Agency:* Young & Rubicam, Inc.  
*Origination:* New York.  
*Air time:* Sunday, 5:30 to 6:00 p.m.  
*Network:* NBC Blue; 32 stations.  
*Production:* Tom Lewis, Bill Rousseau.  
*Script writer:* Frederick J. Chase.  
*Talent:* Stoopnagle and Budd, Don Voorhees' Orchestra, Harry Von Zell, Alice Frost (replaced Joan Banks, March 21, 1937), Gogo de Lys (joined February 7, 1937).  
*Agency director:* Tom Lewis.  
*Announcer:* Harry Von Zell.  
*Conductor:* Don Voorhees.  
*Length of run:* October 4, 1936, to May 16, 1937.

**MODERN ROMANCES**

*Sponsor:* Modern Magazines, Inc. (Modern Romances).  
*Agency:* Lennen & Mitchell, Inc.  
*Origination:* New York.  
*Air time:* Wednesday, 2:00 to 2:30 p.m.  
*Network:* NBC—WJZ and M & O Network; 6 stations.  
*Production:* Himan Brown.  
*Talent:* Varies weekly.  
*Agency director:* Carlo De Angelo.  
*NBC director:* Charles Warburton.  
*Announcer:* Donald Low.  
*Length of run:* October 7, 1936 to March 31, 1937.

**BETTY MOORE TRIANGLE CLUB**

*Sponsor:* Benjamin Moore Paint Co.  
*Agency:* Placed direct.  
*Origination:* New York.  
*Air time:* Thursday, 11:30 to 11:45 a.m.  
*Network:* NBC Red; 12 stations.  
*Production:* Handled by sponsor.  
*Script writer:* Betty Moore.  
*Talent:* Betty Moore.  
*Announcer:* Stewart Metz.  
*Length of run:* Jan. 7, to May 27, 1937.

**THE MUSICAL CAMERAMAN**

*Sponsor:* International Silver Co.  
*Agency:* N. W. Ayer & Son.  
*Origination:* New York.  
*Air time:* Sunday, 4:30 to 5:00 p.m.  
*Network:* NBC Red; 23 stations.  
*Production:* Thomas Hutchinson.  
*Script writers:* Robert Burlen, Josef Cherniavsky, Kenneth N. Whatmore.  
*Talent:* Josef Cherniavsky, Willie Morris, occasional guests.  
*Agency director:* Jay Hanna, Robert Burlen.  
*NBC director:* Thomas Hutchinson.  
*Announcers:* William Farren, Lyle Van.  
*Conductor:* Josef Cherniavsky.  
*Length of run:* October 25, 1936, to April 18, 1937.

**THE MYSTERY CHEF**

*Sponsor:* Regional Advertisers, Inc. (participating gas companies).  
*Agency:* McCann-Erickson, Inc.  
*Origination:* New York.  
*Air time:* Tuesday and Saturday, 11:30 to 11:45 a.m.  
*Network:* NBC Red; 12 stations (also spot, Tuesday, Thursday and Friday).  
*Script writer:* John Macpherson.  
*Talent:* John Macpherson.  
*Agency director:* A. J. Perry.  
*Announcer:* Ben Grauer.  
*Length of run:* Started Sept. 15, 1936.

**NATIONAL BARN DANCE**

*Sponsor:* Miles Laboratories, Inc. (Alka-Seltzer).  
*Agency:* W. A. Wade Advertising Agency.  
*Origination:* Chicago.  
*Air time:* Saturday, 9:00 to 10:00 p.m.  
*Network:* NBC Blue; 75 stations.  
*Production:* W. E. Jones.  
*Script writer:* P. C. Lund.  
*Talent:* Joe Kelly, Pat Barrett, Nora Cunneen, Henry Burr, Lucille Long, Verna Lee and Mary, Sally Foster, Lulu Belle and Arkie, Maple City Four, Hoosier Hot Shots, Novelodians Trio.  
*Agency director:* W. A. Wade.  
*Announcer:* Joe Kelly.  
*Conductor:* Glen Welty.  
*Length of run:* Started in 1935.

**THE O'NEILLS**

*Sponsor:* Procter & Gamble (Ivory Soap).  
*Agency:* Compton Advertising Agency.  
*Origination:* New York.  
*Air time:* Monday through Friday, 3:45 to 5:00 p.m.  
*Network:* NBC Red; 39 stations.  
*Production:* John E. McMillan.  
*Script writer:* Jane West.

*Talent:* Kate McComb, James Jansey, Janet Dowling, Jane West, Jack Rubin.  
*Agency director:* John Taylor.  
*NBC director:* Tom Reilly.  
*Announcer:* Howard Petrie.  
*Length of run:* Started Oct. 8, 1935.

**THE O'NEILLS**

*Sponsor:* Procter & Gamble (Ivory Soap).  
*Agency:* Compton Advertising Agency.  
*Origination:* New York.  
*Air time:* Monday through Friday, 11:00 to 11:15 a.m.  
*Network:* NBC Blue; 11 stations.  
*Script writer:* Jane West.  
*Talent:* Kate McComb, James Jansey, Janet Dowling, Jane West, Jack Rubin.  
*Agency director:* John Taylor.  
*NBC director:* Tom Reilly.  
*Announcer:* Howard Petrie.  
*Length of run:* Started Nov. 16, 1936.

**ONE MAN'S FAMILY**

*Sponsor:* Standard Brands, Inc. (Tenderleaf Tea).  
*Agency:* J. Walter Thompson Co.  
*Origination:* Hollywood.  
*Air time:* Wednesday, 8:00 to 8:30 p.m.  
*Network:* NBC Red; 60 stations.  
*Script writer:* Carlton Morse.  
*Talent:* Minetta Allen, J. Anthony Smythe, Michael Raffetto, Kathleen Wilson, Barton Yarborough, Billy Page, Winifred Wolfe, Helen Musselman.  
*Length of run:* Started April 3, 1935.

**OXYDOL'S OWN MA PERKINS**

*Sponsor:* Procter & Gamble (Oxydol).  
*Agency:* Blackett-Sample-Hummert, Inc.  
*Origination:* Chicago.  
*Air time:* Monday through Friday, 3:15 to 3:30 p.m.; also Monday through Friday, 10:15 to 10:30 a.m. on 10 NBC Blue stations since Feb. 8, 1937.  
*Network:* NBC Red; 47 stations.  
*Production:* Handled by agency.  
*Script writers:* Frank and Anne Hummert.  
*Talent:* Virginia Payne.  
*NBC director:* Mr. Stanley.  
*Length of run:* Started Dec. 4, 1933.

**IRVIN S. COBB AND HIS PADUCAH PLANTATION**

*Sponsor:* Olds Motor Works.  
*Agency:* D. P. Brother & Co.  
*Origination:* Hollywood.  
*Air time:* Saturday, 10:30 to 11:00 p.m.  
*Network:* NBC Red; sixty-eight stations.  
*Production:* Marvin Young (NBC).  
*Talent:* Irvin S. Cobb, Hall Johnson Choir, Clarence Muse, Four Blackbirds,

## NETWORK COMMERCIALS—Continued

Dorothy Page, Harry Jackson.  
*Announcer:* Gayne Whitman.  
*Conductor:* Harry Jackson.  
*Length of run:* Oct. 17, 1936, to April 10, 1937.

### THE PASSING PARADE

*Sponsor:* Duart Sales Co., Ltd. (Creme of Milk Facial Cream and Lipstick).

*Agency:* Howard E. Williams, advertising.

*Origination:* San Francisco.  
*Air time:* Monday and Tuesday, 7:45 to 8:00 p.m.

*Network:* NBC Red; 10 stations.  
*Production:* John Nesbitt.  
*Script writer:* John Nesbitt.  
*Talent:* John Nesbitt and guests, Beau Art Trio.

*Agency director:* Howard E. Williams.  
*Announcer:* Tobe Reid.

*Length of run:* Started Feb. 1, 1937. (Prior to March 1, program was heard on West Coast only.)

### DOC PEARSON'S DRUG STORE

*Sponsor:* Block Drug Co. (Omega Oil).  
*Agency:* Husband & Thomas Co.  
*Origination:* New York.

*Air time:* Monday and Wednesday, 7:45 to 8:00 p.m.

*Network:* NBC Red; 5 stations.  
*Script writer:* Kenneth Raught.  
*Talent:* Landt Trio and White, Welcome Lewis, Julian Noa.

*Announcer:* Charles O'Connor.  
*Length of run:* October 5, 1936 to December 23, 1936.

### PENTHOUSE SERENADE

*Sponsor:* Maybelline Co. (mascara).  
*Agency:* Cramer-Krasselt Co.  
*Origination:* Chicago.

*Air time:* Sunday, 4:00 to 4:30 p.m.  
*Network:* NBC Red; 26 stations.

*Production:* Bucky Harris.  
*Talent:* Freddy Martin's Orchestra, Terry Shand, Elmer Feldkamp, Penthouse Serenaders, Dorothy Hamilton.

*Agency director:* J. E. Giebish.  
*Announcer:* Louis Roen.  
*Conductor:* Freddy Martin.

*Length of run:* Sept. 16, 1934, to March 2, 1937.

### PEPPER YOUNG'S FAMILY

*Sponsor:* Procter & Gamble (Camay Soap).

*Agency:* Pedlar & Ryan.  
*Origination:* New York.

*Air time:* Monday through Friday, 3:00 to 3:15 p.m. (Red); 10:30 to 10:45 a.m. (Blue).

*Network:* NBC Red, 50 stations; NBC Blue, 16 stations.

*Production:* Ed Wolfe (NBC).

*Script writer:* Elaine Sterne Carrington.

*Talent:* Curtis Arnall, Elizabeth Wragge, Marion Barney, Jack Roseleigh, Larry Seamon, Ed Wolfe, Johnny Kane.

*Agency director:* John Wiggin.  
*NBC director:* Ed Wolfe.

*Announcer:* Stuart Metz.  
*Conductor:* William Meeder.

*Length of run:* Started Jan. 13, 1936 (show added to Blue Network, Aug. 31, 1936).

### THE PERFECT FOOL, ED WYNN

*Sponsor:* Axton-Fisher Tobacco Co. (Spud and Twenty Grand Cigarettes).

*Agency:* Young & Rubicam.  
*Origination:* New York.

*Air time:* Saturday, 8:00 to 8:30 p.m.  
*Network:* NBC Blue; 41 stations.

*Production:* Harry Von Zell.  
*Script writers:* Ed Wynn and staff.

*Talent:* Ed Wynn, Graham McNamee, Don Voorhees and Orchestra.

*NBC director:* Richard Leonard.  
*Announcer:* Graham McNamee.

*Conductor:* Don Voorhees.  
*Length of run:* November 14, 1936, to May 8, 1937.

### PERSONAL COLUMN OF THE AIR

*Sponsor:* Procter & Gamble (Chipso).  
*Agency:* Compton Advertising, Inc.

*Origination:* New York.  
*Air time:* Monday through Friday, 4:15 to 4:30 p.m.

*Network:* NBC Red; 23 stations.  
*Production:* Ed Wolfe (NBC).

*Editor:* Inez Lopez (program idea conceived by Octavus Roy Cohen).

*Agency director:* Howard Parker.  
*Announcer:* Jack Fraser.

*Length of run:* Started November 16, 1936. (Prior to May 3, 1937, program was heard from 2:45 to 3:00 p.m.)

### PERSONAL COLUMN OF THE AIR

*Sponsor:* Procter & Gamble (Chipso).  
*Agency:* Compton Advertising, Inc.

*Origination:* New York.  
*Air time:* Monday through Friday, 11:15 to 11:30 a.m.

*Network:* NBC Blue; 14 stations.  
*Production:* Ed Wolfe (NBC).

*Editor:* Inez Lopez (program idea conceived by Octavus Roy Cohen).

*Agency director:* Howard Parker.  
*Announcer:* Jack Fraser.

*Length of run:* Started November 16, 1936.

### PHILIP MORRIS PROGRAM

*Sponsor:* Philip Morris & Co. (cigarettes).

*Agency:* The Biow Co., Inc.  
*Origination:* New York.

## NETWORK COMMERCIALS—Continued

*Air time:* Tuesday, 8:00 to 8:30 p.m.  
*Network:* NBC Red; 59 stations.  
*Production:* Lester O'Keefe.  
*Script writers:* Charles Martin (dramatic skit), Milton Biow (commercials).  
*Talent:* Johnny, Phil Duey, Charles Martin, The Giersdorf Sisters, Rhythm Rogues, Glenn Cross, Francis Adair, Swing Fourteen, Russ Morgan and Orchestra.  
*Agency director:* Reggie Schuebel.  
*NBC director:* Lester O'Keefe.  
*Announcer:* Charles O'Connor.  
*Conductor:* Russ Morgan.  
*Length of run:* Started April 17, 1933.

### JUST PLAIN BILL AND NANCY

*Sponsor:* American Home Products (Anacin and Bisodol).  
*Agency:* Blackett-Sample-Hummert, Inc.  
*Origination:* New York.  
*Air time:* Monday through Friday, 10:30 to 10:45 a.m.  
*Network:* NBC Red; thirty stations.  
*Production:* Handled by agency.  
*Script writers:* Frank and Anne Hummert.  
*Talent:* Arthur Hughes, Ruth Russell, Tess Saeshan.  
*NBC director:* Norman Sweetser.  
*Announcers:* Ford Bond, William J. Bailey.  
*Length of run:* Started Sept. 14, 1936.

### PONTIAC VARSITY SHOW

*Sponsor:* General Motors Corp. (Pontiac Motor Car Co.).  
*Agency:* MacManus, John & Adams, Inc.  
*Origination:* Varies weekly.  
*Air time:* Friday, 10:30 to 11:00 p.m.  
*Network:* NBC Red; 72 stations.  
*Production:* Thomas Stix (of Henry Souvaine, Inc.).  
*Script writer:* Henry Souvaine.  
*Talent:* John Held, Jr., master of ceremonies.  
*Agency director:* W. A. P. John.  
*NBC directors:* Al Miller, Jack Roche, Gordon Whyte.  
*Announcer:* Paul Dumont.  
*Length of run:* January 22, 1937, to May 14, 1937.

### PORTRAITS IN HARMONY

*Sponsor:* General Shoe Corp.  
*Agency:* C. P. Clark, Inc.  
*Origination:* Varies.  
*Talent:* Various guest bands each week.  
*Length of run:* September 15, 1936, to December 8, 1936.

### PRATT & McNEILL, UNLIMITED

*Sponsor:* A. H. Lewis Medicine Co.  
*Agency:* Ruthrauff & Ryan.  
*Origination:* Chicago.  
*Air time:* Wednesday, 7:45 to 8:00 p.m.  
*Network:* NBC Blue; 20 stations.

*Talent:* Barry McKinley (replaced James Wilkinson, January 13, 1937), Alexander Brothers.  
*Length of run:* November 18, 1936, to January 27, 1937.

### RADIO'S COURT OF HONOR

*Sponsor:* Radio Guide, Inc. (Radio Guide Magazine).  
*Agency:* Lord & Thomas.  
*Origination:* New York.  
*Air time:* Friday, 10:00 to 10:30 p.m.  
*Network:* NBC Blue; 22 stations.  
*Talent:* Shep Fields' Orchestra, Dan Doran, Don Towne, Benay Venuta (joined cast December 4, 1936), guest artists.  
*Announcer:* Ben Grauer.  
*Conductor:* Shep Fields.  
*Length of run:* October 2, 1936, to January 1, 1937.

### THE REAL SILK PROGRAM WITH EDWIN C. HILL AS THE SPECTATOR

*Sponsor:* Real Silk Hosiery Mills, Inc.  
*Agency:* Leo Burnett Co., Inc.  
*Origination:* Chicago.  
*Air time:* Sunday, 9:45 to 10:15 p.m.  
*Network:* NBC Blue; 28 stations.  
*Production:* Mr. Ainley.  
*Script writer:* Merrill Denison.  
*Talent:* Edwin C. Hill, Harry Sosnik's Orchestra.  
*Agency director:* Mr. Ainley.  
*Announcer:* Ben Grauer.  
*Conductor:* Harry Sosnik.  
*Length of run:* October 4, 1936, to March 28, 1937.

### RED GRANGE

*Sponsor:* Sinclair Refining Co.  
*Agency:* Federal Advertising Agency, Inc.  
*Origination:* Chicago.  
*Air time:* Friday, 10:30 to 10:45 p.m.; Saturday, 7:00 to 7:15 p.m.  
*Network:* NBC Red; 60 stations.  
*Production:* Joseph Hill.  
*Talent:* Red Grange, guest coaches.  
*Agency director:* Joseph Hill.  
*Announcer:* Charles Lyons.  
*Length of run:* Friday—September 4, 1936, to November 28, 1936; Saturday—September 5, 1936, to November 28, 1936.

### RIDIN' HIGH

*Sponsor:* Cycle Trades of America.  
*Agency:* Southmayd, Inc.  
*Origination:* New York.  
*Air time:* Thursday, 7:15 to 7:30 p.m.  
*Network:* NBC Blue; 86 stations.  
*Talent:* Ray Sinatra and Orchestra; guests.  
*Announcer:* Alois Havrilla.  
*Conductor:* Ray Sinatra.  
*Length of run:* April 1, 1937, to June 24, 1937.



**RIPLING RHYTHM REVUE**

*Sponsor:* Jergens-Woodbury Sales Corp.  
*Agency:* Lennen & Mitchell, Inc.  
*Origination:* New York and Hollywood.  
*Air time:* Sunday, 9:00 to 9:30 p.m.  
*Network:* NBC Blue; 50 stations.  
*Production:* Mann Haliner.

*Talent:* Frank Parker, Bob Hope and Honey Chile, Shep Fields' Orchestra (prior to May, 1937, cast consisted of Parker, Shep Fields, and Annie, Judy and Zeke Canova; prior to January 3, 1937, the program title was Paul Whiteman's Musical Varieties, with Whiteman and Orchestra, Ramona, The King's Men, Bob Lawrence, Durelle and Johnny Hauser).

*Agency director:* Mann Haliner.

*NBC director:* Norman Dicken.

*Announcer:* Ben Grauer (prior to May 5, 1937, Alois Havrilla).

*Conductor:* Shep Fields.

*Length of run:* Started Sept. 1, 1934.

**RY-KRISP PRESENTS MARION TALLEY**

*Sponsor:* Ralston Purina Co.  
*Agency:* Gardner Advertising Co.  
*Origination:* Hollywood.  
*Air time:* Sunday, 5:00 to 5:30 p.m.  
*Network:* NBC Red; 34 stations.  
*Production:* R. Martini.  
*Script writer:* R. Martini.

*Talent:* Marion Talley, Paul Taylor and Chorus, Josef Koestner's Orchestra.

*NBC director:* Marion Young.

*Announcer:* Ken Carpenter.

*Conductor:* Josef Koestner.

*Length of run:* Started April 3, 1936.

**THE SHELL CHATEAU**

*Sponsor:* Shell Union Oil Corporation (gasoline and oil).

*Agency:* J. Walter Thompson Co.

*Origination:* New York.

*Air time:* Saturday, 9:30 to 10:30 p.m.

*Network:* NBC Red; 40 stations.

*Production:* Norman Dickens (NBC).

*Talent:* Joe Cook, Cavalier's Quartet, Ernie Watson's Orchestra, guest stars (present cast installed January 2, 1937; prior to that date—Al Jolson and cast).

*Announcer:* Ben Grauer.

*Conductor:* Ernie Watson.

*Length of run:* Started April 6, 1935.

**TALKS BY MRS. ROOSEVELT**

*Sponsor:* Lamont Corliss & Co. (Ponds Face Powder).

*Agency:* J. Walter Thompson Co.

*Origination:* varies.

*Air time:* Wednesday, 7:15 to 7:30 p.m.

*Network:* NBC Blue; 33 stations.

*Production:* Lester O'Keefe (NBC).

*Script writer:* Mrs. Franklin D. Roosevelt.

*Talent:* Mrs. Franklin D. Roosevelt; Mrs.

Malvin Thompson Schneider, personal secretary.

*Announcer:* Virginia Barr.

*Length of run:* started April 21, 1937.

**SHERLOCK HOLMES**

*Sponsor:* Household Finance Corp.

*Agency:* Charles Daniel Frey Co.

*Origination:* New York.

*Air time:* Thursday, 11:15 to 11:45 p.m.

*Network:* NBC Red; 4 stations.

*Production:* McKnight & Jordan.

*Script writer:* Edith Meiser.

*Talent:* Richard Gordon, Harold West, Al Shirley, Hanley Stafford, Malcolm Duncan, William Shelley.

*Agency director:* H. C. Klain.

*Announcer:* Joseph Bell.

*Length of run:* Oct. 1, 1936, to Dec. 24, 1936.

**SIDEWALK INTERVIEWS**

*Sponsor:* Cummer Products Co. (Molle Shaving Cream).

*Agency:* Stack-Goble.

*Origination:* New York.

*Air time:* Tuesday, 9:00 to 9:30 p.m.

*Network:* NBC Red; 28 stations.

*Production:* Morris Harrison.

*Talent:* Parks Johnson, Wallace Butterworth.

*Agency director:* Richard S. Porter.

*NBC director:* Morris Harrison.

*Announcers:* Ford Bond, John P. Costello.

*Length of run:* Started Feb. 7, 1935.

**SINGIN' SAM**

*Sponsor:* Wasey Products, Inc.

*Agency:* Erwin Wasey & Co., Inc.

*Origination:* Cincinnati.

*Air time:* Monday, 7:45 to 8:00 p.m.

(WLW); 10:00 to 10:15 p.m. (Blue).

*Network:* NBC Blue; 25 stations.

*Talent:* Harry Frankel ("Singin' Sam").

*Length of run:* Oct. 5, 1936, to Jan. 4, 1937.

**SINGIN' SAM**

*Sponsor:* Wasey Products, Inc. (Barbasol).

*Agency:* Erwin Wasey & Co., Inc.

*Origination:* Cincinnati.

*Air time:* Friday, 7:45 to 8:00 p.m.

(WLW); 8:15 to 8:30 p.m. (Blue).

*Network:* NBC Blue; 25 stations.

*Talent:* Harry Frankel.

*Length of run:* Sept. 4, 1936, to May 28, 1927.

**GREATER SINCLAIR MINSTRELS**

*Sponsor:* Sinclair Refining Co.

*Agency:* Federal Advertising Agency.

*Origination:* Chicago.

*Air time:* Monday, 9:00 to 9:30 p.m.

*Network:* NBC Blue; 60 stations.

*Production:* Joseph Hill.  
*Script writer:* Bob Ross.  
*Talent:* Gus Van, Jos Parsons, Billy White, Malcolm Claire, Fritz Clark, Ray Marlin, Harry Kogen's Orchestra.  
*Agency director:* Joseph Hill.  
*Announcer:* Charles Lyons.  
*Conductor:* Harry Kogen.  
*Length of run:* February, 1932, to January 4, 1937.

**SINGING LADY**

*Sponsor:* Kellogg Company.  
*Agency:* N. W. Ayer & Son.  
*Origination:* New York.  
*Air time:* Monday through Thursday, 5:30 to 5:45 p.m.  
*Network:* NBC Blue; 13 stations.  
*Production:* Charles Warburton.  
*Script writer:* Irene Wicker.  
*Talent:* Irene Wicker.  
*NBC director:* Charles Warburton.  
*Announcer:* Milton J. Cross.  
*Conductor:* Milton Rettenberg.  
*Length of run:* Started in 1932.

**THE SINGING LADY MUSICAL PLAYS**

*Sponsor:* Kellogg Company.  
*Agency:* N. W. Ayer & Son.  
*Origination:* New York.  
*Air time:* Friday, 5:15 to 5:15 p.m.  
*Network:* NBC Blue; 45 stations.  
*Production:* Charles Warburton.  
*Script writer:* Irene Wicker.  
*Talent:* Irene Wicker, Charles Warburton, James Meighan, Florence Malone, String Trio, Children's Chorus.  
*Agency director:* Jay Hanna.  
*NBC director:* Charles Warburton.  
*Announcer:* Milton J. Cross.  
*Conductor:* Milton Rettenberg.  
*Length of run:* Started Dec. 25, 1936.  
 Ends for summer on June 25, 1937; resumes in October.

**SNOW VILLAGE SKETCHES**

*Sponsor:* Loose-Wiles Biscuit Co.  
*Agency:* Newell-Emmett Co., Inc.  
*Origination:* New York.  
*Air time:* Saturday, 9:00 to 9:30 p.m.  
*Network:* NBC Red; 28 stations.  
*Production:* Harold McGee.  
*Script writer:* William Ford Manley.  
*Talent:* Arthur Allen, Parker Fennelly, Kate McComb, Robert Strauss, John Milton, Isabel Winlock, Ruth Russell.  
*Agency director:* Karl Knipe.  
*NBC director:* Edwin Whitney.  
*Announcer:* Alois Havrilla.  
*Conductor:* William Stickles.  
*Length of run:* Started Oct. 3, 1936.

**GLADYS SWARTHOUT**

*Sponsor:* National Ice Advertising Co.  
*Agency:* Donahue & Coe, Inc.  
*Origination:* New York.

*Air time:* Sunday, 10:00 to 10:30 p.m.  
*Network:* NBC Red; 57 stations.  
*Production:* handled by agency.  
*Talent:* Gladys Swarthout, Frank Chapman, Robert Armbruster's Orchestra.  
*Agency director:* Lynn Farnoe.  
*Announcer:* Gene Hamilton.  
*Conductor:* Robert Armbruster.  
*Length of run:* Feb. 10, 1937, to May 16, 1937. (Prior to April 4, program was heard Wednesday, 10:30 to 11:00 p.m.).

**STUDEBAKER CHAMPIONS**

*Sponsor:* Studebaker Sales Corporation of America.  
*Agency:* Roche, Williams & Cunnyngham, Inc.  
*Origination:* New York.  
*Air time:* Monday, 10:00 to 10:30 p.m.  
*Network:* NBC Blue; 32 stations.  
*Production:* Ted Pearson.  
*Talent:* Richard Himber's Orchestra, Stuart Allen, guest stars.  
*Agency director:* Ted Pearson.  
*NBC director:* Aldo Ghisalberti.  
*Announcers:* Ted Pearson, Howard J. Herlihy.  
*Conductor:* Richard Himber.  
*Length of run:* May 1, 1936, to May 31, 1937.

**SUNDAY NIGHT PARTY**

*Sponsor:* Sealtest Laboratories, Inc. (Sealtest Ice Cream and Milk).  
*Agency:* J. Walter Thompson Co.  
*Origination:* New York.  
*Air time:* Sunday, 10:00 to 11:00 p.m.  
*Network:* NBC Red; 40 stations.  
*Production:* Edwin Dunham (NBC).  
*Talent:* James Melton, Donald Dickson, Jane Pickens, Lucia Grasser, Tom Howard, George Shelton, New Yorkers Chorus, Robert Dolan's Orchestra. (Prior to May 23, 1937, program was titled Saturday Night Party, heard Saturday, 8:00 to 9:00 p.m., with Walter O'Keefe, Jane Pickens, Walter Cassel, Stuart Churchill, Ferde Grofe.)  
*Agency director:* Gordon Thompson.  
*Announcers:* Nelson Case, George Hicks.  
*Conductor:* Robert Dolan.  
*Length of run:* Started Oct. 17, 1936.

**SUNSET DREAMS**

*Sponsor:* F. W. Fitch Co. (Shampoo).  
*Agency:* L. W. Ramsey Co.  
*Origination:* Chicago.  
*Air time:* Sunday, 7:45 to 8:00 p.m.  
*Network:* NBC Red; 39 stations.  
*Production:* L. G. Harris (NBC).  
*Talent:* Ranch Boys Trio, Morin Sisters.  
*Agency director:* E. G. Naeckel.  
*Announcer:* Gene Rouse.

## NETWORK COMMERCIALS—Continued

*Length of run:* Started September 6, 1936. (Note: This date is for current show only; original contract date is September, 1933.)

### SWEETEST LOVE SONGS EVER SUNG

*Sponsor:* Sterling Products, Inc. (Phillips Dental Cream).

*Agency:* Blackett-Sample-Hummert, Inc.  
*Origination:* New York.

*Air time:* Tuesday, 9:30 to 10:30 p.m. (Prior to April 27, 1937, was heard Monday, 8:30 to 9:00 p.m.)

*Network:* NBC Blue; 21 stations.

*Production:* Carlo Edwards.

*Script writers:* Frank and Anne Hummert.

*Talent:* Frank Munn, Lois Bennet (replaced Natalie Bodanya April 12, 1937), Gus Haenschen's Orchestra. (Prior to December, 1936, talent was Bernice Claire, Oliver Smith, Abe Lyman's Orchestra.)

*Announcer:* Ben Grauer.

*Conductor:* Gus Haenschen.

*Length of run:* started May 25, 1936. (Prior to April 27, 1937, program was heard Monday, 8:30 to 9:00 p.m.)

### SYMPHONY CONCERTS

*Sponsor:* General Motors Corp.

*Agency:* Campbell-Ewald Co.

*Origination:* New York.

*Air time:* Sunday, 8:00 to 9:00 p.m.

*Network:* NBC Blue; 48 stations.

*Production:* Henry Souvaine.

*Script writer:* R. F. Fields.

*Talent:* Erno Rapee conducting General Motors Symphony Orchestra; guest stars weekly; occasional guest conductors.

*Agency director:* R. F. Fields.

*Announcer:* Howard Claney.

*Conductor:* Erno Rapee.

*Length of run:* contract renewed September 13, 1936 to June 6, 1937. (Until April 4, 1937, program was heard on the Red network, 10:00 to 11:00 p.m.)

### TALE OF TODAY

*Sponsor:* Princess Pat, Ltd.

*Agency:* McJunkin Advertising Co.

*Origination:* Chicago.

*Air time:* Sunday, 6:30 to 7:00 p.m.

*Network:* NBC Red; 14 stations.

*Production:* Howard Koegan.

*Script writer:* Gordon St. Clair.

*Talent:* Harvey Hays, Joan Blaire, Harriette Widmer, Laurette Fillbrandt, Willard Farnum, Robert Griffin, Frank Pacelli.

*Agency director:* Frank Steel.

*Announcer:* Verne Smith.

*Length of run:* started July 3, 1933.

### THE ORIGINAL TASTYEAST JESTERS

*Sponsor:* Tastyeast, Inc.

*Agency:* Peck Advertising Agency.

*Origination:* New York.

*Air time:* Tuesday, 7:15 to 7:30 p.m.

*Network:* NBC Blue; 19 stations.

*Production:* Arthur Sinsheimer.

*Talent:* Dwight Latham, Guy Bonham, Wamp Carlson (Tastyeast Jesters); Charles Magnatti, accordionist.

*Agency director:* Arthur Sinsheimer.

*Announcer:* Donald H. Low.

*Length of run:* Started Jan. 12, 1937. (This date is for latest series only; original contract started in 1933.)

### TEA TIME AT MORRELL'S

*Sponsor:* John Morrell & Co. (Red Heart Dog Food).

*Agency:* Henri, Hurst & McDonald, Inc.

*Origination:* Chicago.

*Air time:* Friday, 4:00 to 4:30 p.m.

*Network:* NBC Red; 17 stations.

*Talent:* Don McNeill, master of ceremonies, Gale Page, Charles Sears, Roy Shields (replaced Joseph Gallicchio, April 9, 1937).

*Conductor:* Roy Shields.

*Length of run:* September 3, 1936 to May 28, 1937.

### THATCHER COLT

*Sponsor:* Packer's Tar Soap, Inc.

*Agency:* Stack-Goble.

*Origination:* New York.

*Air time:* Sunday, 2:30 to 3:00 p.m.

*Network:* NBC Red; 33 stations.

*Production:* Himan Brown.

*Talent:* Hanley Stafford, Richard Gordon, John Brown, Wilena Water.

*Agency director:* Richard S. Porter.

*NBC director:* Lester Vail.

*Announcer:* Wallace Butterworth.

*Length of run:* started September 27, 1936.

### TIM HEALEY AS NEWS COMMENTATOR

*Sponsor:* Procter & Gamble (Ivory Flakes).

*Agency:* Compton Advertising Agency.

*Origination:* New York.

*Air time:* Monday, through Friday, 10:00 to 10:15 a.m. (previous to March 29, 1937, program was heard from 9:45 to 10:00 a.m.).

*Network:* NBC Blue; 11 stations.

*Production:* John E. McMillan.

*Script writer:* Tim Healey.

*Talent:* Captain Tim Healey.

*Agency director:* Claude Morris.

*NBC director:* James Church.

*Announcer:* Howard Petrie.

*Length of run:* September 28, 1936 to June 1, 1937.

**TOM MIX AND HIS RALSTON  
STRAIGHT SHOOTERS**

*Sponsor:* Ralston Purina Co.  
*Agency:* Gardner Advertising Co.  
*Origination:* New York.  
*Air time:* Monday through Friday, 5:15 to 5:30 p.m.  
*Network:* NBC Red; 24 stations.  
*Production:* Charles Claggett, R. Martini.  
*Script writers:* Larry Holcomb, R. Martini.  
*Talent:* Artells Dickson, Percy Hemus, Jack Holden.

*Announcer:* Charles Lyon.  
*Length of run:* September 28, 1936 to March 26, 1937. (These dates are for latest series only; original contract date is September, 1932.)

**TRUE STORY COURT OF HUMAN  
RELATIONS**

*Sponsor:* Macfadden Publications (True Story Magazine).  
*Agency:* Arthur H. Kudner, Inc.  
*Origination:* New York.  
*Air time:* Friday, 9:30 to 10:00 p.m.  
*Network:* NBC Red; 26 stations.  
*Production:* Adrian Samish.  
*Script writer:* William Sweets.  
*Talent:* changes weekly.  
*Agency director:* Charles F. Gannon.  
*Announcer:* Charles O'Connor.  
*Length of run:* started September 6, 1935.

**TODAY'S CHILDREN**

*Sponsor:* Pillsbury Flour Mills Co.  
*Agency:* Hutchinson Advertising Co.  
*Origination:* Chicago.  
*Air time:* Monday through Friday, 10:45 to 11:00 a.m.  
*Network:* NBC Red; 35 stations.  
*Production:* Bucky Harris.  
*Script writer:* Irna Phillips.  
*Talent:* Irna Phillips, Fred Von Ammon, Bess Johnson, Jean McGregor.  
*Agency director:* H. K. Painter.  
*NBC director:* Bucky Harris.  
*Announcer:* Louis Roen.  
*Length of run:* started September 11, 1933.

**TOWN HALL TONIGHT**

*Sponsor:* Bristol-Myers (Ipana, Sal Hepatica).  
*Agency:* Young & Rubicam, Inc.  
*Origination:* New York.  
*Air time:* Wednesday, 9:00 to 10:00 p.m.  
*Network:* NBC Red; 56 stations.  
*Production:* George McGarrett, Tom Lewis, Bill Rousseau.  
*Script writer:* Fred Allen.

*Talent:* Fred Allen, Portland Hoffa, Harry Von Zell, Charles Cantor, Minerva Pious, John Brown, Eileen Douglas, Walter Tetley, Town Hall Quartet (Scrappy Lambert, Bob Moody, Tubby Weyant, Leonard Stokes), Ken Christy, Peter Van Steeden and orchestra.

*Agency directors:* George McGarrett, Tom Lewis, Bill Rousseau.

*NBC director:* Lester Vail.  
*Announcer:* Harry Von Zell.  
*Conductor:* Peter Van Steeden.  
*Length of run:* started March 21, 1934.

**20,000 YEARS IN SING SING**

*Sponsor:* William R. Warner (Sloan's Liniment).

*Agency:* Cecil, Warwick & Legler.  
*Origination:* New York.  
*Air time:* Monday, 9:00 to 9:30 p.m.  
*Network:* NBC Red; 29 stations.  
*Production:* McKnight & Jordon.  
*Script writer:* Edward Burstadt.  
*Talent:* Warden Lewis E. Lawes, Joseph Bell, Graham Harris, dramatic cast.  
*Agency director:* Preston Pumphrey.  
*NBC director:* Joseph Bell.  
*Announcer:* Kelvin Keech.  
*Length of run:* started January, 1933.

**TWIN STARS**

*Sponsor:* National Biscuit Co.  
*Agency:* McCann-Erickson, Inc.  
*Origination:* New York.  
*Air time:* Friday, 9:30 to 10:00 p.m.  
*Network:* NBC Blue; 60 stations.  
*Production:* Dorothy Barstow.  
*Talent:* Rosemarie Brancato, Helen Claire, Josef Bonime and Orchestra, Melodeers Quartet, Buddy Beuhler.  
*Announcer:* Howard Petrie.  
*Conductor:* Josef Bonime.  
*Length of run:* October 2, 1936, to March 26, 1937.

**UNCLE EZRA**

*Sponsor:* Miles Laboratories, Inc. (Alka-Seltzer).  
*Agency:* Wade Advertising Agency.  
*Origination:* Chicago.  
*Air time:* Monday, Wednesday and Friday, 7:15 to 7:30 p.m.  
*Network:* NBC Red; 43 stations.  
*Production:* P. C. Lund.  
*Script writer:* Jack Frost.  
*Talent:* Pat Barrett, Cliff Soubier, Carleton Guy, Nora Cunneen.  
*Agency director:* W. A. Wade.  
*NBC director:* Maurice Lowell.  
*Announcer:* Jack Holden.  
*Length of run:* started October 17, 1934.

## NETWORK COMMERCIALS—Continued

### UNCLE JIM'S QUESTION BEE

*Sponsor:* G. Washington Coffee Refining Co.

*Agency:* Cecil, Warwick & Legler, Inc.  
*Origination:* New York.

*Air time:* Saturday, 7:30 to 8:30 p.m.

*Network:* NBC Blue; 8 stations.

*Production:* Preston Pumphrey.

*Talent:* Jim McWilliams, assisted by Joseph Bell.

*Agency director:* Preston Pumphrey.

*NBC director:* Carleton Young (replaced Joseph S. Bell, who will resume in the Fall).

*Announcer:* Alvin Robinson.

*Length of run:* started September 28, 1936.

### UNIVERSAL RHYTHM

*Sponsor:* Ford Motor Company Dealers.

*Agency:* N. W. Ayer & Son.

*Origination:* New York.

*Air time:* Friday, 9:00 to 9:30 p.m.

*Network:* NBC Blue; 71 stations.

*Production:* James Fassett.

*Script writer:* Tom Carpenter.

*Talent:* Rex Chandler and orchestra (prior to January 1, 1937, Fred Waring was program conductor), Frank Baker, Al and Lee Reiser, Landt Trio, Countess Olga Albani.

*Agency director:* John Prosser.

*Announcer:* John Prosser.

*Conductor:* Rex Chandler.

*Length of run:* January 1, 1936 to April 2, 1937.

### VIC AND SADE

*Sponsor:* Procter & Gamble (Crisco).

*Agency:* Compton Advertising Co.

*Origination:* Chicago.

*Air time:* Monday through Friday, 3:30 to 3:45 p.m.

*Network:* NBC Red; 25 stations.

*Production:* John E. McMillan.

*Script writer:* Paul Rhymer.

*Talent:* Art Van Harvey, Bernadine Flynn.

*Agency director:* Felix Dyck Hoff.

*NBC director:* Robert Wamboldt.

*Announcer:* Bob Brown.

*Length of run:* started November 15, 1934.

### VIC AND SADE

*Sponsor:* Procter & Gamble (Crisco).

*Agency:* Compton Advertising, Inc.

*Origination:* Chicago.

*Air time:* Wednesday, 7:45 to 8:00 p.m.

*Network:* NBC Red; 3 stations.

*Production:* John E. McMillan.

*Script writer:* Paul Rhymer.

*Talent:* Art Van Harvey, Bernadine Flynn.

*Agency director:* Felix Dyck Hoff.

*NBC director:* Robert Wamboldt.

*Announcer:* Bob Brown.

*Length of run:* started March 10, 1937.

### VIC AND SADE

*Sponsor:* Procter & Gamble (Ivory Flakes).

*Agency:* Compton Advertising, Inc.

*Origination:* Chicago.

*Air time:* Tuesday and Friday, 10:45 to 11:00 p.m.

*Network:* NBC Red; 28 stations.

*Production:* John E. McMillan.

*Script writer:* Paul Rhymer.

*Talent:* Art Van Harvey, Bernadine Flynn.

*Agency director:* Felix Dyck Hoff.

*NBC director:* Robert Wamboldt.

*Announcer:* Bob Brown.

*Length of run:* started March 3, 1937.

### VIC AND SADE

*Sponsor:* Procter & Gamble (Crisco).

*Agency:* Compton Advertising, Inc.

*Origination:* Chicago.

*Air time:* Monday through Friday, 11:30 to 11:45 a.m.

*Network:* NBC Blue; 19 stations.

*Production:* John E. McMillan.

*Script writer:* Paul Rhymer.

*Talent:* Art Van Harvey, Bernadine Flynn.

*Agency director:* Felix Dyck Hoff.

*NBC director:* Robert Wamboldt.

*Announcer:* Bob Brown.

*Length of run:* started November 5, 1934.

### VOCAL VARIETIES

*Sponsor:* Lewis-Howe Co. (Tums).

*Agency:* H. W. Kastor & Sons Advertising Co.

*Origination:* Cincinnati.

*Air time:* Tuesday and Thursday, 7:15 to 7:30 p.m.

*Network:* NBC Red; 20 stations.

*Production:* Ed Aleshire.

*Script writers:* Ed Aleshire, J. F. Seehof, C. K. McConnaughey.

*Talent:* Choral group of 14 voices, The Smoothies, De Vore Sisters, William Stage's Orchestra.

*Announcer:* James Leonard.

*Conductor:* William Stage.

*Length of run:* started January 28, 1937.

### VOICE OF EXPERIENCE

*Sponsor:* Wasey Products Co. (Musterole, Zemo, C. T. C., Kreml).

*Agency:* Erwin Wasey & Co., Inc.

*Origination:* New York.

*Air time:* Monday, Wednesday and Friday, 11:45 to 12:00 noon.

*Network:* NBC Red; 39 stations.  
*Production:* Gager Wasey.  
*Script writer:* Dr. Marion Sayle Taylor.  
*Talent:* Dr. Marion Sayle Taylor.  
*Agency director:* Gager Wasey.  
*Announcer:* Jean Paul King.  
*Length of run:* May 25, 1936, to May 21, 1937.

**VOICE OF FIRESTONE**

*Sponsor:* Firestone Tire & Rubber Co.  
*Agency:* placed direct.  
*Origination:* New York.  
*Air time:* Monday, 8:30 to 9:00 p.m.  
*Network:* NBC Red; 71 stations.  
*Production:* Sweeney & James.  
*Script writer:* Sweeney & James.  
*Talent:* Richard Crooks; Margaret Speaks; Alfred Wallenstein, conductor; Firestone Choral Symphony.  
*Agency director:* Frank G. James.  
*NBC director:* Arthur Daly.  
*Announcer:* Howard Claney.  
*Conductor:* Alfred Wallenstein.  
*Length of run:* started December 4, 1933.

**WALTER WINCHELL**

*Sponsor:* Andrew Jergens Co.  
*Agency:* Lennen & Mitchell.  
*Origination:* Hollywood.  
*Air time:* Sunday, 9:30 to 9:45 p.m.  
*Network:* NBC Blue; 50 stations.  
*Production:* Blayne Butcher.  
*Script writer:* Walter Winchell.  
*Talent:* Walter Winchell.  
*Agency director:* Mann Holiner.  
*Announcer:* Ben Grauer.  
*Length of run:* started September 3, 1933.

**WALTZ TIME**

*Sponsor:* Sterling Products, Inc. (Phillips Milk of Magnesia).  
*Agency:* Blackett-Sample-Hummert, Inc.  
*Origination:* New York.  
*Air time:* Friday, 9:00 to 9:30 p.m.  
*Network:* NBC Red; 21 stations.  
*Production:* handled by agency.  
*Script writer:* Frank Hummert.  
*Talent:* Frank Munn, Lois Bennet (replaced Bernice Claire, February 19, 1937).  
*NBC director:* Carlo Edwards.  
*Announcer:* Howard Claney.  
*Length of run:* started September 27, 1933.

**WE, THE PEOPLE**

*Sponsor:* General Foods Corp. (Calumet Baking Powder).  
*Agency:* Young & Rubicam.  
*Origination:* New York.  
*Air time:* Sunday, 5:00 to 5:30 p.m.  
*Network:* NBC Blue; 61 stations.  
*Production:* Hubbell Robinson, Bob Wel-lins.

*Script writer:* Phillips H. Lord and staff.  
*Talent:* Phillips H. Lord and guests.  
*Agency director:* Hubbell Robinson.  
*Announcer:* Fred Uttal.  
*Conductor:* Mark Warnow.  
*Length of run:* October 4, 1936 to May 16, 1937.

**WELCH PRESENTS IRENE RICH**

*Sponsor:* Welch Grape Juice Co.  
*Agency:* H. W. Kastor & Sons.  
*Origination:* New York.  
*Air time:* Friday, 8:00 to 8:15 p.m.  
*Network:* NBC Blue; 41 stations.  
*Production:* Ed Aleshire.  
*Script writer:* Ed Aleshire, J. F. Seehof, C. K. McConnaughey.  
*Talent:* Irene Rich and supporting cast.  
*Announcers:* Ben Grauer, Charles O'Con-nor.  
*Length of run:* started October 4, 1933.

**WHEATIES PRESENT  
 JACK ARMSTRONG**

*Sponsor:* General Mills, Inc. (Wheaties)  
*Agency:* Blackett-Sample-Hummert, Inc.  
*Origination:* Chicago.  
*Air time:* Monday through Friday, 5:30 to 5:45 p.m.  
*Network:* NBC Red; fourteen stations.  
*Production:* Mr. McCune (NBC).  
*Script writer:* Talbot Munday.  
*Length of run:* Aug. 31, 1936, to April 23, 1937.

**THE WIFE SAVER**

*Sponsor:* Manhattan Soap Co.  
*Agency:* Peck Advertising Agency.  
*Origination:* New York.  
*Air time:* Tuesday and Thursday, 11:45 to 12:00 noon.  
*Network:* NBC Red; 21 stations.  
*Production:* Arthur Sinsheimer.  
*Script writer:* Allen Prescott.  
*Talent:* Allen Prescott, Irving Miller, James Williamson.  
*Agency director:* Arthur Sinsheimer.  
*Announcer:* Donald H. Low.  
*Length of run:* started June 3, 1936.

**MRS. WIGGS OF THE CABBAGE PATCH**

*Sponsor:* American Home Products (Hill's Nose Drops).  
*Agency:* Blackett-Sample-Hummert, Inc.  
*Origination:* New York.  
*Air time:* Monday through Friday, 10:00 to 10:15 a.m.  
*Network:* NBC Red; 28 stations.  
*Production:* Handled by agency.  
*Script writers:* Frank and Anne Hummert.  
*Talent:* Betty Garde, John McGovern, Agnes Young, Andy Donnelly, Peg Calvert.  
*NBC director:* Norman Sweetser.  
*Announcer:* George Ansbro.  
*Length of run:* Started September 14, 1936.

## NETWORK COMMERCIALS—Continued

### BARRY WOOD

*Sponsor:* Procter & Gamble (Drene Hair Shampoo).

*Agency:* H. W. Kastor & Sons.

*Origination:* New York.

*Air time:* Wednesday, 7:45 to 8:00 p.m.

*Network:* NBC Red; 3 stations.

*Production:* Ed Aleshire.

*Script writers:* Ed Aleshire, J. F. Seehof, C. K. McConnaughey.

*Talent:* Barry Wood, Ann Leaf, Barbara Manners. (Frank Parker headed the cast until December 9, 1936, when he was replaced by Jerry Cooper; the latter was replaced by Barry Wood, May 6, 1937.)

*Agency director:* Ed Aleshire.

*NBC director:* Austin Croom-Johnson.

*Announcer:* Lyle Van.

*Length of run:* started September 9, 1936.

### BARRY WOOD

*Sponsor:* Procter & Gamble (Drene Hair Shampoo).

*Agency:* H. W. Kastor & Sons.

*Origination:* New York.

*Air time:* Thursday, 7:45 to 8:00 p.m.

*Network:* NBC Blue; 3 stations.

*Production:* Ed Aleshire.

*Script writers:* Ed Aleshire, J. F. Seehof, C. K. McConnaughey.

*Talent:* Barry Wood, Ann Leaf, Barbara Manners. (Frank Parker headed the cast until December 9, 1936, when he was replaced by Jerry Cooper; the latter was replaced by Barry Wood, May 6, 1937.)

*Agency director:* Ed Aleshire.

*NBC director:* Austin Croom-Johnson.

*Announcer:* Lyle Van.

*Length of run:* started September 9, 1936.

### ED WYNN AND HIS GRAB BAG

*Sponsor:* Plymouth Motor Corp.

*Agency:* J. Stirling Getchell.

*Origination:* New York.

*Air time:* Tuesday, 9:30 to 10:00 p.m.

*Network:* NBC Red; 65 stations.

*Production:* George Allen.

*Script writer:* Frank Gill, Jr.

*Talent:* Ed Wynn, Graham McNamee, 8 Lovely Girls, The King's Merry Men, Lennie Hayton's Orchestra.

*Agency director:* Frank Sharp.

*Announcer:* Graham McNamee.

*Conductor:* Lennie Hayton.

*Length of run:* May 12, 1936 to August 4, 1936.

### YOUR ENGLISH

*Sponsor:* Better Speech Institute of America.

*Agency:* Auspitz & Lee.

*Origination:* Chicago.

*Air time:* Sunday, 3:00 to 3:15 p.m.

*Network:* NBC Blue; 54 stations.

*Script writer:* Estelle B. Hunter (Educational Director, Better Speech Institute), Irving Auspitz.

*Talent:* dramatic cast.

*Announcer:* Vincent Pelletier.

*Length of run:* October 18, 1936 to January 10, 1937.

### YOUR HIT PARADE & SWEEPSTAKES

*Sponsor:* American Tobacco Co. (Lucky Strike Cigarettes).

*Agency:* Lord & Thomas.

*Origination:* New York.

*Air time:* Wednesday, 10:00 to 10:45 p.m.

*Network:* NBC Red; 74 stations.

*Production:* handled by agency.

*Talent:* Ben Grauer, master of ceremonies; various orchestra leaders, featuring ten most popular hits of the week.

*NBC director:* Norman J. Dicken.

*Announcer:* Ben Grauer.

*Length of run:* started April 20, 1935.

## MUTUAL BROADCASTING SYSTEM PROGRAMS

### BACHELOR'S CHILDREN

*Sponsor:* Cudahy Packing Co.

*Agency:* Roche, Williams & Cunnyngnam.

*Origination:* WGN, Chicago.

*Air time:* Monday to Friday, 10:15 to 10:30 a.m.

*Network:* WLW, Cincinnati, WGN, Chicago.

*Length of run:* Started Sept. 28, 1936, to April 23, 1937.

### BEAUTY CLINIC

*Sponsor:* Kosmet Laboratories.

*Agency:* Brooke, Smith & French.

*Origination:* WGN, New York.

*Air time:* Monday and Friday, 1:45 to 2 p.m.

*Script writer:* E. V. Meadows.

*Talent:* E. V. Meadows.

*Length of run:* Oct. 5, 1936, to Dec. 4, 1936.

## NETWORK COMMERCIALS—Continued

### JACK BERCH

*Sponsor:* Delv, Ltd.  
*Agency:* Erwin Wasey.  
*Origination:* WOR, New York.  
*Air time:* Monday, Wednesday, Friday, 9:45 to 10 a.m.  
*Network:* WOR, New York; WEAN, Providence.  
*Production:* Jack Berch.  
*Script writer:* Jack Berch.  
*Talent:* Jack Berch.  
*Agency director:* Lew Amis.  
*Announcer:* Joe Bier.  
*Length of run:* Started April 19, 1936.

### BEAUTY CLINIC

*Sponsor:* Kosmet Laboratories.  
*Agency:* L. W. Ramsey.  
*Origination:* WGN, Chicago.  
*Air time:* Tuesday, 1:45 to 2 p.m.  
*Script writer:* E. V. Meadows.  
*Talent:* E. V. Meadows.  
*Length of run:* Started Oct. 6, 1936, to Dec. 4, 1936.

### CALENDAR OF MELODY

*Sponsor:* E. R. Squibb & Sons.  
*Agency:* Geyer, Cornell & Newell.  
*Origination:* WOR, New York.  
*Air time:* Monday, Wednesday, Friday, 10:30 to 10:45 a.m.  
*Network:* WOR, New York; WGN, Chicago; CKLW, Detroit; WLW, Cincinnati.  
*Talent:* Rae Giersdorf, Leonard Joy Orchestra.  
*Announcer:* Vincent Connolly.  
*Conductor:* Leonard Joy.  
*Length of run:* To Dec. 9, 1936.

### COFFEE CLUB

*Sponsor:* Owens Illinois Glass Co.  
*Agency:* U. S. Advertising.  
*Origination:* WOR, New York.  
*Air time:* Friday, 8 to 8:30 p.m.  
*Network:* Nine stations.  
*Production:* Fred Mayer.  
*Script writer:* Fred Mayer.  
*Talent:* Richard Himber Orchestra, Gogo De Lys, Stuart Allen, Fred Uttal.  
*Announcer:* Fred Uttal.  
*Conductor:* Richard Himber.  
*Length of run:* Started Feb. 5, 1937.

### FATHER COUGHLIN

*Sponsor:* Social Justice Pub. Co.  
*Agency:* Albert M. Ross.  
*Origination:* Shrine of the Little Flower, Royal Oak, Mich.  
*Air time:* Sunday, 3 to 4 p.m.  
*Network:* Fifty-one stations.  
*Length of run:* Jan. 24, 1937, to April 11, 1937.

### COUPLE NEXT DOOR

*Sponsor:* Procter & Gamble.  
*Agency:* Blackett-Sample-Hummert.  
*Origination:* WGN, Chicago.  
*Air time:* Monday through Friday, 10:45 to 11 a.m.  
*Network:* WGN, Chicago; WLW, Cincinnati.  
*Script writer:* Thompson Buchanan.  
*Talent:* Olan Soule, Donna Creed, Jack Brinkley.  
*Length of run:* Started April 12, 1937.

### FAMOUS JURY TRIALS

*Sponsor:* Mennen Co.  
*Agency:* H. M. Kiesewetter.  
*Origination:* WLW, Cincinnati.  
*Air time:* Monday, 10 to 10:45 p.m.  
*Network:* WOR, New York; WGN, Chicago; WAAB, Boston; WLW, Cincinnati.  
*Production:* WLW, Cincinnati.  
*Script writer:* Sheldon Stark.  
*Talent:* Richard Keith, Sidney Slone, Charles Dameron, Luise Squires, Harry Lang.  
*Length of run:* Sept. 28, 1936, to May 10, 1937.

### FUN IN SWING TIME

*Sponsor:* Admiracion Shampoo.  
*Agency:* Charles Dallas Reach.  
*Origination:* WOR, New York.  
*Air time:* Sunday, 6:30 to 7 p.m.  
*Network:* Fourteen stations.  
*Production:* Roger White.  
*Script writers:* Tim Ryan and Roger White.  
*Talent:* Tim Ryan, Irene Noblette, Bunny Berrigan's Orchestra, Del Sharbutt.  
*Agency director:* John Gulick.  
*Announcer:* Del Sharbutt.  
*Conductor:* Benny Berrigan.  
*Length of run:* Started April 18, 1937.

### REV. CHARLES FULLER

*Sponsor:* Gospel Broadcasting Assn.  
*Agency:* R. H. Alber.  
*Origination:* KHJ, Los Angeles.  
*Air time:* Sunday, 10 to 11 p.m.  
*Network:* Sixteen stations.  
*Length of run:* Began April 4, 1937. Changed in June to "Old Time Revival."

### HEATEROLA TOWN HERALD

*Sponsor:* Estate Stove Co.  
*Agency:* Ralph H. Jones.  
*Origination:* WLW, Cincinnati.  
*Air time:* Thursday, 9:30 to 10 p.m.  
*Network:* WLW, Cincinnati; WSM, Nashville.  
*Talent:* Vicki Chase, Herbert Spieckerman, William Stoess' Orchestra.  
*Conductor:* William Stoess.  
*Length of run:* Aug. 6, 1936, to Jan. 28, 1937.



**GABRIEL HEATTER**

*Sponsor:* North American Accident Insurance Co.  
*Agency:* Franklin Bruck.  
*Origination:* WOR, New York.  
*Air time:* Sunday, 9:30 to 9:45 p.m.  
*Network:* WGN, Chicago; WLW, Cincinnati; WOR, New York; CKLW, Detroit.  
*Production:* Gabriel Heatter.  
*Script writer:* Gabriel Heatter.  
*Talent:* Gabriel Heatter.  
*Agency director:* M. J. Kleinfeld.  
*Length of run:* Feb. 21, to May 20, 1937.

**GABRIEL HEATTER**

*Sponsor:* Grove Laboratories.  
*Agency:* Stack-Goble.  
*Origination:* WOR, New York.  
*Air time:* Monday, Tuesday and Wednesday, 9 to 9:15 p.m.  
*Network:* Eight stations.  
*Production:* Gabriel Heatter.  
*Script writer:* Gabriel Heatter.  
*Talent:* Gabriel Heatter.  
*Agency director:* Dick Porter.  
*Announcer:* Marley Sherris.  
*Length of run:* Sept. 25, 1936, to March 25, 1937.

**HOLLYWOOD ROOM RECIPES**

*Sponsor:* Bigelow-Sanford Carpet Co.  
*Agency:* Newell-Emmett.  
*Origination:* WOR, New York.  
*Air time:* Tuesday and Thursday, 9:45 to 10 a.m.  
*Network:* WOR, New York; WLW, Cincinnati.  
*Script writer:* Gladys Miller.  
*Talent:* Gladys Miller.  
*Announcer:* Vincent Connolly.  
*Conductor:* Milton Kaye.  
*Length of run:* Started Oct. 6, 1936, to Nov. 12, 1936.

**SHERLOCK HOLMES**

*Sponsor:* Household Finance Co.  
*Agency:* Charles Daniel Frey.  
*Origination:* WOR, New York.  
*Air time:* Saturdays, 10:30 to 11 p.m.  
*Network:* WOR, New York; WGN, Chicago; WLW, Cincinnati; WBAL, Baltimore; WGR, Buffalo.  
*Production:* Tom McKnight (McKnight & Jordan, independent producers).  
*Script writer:* Edith Meiser.  
*Talent:* Richard Gordon, supporting cast.  
*Length of run:* Feb. 1, 1936, to Sept. 26, 1936.

**HORSE SENSE PHILOSOPHY**

*Sponsor:* The Crusaders.  
*Agency:* Marschalk & Pratt.  
*Origination:* WOR, New York.  
*Air time:* Thursday, 7:30 to 7:45 p.m.;

Sunday, 2:15 to 2:30 p.m.  
*Network:* Eight stations.  
*Script writer:* Andrew F. Kelley.  
*Talent:* Andrew F. Kelley.  
*Length of run:* Sept. 17, 1936, for 13 weeks.

**JUST BETWEEN US**

*Sponsor:* Rabin Cosmetics Co.  
*Agency:* Hays MacFarland.  
*Origination:* WOR, New York.  
*Air time:* Sunday, 11:15 to 11:30 p.m.  
*Network:* WOR, New York; WAAB, Boston; WLW, Cincinnati; WGN, Chicago.  
*Script writer:* Pat Barnes.  
*Talent:* Pat Barnes, Brick Holden, Nat Brusiloff's Orchestra.  
*Conductor:* Nat Brusiloff.  
*Length of run:* Started May 2, 1937.

**LAMPLIGHTER, THE**

*Sponsor:* Wasey Products.  
*Agency:* Erwin Wasey.  
*Origination:* WOR, New York.  
*Air time:* Monday, Tuesday, Wednesday, Friday, 9:30 to 9:45 a.m.; Sunday, 2 to 2:15 p.m.  
*Network:* WOR, New York; CKLW, Detroit; WLW, Cincinnati; WJJD, Chicago; WGN, Chicago.  
*Production:* Agency.  
*Script writer:* Jacob Tarshish.  
*Talent:* Jacob Tarshish.  
*Agency director:* Lew Amis.  
*Announcer:* Don Cooley.  
*Length of run:* Sept. 27, 1936, to April 30, 1937.

**LIFE OF MARY SOTHERN**

*Sponsor:* Lehn & Fink.  
*Agency:* Wm. Esty.  
*Origination:* WGN, Chicago.  
*Air time:* Monday through Friday, 4:15 to 4:30 p.m.  
*Network:* WGN, Chicago; WLW, Cincinnati.  
*Talent:* Minabelle Abbott, supporting cast.  
*Length of run:* Nov. 2, 1936, to April 30, 1937.

**VICTOR H. LINDLAHR**

*Sponsor:* Journal of Living (magazine).  
*Agency:* Schillin Advertising.  
*Origination:* WOR, New York.  
*Air time:* Monday, Wednesday and Friday, 12 to 12:30 p.m.  
*Network:* WOR, New York; WAAB, Boston; WEAN, Providence.  
*Talent:* Victor H. Landlahr.  
*Length of run:* Started Jan. 25, 1937.

**LISTEN TO THIS**

*Sponsor:* Murine Co.  
*Agency:* Neisser-Meyerhoff.

## NETWORK COMMERCIALS—Continued

*Origination:* WGN, Chicago.  
*Air time:* Tuesday, 8:30 to 9 p.m.  
*Network:* Seven stations.  
*Talent:* Lew Diamond's Orchestra, Liar's Club, Kay St. Germaine, Jack Brooks.  
*Conductor:* Lew Diamond.  
*Length of run:* Nov. 4, 1936, to April 6, 1937.

### LONE RANGER

*Sponsor:* Gordon Baking Co.  
*Agency:* Sehl Advertising.  
*Origination:* WXYZ, Detroit.  
*Air Time:* Monday, Wednesday, Friday, 7:30 to 8 p.m.  
*Network:* WOR, New York; WGN, Chicago; WXYZ, Detroit; plus the Don Lee Broadcasting System.  
*Talent:* Jewel Players.  
*Length of run:* Nov. 28, 1934, and currently.

### LOVE SONG

*Sponsor:* General Mills.  
*Agency:* Blackett-Sample-Hummert.  
*Origination:* WGN, Chicago.  
*Air time:* Monday through Friday, 11:45 to noon.  
*Network:* WGN, Chicago, and WLW, Cincinnati.  
*Length of run:* Expired March 5, 1937.

### LUTHERAN HOUR

*Sponsor:* Lutheran Church.  
*Agency:* Kelly & Stuhlman.  
*Origination:* KFJO, St. Louis.  
*Air time:* Sunday, 1 to 1:30 p.m.  
*Network:* Twenty-four stations.  
*Length of run:* Oct. 4, 1936, to March 28, 1937.

### BERNARR MACFADDEN

*Sponsor:* Macfadden Publications.  
*Agency:* Lennen & Mitchell.  
*Origination:* WOR, New York.  
*Air time:* Tuesday, 10 to 10:15 p.m.  
*Network:* WOR, New York; WLW, Cincinnati; WGN, Chicago; CKLW, Detroit.  
*Talent:* Bernarr Macfadden.  
*Length of run:* Aug. 26, 1936, to Nov. 17, 1936.

### MEADOWS BEAUTY FORUM

*Sponsor:* McKesson & Robbins.  
*Agency:* Brown & Tarcher.  
*Origination:* WOR, New York.  
*Air time:* Thursday, 9:45 to 10 a.m.  
*Network:* Seven stations.  
*Talent:* E. V. Meadows.  
*Length of run:* Jan. 7, 1937, to May 27, 1937.

### MODERN MUSIC MASTERS

*Sponsor:* Dryden & Palmer.  
*Agency:* Samuel H. Croot.  
*Origination:* WOR, New York.  
*Air time:* Sunday, 10:15 to 10:30 a.m.

*Network:* WOR, New York; WNAC, Boston; WFIL, Philadelphia.  
*Talent:* Berenice Ackerman, Louise Wilcher.  
*Announcer:* Jeff Sparks.  
*Length of run:* June 14, 1936, for 13 weeks.

### MOLLY OF THE MOVIES

*Sponsor:* Wander Co. (Ovaltine).  
*Agency:* Blackett-Sample-Hummert.  
*Origination:* WGN, Chicago.  
*Air time:* Monday through Friday, 3 to 3:15 p.m.  
*Network:* Thirteen stations.  
*Script writer:* Thompson Buchanan.  
*Talent:* Gene Byron, Ray Jones.  
*Agency director:* Kerby Hawkes.  
*Announcer:* Pierre Andre.  
*Length of run:* Oct. 19, 1936, to April 23, 1937.

### MONEY AND MUSIC

*Sponsor:* Numismatic Co.  
*Agency:* Guenther-Bradford.  
*Origination:* WLW, Cincinnati.  
*Air time:* Tuesday, 7:45 to 8 p.m.  
*Network:* WOR, New York; WGN, Chicago; WLW, Cincinnati; CKLW, Detroit.  
*Talent:* Max Mehl, Phil Davis' Orchestra.  
*Length of run:* Oct. 20, 1936, to Nov. 3, 1936.

### MORNING MATINEE

*Sponsor:* Local department stores.  
*Agency:* Dorland International.  
*Origination:* WOR, New York.  
*Air time:* Thursday, 9:30 to 9:45 a.m.  
*Network:* Sixteen stations.  
*Production:* Ben Locke.  
*Script writer:* Ben Locke.  
*Talent:* Guest orchestras, Edith Dick, Lawrence Gray, Claire Whitney, guests.  
*Agency director:* Bunny Chisman.  
*WOR director:* Jack Hayes.  
*Announcer:* Harry B. Carlson.  
*Length of run:* Sept. 10, 1936, to March 4, 1937.

### MUSIC FOR THE FAMILY AND TONIC TIME

*Sponsor:* SSS Co.  
*Agency:* Placed direct.  
*Origination:* WLW, Cincinnati.  
*Air time:* Wednesday, 8:30 to 9 p.m.  
*Network:* WLW, Cincinnati; WOR, New York; CKLW, Detroit; WGN, Chicago.  
*Talent:* Virginio Marucci Orchestra, Vicki Chase, Herbert Spieckerman, Three Smoothies.  
*Announcer:* Harold B. Carr.  
*Conductor:* Virginio Marucci.  
*Length of run:* March 8, 1935, to May 19, 1937.

## NETWORK COMMERCIALS—Continued

### MUSIC FROM TEXAS

**Sponsor:** Crazy Water Crystals.  
**Agency:** Luckey Bowman.  
**Origination:** Crazy Water Hotel, Mineral Wells, Texas.  
**Air time:** Monday, Wednesday, Friday, 1 to 1:45 p.m.  
**Network:** Twelve stations.  
**Production:** Agency.  
**Talent:** Jack Amlung's Orchestra, Mary Hagman.  
**Conductor:** Jack Amlung.  
**Length of run:** Sept. 2, 1936, to Feb. 22, 1937.

### 1937 RADIO SHOW

**Sponsor:** Health Products.  
**Agency:** Wm. Esty.  
**Origination:** WOR, New York.  
**Air time:** Sunday, 6 to 6:30 p.m.  
**Network:** Ten stations plus Don Lee Broadcasting System.  
**Production:** Harry Holcomb (agency).  
**Talent:** Ray Knight and his Cuckoos, Arnold Johnson and orchestra, Christina Lind, Three Ambassadors, Sally Bell Cox.  
**Announcer:** Joe Bolton.  
**Conductor:** Arnold Johnson.  
**Length of run:** May 24, 1936, to May 16, 1937. (Note: This program was formerly titled "Original Amateur Night").

### OMAR, THE MYSTIC

**Sponsor:** Purity Bakeries.  
**Agency:** Hanff-Metzger.  
**Origination:** WOR, Newark.  
**Air time:** Monday to Friday, 5:15 to 5:30 p.m.  
**Network:** WOR, New York; CKLW, Detroit; WSAI, Cincinnati.  
**Talent:** M. H. Joachim, Jeff Sparks.  
**Announcer:** Arthur Hale.  
**Length of run:** Oct. 7, 1935, to July 10, 1936.

### PAINTED DREAMS

**Sponsor:** Sterling Products (Cal Asperin).  
**Agency:** Reinecke-Ellis-Younggreen & Finn.  
**Origination:** WGN, Chicago.  
**Air time:** Monday, Wednesday, Friday, 2:30 to 2:45 p.m.  
**Network:** WGN, Chicago; WLW, Cincinnati.  
**Length of run:** Dec. 30, 1935, to Sept. 28, 1936.

### PETICOAT PHILOSOPHY

**Sponsor:** Pure Milk Cheese Co.  
**Agency:** Hanff-Metzger (now Buchanan).  
**Origination:** WFIL, Philadelphia.  
**Air time:** Tuesday and Thursday, 11:45 to noon.

**Network:** WFIL, Philadelphia; WOR, New York; WGN, Chicago; WAAB, Boston; CKLW, Detroit.

**Script writer:** Isabelle Manning Hewson.  
**Talent:** Isabelle Manning Hewson.

**Agency director:** S. J. Andrews.

**Length of run:** Dec. 1, 1936, to April 22, 1937.

### PLEASANT VALLEY FROLICS

**Sponsor:** Crown Overall Co.  
**Agency:** H. W. Kastor.  
**Origination:** WLW, Cincinnati.  
**Air time:** Thursday, 7:45 to 8 p.m.  
**Network:** WLW, Cincinnati; WOR, New York; WGN, Chicago; CKLW, Detroit.  
**Talent:** DeVore Sisters, Charles Dameron, Joe Lugar Orchestra, Charles Seele.  
**Conductor:** Joe Lugar.  
**Length of run:** Feb. 13, 1935, to July 1, 1937.

### ROMANTIC SERENADERS

**Sponsor:** Olson Rug Co.  
**Agency:** Presba, Fellers & Presba.  
**Origination:** WGN, Chicago.  
**Air time:** Sunday, 5:30 to 5:45 p.m.  
**Network:** WGN, Chicago; WLW, Cincinnati; WOR, New York; WRVA, Richmond.  
**Talent:** Fred Jacky's Orchestra, Edna Thompson, Kenneth Stevens.  
**Conductor:** Fred Jacky.  
**Length of run:** Jan. 10, 1937, to April 4, 1937.

### SMILIN' ED McCONNELL

**Sponsor:** Mantle Lamp Co.  
**Agency:** Presba, Fellers & Presba.  
**Origination:** WGN, Chicago.  
**Air time:** Saturday, 9 to 9:30 p.m.  
**Network:** WGN, Chicago; WLW, Cincinnati; WOR, New York.  
**Production:** Smilin' Ed McConnell.  
**Script writer:** Smilin' Ed McConnell.  
**Talent:** Smilin' Ed McConnell.  
**Length of run:** Nov. 7, 1936, to Jan. 30, 1937.

### SMOKE DREAMS

**Sponsor:** H. Fendrich (cigars).  
**Agency:** Ruthrauff & Ryan.  
**Origination:** WLW, Cincinnati.  
**Air time:** Sunday, 1:30 to 2 p.m.  
**Network:** WGN, Chicago; WLW, Cincinnati; WGAR, Cleveland; WSM, Nashville; KWK, St. Louis; KSO, Des Moines; WMT, Cedar Rapids; KOIL, Omaha; WHB, Kansas City.  
**Length of run:** Sept. 27, 1936, to May 23, 1937.

### SONGS: ANN BRAE

**Sponsor:** E Z Freeze Ice Cream Powder.  
**Agency:** Franklin Bruck Advertising Corp.  
**Origination:** WOR, New York.

## NETWORK COMMERCIALS—Continued

*Air time:* Wednesday, 9:30 to 9:45 a.m.  
*Network:* Six stations.  
*Production:* Ann Brae.  
*Script writer:* Ann Brae.  
*Talent:* Ann Brae.  
*Length of run:* June 3, 1936, to July 22, 1936.

### STARS OF THE MILKY WAY

*Sponsor:* Fresh Milk Industry.  
*Agency:* Aubrey, Moore & Wallace.  
*Origination:* WGN, Chicago.  
*Air time:* Sunday, 6:30 to 7 p.m.  
*Network:* WGN, Chicago; WFIL, Philadelphia; CKLW, Detroit.  
*Talent:* Bob Trendler's Orchestra, Gina Vanna, Wayne Van Syne.  
*Conductor:* Bob Trendler.  
*Length of run:* Sept. 27, 1936, to March 21, 1937.

### SURPRISE PARTY

*Sponsor:* Willys Overland Co.  
*Agency:* U. S. Advertising Corp.  
*Origination:* WGN, Chicago; various other points.  
*Air time:* Sunday, 10 to 10:30 p.m.  
*Network:* Twenty-five stations.  
*Production:* Fred Mayer.  
*Talent:* Kay Kyser's Orchestra, entertainers.  
*Agency director:* Ed Wade.  
*Announcer:* Pierre Andre.  
*Conductor:* Kay Kyser.  
*Length of run:* Started May 2, 1937.

### TIME FLIES

*Sponsor:* Gruen Watch Co.  
*Agency:* De Garmo Corp.  
*Origination:* WOR, New York.  
*Air time:* Friday, 8 to 8:30 p.m.  
*Network:* WLW, Cincinnati; WOR, New York; WGN, Chicago; CKLW, Detroit.  
*Production:* Henry Souvaine (independent producers).  
*Talent:* Capt. Frank Hawks, Nancy Noland, Allyn Joslyn, Milton Rettenberg Orchestra.  
*Announcer:* Arthur Hale.  
*Conductor:* Milton Rettenberg.  
*Length of run:* Sept. 25, 1936, for 13 weeks.

### TOM, DICK AND HARRY

*Sponsor:* Fels Naptha Co.  
*Agency:* Young & Rubicam.  
*Origination:* WGN, Chicago.  
*Air time:* Monday, Wednesday, Friday, 12:15 to 12:30 p.m.  
*Network:* WGN, Chicago; WNAC, Boston; WEAN, Providence; WTIC, Hartford; WICC, Bridgeport.  
*Talent:* Tom, Dick & Harry.  
*Agency director:* H. Robinson.  
*Length of run:* Started Jan. 18, 1937.

### TRUE DETECTIVE MYSTERIES

*Sponsor:* Macfadden Publications.  
*Agency:* Placed direct.  
*Origination:* WLW, Cincinnati.  
*Air time:* Tuesday, 9:30 to 10 p.m.  
*Network:* WLW, Cincinnati; WOR, N. Y. York.  
*Length of run:* Started Sept. 15, 1936.

### WE ARE FOUR

*Sponsor:* Libby, McNeill & Libby.  
*Agency:* J. Walter Thompson.  
*Origination:* WGN, Chicago.  
*Air time:* Monday through Friday, 12:45 to 1 p.m.  
*Network:* WGN, Chicago; WOR, New York.  
*Production:* Edward Smith.  
*Script writer:* Bess Flynn.  
*Talent:* Charles Flynn, Sallie Agnes Smith, Alice Hill, Olan Soule, Margery Hannon, Reese Taylor, Rubin Lawson, Frank Dane.  
*Length of run:* Began March 1, 1937.

### TED WEEMS AND ORCHESTRA

*Sponsor:* Varady of Vienna, Inc. (formerly Armand Varady, Inc.).  
*Agency:* Sellers, Inc. (now Baggaley, Horton & Hoyt).  
*Origination:* WGN, Chicago.  
*Air time:* Sunday, 12:30 to 1 p.m.  
*Network:* Nine stations.  
*Talent:* Ted Weems' Orchestra, "Varady of Vienna," Perry Como, Elmo Tanner.  
*Announcer:* Pierre Andre.  
*Conductor:* Ted Weems.  
*Length of run:* April 12, 1936, to April 3, 1937.

### WONDER SHOW

*Sponsor:* Continental Baking Co.  
*Agency:* B B D & O.  
*Origination:* WOR, New York; also other points.  
*Air time:* Sunday, 9 to 10 p.m.  
*Network:* WOR, New York; WGN, Chicago.  
*Production:* Agency; Arthur Pryor, Jr.  
*Talent:* Jack Smart, Scrappy Lambert, Wonder Bakers' Quartet, Rita Johnson, Lee Patrick, Ned Wever, Ken Christie Orchestra.  
*Agency director:* Arthur Pryor, Jr.  
*Conductor:* Ken Christie.  
*Length of run:* Aug. 9, 1936, for 13 weeks.

### YOUR PARLOR PLAYHOUSE

*Sponsor:* Lovely Lady Cosmetics.  
*Agency:* Kirtland-Engel.  
*Origination:* WGN, Chicago.  
*Air time:* Sunday, 10:30 to 11 p.m.  
*Network:* WGN, Chicago; WGAR, Cleveland; WSAI, Cincinnati.  
*Talent:* Rowena Williams, Jeanne De Lee, Lester Tremayne, Parlor Playhouse Quartet.  
*Length of run:* Began May 9, 1937.

# GUEST ARTISTS OF THE 1936-1937 SEASON

Radio programs featuring guest artists, i.e., performers appearing in an individual "guest" capacity, and not as integral members of the program, have been numerous in recent years.

The following is a complete listing of such guest appearances over the three national chains from June 1, 1936, to May 1, 1937. Also indicated are the sponsor, the agency, and the day and hour of the program over the stated network. (Note: All time is evening time unless otherwise indicated.)

## COLUMBIA BROADCASTING SYSTEM

### AMERICAN TOBACCO\* (LUCKY STRIKE CIGARETTES) (Lord & Thomas) (Sat.-10-CBS)

Carl Hoff's Orch.....	March 13, 1937
Sydney Rayner.....	March 13, 1937
Margot Grahame.....	March 20, 1937
Margaret Sullavan.....	March 27, 1937
Conrad Nagel.....	April 3, 1937
Miriam Hopkins.....	April 10, 1937
Lanny Ross.....	April 17, 1937
Cary Grant.....	April 24, 1937
Charles Ruggles.....	May 1, 1937

\* NOTE: Guest talent on this program was not such in the strictest sense of the word; mainly these artists were used as part of a testimonial campaign.

### A. & P. (Paris & Peart) (Thurs.-8-CBS)

Babe Ruth.....	Sept. 17, 1936
Jock Sutherland.....	Oct. 15, 1936
Smith & Dale.....	Oct. 15, 1936
John P. "Clipper" Smith.....	Oct. 22, 1936
Dorothy Kilgallen.....	Oct. 29, 1936
Honeyboy & Sassafras.....	Nov. 12, 1936
Frank J. Murray.....	Nov. 19, 1936
East & Dumke.....	Nov. 19, 1936
Lyn Waldorf.....	Nov. 26, 1936
Walter C. Kelly.....	Nov. 26, 1936
Smith & Dale.....	Dec. 3, 1936
Mal Stevens.....	Dec. 3, 1936
Myrt & Marge.....	Dec. 17, 1936
Boys Choir from Paulist Church.....	Dec. 24, 1936
Dick Merrill.....	Dec. 24, 1936
Henry Youngman.....	Dec. 24, 1936
Joe Williams.....	Dec. 31, 1936
Smith & Dale.....	Dec. 31, 1936
James Barton.....	Jan. 7, 1937
Walter Huston.....	Jan. 14, 1937
Jimmy Durante.....	Jan. 21, 1937
Baby Mary Ann.....	Jan. 21, 1937
Henry Youngman.....	Jan. 28, 1937
Henry Youngman.....	Feb. 4, 1937
Jose Ferrer.....	Feb. 4, 1937
Frank Albertson.....	Feb. 4, 1937
Robert Griffith.....	Feb. 4, 1937
Eddie Albert.....	Feb. 4, 1937
Ezra Stone.....	Feb. 4, 1937
Robert Foulk.....	Feb. 4, 1937
Carrol Ashburn.....	Feb. 4, 1937

Prof. Quiz.....	Feb. 11, 1937
Rhoda Rainbow.....	Feb. 11, 1937
Henry Youngman.....	Feb. 11, 1937
Pauline Frederick.....	Feb. 18, 1937
Henry Hull.....	Feb. 18, 1937
Margo.....	Feb. 18, 1937
Dudley Digges.....	Feb. 18, 1937
Henry Youngman.....	Feb. 18, 1937
Walter Hampden.....	Feb. 25, 1937
Donald Liff.....	Feb. 25, 1937
Henry Youngman.....	Feb. 25, 1937
Philip Merivale.....	March 4, 1937
Gladys Cooper.....	March 4, 1937
Margaret Sullavan.....	March 11, 1937
Helen Menken.....	March 18, 1937
Margolo Gillmore.....	March 18, 1937
Dorothy Gish.....	March 25, 1937
St. Patrick's Cathedral Choir.....	March 25, 1937
Henry Youngman.....	March 25, 1937
Ted Lewis.....	April 1, 1937
Marjorie Moffett.....	April 1, 1937
Bert Lytell.....	April 8, 1937
Helen Menken.....	April 15, 1937
Henry Youngman.....	April 15, 1937
Grace George.....	April 22, 1937
Royal Hawaiians.....	April 22, 1937
Edward G. Robinson.....	April 29, 1937

### BENEFICIAL MANAGEMENT (Albert Frank-Guenther Law) (Sun.-5 p.m.-CBS)

Lois Wilson.....	Jan. 10, 1937
Rosaline Greene.....	Jan. 17, 1937
Peggy Allenby.....	Jan. 24, 1937
Lee Patrick.....	Jan. 31, 1937
Alice Reinhart.....	Feb. 7, 1937
Robert Regent.....	Feb. 7, 1937

### BOND BREAD (B. B. D. & O.) (Sun.-5:30 p.m.-CBS)

Loretta Lee.....	Aug. 2, 1936
Benay Venuta.....	Aug. 9, 1936
Eve Beck.....	Aug. 16, 1936
Gogo de Lys.....	Aug. 23, 1936
Irene Beasley.....	Aug. 30, 1936

### CAMPBELL SOUP CO. (F. Wallis Armstrong) (Fri.-9-CBS)

Lionel Barrymore.....	June 19, 1936
Maureen O'Sullivan.....	June 19, 1936
Francis Lederer.....	June 26, 1936
Ann Sothorn.....	June 26, 1936



# JESSICA DRAGONETTE

STARRING IN  
PALMOLIVE BEAUTY BOX THEATRE  
OF THE AIR

Wednesday, 9:30 to 10 P.M., EDST — CBS



AND GUEST APPEARANCES  
GULF REFINING CO. BROADCAST—AUGUST 22nd

N. D. LOFTUS

Management:  
350 EAST 57TH STREET

NEW YORK

## GUEST ARTISTS—Continued

### Campbell Guests (Cont'd)

Loretta Young.....	July 3, 1936	Mary Astor.....	Nov. 27, 1936
Ramona.....	July 3, 1936	Claudette Colbert.....	Dec. 4, 1936
Kent Taylor.....	July 3, 1936	Fred MacMurray.....	Dec. 4, 1936
Pauline Frederick.....	July 3, 1936	Douglas Scott.....	Dec. 11, 1936
Don Ameche.....	July 3, 1936	Madeleine Carroll.....	Dec. 11, 1936
Adolph Menjou.....	July 10, 1936	Tyrone Power.....	Dec. 11, 1936
Patsy Kelly.....	July 10, 1936	Sonja Henie.....	Dec. 18, 1936
Gregory Ratoff.....	July 10, 1936	Ritz Brothers.....	Dec. 18, 1936
Claude Rains.....	July 17, 1936	Alice Faye.....	Dec. 18, 1936
Olivia de Havilland.....	July 17, 1936	John Barrymore.....	Dec. 25, 1936
Donald Woods.....	July 17, 1936	Claire Trevor.....	Jan. 1, 1937
Gail Sondergaard.....	July 17, 1936	Isabel Jewell.....	Jan. 1, 1937
Fredric March.....	July 24, 1936	Michael Whalen.....	Jan. 1, 1937
Claude Rains.....	July 24, 1936	Deanna Durbin.....	Jan. 8, 1937
Olivia de Havilland.....	July 24, 1936	Alice Brady.....	Jan. 8, 1937
Donald Woods.....	July 24, 1936	Charles Winninger.....	Jan. 8, 1937
Gail Sondergaard.....	July 24, 1936	Binnie Barnes.....	Jan. 8, 1937
Jean Arthur.....	July 31, 1936	Carole Lombard.....	Jan. 15, 1937
Joel McCrea.....	July 31, 1936	Fred MacMurray.....	Jan. 15, 1937
Bargara Stanwyck.....	Aug. 7, 1936	Beverly Roberts.....	Jan. 22, 1937
Robert Taylor.....	Aug. 7, 1936	George Brent.....	Jan. 22, 1937
Ann Sothern.....	Aug. 14, 1936	Anita Louise.....	Jan. 29, 1937
Gene Raymond.....	Aug. 14, 1936	Errol Flynn.....	Jan. 29, 1937
Walter Huston.....	Aug. 21, 1936	Dick Powell.....	Feb. 5, 1937
Ruth Chatterton.....	Aug. 21, 1936	Madeleine Carroll.....	Feb. 5, 1937
Pat O'Brien.....	Aug. 28, 1936	Victor McLaglen.....	Feb. 12, 1937
Norma Shearer.....	Sept. 4, 1936	Preston Foster.....	Feb. 12, 1937
Edna May Oliver.....	Sept. 4, 1936	Humphrey Bogart.....	Feb. 19, 1937
Ralph Forbes.....	Sept. 4, 1936	Gloria Dickson.....	Feb. 19, 1937
Margo.....	Sept. 11, 1936	Dick Foran.....	Feb. 19, 1937
Burgess Meredith.....	Sept. 11, 1936	Barbara Stanwyck.....	Feb. 26, 1937
Edward Ellis.....	Sept. 11, 1936	Joel McCrea.....	Feb. 26, 1937
Edwardo Cianelli.....	Sept. 11, 1936	Victor McLaglen.....	March 5, 1937
Gladys George.....	Sept. 18, 1936	Peter Lorre.....	March 5, 1937
Arline Judge.....	Sept. 18, 1936	June Lang.....	March 5, 1937
Isabel Jewell.....	Sept. 18, 1936	Burns & Allen.....	March 5, 1937
Kay Francis.....	Sept. 25, 1936	Tyrone Power.....	March 12, 1937
George Brent.....	Sept. 25, 1936	Burns & Allen.....	March 12, 1937
Jane Withers.....	Oct. 2, 1936	Loretta Young.....	March 12, 1937
Slim Summerville.....	Oct. 2, 1936	Gertrude Niessen.....	March 19, 1937
Robert Warwick.....	Oct. 2, 1936	Hugh Herbert.....	March 19, 1937
Errol Flynn.....	Oct. 9, 1936	Gregory Ratoff.....	March 19, 1937
Olivia de Havilland.....	Oct. 9, 1936	Henry Armetta.....	March 19, 1937
Freddie Bartholomew.....	Oct. 16, 1936	George Murphy.....	March 19, 1937
Mickey Rooney.....	Oct. 16, 1936	Doris Nolan.....	March 19, 1937
Jackie Cooper.....	Oct. 16, 1936	Mischa Auer.....	March 19, 1937
Barbara Stanwyck.....	Oct. 23, 1936	Olivia de Havilland.....	March 26, 1937
Preston Foster.....	Oct. 23, 1936	Ian Hunter.....	March 26, 1937
Edward Arnold.....	Oct. 30, 1936	Roland Young.....	March 26, 1937
Frances Farmer.....	Oct. 30, 1936	Bonita Granville.....	March 26, 1937
Joan Blondell.....	Nov. 6, 1936	Frieda Inescort.....	March 26, 1937
Guy Kibbee.....	Nov. 6, 1936	Jeanette MacDonald.....	April 2, 1937
Frank McHugh.....	Nov. 6, 1936	Miriam Hopkins.....	April 9, 1937
Eleanor Powell.....	Nov. 13, 1936	Louis Hayward.....	April 9, 1937
James Stewart.....	Nov. 13, 1936	Mady Christians.....	April 9, 1937
Frances Langford.....	Nov. 13, 1936	Ken Murray & 'Oswald'.....	April 9, 1937
Una Merkel.....	Nov. 13, 1936	Bette Davis.....	April 16, 1937
Virginia Bruce.....	Nov. 13, 1936	Gracie Fields.....	April 16, 1937
Buddy Ebsen.....	Nov. 13, 1936	Humphrey Bogart.....	April 16, 1937
Sid Silvers.....	Nov. 13, 1936	Walter Winchell.....	April 23, 1937
Irene Dunne.....	Nov. 20, 1936	Ben Bernie.....	April 23, 1937
Miloin Douglas.....	Nov. 20, 1936	Alice Faye.....	April 23, 1937
Melvyn Douglas.....	Nov. 20, 1936	Janet Gaynor.....	April 30, 1937
Charles Boyer.....	Nov. 27, 1936	Fredric March.....	April 30, 1937

GUEST ARTISTS—Continued

**Campbell Guests (Cont'd)**  
 Gracie Fields.....April 30, 1937  
 Shirley Ross.....April 30, 1937

**COLGATE-PALMOLIVE-PEET**  
 (Benton & Bowles)  
 (Wed.-9:30-CBS)

Ohio Wesleyan Glee Club....Nov. 25, 1936  
 Lanny Ross.....Jan. 20, 1937  
 Ruby Mercer.....Jan. 20, 1937

**E. I. DU PONT**  
 (B. B. D. & O.)  
 (Wed.-8-CBS)

Jack Whiting.....Sept. 2, 1936

**ELGIN WATCH CO.**  
 (J. Walter Thompson)  
 (Sat.-8:30-CBS)

Paul Gallico.....Dec. 19, 1936

**FORD DEALERS**  
 (N. W. Ayer)  
 (Tuesday-9-CBS)

Arthur Boran.....Jan. 5, 1937  
 Paul Robinson.....Jan. 12, 1937  
 Virginia Verrill.....Jan. 12, 1937  
 Caspar Reardon.....Jan. 26, 1937  
 Arlene Harris.....Jan. 26, 1937  
 Tizzie Lish.....Jan. 26, 1937  
 Elmer Blurt.....Jan. 26, 1937  
 Three Star Trio.....Feb. 2, 1937  
 Nick Lucas.....Feb. 2, 1937  
 Elmer Blurt.....Feb. 2, 1937  
 Arlene Harris.....Feb. 2, 1937  
 Ross Gorman's Saxo Quintette.....Feb. 9, 1937  
 Margaret McCrae.....Feb. 9, 1937  
 Walter Gross.....Feb. 9, 1937  
 Milton Krause.....Feb. 9, 1937  
 Walter Gross.....Feb. 16, 1937  
 Milton Krause.....Feb. 16, 1937  
 Nick Lucas.....Feb. 16, 1937  
 Mary Small.....Feb. 23, 1937  
 George Stone.....Feb. 23, 1937  
 George Stone.....March 2, 1937  
 Andy Iona and His Ha-  
 waiians.....March 9, 1937  
 Andy Iona and His Ha-  
 waiians.....March 16, 1937  
 Jean Ellington.....March 30, 1937  
 George Stone.....April 6, 1937  
 Bateeste.....April 13, 1937  
 Bill Terry.....April 20, 1937  
 Burleigh Grimes.....April 20, 1937  
 Arlene Jackson.....April 27, 1937  
 Bert Sworr.....April 27, 1937  
 Lou Lubin.....April 27, 1937

**FORD MOTORS**  
 (N. W. Ayer)  
 (Sun.-9-CBS)

Josephine Antoine.....June 7, 1936  
 Kathryn Meisle.....June 14, 1936  
 Jose Iturbi.....June 21, 1936  
 Mischa Elman.....Sept. 27, 1936  
 Josephine Antoine.....Oct. 4, 1936  
 Kirsten Flagstad.....Oct. 11, 1936  
 Gladys Swarthout.....Oct. 18, 1936

Richard Bonelli.....Oct. 25, 1936  
 Harold Bauer.....Nov. 1, 1936  
 Lucrezia Bori.....Nov. 8, 1936  
 Jose Iturbi.....Nov. 15, 1936  
 Richard Crooks.....Nov. 22, 1936  
 Ezio Pinza.....Nov. 29, 1936  
 Marjorie Lawrence.....Dec. 6, 1936  
 Galli Curci.....Dec. 13, 1936  
 Jascha Heifetz.....Dec. 20, 1936  
 Lauritz Melchior.....Dec. 27, 1936  
 Lily Pons.....Jan. 3, 1937  
 John Charles Thomas.....Jan. 10, 1937  
 Betty Jaynes.....Jan. 10, 1937  
 John Charles Thomas.....Jan. 17, 1937  
 Josef Hofmann.....Jan. 24, 1937  
 Lucrezia Bori.....Jan. 31, 1937  
 Richard Bonelli.....Feb. 7, 1937  
 Lotte Lehman.....Feb. 14, 1937  
 Giovanni Martinelli.....Feb. 21, 1937  
 Yehudi and H. Menuhin.....Feb. 28, 1937  
 Myra Hess.....March 7, 1937  
 Elisabeth Rethberg.....March 14, 1937  
 Fritz Reiner.....March 14, 1937  
 Bartlett & Robertson.....March 21, 1937  
 Fritz Reiner.....March 21, 1937  
 Richard Crooks.....March 28, 1937  
 Alexander Smallens.....March 28, 1937  
 Dusolina Giannini.....April 4, 1937  
 Alexander Smallens.....April 4, 1937  
 Ruggiero Ricci.....April 11, 1937  
 Nelson Eddy.....April 18, 1937  
 Alexander Smallens.....April 18, 1937  
 Kirsten Flagstad.....April 25, 1937  
 Eugene Ormandy.....April 25, 1937  
 Greenfield Village Children's  
 Choir.....May 2, 1937

**GENERAL MILLS**  
 (Blackett-Sample-Hummert)  
 (M.-F.-10 a.m.-CBS)

Sarah Pennoyer.....Feb. 5, 1937

**GILLETTE RAZOR CO.**  
 (Ruthrauff & Ryan)  
 (Sun.-10-CBS)

Kate Smith.....Dec. 13, 1936  
 The English Singers.....Dec. 20, 1936

**GROUP OF BANKS**  
 (Wessel Co.)  
 (Fri.-10-CBS)

Philadelphia Orchestra—  
 Leopold Stokowski and  
 Eugene Ormandy, con-  
 ductors  
 Willard M. Kiplinger.....Nov. 13, 1936  
 Walter B. Pitkin.....Nov. 20, 1936  
 Willard M. Kiplinger.....Nov. 20, 1936  
 Walter B. Pitkin.....Nov. 27, 1936  
 Bruce Barton.....Dec. 4, 1936  
 Thomas J. Watson.....Dec. 11, 1936  
 Willard M. Kiplinger.....Dec. 18, 1936  
 Dr. Harry E. Fosdick.....Dec. 25, 1936  
 Tom K. Smith.....Jan. 1, 1937  
 W. J. Cameron.....Jan. 8, 1937  
 Willard M. Kiplinger.....Jan. 15, 1937  
 Clarence Francis.....Jan. 22, 1937



**GUEST ARTISTS—Continued**

Harper Sibley.....Jan. 29, 1937  
 Willard M. Kiplinger.....Feb. 5, 1937  
 Walter B. Pitkin.....Feb. 12, 1937  
 A. W. Robertson.....Feb. 19, 1937  
 Raymond Moley.....Feb. 26, 1937  
 Willard M. Kiplinger.....March 5, 1937  
 Walter B. Pitkin.....March 12, 1937  
 Dr. Neil Carothers.....March 19, 1937  
 Walter B. Pitkin.....April 2, 1937  
 Willard M. Kiplinger.....April 9, 1937  
 James Truslow Adams....April 16, 1937  
 Cincinnati Symphony Orchestra—  
 Eugene Goossens, conductor  
 Guest Speaker—George M.  
 Verity .....April 23, 1937  
 San Francisco Symphony Orchestra—  
 Pierre Monteux, conductor  
 Guest Speaker — Darryl  
 Zanuck .....April 30, 1937  
 Philharmonic Symphony Orchestra  
 of New York—  
 Alexander Smallens, conductor  
 Guest Speaker — Peter  
 Molyneaux .....May 7, 1937  
 National Symphony Orchestra  
 of Washington—  
 Hans Kindler, conductor  
 Guest Speaker—Willard M.  
 Kiplinger .....May 14, 1937  
 Rochester Philharmonic Orchestra—  
 Jose Iturbi, conductor  
 Guest Speaker—C. E. Ken-  
 neth Mees.....May 21, 1937  
 Philadelphia Orchestra—  
 Leopold Stokowski and Eu-  
 gene Ormandy, conductors  
 Guest Speaker—Dr. Neil  
 Carothers .....May 28, 1937

**GULF**

(Young & Rubicam)  
 (Sun.-7:30-CBS)

Harry Richman.....Feb. 14, 1937  
 Major Al Williams.....April 18, 1937

**HEINZ**

(Maxon, Inc.)  
 (Mon.-11 a.m.-CBS)

Maury Paul  
 (Cholly Knickerbocker)...Sept. 7, 1936  
 Countess Salvoni.....Sept. 7, 1936  
 Grand Duchess Marie.....Sept. 14, 1936  
 Leonard Barron.....Sept. 14, 1936  
 F. Crowninshield and Michael  
 Strange .....Sept. 21, 1936  
 Sheila Hibben.....Sept. 28, 1936  
 Fannie Hurst.....Sept. 28, 1936  
 Ethel Cotton.....Oct. 5, 1936  
 Cholly Knickerbocker.....Oct. 5, 1936  
 Mrs. Clara Savage Littledale. Oct. 12, 1936  
 Anita Block.....Oct. 12, 1936  
 Grand Duchess Marie.....Oct. 19, 1936  
 Hortense M. Dominici.....Oct. 19, 1936  
 Vivian Shirley.....Oct. 26, 1936  
 Margery Wilson.....Oct. 26, 1936  
 Christopher Morley.....Nov. 2, 1936  
 Grand Duchess Marie.....Nov. 2, 1936

Alexander Woollcott.....Nov. 9, 1936  
 Sidney Lenz.....Nov. 9, 1936  
 Bayden Sparks.....Nov. 16, 1936  
 Sallie Silverman.....Nov. 16, 1936  
 C. B. Driscoll.....Nov. 23, 1936  
 Della Thompson Lutes.....Nov. 23, 1936  
 Renee & Tony De Marco.....Nov. 30, 1936  
 Faith Baldwin.....Nov. 30, 1936  
 Dr. William E. Auginbaugh...Dec. 7, 1936  
 Marie Coudert Brenning.....Dec. 7, 1936  
 William Lyon Phelps.....Dec. 14, 1936  
 Gretta Palmer.....Dec. 21, 1936  
 Mrs. Sarah Lockwood.....Dec. 21, 1936  
 Andrew Goodman.....Dec. 28, 1936  
 Fannie Holzman.....Dec. 28, 1936  
 Christopher Rule.....Jan. 4, 1937  
 Virginia Hammil.....Jan. 4, 1937  
 Mrs. Harrison Eustis.....Jan. 11, 1937  
 Gretta Palmer.....Jan. 11, 1937  
 Walter Hampden.....Jan. 18, 1937  
 Helen Woodward.....Jan. 25, 1937  
 Waldemar A. Kaempffert...Jan. 25, 1937  
 Louise Thaden.....Feb. 1, 1937  
 Albert Payson Terhune.....Feb. 8, 1937  
 Laurence Stallings.....Feb. 15, 1937  
 William Lyon Phelps.....Feb. 22, 1937  
 Gretta Palmer.....March 1, 1937  
 Mrs. Sarah Lockwood.....March 8, 1937  
 Carolyn Wells.....March 15, 1937  
 Loire Brophy.....March 22, 1937  
 Mrs. Martin Johnson.....March 29, 1937  
 Helen Stansbury.....April 5, 1937  
 Richardson Little Wright...April 12, 1937  
 Dale Carnegie.....April 19, 1937  
 Mrs. Sarah Lockwood.....April 26, 1937  
 Antonio Modarelli.....May 3, 1937

**HEINZ**

(Maxon, Inc.)  
 (Wed.-11-CBS)

Grand Duchess Marie.....Sept. 2, 1936  
 Angelo Patri.....Sept. 2, 1936  
 Walter B. Pitkin.....Sept. 9, 1936  
 Ethel Cotton.....Sept. 9, 1936  
 Albert Payson Terhune....Sept. 16, 1936  
 Dorothy Canfield Fisher...Sept. 16, 1936  
 George Rector.....Sept. 23, 1936  
 Beatrice Fairfax.....Sept. 23, 1936  
 Rabbi Wise.....Oct. 14, 1936  
 Gretta Palmer.....Nov. 18, 1936  
 Mrs. John S. Reiley.....Oct. 21, 1936  
 Carolyn Wells.....Oct. 21, 1936  
 Mrs. Nicholas F. Brady.....Oct. 28, 1936  
 Lou Little.....Oct. 28, 1936  
 Walter B. Pitkin.....Nov. 4, 1936  
 Ethel Cotton.....Nov. 4, 1936  
 William Lyon Phelps.....Nov. 11, 1936  
 Cora Rose and Bob Brown...Nov. 11, 1936  
 Gretta Palmer.....Nov. 18, 1936  
 Theodore Dreiser.....Nov. 18, 1936  
 Douglas Gilbert.....Nov. 25, 1936  
 Carl Carmer.....Nov. 25, 1936  
 Sophie Kerr.....Dec. 2, 1936  
 Theresa Helburn.....Dec. 2, 1936  
 Gretta Palmer.....Dec. 9, 1936  
 W. Esty Albig.....Dec. 9, 1936

## GUEST ARTISTS—Continued

### Heinz Guests (Cont'd)

John Mason Brown.....	Dec. 16, 1936
Wendy Marshall.....	Dec. 16, 1936
Dr. William Gilbreth.....	Dec. 23, 1936
Lulu Vollmer.....	Dec. 30, 1936
Gretta Palmer.....	Dec. 30, 1936
Felix Morley.....	Jan. 6, 1937
Natalie Hall.....	Jan. 6, 1937
John Erskine.....	Jan. 13, 1937
Irving Fisher.....	Jan. 20, 1937
Gelett Burgess.....	Jan. 27, 1937
Gretta Palmer.....	Feb. 3, 1937
Mrs. W. Hale Harkness.....	Feb. 3, 1937
Antoinette Donnelly.....	Feb. 10, 1937
Sigmund Spaeth.....	Feb. 17, 1937
Virginia Hammil.....	Feb. 24, 1937
Dr. Wm. E. Aughinbaugh.....	March 3, 1937
Dr. William Lyon Phelps.....	March 10, 1937
Gelett Burgess.....	March 17, 1937
Mrs. Sarah M. Lockwood.....	March 24, 1937
Dorothy Baker.....	March 24, 1937
Captain Tim Healy.....	March 31, 1937
Ruth Cross.....	April 7, 1937
Dr. William Lyon Phelps.....	April 21, 1937
Dr. Henry C. Link.....	April 28, 1937

### HEINZ

(Maxon, Inc.)

(Fri.-11 a.m.-CBS)

Dorothea Brande.....	Sept. 4, 1936
Dr. William Moulton Marston.....	Sept. 4, 1936
Angelo Patri.....	Sept. 11, 1936
Cornelia Bryce Pinchot.....	Sept. 11, 1936
Grand Duchess Marie.....	Sept. 18, 1936
Fleetwood Lawton.....	Sept. 18, 1936
Grand Duchess Marie.....	Sept. 25, 1936
Helen Menken.....	Sept. 25, 1936
Wendy Marshall.....	Oct. 9, 1936
Marjorie Hills.....	Oct. 16, 1936
Maury Paul.....	Oct. 16, 1936
Sally Salminen.....	Oct. 23, 1936
Vincent Benet.....	Oct. 23, 1936
Brock Pemberton.....	Oct. 30, 1936
Elizabeth Love.....	Oct. 30, 1936
Maury Paul.....	Nov. 6, 1936
Sheilah Graham.....	Nov. 6, 1936
Harrison Forman.....	Nov. 13, 1936
Ruth St. Dennis.....	Nov. 13, 1936
Mrs. William Brown Maloney.....	Nov. 20, 1936
Wendy Marshall.....	Nov. 20, 1936
Ida M. Tarbell.....	Nov. 27, 1936
Leonard Ludwin.....	Nov. 27, 1936
Leonard Lieblich.....	Dec. 4, 1936
Pescha Kagan.....	Dec. 4, 1936
George E. Sokolsky.....	Dec. 11, 1936
Princess A. Kropotkin.....	Dec. 11, 1936
Laurence Stallings.....	Dec. 18, 1936
Gretta Palmer.....	Dec. 18, 1936
English Singers of London.....	Dec. 25, 1936
Dr. William Lyon Phelps.....	Jan. 1, 1937
Lillian Gish.....	Jan. 8, 1937
Mrs. Siegfried Lindstrom.....	Jan. 15, 1937
Sidonic Gruenberg.....	Jan. 15, 1937
Mrs. Sarah Lockwood.....	Jan. 22, 1937
Achmed Abdullah.....	Jan. 29, 1937
Gretta Palmer.....	Jan. 29, 1937

Mrs. Sarah Lockwood.....	Feb. 5, 1937
Emily Post.....	Feb. 12, 1937
Sidney Lenz.....	Feb. 19, 1937
Mrs. Clara Savage Littledale.....	Feb. 26, 1937
William Lengel.....	March 5, 1937
Albert Payson Terhune.....	March 12, 1937
Ida A. R. Wylie.....	March 19, 1937
Clyde Barrie.....	March 19, 1937
Angelo Patri.....	March 26, 1937
Maria Sermalino.....	April 9, 1937
Neysa McMein.....	April 16, 1937
Mary Knight.....	April 23, 1937
Gretta Palmer.....	April 30, 1937

### KOLYDOS TOOTH PASTE

(Blackett-Sample-Hummert)

(Tues.-8-CBS)

Edwina Eustis.....	Aug. 4, 1936
Lois Bennett.....	Aug. 4, 1936
Joe Howard.....	Aug. 4, 1936
Ivan Ivantzoff.....	Aug. 11, 1936
Vaudy Cape.....	Aug. 11, 1936
Harry Von Tilzer.....	Aug. 11, 1936
Dorothea Flexer.....	Aug. 18, 1936
Joseph Mendelsohn.....	Aug. 18, 1936
James Thornton.....	Aug. 18, 1936
Ethel Levyn.....	Aug. 25, 1936
John Guernev.....	Aug. 25, 1936
John Clarke.....	Aug. 25, 1936
Daniel Frohman.....	Sept. 1, 1936
John Barclay.....	Sept. 1, 1936
Billie Bailey.....	Sept. 1, 1936
Nancy McCord.....	Sept. 15, 1936
Frank Moulant.....	Sept. 15, 1936
David Putterman.....	Sept. 15, 1936
Beverly Bayne.....	Sept. 22, 1936
Ivan Ivantzoff.....	Sept. 22, 1936
Bessie Wynn.....	Sept. 22, 1936
Florence Reed.....	Oct. 13, 1936
Billy Hue.....	Oct. 13, 1936
Baby Mary Ann.....	Oct. 13, 1936
Ann Pennington.....	Oct. 27, 1936
Nancy Greieford.....	Oct. 27, 1936
John Elliott.....	Oct. 27, 1936
Josephine Sable.....	Nov. 3, 1936
Jack Norworth.....	Nov. 3, 1936
Abby Mitchell.....	Nov. 3, 1936
Lois Bennett.....	Nov. 17, 1936
Mrs. Patrick Campbell.....	Nov. 24, 1936
Edward Matthews.....	Nov. 24, 1936
Ada May.....	Nov. 24, 1936
Donald Biron.....	Dec. 1, 1936
Alfredo Gerville.....	Dec. 1, 1936
Ruby Mercer.....	Dec. 8, 1936
Ray Middleton.....	Dec. 8, 1936
Elizabeth Murray.....	Dec. 8, 1936
Mary Witte.....	Dec. 15, 1936
Phil Regan.....	Dec. 15, 1936
Florence Reed.....	Dec. 15, 1936
Fritzi Scheff.....	Dec. 22, 1936
Jimmy Farrell.....	Dec. 22, 1936
Yvonne Ivantzoff.....	Dec. 22, 1936
Ethel Barrymore Colt.....	Dec. 29, 1936
Magnante.....	Dec. 29, 1936
Milton Douglas.....	Dec. 29, 1936
Luella Melens.....	Dec. 29, 1936
Lenore Ulric.....	Jan. 12, 1937

**GUEST ARTISTS—Continued**

Olga Baclanova.....	Jan. 12, 1937
Robert Shafer.....	Jan. 12, 1937
Cissie Loftus.....	Jan. 19, 1937
Dorothy Dreslin.....	Jan. 19, 1937
Nicholas Massue.....	Jan. 26, 1937
Erin O'Brien Moore.....	Feb. 2, 1937
Gracie Barrie.....	Feb. 2, 1937
Mario Cozzi.....	Feb. 2, 1937
Blanche Yurka.....	Feb. 2, 1937
George Rasely.....	Feb. 16, 1937
Ilka Chase.....	Feb. 16, 1937
Christie MacDonald.....	Feb. 23, 1937
Helen Morgan.....	March 2, 1937
Del Cafino.....	March 2, 1937
Lucielle Browning.....	March 2, 1937
George Rafley.....	March 9, 1937
Benay Venuta.....	March 9, 1937
Glenn Hunter.....	March 9, 1937
Margaret Anglin.....	March 16, 1937
John Guffin.....	March 16, 1937
Connie Gates.....	March 16, 1937
Charlie King.....	March 23, 1937
Thomas Thomas.....	March 23, 1937
Illiana.....	March 23, 1937
Mitzi Mayfair.....	April 6, 1937
Fred Huffsmith.....	April 13, 1937
Louise D'Angelo.....	April 13, 1937
Margaret Anglin.....	April 20, 1937
Frederic Jenks.....	April 20, 1937
Mary Jane Walsh.....	April 20, 1937
Blanche Yurka.....	April 27, 1937
Reinald Werrenrath.....	April 27, 1937
Joey Nash.....	April 27, 1937
Rhoda Arnold.....	May 4, 1937
Charita Bower.....	May 4, 1937
Joe Howard.....	May 4, 1937
Arthur Carron.....	May 4, 1937

**LUX**

*(J. Walter Thompson)*  
**(Mon.-9-CBS)**

Clark Gable.....	June 1, 1936
Marlene Dietrich.....	June 1, 1936
William Powell.....	June 8, 1936
Myrna Loy.....	June 8, 1936
Theda Bara.....	June 8, 1936
Al Jolson.....	June 15, 1936
Ruby Keeler.....	June 15, 1936
Merle Oberon.....	June 22, 1936
Herbert Marshall.....	June 22, 1936
Jeanette MacDonald.....	June 29, 1936
Lionel Barrymore.....	July 6, 1936
Marion Davies.....	July 13, 1936
Joel McCrea.....	July 13, 1936
Claudette Colbert.....	July 20, 1936
Walter Huston.....	July 20, 1936
Joan Crawford.....	July 27, 1936
Franchot Tone.....	July 27, 1936
Barbara Stanwyck.....	Aug. 3, 1936
Fred MacMurray.....	Aug. 3, 1936
Al Jolson.....	Aug. 10, 1936
John Boles.....	Aug. 17, 1936
Evelyn Venable.....	Aug. 17, 1936
Jack Oakie.....	Aug. 24, 1936
Helen Twelvetrees.....	Aug. 24, 1936
George Raft.....	Aug. 31, 1936

June Lang.....	Aug. 31, 1936
James Cagney.....	Sept. 7, 1936
Robert Armstrong.....	Sept. 7, 1936
Boots Mallory.....	Sept. 7, 1936
Ruth Chatterton.....	Sept. 14, 1936
Brian Aherne.....	Sept. 14, 1936
Grace Moore.....	Sept. 21, 1936
Wallace Beery.....	Sept. 28, 1936
Clara Kimball Young.....	Sept. 28, 1936
Eric Linden.....	Sept. 28, 1936
Joe E. Brown.....	Oct. 5, 1936
Ginger Rogers.....	Oct. 12, 1936
Warren Williams.....	Oct. 12, 1936
Alan Mowbray.....	Oct. 12, 1936
Frank Morgan.....	Oct. 19, 1936
Robert Taylor.....	Oct. 26, 1936
Olivia de Haviland.....	Oct. 26, 1936
Gary Cooper.....	Nov. 2, 1936
Sidney Skolsky.....	Nov. 2, 1936
Pat O'Brien.....	Nov. 9, 1936
Madge Evans.....	Nov. 9, 1936
Allan Jenkins.....	Nov. 9, 1936
William Frawley.....	Nov. 9, 1936
Lily Pons.....	Nov. 16, 1936
Adolphe Menjou.....	Nov. 16, 1936
Paul Muni.....	Nov. 23, 1936
Fritz Leiber.....	Nov. 23, 1936
Loretta Young.....	Nov. 30, 1936
James Gleason.....	Nov. 30, 1936
Robert Montgomery.....	Dec. 7, 1936
Elissa Landi.....	Dec. 7, 1936
Jean Harlow.....	Dec. 14, 1936
Robert Taylor.....	Dec. 14, 1936
Claude Rains.....	Dec. 14, 1936
Dick Powell.....	Dec. 21, 1936
Joan Blondell.....	Dec. 21, 1936
Ted Atmere.....	Dec. 21, 1936
Herbert Marshall.....	Dec. 28, 1936
Madeleine Carroll.....	Dec. 28, 1936
Noel Coward.....	Dec. 20, 1936
Spencer Tracy.....	Jan. 4, 1937
Virginia Bruce.....	Jan. 4, 1937
Frances Farmer.....	Jan. 4, 1937
Claudette Colbert.....	Jan. 11, 1937
Fred MacMurray.....	Jan. 11, 1937
Edward G. Robinson.....	Jan. 18, 1937
Beverly Roberts.....	Jan. 18, 1937
Jeannette MacDonald.....	Jan. 25, 1937
Gary Cooper.....	Feb. 1, 1937
Jean Arthur.....	Feb. 1, 1937
Sidney Skolsky.....	Feb. 1, 1937
Fay Gilles.....	Feb. 1, 1937
Gene Raymond.....	Feb. 8, 1937
Anna Sten.....	Feb. 8, 1937
James Gleason.....	Feb. 8, 1937
Jack Benny.....	Feb. 15, 1937
Mary Livingstone.....	Feb. 15, 1937
Errol Flynn.....	Feb. 22, 1937
Olivia de Haviland.....	Feb. 22, 1937
Charles Winninger.....	March 1, 1937
Richard Arlen.....	March 1, 1937
Sally Eilers.....	March 1, 1937
Cary Grant.....	March 8, 1937
Grace Moore.....	March 8, 1937
Marlene Dietrich.....	March 15, 1937

GUEST ARTISTS—Continued

**Lux Guests (Cont'd)**

Herbert Marshall.....	March 15, 1937
Ernst Lubitsch.....	March 15, 1937
Frederic March.....	March 22, 1937
Florence Eldridge.....	March 22, 1937
George Burns.....	March 29, 1937
Gracie Allen.....	March 29, 1937
Clark Gable.....	April 5, 1937
Adolph Menjou.....	April 5, 1937
Josephine Hutchinson.....	April 5, 1937
Walter Huston.....	April 12, 1937
Fay Bainter.....	April 12, 1937
Nan Sunderland.....	April 12, 1937
Joe E. Brown.....	April 19, 1937
Roscoe Karns.....	April 19, 1937
Rochelle Hudson.....	April 19, 1937

**NASH**

(J. Walter Thompson)  
(Sat.-9-CBS)

Queena Mario.....	Nov. 7, 1936
Frederick Jaegel.....	Nov. 14, 1936
Roy Smeck.....	Nov. 14, 1936
Richard Bonelli.....	Nov. 21, 1936
Mildred Dillings.....	Nov. 21, 1936
Joe Cook.....	Nov. 28, 1936
Charlotte Symone.....	Nov. 28, 1936
Tito Schipa.....	Dec. 5, 1936
Joe Sodja.....	Dec. 5, 1936
Conrad Mayo.....	Dec. 12, 1936
Efrem Zimbalist.....	Dec. 12, 1936
John McCormack.....	Dec. 19, 1936
Don Cossacks.....	Dec. 26, 1936
Ruth Breton.....	Dec. 26, 1936
Julius Huehn.....	Jan. 2, 1937
Lotte Lehman.....	Jan. 2, 1937
Mills Brothers.....	Jan. 9, 1937
Josephine Antoine.....	Jan. 9, 1937
Mrs. William E. Harness.....	Jan. 9, 1937
Edith Lorand.....	Jan. 16, 1937
Sophie Tucker.....	Jan. 16, 1937
Dorothea Brande.....	Jan. 16, 1937
Josephine Bentonelli.....	Jan. 23, 1937
Borrah Minnevitich's Harmonicans.....	Jan. 23, 1937
Capt. Cornelius Willemse.....	Jan. 23, 1937
Lupe Velez.....	Jan. 30, 1937
Walter O'Keefe.....	Jan. 30, 1937
Laurence Stallings.....	Feb. 6, 1937
Charioteers Quartet.....	Feb. 6, 1937
Olson & Johnson.....	Feb. 6, 1937
Kate Smith.....	Feb. 13, 1937
Col. Stoopnagle & Budd.....	Feb. 13, 1937
Helen Jepson.....	Feb. 20, 1937
Buck & Bubbles.....	Feb. 20, 1937
Willie Howard.....	Feb. 27, 1937
Eugene Howard.....	Feb. 27, 1937
Belle Baker.....	March 6, 1937
Sheila Barrett.....	March 13, 1937
Walter B. Pitkin.....	March 13, 1937
Grace Moore.....	March 20, 1937

**PITTSBURGH PLATE GLASS**

(B. B. D. & O.)

(Sun.-2 p.m.-CBS)

Reed Kennedy.....	Dec. 6, 1936
Frederick Jagel.....	Oct. 11, 1936

Reed Kennedy.....	Oct. 25, 1936
Marjorie Edwards.....	Nov. 1, 1936
Reed Kennedy.....	Nov. 8, 1936
Rosa Tentoni.....	Nov. 15, 1936
Reed Kennedy.....	Nov. 22, 1936
Queena Mario.....	Nov. 29, 1936
Reed Kennedy.....	Dec. 6, 1936
Reed Kennedy.....	Dec. 13, 1936

**R. J. REYNOLDS**

(Wm. Esty)

(Tues.-9:30-CBS)

Spencer Tracy.....	July 7, 1936
Frank Forrest.....	July 7, 1936
Rosalind Russell.....	July 7, 1936
John Barrymore.....	July 14, 1936
Freda Inescort.....	July 14, 1936
Frank Morgan.....	July 28, 1936
Frank Forrest.....	July 28, 1936
Carmel Myers.....	July 28, 1936
Irvin S. Cobb.....	Aug. 4, 1936
George J. Kaufman.....	Aug. 4, 1936
George Jessel.....	Aug. 4, 1936
Rupert Hughes.....	Aug. 4, 1936
Thelma Leeds.....	Aug. 4, 1936
Gertrude Niesen.....	Aug. 18, 1936
Groucho, Chico & Harpo Marx, Sept. 1, 1936	
Carole Lombard.....	Sept. 8, 1936
Michael Bartlett.....	Sept. 15, 1936
Gladys Swarthout.....	Sept. 15, 1936
Herbert Marshall.....	Sept. 22, 1936
Alice Faye.....	Sept. 22, 1936
Fred MacMurray.....	Oct. 6, 1936
Mary McCormick.....	Oct. 6, 1936
Norman Sper.....	Oct. 6, 1936
Joan Bennett.....	Oct. 13, 1936
Charles Boyer.....	Oct. 13, 1936
Clark Gable.....	Oct. 20, 1936
Frank Forrest.....	Oct. 20, 1936
Frank Forrest.....	Oct. 27, 1936
Norman Sper.....	Oct. 27, 1936
Joan Crawford.....	Nov. 10, 1936
Franchot Tone.....	Nov. 10, 1936
Edward Arnold.....	Nov. 24, 1936
Barbara Stanwyck.....	Dec. 1, 1936
Boris Karloff.....	Dec. 8, 1936
Joel McCrea.....	Dec. 15, 1936
Bette Davis.....	Dec. 15, 1936
Ruth Chatterton.....	Dec. 22, 1936
Cary Grant.....	Dec. 22, 1936
Wesleyan College.....	Dec. 29, 1936
Yale University.....	Jan. 5, 1937
Judy Garland.....	Jan. 5, 1937
John Boles.....	Jan. 5, 1937
George Jessel.....	Jan. 5, 1937
Nick Foran.....	Jan. 12, 1937
Frank Fay.....	Jan. 12, 1937
Bill Birdon.....	Jan. 12, 1937
Kirk Alexander.....	Jan. 12, 1937
U. of Calif. Glee Club.....	Jan. 19, 1937
Lee Wiley.....	Jan. 19, 1937
Doc Rockwell.....	Jan. 19, 1937
Shaw & Lee.....	Jan. 19, 1937
Fordham U. Glee Club.....	Jan. 26, 1937
Block & Sully.....	Jan. 26, 1937
Robert Wildhack.....	Jan. 26, 1937

## GUEST ARTISTS—Continued

Gertrude Niesen.....Feb. 2, 1937  
 Donald Novis.....Feb. 9, 1937  
 Block & Sully.....Feb. 9, 1937  
 Alice Faye.....March 16, 1937  
 Judy Garland.....March 16, 1937  
 Judy Garland.....March 23, 1937  
 Frank Fay.....March 23, 1937  
 John Boles.....March 23, 1937  
 Judy Garland.....March 30, 1937

### ROYAL TYPEWRITER

(Hanff-Metzger)  
 (Thurs.-6:30-CBS)

Al Barabas.....Sept. 24, 1936

### SEARS-ROEBUCK

(Stack-Goble)  
 (Thurs.-10-CBS)

Marion Claire.....Oct. 8, 1936  
 John Boles.....Oct. 8, 1936  
 Guy Bates Post.....Oct. 15, 1936  
 Virginia Della Chiesa.....Oct. 15, 1936  
 Frances Lederer.....Oct. 22, 1936  
 Ethel Shutta.....Oct. 22, 1936  
 Jackie Cooper.....Oct. 29, 1936  
 Hoot Gibson.....Oct. 29, 1936  
 Doring Sisters.....Oct. 29, 1936  
 Tito Schipa.....Nov. 5, 1936  
 Anita Louise.....Nov. 5, 1936  
 Grantland Rice.....Nov. 12, 1936  
 Jane Froman.....Nov. 12, 1936  
 Guy Kibbee.....Nov. 19, 1936  
 Kay Brinkler.....Nov. 19, 1936  
 Hoagy Carmichael.....Nov. 19, 1936  
 Wallace Beery.....Dec. 3, 1936

Josephine Huston.....Dec. 3, 1936  
 Rosa Ponselle.....Dec. 10, 1936

### TEXACO

(Hanff-Metzger)  
 (Sun.-8:30-CBS)

Leslie Howard.....Dec. 6, 1936  
 Ted Lewis.....Dec. 27, 1936

### U. S. TOBACCO

(DILL'S BEST, MODEL)  
 (Arthur Kudner)  
 (Mon.-8:30-CBS)

Ed Roecker.....Dec. 28, 1936  
 Tito Guizar.....Feb. 15, 1937  
 Tito Guizar.....Feb. 22, 1937

### VICK'S

(Morse International)  
 (Sun.-8-CBS)

Jeanette MacDonald.....Dec. 20, 1936  
 Joseph Bentonelli.....Feb. 21, 1937  
 Richard Bonnell.....March 21, 1937

### WARD BAKING

(NEWS OF YOUTH)  
 (Fletcher & Ellis)  
 (Mon.-6:15-CBS)

Gomer Jones.....Sept. 29, 1936  
 Don Irwin.....Oct. 6, 1936

### WARD BAKING

(NEWS OF YOUTH)  
 (Fletcher & Ellis)  
 (Thurs.-6:15-CBS)

J. H. Crowley.....Oct. 1, 1936  
 Wally Fromhart.....Oct. 8, 1936

## MUTUAL BROADCASTING SYSTEM

### LOCAL DEPARTMENT STORES

(Dorland International)  
 (Thurs.-9-Mutual)

Shep Fields.....Dec. 17, 1936  
 Benay Venuta.....Dec. 17, 1936  
 Eve Symington.....Dec. 17, 1936  
 Claire Whitney.....Dec. 17, 1936  
 Hal Kemp.....Dec. 24, 1936  
 Peggy Fears.....Dec. 24, 1936  
 Don Bestor.....Dec. 31, 1936  
 Frances Maddux.....Dec. 31, 1936  
 Guy Lombardo.....Jan. 14, 1937  
 Clyde Pangborn.....Jan. 14, 1937  
 Harry Sosnik.....Jan. 21, 1937

Mitzi Mayfair.....Jan. 21, 1937  
 Eddie Duchin.....Jan. 28, 1937  
 Frank Albertson.....Jan. 28, 1937  
 Abe Lyman.....Feb. 4, 1937  
 Sam Jaffe.....Feb. 4, 1937  
 Rosamond Pinchot.....Feb. 4, 1937  
 Carl Hoff.....Feb. 11, 1937  
 Grant Mitchell.....Feb. 11, 1937  
 Ozzie Nelson.....Feb. 18, 1937  
 Ernest Truex.....Feb. 18, 1937  
 Diana Gaylen.....Feb. 18, 1937  
 Al Goodman Orchestra.....Feb. 25, 1937  
 Betty Lawford.....Feb. 25, 1937  
 Lennie Hayton Orchestra.....March 4, 1937  
 Ethel Barrymore Colt.....March 4, 1937

## NATIONAL BROADCASTING COMPANY

### AMERICAN CAN

(Fuller & Smith & Ross)  
 (Tues.-9-Blue)

Ethel Shutta.....June 2, 1936  
 Frank Morgan.....June 9, 1936

Zasu Pitts.....June 16, 1936  
 Jane Froman.....June 23, 1936  
 Patsy Kelly.....June 30, 1936  
 Harpo Marx.....July 7, 1936  
 Harry Stockwell.....July 7, 1936

## GUEST ARTISTS—Continued

<b>American Can Guests (Cont'd)</b>		Patrick O'Shea.....	April 27, 1937
James Melton.....	July 14, 1936	Ethel Shutta.....	May 4, 1937
Ethel Waters.....	July 21, 1936	<b>AMERICAN TOBACCO*</b>	
Connie Boswell.....	July 28, 1936	(LUCKY STRIKE)	
Revellers Quartet.....	Aug. 4, 1936	(Lord & Thomas)	
Ethel Barrymore.....	Aug. 11, 1936	(Wed.-10-Red)	
Sophie Tucker.....	Aug. 18, 1936	Mrs. Alice Roosevelt	
Bill Robinson.....	Aug. 25, 1936	Longworth.....	Feb. 3, 1937
Donald Novis.....	Sept. 1, 1936	Marjorie Lawrence.....	Feb. 10, 1937
Smith & Dale.....	Sept. 8, 1936	Dolores Del Rio.....	Feb. 17, 1937
Ramona.....	Sept. 15, 1936	Victor McLaglen.....	Feb. 24, 1937
Henry Armetta.....	Sept. 15, 1936	Sally Eilers.....	March 3, 1937
Jean Aubrey.....	Sept. 15, 1936	Philip Merivale.....	March 10, 1937
Andy Devine.....	Sept. 15, 1936	Jane Wyatt.....	March 17, 1937
Frank Parker.....	Sept. 22, 1936	Helen Jepson.....	March 24, 1937
Ethel Waters.....	Sept. 29, 1936	Elisabeth Rethberg.....	March 31, 1937
Conrad Thibault.....	Oct. 6, 1936	<hr/>	
Gertrude Berg.....	Oct. 13, 1936	*Note: Guest talent on this program was not such in the strictest sense of the word; mainly these artists were used as part of a testimonial campaign.	
Estelle Taylor.....	Oct. 20, 1936	<b>AXTON-FISHER</b>	
Beatrice Lillie.....	Oct. 27, 1936	(SPUD CIGARETTES)	
Mildred Bailey.....	Nov. 3, 1936	(Young & Rubicam)	
Ruth Etting.....	Nov. 10, 1936	(Sat.-8-Blue)	
Cab Calloway.....	Nov. 17, 1936	Lenore Ulrich.....	Nov. 14, 1936
Tamara.....	Nov. 24, 1936	Kitty Carlisle.....	Nov. 21, 1936
Jackie Heller.....	Nov. 24, 1936	Rudy Vallee.....	Nov. 28, 1936
Sam Hearn.....	Dec. 1, 1936	Irene Bordoni.....	Dec. 5, 1936
Kate Smith.....	Dec. 8, 1936	Morton Downey.....	Dec. 12, 1936
Sheila Barrett.....	Dec. 15, 1936	Ruth Etting.....	Dec. 19, 1936
Patsy Kelly.....	Dec. 22, 1936	Julia Sanderson.....	Dec. 26, 1936
Gertrude Niesen.....	Dec. 29, 1936	Frank Crummit.....	Dec. 26, 1936
Ella Logan.....	Jan. 5, 1937	Mischa Levitsky.....	Jan. 2, 1937
Bert Wheeler.....	Jan. 5, 1937	Eton Boys.....	Jan. 9, 1936
Gregory Ratoff.....	Jan. 12, 1937	Evelyn Laye.....	Jan. 16, 1937
Anna Sten.....	Jan. 19, 1937	Joseph Bentonelli.....	Jan. 23, 1937
Ethel Waters.....	Jan. 26, 1937	Kitty Carlise.....	Jan. 30, 1937
Judy Garland.....	Feb. 2, 1937	Hildegard.....	Feb. 6, 1937
Fred Lawrence.....	Feb. 2, 1937	Josephine Antoinette.....	Feb. 13, 1937
Ruby Keeler.....	Feb. 9, 1937	Alexander Gray.....	Feb. 20, 1937
Leah Ray.....	Feb. 16, 1937	Fray & Braggiotti.....	Feb. 27, 1937
Julius Tannen.....	Feb. 16, 1937	Leroy Clark.....	Feb. 27, 1937
Mary Boland.....	Feb. 23, 1937	Frederick Jaegel.....	March 6, 1937
Bud Stotler and Larry Adler.....	Feb. 23, 1937	Carlos Salzedo.....	March 13, 1937
Alfred Vanderbilt.....	Feb. 23, 1937	Virginia Verrill.....	March 20, 1937
Jack Benny.....	March 2, 1937	Charles Kullman.....	March 27, 1937
Adolphe Menjou.....	March 9, 1937	Mills Brothers.....	April 3, 1937
Larry Adler.....	March 9, 1937	Vronsky & Babin.....	April 10, 1937
Gertrude Berg.....	March 16, 1937	Little Jackie Heller.....	April 17, 1937
Connie Boswell.....	March 16, 1937	Niela Goodelle.....	April 24, 1937
George Olsen's Orch.....	March 23, 1937	Phil Regan.....	May 1, 1937
Sheila Barrett.....	March 23, 1937	<b>CADILLAC</b>	
Frank Parker.....	March 30, 1937	(MacManus, John & Adams)	
Eddie Caldwell.....	March 30, 1937	(Thurs.-4-Red)	
Eddie Cantor.....	April 13, 1937	Sally Milgrim.....	Nov. 5, 1936
Pat O'Shea.....	April 13, 1937	Capt. Molyneaux.....	Nov. 12, 1936
Alice Faye.....	April 20, 1937	Lily Dache.....	Nov. 19, 1936
Walter Winchell.....	April 20, 1937	Herman Patrick Tappe.....	Nov. 26, 1936
Jack Haley.....	April 20, 1937	James Reynolds.....	Dec. 3, 1936
Louella Parsons.....	April 20, 1936	Tamara Geva.....	Dec. 10, 1936
Joan Davis.....	April 20, 1936	James Delman.....	Dec. 17, 1936
Sidney Lanfield.....	April 20, 1936	Lois "Lipstick" Long.....	Dec. 24, 1936
Leah Ray.....	April 20, 1937	Maybelle Manning.....	Dec. 31, 1936
George Givot.....	April 20, 1937	McClelland Barclay.....	Jan. 7, 1937
Ella Logan.....	April 27, 1937	John Fredericks.....	Jan. 14, 1937
Ann Ronnell.....	April 27, 1937		

**GUEST ARTISTS—Continued**

Alicia Hart.....Jan. 21, 1936  
 Richard Jaeckel.....Jan. 28, 1937

**GENERAL MOTORS**  
*(Campbell-Ewald)*  
**(Sun-8-Blue)**

Lois Bennett.....June 7, 1936  
 Conrad Thibault.....June 7, 1936  
 Marion Claire.....June 14, 1936  
 Walter Cassel.....June 14, 1936  
 George Gershwin.....June 21, 1936  
 Anne Brown.....June 21, 1936  
 Todd Duncan.....June 21, 1936  
 Eva Jessye Choir.....June 21, 1936  
 (From "Porgy & Bess")

Virginia Rea.....June 28, 1936  
 Jan Peerce.....June 28, 1936  
 Harold Bauer.....Sept. 13, 1936  
 Albert Spalding.....Sept. 13, 1936

Don Cossack Russian Male  
 Chorus directed by Serge  
 Jaroff.....Sept. 20, 1936

Rosa Ponselle.....Sept. 27, 1936  
 John McCormack.....Oct. 4, 1936  
 Philadelphia Orchestra under

Leopold Stokowski.....Oct. 4, 1936  
 Bruna Castagna.....Oct. 11, 1936  
 Lotte Lehmann.....Oct. 18, 1936

Ruth Slenczynski.....Oct. 25, 1936  
 Minneapolis Symph. Orch.....Nov. 1, 1936  
 Maria Jeritz.....Nov. 1, 1936

Helen Jepson.....Nov. 8, 1936  
 John Charles Thomas.....Nov. 15, 1936  
 Cleveland Symph. Orch. under

A. Rodzinski.....Nov. 22, 1936  
 Gladys Swarthout.....Nov. 22, 1936  
 John Amans.....Nov. 29, 1936

Joseph Schuster.....Nov. 29, 1936  
 Lily Pons.....Dec. 6, 1936  
 Donald Dixon.....Dec. 13, 1936

Moriz Rosenthal.....Dec. 13, 1936  
 Rose Bampton.....Dec. 20, 1936  
 Elisabeth Rethberg.....Dec. 27, 1936

Ezio Pinza.....Dec. 27, 1936  
 Paul Whiteman.....Jan. 3, 1937  
 Casper Reardon.....Jan. 3, 1937

Ray Middleton.....Jan. 3, 1937  
 Lauritz Melchior.....Jan. 10, 1937  
 Kerstin Thorborg.....Jan. 17, 1937

Georges Enesco.....Jan. 24, 1937  
 Yehudi Menuhin.....Jan. 24, 1937  
 Rochester Philharmonic,

under Jose Iturbi.....Jan. 31, 1937  
 Kirsten Flagstad.....Jan. 31, 1937  
 Gina Cigna.....Feb. 7, 1937

Samuel Dushkin.....Feb. 14, 1937  
 Igor Stravinsky.....Feb. 14, 1937  
 Grace Moore.....Feb. 21, 1937

Muriel Dickson.....Feb. 28, 1937  
 Schola Cantorum of N. Y.,  
 Hugh Ross, Cond.....Feb. 28, 1937

Percy Grainger.....Feb. 28, 1937  
 Joseph Schmidt.....March 7, 1937  
 Josef Hofmann.....March 14, 1937

Marian Anderson.....March 21, 1937  
 Kirsten Flagstad.....March 28, 1937

Joseph Schmidt.....March 28, 1937  
 Lily Pons.....April 4, 1937

John Brownlee.....April 4, 1937  
 Joseph Schmidt.....April 11, 1937  
 Helen Gleason.....April 11, 1937

Mishel Piastro.....April 11, 1937  
 Erica Darbo.....April 18, 1937  
 Richard Crooks.....April 18, 1937

Joseph Schuster.....April 18, 1937  
 Mishel Piastro.....April 18, 1937  
 Eugene Goossens.....April 25, 1937

Rosa Ponselle.....April 25, 1937  
 Frank Forest.....April 25, 1937  
 Laurence Tibbett.....May 2, 1937

Helen Jepson.....May 2, 1937

**FIRESTONE**  
*(Sweeney & James)*  
**(Mon.-8:30-Red)**

Nelson Eddy.....June 1, 1936  
 Nelson Eddy.....June 8, 1936  
 Rosemarie Brancato.....Sept. 7, 1936

Florence Vickland.....Sept. 14, 1936  
 Lucille Manners.....Sept. 21, 1936  
 Lucille Manners.....Sept. 28, 1936

Rosemarie Brancato.....Oct. 5, 1936  
 Harvey G. Firestone, Jr.....Nov. 16, 1936  
 Florence Vickland.....Nov. 23, 1936

Gustave Haenschen,  
 guest cond.....Dec. 7, 1936  
 Gladys Swarthout.....Dec. 14, 1936

Gustave Haenschen,  
 guest cond.....Dec. 14, 1936  
 Rosario Bourdon,

guest cond.....Dec. 21, 1936  
 Lauritz Melchior.....Jan. 4, 1937  
 Alfred Wallenstein,

guest cond.....Jan. 4, 1936  
 Alfred Wallenstein,  
 guest cond.....Jan. 11, 1937

Alfred Wallenstein,  
 guest cond.....Jan. 18, 1937  
 Alfred Wallenstein,

guest cond.....Jan. 25, 1937  
 Nathaniel Shilkret,  
 guest cond.....Feb. 1, 1937

Nathaniel Shilkret,  
 guest cond.....Feb. 8, 1937  
 Wilfred Pelletier, guest cond.....Feb. 15, 1937

Wilfred Pelletier, guest cond.....Feb. 22, 1937  
 Richard Bonnelly.....Feb. 22, 1937  
 Alfred Wallenstein,

guest cond.....March 8, 1937  
 Alfred Wallenstein,  
 guest cond.....March 15, 1937

Rose Bampton.....March 22, 1937  
 Wilfred Pelletier,  
 guest cond.....March 22, 1937

Rose Bampton.....March 29, 1937  
 Wilfred Pelletier,  
 guest cond.....March 29, 1937

Richard Crooks.....April 5, 1937  
 Alfred Wallenstein.....April 5, 1937  
 Richard Crooks.....April 12, 1937

Margaret Speaks.....April 19, 1937  
 Richard Crooks.....April 26, 1937

GUEST ARTISTS—Continued

**Firestone Guests (Cont'd)**  
 Alfred Wallenstein.....April 26, 1937  
 Richard Crooks.....May 3, 1937

**GENERAL SHOE CORP.**  
 (C. P. Clark, Inc.)  
 (Tues.-10:30-Blue)

Vincent Lopez's Orch.....Sept. 15, 1936  
 Stanley Worth.....Sept. 15, 1936  
 Edith Dick.....Sept. 15, 1936  
 John Morris.....Sept. 15, 1936  
 Fred Lowry.....Sept. 15, 1936  
 Henry Busse.....Sept. 22, 1936  
 Harriet de Goff.....Sept. 22, 1936  
 Eddie Duchin's Orch.....Sept. 29, 1936  
 Edith Dick.....Sept. 29, 1936  
 Buddy Clark.....Sept. 29, 1936  
 Billy Reid.....Sept. 29, 1936  
 Hal Kemp's Orch.....Oct. 6, 1936  
 Kenneth Earle.....Oct. 6, 1937  
 Phil Harris.....Oct. 13, 1936  
 Ted Fio Rito's Orch.....Oct. 20, 1936  
 Shep Field's Orch.....Oct. 27, 1936  
 Ted Weems' Orch.....Nov. 3, 1936  
 Jan Garber's Orch.....Nov. 10, 1936  
 Freddy Martin's Orch.....Nov. 17, 1936  
 Al Goodman's Orch.....Nov. 24, 1936  
 Edith Dick.....Nov. 24, 1936  
 Buddy Clark.....Nov. 24, 1936  
 Billy Reid.....Nov. 24, 1936  
 Eddie Duchin's Orch.....Dec. 1, 1936  
 Gloria Grafton.....Dec. 1, 1936  
 Ted Fio Rito's Orch.....Dec. 8, 1936

**JERGENS-WOODBURY**  
 (Lennen & Mitchell)  
 (Sun.-9:15-Blue)

Donald Novis.....June 11, 1936  
 Governor Allred of Texas.....Oct. 6, 1936  
 Elsie Hitz.....Dec. 20, 1936  
 Nick Dawson.....Dec. 20, 1936  
 Elsie Hitz.....Dec. 27, 1936  
 Nick Dawson.....Dec. 27, 1936  
 Shep Fields.....Jan. 3, 1937  
 Frank Parker.....Jan. 3, 1937  
 Judy Canova, Annie & Zeke.....Jan. 3, 1937  
 George Jessel.....Feb. 4, 1937  
 George Jessel.....Feb. 28, 1937  
 Niela Goodelle.....April 25, 1937

**KRAFT-PHENIX CHEESE**  
 (J. Walter Thompson)  
 (Thurs.-10:00-Red)

Norma Talmadge.....June 4, 1936  
 George Jessel.....June 4, 1936  
 Edith Fellows.....June 4, 1936  
 Jackie Searle.....June 4, 1936  
 Virginia Bruce.....June 18, 1936  
 Pat O'Brien.....June 18, 1936  
 Frank Morgan.....July 2, 1936  
 Toscha Seidel.....July 2, 1936  
 Frances Farmer.....July 2, 1936  
 Martha Raye.....July 2, 1936  
 Norman Taurag.....July 2, 1936  
 Henri Deering.....July 9, 1936  
 Bert Wheeler.....July 9, 1936

Jean Arthur.....July 9, 1936  
 Bob Burns.....July 9, 1936  
 Robert Taylor.....July 16, 1936  
 Rose Bampton.....July 16, 1936  
 Bob Burns.....July 16, 1936  
 Vera Van.....July 30, 1936  
 Dolores Costello Barrymore.....July 30, 1936  
 Albert Spaulding.....July 30, 1936  
 Ernest Hutcheson.....Aug. 6, 1936  
 Robert Young.....Aug. 6, 1936  
 Ann Sothern.....Aug. 6, 1936  
 Anita Louise.....Aug. 13, 1936  
 Alison Skipworth.....Aug. 13, 1936  
 Josephine Tuminia.....Aug. 13, 1936  
 Louis Armstrong.....Aug. 13, 1936  
 Joan Bennett.....Aug. 20, 1936  
 Dorothy Lamour.....Aug. 20, 1936  
 Harold Bauer.....Aug. 20, 1936  
 Mary McCormic.....Aug. 27, 1936  
 Ella Logan.....Aug. 27, 1936  
 Pat O'Brien.....Aug. 27, 1936  
 Josephine Hutchinson.....Aug. 27, 1936  
 Bob Burns.....Aug. 27, 1936  
 Olivia de Havilland.....Sept. 3, 1936  
 Joel McCrea.....Sept. 3, 1936  
 Alice Faye.....Sept. 3, 1936  
 Jose Iturbi.....Sept. 3, 1936  
 Jack Oakie.....Sept. 10, 1936  
 Susanne Fisher.....Sept. 10, 1936  
 Glenda Farrell.....Sept. 10, 1936  
 Deane Janis.....Sept. 10, 1936  
 Paul Taylor Choristers.....Sept. 10, 1936  
 Bob Burns.....Sept. 10, 1936  
 Jimmy Dorsey's Orch.....Sept. 10, 1936  
 Guy Kibbee.....Sept. 17, 1936  
 Jackie Coogan.....Sept. 17, 1936  
 Betty Grable.....Sept. 17, 1936  
 Hoot Gibson.....Sept. 17, 1936  
 Mischa Livitzky.....Sept. 17, 1936  
 Jack Oakie.....Sept. 24, 1936  
 Vera Van.....Sept. 24, 1936  
 Anna Sten.....Sept. 24, 1936  
 Mario Chamlee.....Sept. 24, 1936  
 Billie Burke.....Oct. 1, 1936  
 John Barrymore.....Oct. 1, 1936  
 Rudolph Ganz.....Oct. 1, 1936  
 Jean Hersholt.....Oct. 8, 1936  
 Madeleine Carroll.....Oct. 8, 1936  
 Patricia Ellis.....Oct. 8, 1936  
 Frederick Jaegel.....Oct. 8, 1936  
 Elizabeth Rethberg.....Oct. 15, 1936  
 Ruth Chatterton.....Oct. 15, 1936  
 Slip Madigan.....Oct. 15, 1936  
 Josephine Antoine.....Oct. 22, 1936  
 Anne Shirley.....Oct. 22, 1936  
 Adolphe Menjou.....Oct. 22, 1936  
 Elissa Landi.....Oct. 29, 1936  
 Cary Grant.....Oct. 29, 1936  
 Emanuel Fuermann.....Oct. 29, 1936  
 Bruna Castagna.....Nov. 5, 1936  
 Gladys George.....Nov. 5, 1936  
 Warren William.....Nov. 5, 1936  
 Grete Stueckgold.....Nov. 12, 1936  
 Helen Vinson.....Nov. 12, 1936  
 Edmund Lowe.....Nov. 12, 1936



## GUEST ARTISTS—Continued

Patsy Kelly.....Nov. 19, 1936  
 Robert Armstrong.....Nov. 19, 1936  
 Harold Bauer.....Nov. 19, 1936  
 Lotte Lehmann.....Nov. 26, 1936  
 Ricardo Cortez.....Nov. 26, 1936  
 Rochelle Hudson.....Nov. 26, 1936  
 Bob Burns.....Nov. 26, 1936  
 Alice Faye.....Dec. 3, 1936  
 Gene Raymond.....Dec. 3, 1936  
 Gregor Piatigorsky.....Dec. 3, 1936  
 Susanne Fisher.....Dec. 10, 1936  
 Anita Louise.....Dec. 10, 1936  
 Bruce Cabot.....Dec. 10, 1936  
 Jack Oakie.....Dec. 17, 1936  
 Mary Astor.....Dec. 17, 1936  
 Nadine Connor.....Dec. 17, 1936  
 Jose Iturbi.....Dec. 24, 1936  
 June Travis.....Dec. 24, 1936  
 Jimmy Gleason.....Dec. 24, 1936  
 Pat O'Brien.....Dec. 31, 1936  
 Art Tatum.....Dec. 31, 1936  
 Foursome Quartet.....Dec. 31, 1936  
 Wesleyan College Glee Club.....Dec. 31, 1936  
 Grete Stueckgold.....Jan. 7, 1937  
 Lawson Little.....Jan. 7, 1937  
 Helen Mack.....Jan. 7, 1937  
 Patricia Ellis.....Jan. 14, 1937  
 Edward Everett Horton.....Jan. 14, 1937  
 Guiomar Novaes.....Jan. 14, 1937  
 Rose Bampton.....Jan. 21, 1937  
 Lee Tracy.....Jan. 21, 1937  
 Josephine Tuminia.....Jan. 28, 1937  
 Rosalind Marquis.....Jan. 28, 1937  
 Victor McLaglen.....Jan. 28, 1937  
 Basil Rathbone.....Feb. 4, 1937  
 Marion Claire.....Feb. 4, 1937  
 William Frawley.....Feb. 4, 1937  
 Toscha Seidel.....Feb. 11, 1937  
 Dorothy McNulty.....Feb. 11, 1937  
 Edward Everett Horton.....Feb. 11, 1937  
 Sophie Tucker.....Feb. 18, 1937  
 Marion Claire.....Feb. 18, 1937  
 Patience, John and Richard  
   Abbe.....Feb. 18, 1937  
 Sidney Skolsky.....Feb. 25, 1937  
 James Cagney.....Feb. 25, 1937  
 Josephine Tuminia.....Feb. 25, 1937  
 Douglas Fairbanks, Jr.....March 4, 1937  
 Mischa Auer.....March 4, 1937  
 Grantland Rice.....March 4, 1937  
 Andre Segovia.....March 11, 1937  
 Lee Tracy.....March 11, 1937  
 Mary Brian.....March 11, 1937  
 Basil Rathbone.....March 18, 1937  
 Harriet Hilliard.....March 18, 1937  
 Vronsky and Babin.....March 18, 1937  
 Betty Jaynes.....March 25, 1937  
 Gale Sondegard.....March 25, 1937  
 Walter Brennan.....March 25, 1937  
 Amelia Earhart.....April 1, 1937  
 George Palmer Putnum.....April 1, 1937  
 June Travis.....April 1, 1937  
 John Barrymore.....April 1, 1937  
 Paul Mentz.....April 1, 1937  
 Charles Grimm.....April 1, 1937

Florence Lake.....April 8, 1937  
 Victor McLaglen.....April 8, 1937  
 Kathryn Meisle.....April 8, 1937  
 Frances Farmer.....April 15, 1937  
 Lionel Stander.....April 15, 1937  
 Percy Grainger.....April 15, 1937  
 Harry Barris.....April 15, 1937  
 Walter Connelly.....April 22, 1937  
 Rose Bampton.....April 22, 1937  
 Ernest Schelling.....April 22, 1937  
 The Fouresome.....April 22, 1937  
 Madeline Carroll.....April 29, 1937  
 Mischa Auer.....April 29, 1937  
 Grete Stueckgold.....April 29, 1937

### MILES LABORATORIES

(Wade)

(Sat.-9-Blue)

Oscar Philipps.....Dec. 19, 1936  
 Charley Marshall and His  
   Mavericks.....Jan. 9, 1937  
 Smiling Ed McConnell.....Jan. 16, 1937  
 Maple City Four.....Feb. 6, 1937  
 Betty Jaynes.....Feb. 20, 1937  
 Smiling Ed McConnell.....Feb. 27, 1937  
 Ranch Boys.....Dec. 26, 1936  
 Alec Templeton.....Jan. 2, 1937  
 Gene Arnold.....Jan. 23, 1937  
 Minnie Mouse.....Jan. 30, 1937  
 Joe Parsons and Joy Miller.....Feb. 13, 1937  
 Sigmund Spaeth.....March 6, 1937  
 Bill O'Connor.....March 13, 1937  
 Tom, Dick and Harry.....March 20, 1937  
 Joe Parsons.....March 27, 1937  
 Gene Arnold.....April 3, 1937  
 American Tamburitza String  
   Orchestra.....April 10, 1937  
 Ralph Lovell.....April 17, 1937  
 Louise Massey and the West-  
   erners.....April 24, 1937  
 Purv Pullen and Joe Parsons.....May 1, 1937

### MODERN MAGAZINES

(Lenner & Mitchell)

(Wed.-2. p.m.-M.&O.)

Joan Marsh.....Nov. 25, 1936  
 Frank Parker.....Dec. 2, 1936  
 Virginia Verrill.....Dec. 23, 1936  
 Ferde Grofe.....Jan. 13, 1937  
 Harry Salter.....Jan. 27, 1937  
 Ed East.....Feb. 3, 1937  
 Ralph Dumke.....Feb. 3, 1937  
 Phil Duey.....Feb. 10, 1937  
 Durelle Alexander.....Feb. 17, 1937  
 Morton Bowe.....Feb. 24, 1937  
 Martha Mears.....March 3, 1937  
 Jerry Cooper.....March 10, 1937

### C. F. MUELLER CO.

(Kenyon & Eckhardt)

(Mon.-Fri.-10:45 a.m.-Blue)

Rosamond Pinchot.....Feb. 22, 1937  
 Irene Purcell.....March 1, 1937  
 Jane Seymour.....March 8, 1937  
 Jessie Royce Landis.....March 15, 1937

Socony  
Atwater Kent  
Magic Key  
Valspar  
Coca Cola  
Showboat  
Palmolive  
Real Silk  
Ben Bernie  
Heatrola



Iodent  
Contented Hour  
Walgreen Drugs  
Fleischmann  
Radio Guide  
Bromo Seltzer  
Chevrolet  
Woodbury  
Studebaker  
Pontiac

# JANE FROMAN

CURRENTLY STARRING

THE JELL-O PROGRAM

NBC Red Network Coast-to-Coast

Management: WILLIAM MORRIS OFFICE

**GUEST ARTISTS—Continued**

**C. F. Mueller Guests (Cont'd)**

Patricia Barclay.....March 22, 1937  
 Claudia Morgan.....March 29, 1937

**OLDS MOTOR WORKS**

(D. P. Brother & Co.)

(Sat.-10:30-Red)

Marion Talley.....Oct. 17, 1936  
 Ruth Chatterton.....Oct. 24, 1936  
 Gertrude Nielsen.....Nov. 7, 1936  
 Bill Robinson.....Nov. 11, 1936  
 Alfred P. Sloane.....Nov. 11, 1936  
 Jane Froman.....Nov. 14, 1936  
 Pot Lickers Jug Band.....Feb. 13, 1937

**PACKARD MOTOR**

(Young & Rubicam)

(Tues.-9:30-Red)

Jack Benny.....Sept. 8, 1936  
 Mary Livingston.....Sept. 8, 1936  
 Ginger Rogers.....Sept. 8, 1936  
 Francia White.....Sept. 8, 1936  
 Alan Jones.....Sept. 8, 1936  
 Eddie Moran.....Sept. 15, 1936  
 Eddie Moran.....Sept. 22, 1936  
 Burgess Meredith.....Sept. 22, 1936  
 Foursome Quartet.....Sept. 22, 1936  
 Trudy Wood.....Sept. 29, 1936  
 Trudy Wood.....Oct. 6, 1936  
 Francia White.....Oct. 6, 1936  
 Mexican Fiesta Orch.....Oct. 6, 1936  
 Anne Jameson.....Oct. 13, 1936  
 Borrah Minnevitich and His  
   Harmonica Rascals.....Oct. 13, 1936  
 Anne Jameson.....Oct. 20, 1936  
 Trudy Wood.....Oct. 20, 1936  
 Alan Jones.....Oct. 20, 1936  
 Alan Jones.....Oct. 27, 1936  
 Anne Jameson.....Oct. 27, 1936  
 Trudy Wood.....Oct. 27, 1936  
 Alan Jones.....Nov. 3, 1936  
 Anne Jameson.....Nov. 3, 1936  
 Conrad Thibault.....Nov. 17, 1937  
 Conrad Thibault.....Nov. 24, 1936  
 Fred MacMurray.....Nov. 24, 1936  
 Carl Schroeder.....Feb. 2, 1937

**PEPSODENT**

(Lord & Thomas)

(Mon.-Fri.-7-Red)

Lionel Barrymore.....July 29, 1936  
 Frank Morgan.....Aug. 4, 1936  
 George Raft.....Aug. 14, 1936  
 Walter Huston.....Aug. 19, 1936  
 Cary Grant.....Aug. 26, 1936  
 Randolph Scott.....Aug. 26, 1936  
 Frank Parker.....Dec. 4, 1936  
 Benny Fields.....Dec. 11, 1936

**PLYMOUTH MOTOR CORP.**

(J. Stirling Getchell)

(Tues.-9:30-Red)

Joe Di Maggio.....June 2, 1936  
 Ruth Etting.....June 9, 1936  
 James Braddock.....June 16, 1936  
 Arthur Donovan.....June 23, 1936  
 Joseph Moskowitz.....June 30, 1936  
 Ethel Barrymore.....July 7, 1936

Lincoln Dickey, representa-  
 tive of Governor Davey of

Ohio.....July 7, 1936  
 Sophia Tucker.....July 14, 1936  
 Lupe Velez.....July 21, 1936  
 Duncan Sisters.....Aug. 4, 1936

**RCA**

(Lord & Thomas)

(Sun.-2-Blue)

Stoopnagle & Budd.....June 7, 1936  
 Joseph Knitzer.....June 7, 1936  
 Marion Telva.....June 7, 1936  
 Shep Field's Orch.....June 7, 1936  
 Tennessee Ramblers with  
   Dick Hartman.....June 7, 1936  
 Frank Black.....June 14, 1936  
 Helen Traubel.....June 21, 1936  
 John B. Kennedy.....June 21, 1936  
 Ruby Newman's Orch.....June 21, 1936  
 Frank Black.....June 21, 1936  
 NBC Concert Orch.....June 21, 1936  
 Sheila Barrett.....June 21, 1936  
 Tito Schipa.....June 21, 1936  
 Ruth Etting.....June 28, 1936  
 Rudolph Ganz.....June 28, 1936  
 Marion & Jim Jordon.....June 28, 1936  
 (Fibber McGee & Molly)

John B. Kennedy.....June 28, 1936  
 Charles O'Connell.....July 5, 1936  
 Efreim Zimbalist.....July 12, 1936  
 Morton Gould.....July 12, 1936  
 Bert Sheffer.....July 12, 1936  
 John B. Kennedy.....July 12, 1936  
 Richard Himber's Orch.....July 12, 1936  
 Stuart Allen.....July 12, 1936  
 Frank Black & Orch.....July 12, 1936  
 Rose Bampton.....July 19, 1936  
 Frank Fay.....July 19, 1936  
 Charles Magnate.....July 19, 1936  
 Midge Williams.....July 19, 1936  
 John B. Kennedy.....July 19, 1936  
 Carol Deis.....July 26, 1936  
 John B. Kennedy.....July 26, 1936  
 Lennie Hayton's Orch.....July 26, 1936  
 Frank Black.....July 26, 1936  
 Bill Robinson.....July 26, 1936  
 Kathleen Norris.....July 26, 1936  
 Charles O'Connell.....Aug. 2, 1936  
 Lewis Clement.....Aug. 2, 1936  
 John B. Kennedy.....Aug. 2, 1936  
 W. C. Kelly.....Aug. 9, 1936  
 Fats Waller's Orch.....Aug. 9, 1936  
 Rose Tentone.....Aug. 9, 1936  
 Joseph Rayner.....Aug. 9, 1936  
 Ralfe Gerard.....(Aug. 9, 1936  
 Phil Spitalny's Orch.....Aug. 16, 1936  
 Walter O'Keefe.....Aug. 16, 1936  
 Corinna Mura.....Aug. 16, 1936  
 Hildegard.....Aug. 23, 1936  
 John B. Kennedy.....Aug. 23, 1936  
 Frank Black.....Aug. 23, 1936  
 Shep Field's Orch.....Aug. 23, 1936  
 Floyd Gibbons.....Aug. 23, 1936  
 Mischa Levitzki.....Aug. 23, 1936  
 John B. Kennedy.....Aug. 30, 1936

## GUEST ARTISTS—Continued

RCA Guests (Cont'd)		
Helen Traubel.....	Aug. 30, 1936	Ruby Mercer..... Nov. 22, 1936
Frank Black.....	Aug. 30, 1936	Tommy Dorsey's Orch..... Nov. 22, 1936
Floyd Gibbons.....	Aug. 30, 1936	Frank Black..... Nov. 22, 1936
Albert Spalding.....	Aug. 30, 1936	Efrem Zimbalist..... Nov. 22, 1936
Charles O'Connell.....	Sept. 6, 1936	Paul Whiteman..... Nov. 29, 1936
D'Oyly Carte Opera Co.....	Sept. 6, 1936	Ramona..... Nov. 29, 1936
Morton Downey.....	Sept. 13, 1936	Bob Lawrence..... Nov. 29, 1936
Henry Fonda.....	Sept. 13, 1936	King's Men..... Nov. 29, 1936
June Walker.....	Sept. 13, 1936	Stoopnagle & Budd..... Nov. 29, 1936
The Cadets.....	Sept. 13, 1936	John B. Kennedy..... Nov. 29, 1936
John B. Kennedy.....	Sept. 13, 1936	Marian Anderson..... Nov. 29, 1936
Frank Black.....	Sept. 13, 1936	Ruggiero Ricci..... Dec. 6, 1936
Doc Rockwell.....	Sept. 20, 1936	Pauline Gilbert..... Dec. 6, 1936
Three Pickens Sisters.....	Sept. 20, 1936	Hanna Kline..... Dec. 6, 1936
Original Dixieland Band.....	Sept. 20, 1936	Morton Downey..... Dec. 6, 1936
John B. Kennedy.....	Sept. 20, 1936	Sheila Barrett..... Dec. 6, 1936
Frank Black.....	Sept. 20, 1936	Frank Black..... Dec. 6, 1936
Kirsten Flagstad.....	Sept. 20, 1936	Oswald Fresedo's Orch..... Dec. 6, 1936
Paul Robeson.....	Sept. 27, 1936	Yale University Glee Club..... Dec. 13, 1936
Casper Reardon.....	Sept. 27, 1936	Jane Froman..... Dec. 13, 1936
Jane Froman.....	Sept. 27, 1936	Emil Coleman's Orch..... Dec. 13, 1936
Robert Wildhack.....	Sept. 27, 1936	Percy Grainger..... Dec. 13, 1936
John B. Kennedy.....	Sept. 27, 1936	Jack Kirkland..... Dec. 13, 1936
Erna Sack.....	Oct. 11, 1936	James Barton..... Dec. 13, 1936
Eddy Duchin's Orch.....	Oct. 11, 1936	Robert Benchley..... Dec. 20, 1936
Jack Knight.....	Oct. 11, 1936	Bill Robinson..... Dec. 20, 1936
Lew Gensler.....	Oct. 11, 1936	Gertrude Wettergren..... Dec. 20, 1936
John McCormack.....	Oct. 11, 1936	Edward Johnson..... Dec. 20, 1936
Eduardo Donato's Orch.....	Oct. 11, 1936	Marcia Davenport..... Dec. 20, 1936
Frank Black.....	Oct. 11, 1936	Bobby Breen..... Dec. 20, 1936
Jean Sablon.....	Oct. 18, 1936	Frank Black..... Dec. 20, 1936
John B. Kennedy.....	Oct. 18, 1936	Moscow Cathedral Choir..... Dec. 27, 1936
Dr. Clyde Fisher.....	Oct. 18, 1936	Richard Humber's Orch..... Dec. 27, 1936
Norman Cordon.....	Oct. 18, 1936	John McCormack..... Dec. 27, 1936
Ernest Hutcheson.....	Oct. 18, 1936	Oliver Wakefield..... Dec. 27, 1936
Jeanne Dante.....	Oct. 18, 1936	Kirsten Flagstad..... Dec. 27, 1936
Alexander Kirkland.....	Oct. 18, 1936	Frank Black..... Dec. 27, 1936
Robert Benchley.....	Oct. 25, 1936	Ezio Pinza..... Jan. 3, 1937
Robert Halliday.....	Oct. 25, 1936	Max Reinhardt..... Jan. 3, 1937
William Gaxton.....	Oct. 25, 1936	Ania Dorfman..... Jan. 3, 1937
Kitty Carlisle.....	Oct. 25, 1936	Doc Rockwell..... Jan. 3, 1937
Saul Goodman.....	Oct. 25, 1936	Fats Waller's Orch..... Jan. 3, 1937
John B. Kennedy.....	Oct. 25, 1936	Lotte Lehman..... Jan. 10, 1937
Herbert Ernst Orch.....	Oct. 25, 1936	Budapest University Chorus..... Jan. 10, 1937
Frank Black.....	Oct. 25, 1936	Tallulah Bankhead..... Jan. 10, 1937
Frank Parker.....	Nov. 1, 1936	Buck & Bubbles..... Jan. 10, 1937
Duncan Sisters.....	Nov. 1, 1936	Carl Kress..... Jan. 10, 1937
Lennie Hayton's Orch.....	Nov. 1, 1936	Dick McDonough..... Jan. 10, 1937
John B. Kennedy.....	Nov. 1, 1936	Charles O'Connell..... Jan. 17, 1937
Dusolina Giannini.....	Nov. 1, 1936	George Copeland..... Jan. 17, 1937
Frank Black.....	Nov. 1, 1936	John B. Kennedy..... Jan. 17, 1937
Tom Powers.....	Nov. 8, 1936	Rene Maison..... Jan. 17, 1937
Leonard Joy's Orch.....	Nov. 8, 1936	Lucille Manners..... Jan. 24, 1937
Frank Black.....	Nov. 8, 1936	Ray Noble's Orch..... Jan. 24, 1937
Kirsten Flagstad.....	Nov. 8, 1936	Andrea Segovia..... Jan. 24, 1937
Friedrich Schorr.....	Nov. 8, 1936	Lauritz Melchior..... Jan. 24, 1937
John B. Kennedy.....	Nov. 15, 1936	Reginald Gardiner..... Jan. 24, 1937
Revellers Quartet.....	Nov. 15, 1936	Giovanni Martinelli..... Jan. 31, 1937
Helen Traubel.....	Nov. 15, 1936	Rufe Davis..... Jan. 31, 1937
Alexander Korda.....	Nov. 15, 1936	John B. Kennedy..... Jan. 31, 1937
Charles Laughton.....	Nov. 15, 1936	Tommy Dorsey's Orch..... Jan. 31, 1937
Walter O'Keefe.....	Nov. 22, 1936	Kerstin Thorborg..... Feb. 7, 1937
Carl Brisson.....	Nov. 22, 1936	Gertrude Lawrence..... Feb. 7, 1937
		David & Goliath..... Feb. 7, 1937
		Dr. Walter Damrosch..... Feb. 7, 1937

**GUEST ARTISTS—Continued**

Fray & Braggiotti.....	Feb. 7, 1937
Raya Garbousova.....	Feb. 7, 1937
Gina Cigna.....	Feb. 14, 1937
Carlos Salzedo.....	Feb. 14, 1937
Dennis King.....	Feb. 14, 1937
Helen Gleason.....	Feb. 14, 1937
Ernest Truex.....	Feb. 14, 1937
John B. Kennedy.....	Feb. 14, 1937
Viscount Hidemaro Konoye.....	Feb. 14, 1937
Albert Spalding.....	Feb. 21, 1937
Frederick Jaegel.....	Feb. 21, 1937
Eddy Duchin's Orch.....	Feb. 21, 1937
John B. Kennedy.....	Feb. 21, 1937
George M. Cohan.....	Feb. 21, 1937
John B. Kennedy.....	Feb. 28, 1937
Jean Sablon.....	Feb. 28, 1937
Richard Hunter.....	Feb. 28, 1937
Josephine Antoine.....	Feb. 28, 1937
Frank Albertson.....	Feb. 28, 1937
Mary Mason.....	Feb. 28, 1937
Joe Ferrer, Wynn Cahoon.....	March 7, 1937
Carroll Ashburn.....	March 7, 1937
Robert Foulk.....	March 7, 1937
Vincent York.....	March 7, 1937
Robert Griffith.....	March 7, 1937
John McCormack.....	March 14, 1937
Robert Irwin.....	March 14, 1937
Georges Enesco.....	March 14, 1937
Helen Traubel.....	March 14, 1937
Dudley Digges.....	March 14, 1937
Sara Allgood.....	March 14, 1937
Fray & Braggiotti.....	March 21, 1937
Bruna Castagna.....	March 21, 1937
Everett Mitchell.....	March 21, 1937
Andra Segovia.....	March 21, 1937
Joseph Schmidt.....	March 21, 1937
Eugene Ormandy.....	March 28, 1937
Elisabeth Rethberg.....	March 28, 1937
Fernand Gravet.....	April 4, 1937
Paul Whiteman's Orch.....	April 4, 1937
Brigadier General Gerald C. Brant.....	April 4, 1937
John B. Kennedy.....	April 4, 1937
Ethel Bartlett.....	April 4, 1937
Rae Robertson.....	April 4, 1937
Rose Bampton.....	April 4, 1937
Juan Darienzo.....	April 11, 1937
Erna Sack.....	April 11, 1937
Dudley Digges.....	April 11, 1937
Sara Allgood.....	April 11, 1937
Lauritz Melchior.....	April 11, 1937
Leopold Stokowski.....	April 18, 1937
Jose Iturbi.....	April 18, 1937
Eugene Ormandy.....	April 18, 1937
Charles O'Connell.....	April 18, 1937
Tito Schipa.....	April 25, 1937
Maurice Evans.....	April 25, 1937
Wynn Murray.....	April 25, 1937
Mitzi Green.....	April 25, 1937
Ray Heatherton.....	April 25, 1937
Buster Hoefler.....	April 25, 1937
David Sarnoff.....	May 2, 1937
Rosa Ponselle.....	May 2, 1937

**RADIO GUIDE, INC.**

(Lord & Thomas)

(Fri.-10-Blue)

Lanny Ross.....	Oct. 1, 1936
Helen Jepson.....	Oct. 1, 1936
Frank Fay.....	Oct. 1, 1936
Jessica Dragonette.....	Oct. 8, 1936
Billy Jones.....	Oct. 8, 1936
Ernie Hare.....	Oct. 8, 1936
Walter O'Keefe.....	Oct. 15, 1936
Lucy Monroe.....	Oct. 15, 1936
Frank Parker.....	Oct. 22, 1936
Errol Flynn.....	Oct. 22, 1936
Olivia de Havilland.....	Oct. 22, 1936
Ken Murray.....	Nov. 6, 1936
"Oswald" (Tony Labriola).....	Nov. 6, 1936
Jan Pearce.....	Nov. 6, 1936
Marilyn Stewart.....	Nov. 6, 1936
Stoopnagle & Budd.....	Nov. 13, 1936
Benay Venuta.....	Nov. 13, 1936
Marion & Jim Jordan.....	Nov. 20, 1936
(Fibber McGee & Molly)	
Lennie Hayton.....	Nov. 20, 1936
Benay Venuta.....	Nov. 20, 1936
Jane Froman.....	Nov. 27, 1936
Buddy Clark.....	Nov. 27, 1936
Jack Pearl.....	Dec. 4, 1936
Cliff (Charlie) Hall.....	Dec. 4, 1936
Louise Massey.....	Dec. 4, 1936
Westerners.....	Dec. 4, 1936
Benay Venuta.....	Dec. 4, 1936
Gene Raymond.....	Dec. 11, 1936
Ann Sothern.....	Dec. 11, 1936
Gene Lockhart.....	Dec. 11, 1936
Lucille Manners.....	Dec. 18, 1936
Caspar Reardon.....	Dec. 18, 1936
Edith Dick.....	Dec. 18, 1936
Eddy Duchin.....	Dec. 25, 1936
Al Pearce.....	Dec. 25, 1936
Edith Dick.....	Dec. 25, 1936
Hildegarde.....	Jan. 2, 1937
A. L. Alexander.....	Jan. 2, 1937
Wendell Hall.....	Jan. 2, 1937
William Wirges.....	Jan. 2, 1937
Richard Humber's Orch.....	Jan. 2, 1937

**SEALTEST LABORATORIES, INC.**

(N. W. Ayer; J. Walter Thompson)

(Sat.-8-Red)

Raymond Knight.....	Dec. 5, 1936
Tom Howard.....	Dec. 5, 1936
George Shelton.....	Dec. 5, 1936
Tune Twisters.....	Dec. 5, 1936
Rudy Vallee.....	Dec. 12, 1936
Tom Howard.....	Dec. 12, 1936
George Shelton.....	Dec. 12, 1936
Major Edward Bowes.....	Dec. 19, 1936
Carol Deis.....	Dec. 19, 1936
Lanny Ross.....	Dec. 26, 1936
Charles Baum.....	Dec. 26, 1936
John McCormack.....	Jan. 2, 1937
Charles Baum.....	Jan. 2, 1937
Kate Smith.....	Jan. 9, 1937
Donald Dickson.....	Jan. 9, 1937
Roland Young.....	Jan. 16, 1937

GUEST ARTISTS—Continued

**Sealtest Guests (Cont'd)**

Ethel Merman.....	Jan. 16, 1937
Vivian Della Chiesa.....	Jan. 16, 1937
Efrem Zimbalist.....	Jan. 16, 1937
Francis Lederer.....	Jan. 23, 1937
Gertrude Lawrence.....	Jan. 23, 1937
Ezio Pinza.....	Jan. 23, 1937
Yascha Bunchuk.....	Jan. 23, 1937
Walter Hampden.....	Jan. 30, 1937
Edith Barrett.....	Jan. 30, 1937
Mischa Levitzki.....	Jan. 30, 1937
Lucia Graeser.....	Jan. 30, 1937
Donald Dickson.....	Jan. 30, 1937
Stan Shaw.....	Feb. 6, 1937
Lauritz Melchior.....	Feb. 6, 1937
Reginald Gardiner.....	Feb. 6, 1937
James Melton.....	Feb. 13, 1937
Helen Howe.....	Feb. 13, 1937
Charles Baum.....	Feb. 13, 1937
James Melton.....	Feb. 20, 1937
Sheila Barrett.....	Feb. 20, 1937
Zasu Pitts.....	Feb. 27, 1937
Mitzi Green.....	March 6, 1937
Polly Moran.....	March 13, 1937
Stuart Erwin.....	March 20, 1937
June Collyer.....	March 20, 1937
Mary Boland.....	March 27, 1937
Cornelia Otis Skinner.....	April 3, 1937
Ethel Merman.....	April 10, 1937
Nancy McCord.....	April 17, 1937
Shirley Booth.....	April 17, 1937
Jane Pickens.....	April 24, 1937
Joe Di Maggio.....	April 24, 1937

**SHELL PETROLEUM**

(*J. Walter Thompson*)

(Sat.-9:30-Red)

Ginger Rogers.....	June 6, 1936
Edward Everett Horton.....	June 6, 1936
Lionel Barrymore.....	June 6, 1936
Melvin Koontz.....	June 6, 1936
Mme. Olga Zeleste.....	June 6, 1936
Edward Everett Horton.....	June 13, 1936
Walter Winchell.....	June 13, 1936
Alice Faye.....	June 13, 1936
George Jessel.....	June 13, 1936
Welker Cochrane.....	June 13, 1936
Edward Everett Horton.....	June 20, 1936
Francis Fay.....	June 20, 1936
Helen Broderick.....	June 20, 1936
Strangler Lewis.....	June 20, 1936
Sally Rand.....	June 20, 1936
Bette Davis.....	June 20, 1936
Joan Crawford.....	July 4, 1936
Franchot Tone.....	July 4, 1936
Edward Everett Horton.....	July 4, 1936
Charles Paddock.....	July 4, 1936
Dixie Lee.....	July 4, 1936
Cherry Mae.....	July 11, 1936
Eric Blore.....	July 11, 1936
Bert Lahr.....	July 11, 1936
Jean Hersholt.....	July 11, 1936
Dorothy Page.....	July 11, 1936
Joe Cook.....	July 18, 1936
Merle Oberon.....	July 18, 1936
Ellsworth Vines.....	July 18, 1936

Eddie Peabody.....	July 25, 1936
Patsy Kelly.....	July 25, 1936
Snowy Baker.....	July 25, 1936
Joan Blondell.....	Aug. 1, 1936
Paul Harvey.....	Aug. 1, 1936
Ella Logan.....	Aug. 1, 1936
Bert Lahr.....	Aug. 1, 1936
Bailey Arizmendi.....	Aug. 1, 1936
Joe Cook.....	Aug. 8, 1936
Judy Garland.....	Aug. 8, 1936
Larry Crabbe.....	Aug. 8, 1936
Margaret Sullavan.....	Aug. 8, 1936
Stuart Erwin.....	Aug. 15, 1936
Joe Marty.....	Aug. 15, 1936
Lewis Stone.....	Aug. 15, 1936
Grace Saxon.....	Aug. 15, 1936
Tallulah Bankhead.....	Aug. 22, 1936
Joe Cook.....	Aug. 22, 1936
Paul Chatteau.....	Aug. 22, 1936
Frances Fay.....	Aug. 22, 1936
Olsen & Johnson.....	Aug. 29, 1936
Virginia Bruce.....	Aug. 29, 1936
Dolores Costello Barrymore.....	Aug. 29, 1936
Ralph Brandini.....	Aug. 29, 1936
Lillian Roth.....	Sept. 5, 1936
Bert White.....	Sept. 5, 1936
Jerry Lester.....	Sept. 5, 1936
Constance Bennett.....	Sept. 5, 1936
Martha Raye.....	Sept. 12, 1936
Patsy Kelly.....	Sept. 12, 1936
Cary Grant.....	Sept. 12, 1936
Sambo.....	Sept. 12, 1936
Joan Bennett.....	Sept. 19, 1936
Lois January.....	Sept. 19, 1936
Olsen & Johnson.....	Sept. 19, 1936
Ann Sothern.....	Sept. 26, 1936
Roger Pryor.....	Sept. 26, 1936
Donald Budge.....	Sept. 26, 1936
Olsen & Johnson.....	Sept. 26, 1936
Bob & Irish Meusel.....	Oct. 3, 1936
Gertrude Niesen.....	Oct. 10, 1936
Stuart Erwin.....	Sept. 10, 1936
Bob Meyer.....	Oct. 10, 1936
Smith Ballew.....	Oct. 17, 1936
Helen Broderick.....	Oct. 17, 1936
Helen Mayer.....	Oct. 17, 1936
Peggy Gardiner.....	Oct. 17, 1936
Jack Stanton.....	Oct. 17, 1936
Amos Alonzo Stagg.....	Oct. 24, 1936
Gordon McGregor.....	Oct. 24, 1936
Marjorie Gestring.....	Nov. 7, 1936
Fred Dalson.....	Nov. 7, 1936
Captain Barrett.....	Nov. 14, 1936
Putt Mossman.....	Nov. 14, 1936
Scotty, elephant trainer.....	Nov. 21, 1936
Marian Washington.....	Nov. 21, 1936
Florence Gill.....	Nov. 28, 1936
Frank Morgan.....	Dec. 5, 1936
Bunny Dryden.....	Dec. 5, 1936
Bertha Mattock.....	Dec. 12, 1936
Jack Heitman.....	Dec. 19, 1936
Fred Perry.....	Dec. 19, 1936
Fred Perry.....	Dec. 26, 1936
Admiral Richard P. Hobson.....	Jan. 2, 1937

GUEST ARTISTS—Continued

Dan Miller.....	Jan. 2, 1937	Sleepy Hall.....	Feb. 20, 1937
Harry Stuhldreher.....	Jan. 2, 1937	East & Dumke.....	Feb. 20, 1937
Jim Crowley.....	Jan. 2, 1937	Benny Leonard.....	Feb. 20, 1937
Bill Robinson.....	Jan. 2, 1937	Susanne Fisher.....	Feb. 20, 1937
Vass Kids.....	Jan. 2, 1937	Stepin Fetchit.....	Feb. 20, 1937
The Parker Family.....	Jan. 2, 1937	Cabin Kids.....	Feb. 20, 1937
The Ross Family.....	Jan. 2, 1937	A. L. Alexander.....	Feb. 20, 1937
Ernie Watson.....	Jan. 2, 1937	Sam Lewis.....	Feb. 27, 1937
Ozzie Nelson.....	Jan. 2, 1937	Frank Buck.....	Feb. 27, 1937
Rubinoff.....	Jan. 2, 1937	Bozo, Wonder Dog.....	Feb. 27, 1937
B. A. Rolfe.....	Jan. 2, 1937	Capt. E. C. Lower.....	Feb. 27, 1937
Ferde Grofe.....	Jan. 2, 1937	Rose Bampton.....	Feb. 27, 1937
Harry Sosnik.....	Jan. 2, 1937	A. L. Alexander.....	Feb. 27, 1937
Guy Lombardo.....	Jan. 2, 1937	Father Hubbard, Artic Priest.....	Feb. 27, 1937
Eddie Duchin.....	Jan. 2, 1937	Eva La Gallienne.....	Feb. 27, 1937
Ray Noble.....	Jan. 2, 1937	Suzanne Fisher.....	March 6, 1937
John McCormack.....	Jan. 9, 1937	Capt. Eddie Rickenbacher.....	March 6, 1937
Johnny Weismuller.....	Jan. 9, 1937	George Raft.....	March 6, 1937
Edgar Rice Burroughs.....	Jan. 9, 1937	Woodall & Pall.....	March 6, 1937
Fats Waller.....	Jan. 9, 1937	Nat Holman.....	March 6, 1937
William Morgan.....	Jan. 9, 1937	Capt. C. W. R. Knight.....	March 13, 1937
Babe Ruth.....	Jan. 9, 1937	Earl M. "Lucky" Teter.....	March 13, 1937
7 Loria Children.....	Jan. 9, 1937	Capt. Charles B. Driscoll.....	March 13, 1937
Jean Luissier.....	Jan. 9, 1937	Arpad Babos.....	March 13, 1937
Mexican Marimba Band.....	Jan. 9, 1937	William Lynn.....	March 13, 1937
Larry Adler.....	Jan. 16, 1937	Lotte Lehman.....	March 13, 1937
Cornelia Otis Skinner.....	Jan. 16, 1937	Alice McMahon.....	March 13, 1937
Sonje Henie.....	Jan. 16, 1937	Major James H. Doolittle.....	March 20, 1937
May Questel.....	Jan. 16, 1937	Fibber McGee & Molly.....	March 20, 1937
Ella Fitzgerald.....	Jan. 16, 1937	(Marion & Jim Jordon)	
Giovanni Martinelli.....	Jan. 16, 1937	Vienna Boys Choir.....	March 20, 1937
Billy Jones.....	Jan. 23, 1937	Albert Payson Terhune.....	March 20, 1937
Ernie Hare.....	Jan. 23, 1937	Capt. William Campbell.....	March 20, 1937
Toto.....	Jan. 23, 1937	Effros, Fields & Hall.....	March 20, 1937
Rube Goldberg.....	Jan. 23, 1937	Lester Grady.....	March 20, 1937
Art Jarrett.....	Jan. 23, 1937	Russian Balalaika Orch.....	March 20, 1937
Eleanor Holm.....	Jan. 23, 1937	Dale Carnegie.....	March 27, 1937
Giovanni Benedetto.....	Jan. 23, 1937	Notre Dame Glee Club.....	March 27, 1937
Dexter Fellows.....	Jan. 23, 1937	Toscha Seidel.....	March 27, 1937
Harry Foster Welch.....	Jan. 23, 1937	Stuart Erwin.....	March 27, 1937
Memphis Five.....	Jan. 23, 1937	Alex Templeton.....	March 27, 1937
John Tio, parrot and his trainer, Arbella.....	Jan. 30, 1937	Eddie Dowling.....	March 27, 1937
Ernie Watson.....	Jan. 30, 1937	Rae Dooley.....	March 27, 1937
Nick Lucas.....	Jan. 30, 1937	Red McKenzie.....	April 3, 1937
Clyde Beatty.....	Jan. 30, 1937	Captain Bob Bartlett.....	April 3, 1937
Mrs. James Roosevelt.....	Jan. 30, 1937	Arthur Carron.....	April 3, 1937
Three Marshalls.....	Jan. 30, 1937	Carl Kress.....	April 3, 1937
Evalyn Tyner.....	Jan. 30, 1937	Charles Paul.....	April 3, 1937
Dr. Aughinbaugh.....	Jan. 30, 1937	Lillian Gish.....	April 3, 1937
Harry Brewer.....	Feb. 6, 1937	Andy Iona.....	April 3, 1937
George O'Brien.....	Feb. 6, 1937	Angus Fraser.....	April 10, 1937
Hildegard Halliday.....	Feb. 6, 1937	Betty & Bobby Mauch.....	April 10, 1937
Ezio Pinza.....	Feb. 6, 1937	Grete Stueckgold.....	April 10, 1937
Bob Pastor.....	Feb. 6, 1937	Grantland Rice.....	April 10, 1937
Mitzi Green.....	Feb. 6, 1937	Capt. John H. Ayres.....	April 19, 1937
Claude Thornhill.....	Jan. 6, 1937	Los Rancheros.....	April 10, 1937
Cavaliers Quartet.....	Feb. 6, 1937	Orson Welles.....	April 10, 1937
Jean Hersholt.....	Feb. 13, 1937	Albert Spaulding.....	April 17, 1937
Efrem Zimbalist.....	Feb. 13, 1937	Mexican Marimba Band.....	April 17, 1937
Frank Rickless.....	Feb. 13, 1937	Bob Feller.....	April 17, 1937
Roy Atwell.....	Feb. 13, 1937	Carl Hubbell.....	April 17, 1937
Walter Tetley.....	Feb. 13, 1937	Russian Peasant Choir.....	April 17, 1937
Cavaliers Quartet.....	Feb. 13, 1937	Blanche Yurka.....	April 17, 1937
		Dr. Albert Edward Wiggam.....	April 24, 1937

**GUEST ARTISTS—Continued**

<b>Shell Guests (Cont'd)</b>		Tom Howard.....	July 16, 1936
Gene Sarazen.....	April 24, 1937	George Shelton.....	July 16, 1936
Juanita Hall Choir.....	April 24, 1937	Eddie Dowling.....	July 23, 1936
Toya Sasabe.....	April 24, 1937	Ray Dooley.....	July 23, 1936
Juano Hernandez.....	April 24, 1937	Tom Howard.....	July 23, 1936
<b>SONOTONE CORP.</b>		George Shelton.....	July 23, 1936
<i>(Topping &amp; Lloyd)</i>		Eddie Green.....	July 23, 1936
<i>(Tues.-4 p.m.-Red)</i>		Octavus Roy Cohen.....	July 23, 1936
Angelo Sasso.....	Dec. 1, 1936	Helen Jepson.....	July 23, 1936
Willard Young.....	Dec. 1, 1936	Conway P. Coe, Comm. of	
Edward Harris.....	Dec. 21, 1936	Patents.....	July 23, 1936
Dean Babbitt.....	Dec. 28, 1936	Jimmy Savo.....	July 30, 1936
<b>STANDARD BRANDS</b>		Bergman & Gordon.....	July 30, 1936
<b>(CHASE &amp; SANBORN)</b>		Hildegarde.....	July 30, 1936
<i>(J. Walter Thompson)</i>		Pat Terry.....	July 30, 1936
<i>(Sun.-8-Red)</i>		Bull Patrick Abbott.....	July 30, 1936
Lee Tracy.....	Jan. 24, 1937	Luise Rainer.....	Aug. 6, 1936
Bette Davis.....	Jan. 31, 1937	Ricardo Cortez.....	Aug. 6, 1936
Jesse Lasky.....	Feb. 7, 1937	Mrs. William Underwood.....	Aug. 6, 1936
Jean Hersholt.....	Feb. 7, 1937	Helen Brown.....	Aug. 6, 1936
Pat O'Brien.....	Feb. 21, 1937	Neila Goodelle.....	Aug. 6, 1936
Maxwell Arno.....	Feb. 21, 1937	Charles Butterworth.....	Aug. 13, 1936
Basil Rathbone.....	Feb. 28, 1937	Ilka Chase.....	Aug. 13, 1936
Walter Brennan.....	March 6, 1937	Frank Gaby.....	Aug. 13, 1936
William Gargan.....	March 21, 1937	Charles Cook Singer.....	Aug. 13, 1936
Doris Weston.....	March 21, 1937	Francis McCauley.....	Aug. 13, 1936
Binnie Barnes.....	March 28, 1937	Josephine Huston.....	Aug. 13, 1936
<b>STANDARD BRANDS</b>		Mrs. Jess Owens.....	Aug. 13, 1936
<b>(FLEISCHMANN; ROYAL GELATIN)</b>		Fannie Brice.....	Aug. 20, 1936
<i>(J. Walter Thompson)</i>		Teddy Bergman.....	Aug. 20, 1936
<i>(Thurs.-8-Red)</i>		Bert Gordon.....	Aug. 20, 1936
Robert Taylor.....	June 4, 1936	Fred Perry.....	Aug. 20, 1936
Milton Berle.....	June 4, 1936	Helen Vinsch.....	Aug. 20, 1936
Fats Waller.....	June 4, 1936	Charles Butterworth.....	Aug. 20, 1936
Frank Fay.....	June 4, 1936	Billie Hayward.....	Aug. 20, 1936
Claudia Morgan.....	June 4, 1936	Cliff Allen.....	Aug. 20, 1936
Henry Hull.....	June 11, 1936	Eddie Green.....	Aug. 27, 1936
Milton Berle.....	June 11, 1936	Sylvia Cecil.....	Aug. 27, 1936
Muriel Dickson.....	June 11, 1936	Mary Boland.....	Aug. 27, 1936
Paul Garrits.....	June 11, 1936	Mitzi Green.....	Aug. 27, 1936
Larry Adler.....	June 11, 1936	Doc Rockwell.....	Aug. 27, 1936
Cornelia Otis Skinner.....	June 18, 1936	Boris Karloff.....	Sept. 3, 1936
Vincent Price.....	June 18, 1936	Doc Rockwell.....	Sept. 3, 1936
Bill Corum.....	June 18, 1936	Eddie Green.....	Sept. 3, 1936
Midge Williams.....	June 18, 1936	Amanda Randolph.....	Sept. 3, 1936
Joe Cook.....	June 18, 1936	Tom Howard.....	Sept. 3, 1936
Cross & Dunn.....	June 25, 1936	George Shelton.....	Sept. 3, 1936
Harry Iraine.....	June 25, 1936	Arlene Jackson.....	Sept. 3, 1936
Midge Williams.....	June 25, 1936	George Jessel.....	Sept. 10, 1936
Jefferson Machamer.....	June 25, 1936	John Boles.....	Sept. 10, 1936
Bert Lahr.....	June 25, 1936	Charles Alphonse Vallee.....	Sept. 10, 1936
Lupe Velez.....	July 2, 1936	Sheila Barrett.....	Sept. 17, 1936
David Guion.....	July 2, 1936	Beatrice Lillie.....	Sept. 17, 1936
Cavalcade Chorus.....	July 2, 1936	Leslie Howard.....	Sept. 17, 1936
Robert L. Ripley.....	July 2, 1936	Robert Wildhack.....	Sept. 17, 1936
June Knight.....	July 9, 1936	Carl Hubbell.....	Sept. 17, 1936
Josephine Hutchinson.....	July 9, 1936	Tallulah Bankhead.....	Sept. 24, 1936
Doc Rockwell.....	July 9, 1936	Walter O'Keefe.....	Sept. 24, 1936
Mildred Miligan's Harpists.....	July 9, 1936	Bill Robinson.....	Sept. 24, 1936
Harold Bauer.....	July 16, 1936	Andy Kerr.....	Sept. 24, 1936
Gregory Ratoff.....	July 16, 1936	Swing Kids.....	Sept. 24, 1936
Rex Ingram.....	July 16, 1936	Charles Ruggles.....	Oct. 1, 1936
Eddie Green.....	July 16, 1936	Peggy Fears.....	Oct. 1, 1936
Al Altman.....	July 16, 1936	Joe Williams.....	Oct. 1, 1936
		Tom Howard.....	Oct. 1, 1936
		George Shelton.....	Oct. 1, 1936



## GUEST ARTISTS—Continued

Mary and Helen, New Swing Kids	Oct. 1, 1936	Cornelia Otis Skinner	Dec. 17, 1936
Fray & Braggiotti	Oct. 1, 1936	Elsa Maxwell	Dec. 17, 1936
Louis J. Brann, Gov. of Me.	Oct. 1, 1936	Douglas Montgomery	Dec. 17, 1936
Joan Blondell	Oct. 8, 1936	Shirley Booth	Dec. 17, 1936
Bert Wheeler	Oct. 8, 1936	Bob Hope	Dec. 24, 1936
Mark Hellinger	Oct. 8, 1936	Honeychile	Dec. 24, 1936
P. G. Wodehouse	Oct. 8, 1936	Senora Natalia de Suarez	Dec. 24, 1936
William Frawley	Oct. 8, 1936	Len Hammond	Dec. 24, 1936
F. Z. Whitehead	Oct. 8, 1936	Edgar Bergen	Dec. 24, 1936
Maurice Evans	Oct. 15, 1936	Beatrice Lillie	Dec. 31, 1936
Doc Rockwell	Oct. 15, 1936	Edgar Bergen	Dec. 31, 1936
Margaret Horan	Oct. 15, 1936	Wynn, the Astrologer	Dec. 31, 1936
Yogi Yossenson	Oct. 15, 1936	Edith Lorand	Dec. 31, 1936
Fred Alvord	Oct. 15, 1936	Joe Downing	Dec. 31, 1936
Gypsy Rose Lee	Oct. 22, 1936	Edgar Bergen	Jan. 7, 1937
Erin O'Brien Moore	Oct. 22, 1936	Ellsworth Vines	Jan. 7, 1937
Rosa Linda	Oct. 22, 1936	Fred Perry	Jan. 7, 1937
Sheila Barrett	Oct. 22, 1936	Bert Lahr	Jan. 7, 1937
Rosalind Russell	Oct. 29, 1936	Margalo Gillmore	Jan. 7, 1937
Walter Abel	Oct. 29, 1936	Jessie Busby	Jan. 7, 1937
Ilka Chase	Oct. 29, 1936	Charita Bauer	Jan. 7, 1937
Major V. A. M. Kemp	Oct. 29, 1936	Paul Whiteman	Jan. 7, 1937
Peter Lorre	Nov. 5, 1936	Edgar Bergen	Jan. 14, 1937
Olivia de Haviland	Nov. 5, 1936	Pat O'Brien	Jan. 14, 1937
Cab Calloway	Nov. 5, 1936	Sylvia Field	Jan. 14, 1937
Sheila Barrett	Nov. 5, 1936	Sheila Barrett	Jan. 14, 1937
Eddie Conrad	Nov. 5, 1936	Baron Suriani	Jan. 14, 1937
Tom Howard	Nov. 5, 1936	Walter O'Keefe	Jan. 14, 1937
George Shelton	Nov. 5, 1936	Edgar Bergen	Jan. 21, 1937
Milli Monti	Nov. 12, 1936	Roland Young	Jan. 21, 1937
Charles Withers	Nov. 12, 1936	Frances Fuller	Jan. 21, 1937
Tom Howard	Nov. 12, 1936	The Charioteers	Jan. 21, 1937
George Shelton	Nov. 12, 1936	Sidney Franklin	Jan. 21, 1937
Dr. Victor Wolfgang Von Hagen	Nov. 12, 1936	Walter C. Kelly	Jan. 21, 1937
Henry Hull	Nov. 12, 1936	Swing Kids	Jan. 21, 1937
John McCormack	Nov. 19, 1936	Gentlemen Songsters	Jan. 21, 1937
Eliseo Grevet Club Yumuri Rumba Band	Nov. 19, 1936	Brian Aherne	Jan. 28, 1937
Band	Nov. 19, 1936	Patricia Calvert	Jan. 28, 1937
Adelaide Kleim	Nov. 19, 1936	Percy Grainger	Jan. 28, 1937
Billy Halop	Nov. 19, 1936	Robert Edmond Jones	Jan. 28, 1937
Joe Peano	Nov. 19, 1936	Eddie Green	Jan. 28, 1937
Lawrence Kelley	Nov. 26, 1936	Edith Barrett	Jan. 28, 1937
Francis Lederer	Nov. 26, 1936	The Men of Gotham	Jan. 28, 1937
Heien Chandler	Nov. 26, 1936	Fred Ordath	Feb. 4, 1937
Frances Faye	Nov. 26, 1936	Isabelle Jewell	Feb. 4, 1937
Elizabeth Day	Nov. 26, 1936	Paul Lukas	Feb. 4, 1937
Tom Howard	Nov. 26, 1936	Bernie Bierman	Feb. 4, 1937
George Shelton	Nov. 26, 1936	Edgar Bergen	Feb. 4, 1937
Noel Coward	Dec. 3, 1936	Selinsky String Quartet	Feb. 11, 1937
Gertrude Lawrence	Dec. 3, 1936	A. L. Alexander	Feb. 11, 1937
Ed. Wynnn	Dec. 3, 1936	Walter O'Keefe	Feb. 11, 1937
Eddie Peabody	Dec. 3, 1936	Burgess Meredith	Feb. 11, 1937
The Don Cossacks	Dec. 3, 1936	Phyllis Welch	Feb. 11, 1937
John Gunther	Dec. 3, 1936	Thomas Ross	Feb. 11, 1937
Capt. John H. Ayres	Dec. 10, 1936	Harold Moffat	Feb. 11, 1937
Don Taimenes	Dec. 10, 1936	Edgar Bergen	Feb. 11, 1937
Popikoff	Dec. 10, 1936	Vitya Vronsky	Feb. 18, 1937
Spencer Tracy	Dec. 10, 1936	Victor Babin	Feb. 18, 1937
Doris Hare	Dec. 10, 1936	Frank Gaby	Feb. 18, 1937
Joe Cook	Dec. 10, 1936	Jean Arthur	Feb. 18, 1937
John Gurney	Dec. 17, 1936	Donald Cameron	Feb. 18, 1937
Edgar Bergen	Dec. 17, 1936	Edith Spencer	Feb. 18, 1937
		Sarah Algood	Feb. 18, 1937
		Edgar Bergen	Feb. 18, 1937
		Jean Sablon	Feb. 25, 1937

**GUEST ARTISTS—Continued**

**Standard Brands Guests (Cont'd)**

Jean Hersholt.....	Feb. 25, 1937
Betty Philson.....	Feb. 25, 1937
Roy Fant.....	Feb. 25, 1937
Tom Gunn.....	Feb. 25, 1937
Hilaire Belloc.....	Feb. 25, 1937
Edgar Bergen.....	Feb. 25, 1937
Edgar Bergen.....	March 4, 1937
Judith Anderson.....	March 4, 1937
Walter Abel.....	March 4, 1937
Patrolman Gerald Hendricks	March 4, 1937
Milton Douglas.....	March 4, 1937
Mary Jane Walsh.....	March 4, 1937
Mary Boland.....	March 11, 1937
Edgar Bergen.....	March 11, 1937
Milton Douglas.....	March 11, 1937
Priscilla.....	March 11, 1937
Hamilton College Choir.....	March 11, 1937
Marjorie Hillis.....	March 11, 1937
Walter O'Keefe.....	March 18, 1937
Edgar Bergen.....	March 18, 1937
Henry Fonda.....	March 18, 1937
Sylvia Field.....	March 18, 1937
Albert Sullivan.....	March 18, 1937
Tyrone Power.....	March 25, 1937
Muriel Kirkland.....	March 25, 1937
Bob Hope.....	March 25, 1937
Edgar Bergen.....	March 25, 1937
Tony Sarg.....	March 25, 1937
Florence Desmond.....	March 25, 1937
Ryan & Lee.....	April 1, 1937
Katharine Locke.....	April 1, 1937
Jules Garfield.....	April 1, 1937
Ann Seymour.....	April 1, 1937
Marc Connelly.....	April 1, 1937
Edgar Bergen.....	April 1, 1937
Henry Hull.....	April 8, 1937
Frank Capra.....	April 8, 1937
Eddie Green.....	April 8, 1937
Edgar Bergen.....	April 8, 1937
Joan Edwards.....	April 15, 1937
Lou Holtz.....	April 15, 1937
Max Eastman.....	April 15, 1937
Richard Bennett.....	April 15, 1937
Eric Rolf.....	April 22, 1937
Mrs. Ruth Brugh.....	April 22, 1937
Wynn Murray.....	April 22, 1937
Sir Cedric & Lady Helena	
Hardwicke.....	April 22, 1937
Claude Rains.....	April 29, 1937
Sybil Jason.....	April 29, 1937
Johnny Burke.....	April 29, 1937
Russ Brown.....	April 29, 1937

**STANDARD BRANDS  
(ROYAL GELATIN)  
(J. Walter Thompson)  
(Fri.-8:30 p.m.-Blue)**

Irene Bordoni.....	June 12, 1936
Bob Ripley.....	June 12, 1936
Jane Cowl.....	June 19, 1936
Deems Taylor.....	June 26, 1936
Joe Louis.....	July 3, 1936
Frank Buck.....	July 10, 1936

Helen Vinson.....	July 17, 1936
Irene Castle McLaughlin.....	July 24, 1936
Arlene Jackson.....	July 24, 1936
Joe Gould.....	July 31, 1936
The Penny Kids.....	July 31, 1936
James Braddock.....	Aug. 7, 1936
Joe Gould.....	Aug. 7, 1936
Carl Kressand.....	Aug. 7, 1936
Dick McDonough.....	Aug. 7, 1936
Hildegarde.....	Aug. 14, 1936
Eddie Rickenbacher.....	Aug. 21, 1936

**STUDEBAKER**

*(Roche, Williams & Cunyngham)  
(Mon.-10-Blue)*

Pick & Pat.....	Sept. 14, 1936
Harry Richman.....	Sept. 28, 1936
Dick Merrill.....	Sept. 28, 1936
Frank Parker.....	Oct. 5, 1936
Lanny Ross.....	Oct. 12, 1936
Tom Howard.....	Oct. 19, 1936
George Shelton.....	Oct. 19, 1936
James Melton.....	Nov. 2, 1936
Frank Parker.....	Nov. 9, 1936
Jane Froman.....	Nov. 16, 1936
Kate Smith.....	Nov. 23, 1936
Alec Templeton.....	Nov. 30, 1936
Midge Williams.....	Nov. 30, 1936
Harry Richman.....	Dec. 7, 1936
Morton Downey.....	Dec. 14, 1936
Ruth Etting.....	Dec. 21, 1936
Alec Templeton.....	Dec. 28, 1936
Pat O'Malley.....	Dec. 28, 1936
Caspar Reardon.....	Jan. 4, 1937
Alec Templeton.....	Jan. 4, 1937
Rafael.....	Jan. 11, 1937
Alec Templeton.....	Jan. 11, 1937
Adrian Rollini.....	Jan. 18, 1937
Sherry McKay.....	Jan. 18, 1937
Three Notes.....	Jan. 18, 1937
Alec Templeton.....	Jan. 18, 1937
Bob Hope.....	April 12, 1937
Honeychile.....	April 12, 1937
The Notre Dame Glee Club	April 19, 1937
Rev. John F. O'Hara, Pres.	
U. of Notre Dame.....	April 19, 1937
Elmer Layden.....	April 19, 1937
Kate Smith.....	April 26, 1937
The Ambassadors.....	April 26, 1937
Burns Mantle.....	May 3, 1937
Harry Hansen.....	May 3, 1937

**SUN OIL**

*(Roche, Williams & Cunyngham)  
(M-F-6:45-Blue)*

A. A. Dysart.....	June 3, 1936
(Premier of New Brunswick)	
J. Edgar Hoover.....	June 30, 1936
Curtis Mitchell.....	July 1, 1936
Low Lehr.....	July 8, 1936
Dr. Lin Yutang.....	Oct. 6, 1936
Robert Ripley.....	Oct. 7, 1936
Captain Edward Musig.....	Dec. 4, 1936

## GUEST ARTISTS—Continued

Kirsten Flagstad.....Jan. 28, 1937  
 Dr. John Finley.....Feb. 11, 1937  
 Mary Akeley.....March 1, 1937

### GENERAL FOODS CORP.

#### (JELLO)

(Young & Rubicam)

(Sun.-7-Red)

Andy Devine.....Dec. 13, 1936  
 Andy Devine.....Dec. 20, 1936  
 Andy Devine.....Jan. 10, 1937  
 Andy Devine.....Feb. 7, 1937  
 Ben Bernie.....Feb. 14, 1937  
 Andy Devine.....Feb. 14, 1937  
 Stuart Canin.....March 7, 1937  
 Fred Allen.....March 14, 1937  
 Mancell Talcott.....March 21, 1937  
 (Mayor of Waukegan)  
 Andy Devine.....March 28, 1937  
 Burns and Allen.....April 11, 1937

### DUFF-NORTON MFG. CO.

(Walker & Downing)

(Fri.-7:45-Special NBC)

Alexander Gray.....Feb. 26, 1937  
 Bernice Claire.....March 12, 1937  
 Ward Wilson.....March 19, 1937  
 Carol Deis.....March 26, 1937  
 Lois Miller.....April 2, 1937  
 Donald Novis.....April 9, 1937  
 Lois Miller.....April 16, 1937  
 Jane Pickens.....April 23, 1937  
 Alexander Gray.....April 30, 1937

### GENERAL FOODS

#### (MAXWELL HOUSE)

(Benton & Bowles)

(Thur.-9-Red)

Patti Chapin.....June 4, 1936  
 Jimmy Fidler.....June 4, 1936  
 E. T. Jarvis.....June 4, 1936  
 George Rasely.....June 4, 1936  
 East and Dumke.....June 18, 1936  
 Tim Ryan.....June 25, 1936  
 Irene Noblette.....June 25, 1936  
 Bob Hope.....July 2, 1936  
 Honeychile.....July 2, 1936  
 Curtis Mitchell.....July 2, 1936  
 Jessica Dragonette.....July 9, 1936  
 Virginia Rea.....July 16, 1936  
 Jan Peerce.....July 16, 1936  
 Jessica Dragonette.....July 23, 1936  
 Ernie Hare.....July 23, 1936  
 Mario Chamlee.....July 30, 1936  
 Rose Bampton.....July 30, 1936  
 Frank de Cuzzi.....July 30, 1936  
 Patti Chapin.....Aug. 6, 1936  
 Jack Arthur.....Aug. 6, 1936  
 Dorothy Mainor.....Aug. 6, 1936  
 Helen Jepson.....Aug. 13, 1936  
 George Possell.....Aug. 13, 1936  
 Ruby Mercer.....Sept. 13, 1936  
 Louise Massey.....Sept. 13, 1936  
 Westerners.....Sept. 13, 1936

Ruby Mercer.....Oct. 8, 1936  
 Stoopnagle & Budd.....Oct. 8, 1936  
 Evelyn Case.....Oct. 22, 1936  
 Phil Lord.....Oct. 22, 1936  
 Winifred Cecil.....Oct. 29, 1936  
 Captain Ezra Diamond.....Nov. 12, 1936  
 Lynn Martin.....Nov. 12, 1936  
 Merry Macs.....Nov. 12, 1936  
 Clarence Francis.....Dec. 17, 1936  
 Robert Benchley.....Jan. 7, 1937  
 Ruby Mercer.....Jan. 14, 1937  
 Roy Atwell.....Jan. 14, 1937  
 Gloria Swanson.....Jan. 21, 1937  
 Monroe Silver.....Jan. 21, 1937  
 Mario Squires.....Jan. 21, 1937  
 Mary Small.....Jan. 28, 1937  
 Trumpet Twins.....Jan. 28, 1937  
 De Marco Sisters.....Jan. 28, 1937  
 Loria Brothers.....Jan. 28, 1937  
 Stewart Canin.....Jan. 28, 1937  
 Walter Hampden.....Feb. 4, 1937  
 George Jessel.....Feb. 11, 1937  
 Ruth Etting.....Feb. 11, 1937  
 Mitzi Green.....Feb. 18, 1937  
 Jackie Coogan.....Feb. 18, 1937  
 East & Dumke.....Feb. 18, 1937  
 Mary Small.....Feb. 25, 1937  
 Ruth Chatterton.....Feb. 25, 1937  
 Ruby Mercer.....March 4, 1937  
 Judy and the Bunch.....March 4, 1937  
 Amelia Earhart.....March 4, 1937  
 George Palmer Putnam.....March 4, 1937  
 Helen Morgan.....March 11, 1937  
 Dale Carnegie.....March 11, 1937  
 Theodore C. Baker.....March 11, 1937  
 Mary Small.....March 18, 1937  
 Arnold Eidus.....March 18, 1937  
 Lillian Gish.....March 18, 1937  
 Mabel Wilson.....March 25, 1937  
 Vienna Boys Choir.....March 25, 1937  
 Ethel Barrymore.....March 25, 1937  
 Gertrude Lawrence.....April 1, 1937  
 Thomas L. Thomas.....April 1, 1937  
 Jane Froman.....April 8, 1937  
 Ford Frick.....April 8, 1937  
 Hildegard.....April 15, 1937  
 Blevins Davis.....April 15, 1937  
 Dale Carnegie.....April 22, 1937  
 Nadine Connor.....April 22, 1937  
 Mary Small.....April 22, 1937  
 Heather Halliday.....April 22, 1937  
 Ed East.....April 22, 1937  
 Ralph Dumke.....April 22, 1937  
 Gertrude Lawrence.....April 29, 1937

### SHERWIN-WILLIAMS CO.

(Cecil, Warwick & Legler)

(Sun.-3 p.m.-Red)

Emma Beldan.....Oct. 18, 1936  
 Douglas Stanbury.....Oct. 18, 1936  
 Denis O'Neil.....Oct. 18, 1936  
 Carol Deis.....Oct. 25, 1936  
 Lillian Knowles.....Oct. 25, 1936  
 Mario Cozzi.....Oct. 25, 1936  
 Thomas L. Thomas.....Nov. 1, 1936  
 Gladys Rice.....Nov. 1, 1936

## GUEST ARTISTS—Continued

<b>Sherwin-Williams Guests (Cont'd)</b>			
Robert Topping.....	Nov. 1, 1936	Grace Panvini.....	Jan. 17, 1937
Arthur Carron.....	Nov. 1, 1936	Hilda Burke.....	Jan. 24, 1937
Alma Kitchell.....	Nov. 8, 1936	Hilda Ohlin.....	Jan. 24, 1937
Sue Hicks.....	Nov. 8, 1936	Robert Steel.....	Jan. 24, 1937
Vladimir Zorin.....	Nov. 8, 1936	Benjamin De Loache.....	Jan. 24, 1937
Anna Kaskas.....	Nov. 8, 1936	Lawrence Tibbett.....	Jan. 31, 1937
Glenn Darwin.....	Nov. 15, 1936	Genevieve Rowe.....	Jan. 31, 1937
Mary Patricia Stewart.....	Nov. 15, 1936	Gerard Gelinas.....	Jan. 31, 1937
Stuart Churchill.....	Nov. 15, 1936	Sylvia Cyde.....	Jan. 31, 1937
Louise Bernhardt.....	Nov. 22, 1936	Rosa Ponselle.....	Feb. 7, 1937
Jean Dickenson.....	Nov. 22, 1936	Sally Pestcoe.....	Feb. 7, 1937
George Britton.....	Nov. 22, 1936	Richard Hale.....	Feb. 7, 1937
Howard Hayes.....	Nov. 29, 1936	Helen Dooley.....	Feb. 7, 1937
Anna Steck.....	Nov. 29, 1936	Gladys Swarthout.....	Feb. 14, 1937
Pierre Beaucaire.....	Nov. 29, 1936	Arturo Cheltri.....	Feb. 14, 1937
Lucrezia Bori.....	Nov. 29, 1936	Maxine Stelman.....	Feb. 14, 1937
Hazel McGinley.....	Dec. 6, 1936	Stepan Slepouashkin.....	Feb. 14, 1937
Ralph Magelssen.....	Dec. 6, 1936	Lily Pons.....	Feb. 21, 1937
Margaret Daum.....	Dec. 6, 1936	Floyd Townsley.....	Feb. 21, 1937
Mrs. Herbert Witherspoon.....	Dec. 6, 1936	Louisa D'Angelo.....	Feb. 21, 1937
Charles John Sullivan.....	Dec. 13, 1936	Robert Shanley.....	Feb. 21, 1937
Lucia Graeser.....	Dec. 13, 1936	Willie Morris.....	Feb. 28, 1937
David Thomas.....	Dec. 13, 1936	Raoul Nadeau.....	Feb. 28, 1936
Earle R. Lewis.....	Dec. 13, 1936	Evelyn Case.....	Feb. 28, 1937
Paula Heminghaus.....	Dec. 20, 1936	Fred Hufsmith.....	March 7, 1937
Dorothy Hendrie.....	Dec. 20, 1936	Annamary Dickey.....	March 7, 1937
Phil Duey.....	Dec. 20, 1936	Robert Allen Geis.....	March 7, 1937
Thomas L. Thomas.....	Dec. 27, 1936	Maxine Stelman.....	March 14, 1937
Margaret Daum.....	Dec. 27, 1936	Robert Shanley.....	March 14, 1937
Mario Cozzi.....	Dec. 27, 1936	Evelyn Case.....	March 14, 1937
Lucia Graeser.....	Jan. 3, 1937	Robert Steel.....	March 21, 1937
Jean Dickenson.....	Jan. 3, 1937	Sylvia Cyde.....	March 21, 1937
George Britton.....	Jan. 3, 1937	Arturo Cheltri.....	March 21, 1937
Lucille Berthon.....	Jan. 10, 1937	Annamary Dickey.....	March 21, 1937
Mary Hopple.....	Jan. 10, 1937	Maxine Stelman.....	March 28, 1937
Percival Dove.....	Jan. 10, 1937	Thomas L. Thomas.....	March 28, 1937
Lois Bennett.....	Jan. 17, 1937	George A. Martin.....	March 28, 1937
Conrad Mayo.....	Jan. 17, 1937	Lee Pattison.....	March 28, 1937

