

MAJOR 1937 EXPENDITURES—Continued

Advertiser	Network	Magazines and		Newspapers	Total
	Radio	Farm Papers			
Western Cartridge.....			172,920		172,920
Western Clock.....			165,650		165,650
Westinghouse Electric.....			940,396	450,700	1,391,096
Wheatena Corp.....	89,625		63,020	54,700	207,345
Wheeling Steel.....			208,320		208,320
Whitcomb, Raymond.....			57,378	53,000	110,378
White Rock Mineral.....			136,345		136,345
Whitman, S. F. and Sons.....			183,451		183,451
Wildroot Co.....			83,123	51,900	135,023
Willard Storage Battery.....			252,350		252,350
Williams, J. B.....			214,907	112,800	327,707
Williamson Candy.....			9,368	57,100	66,468
Willyms Overland.....	21,645		53,505	267,400	342,550
Wilson and Co.....			25,850	159,500	185,350
Wohl Shoe.....			107,328		107,328
Worcester Salt.....			4,870	49,300	54,170
World's Dispensary Medicine.....			4,832	95,600	100,432
William Wrigley, Jr.....	1,241,054		234,943	50,500	1,526,497
Yardley and Co.....			220,058	51,000	271,058
Young, W. F.....			409,370		409,370
Zenith Radio.....	152,192		186,815	245,400	584,407

NETWORK GROSS CLIENT EXPENDITURES

The following income by years is computed at the gross card rates before agency, or other discounts. In the case of the National Broadcasting Co., the Red and the Blue network grosses are combined:

	NBC	CBS	Mutual
1927.....	\$3,760,010
1928.....	8,780,333	\$1,447,398
1929.....	14,310,382	4,785,981
1930.....	20,088,887	7,605,203
1931.....	25,607,041	11,895,039
1932.....	26,504,891	12,601,885
1933.....	21,452,732	10,063,566
1934.....	27,833,616	14,825,845
1935.....	31,148,931	17,637,804	*\$1,293,103
1936.....	34,523,950	23,168,148	*1,987,573
1937.....	38,651,286	28,722,118	2,239,076

*Note: In 1935 and 1936 Mutual computed its income as net and not as gross.





THE VAST PROGRAM FACILITIES OF TRANS-AMERICAN MAKE IT POSSIBLE TO REVIEW AT ONE TIME ANY NUMBER OF EXCELLENT PROGRAMS.

MANY OF THESE ARE STATION TESTED.

ALL OF THEM ARE FLEXIBLE ENOUGH FOR ADAPTATION TO YOUR SPECIFIC REQUIREMENTS.

COMPLETE PRESENTATIONS ARE AVAILABLE AT ALL TRANSAMERICAN OFFICES.

**TRANSAMERICAN BROADCASTING AND
TELEVISION CORPORATION**

JOHN L. CLARK, President

**NEW YORK
521 FIFTH AVENUE
MUrray Hill 6-2370**

**CHICAGO
333 NORTH MICHIGAN AVENUE
STate 0366**

**HOLLYWOOD
5833 FERNWOOD AVENUE
HOLlywood 5315**

PRODUCTION

COOPERATIVE ANALYSIS OF BROADCASTING [WHAT IT IS AND DOES]

Over a million seven hundred thousand interviews have been made by the Co-operative 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 out-growth 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).

Each rating which appears in the report is a percentage. To illustrate, simply: If out of each 100 set-owners who are called in the area covered by a given program 20 report that they heard it, then the rating which appears in the report is 20. The number of stations carrying a program does not effect the size of the rating.

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 Street, 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 \$20,000 in the last three and one-half years on experimental studies.

During the past two years the C.A.B. has made two thorough-going studies of rural listening habits. Each of these surveys has consisted of over 20,000 interviews with set-owners—9,800 among farmers, 10,700 among residents of small towns whose average population is about 700.

Currently the C.A.B. is making completed calls at the rate of 509,000 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 income levels to parallel the distribution of radio sets among economic groups. Also they are distributed by geographical sections to correspond closely to the distribution of radio homes. The number made in each city varies according to the size of the city; for example, in New York and Chicago between 40,000 and 41,000 calls are completed each year, while in Spokane only about 5,400.

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, such as King Edward VIII's farewell address, the Louis-Braddock fight, political speeches, baseball games, etc.

Another interesting and valuable service is the complete program history of all the

COOPERATIVE ANALYSIS OF BROADCASTING—Continued

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 laggards 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; Dr. L. D. H. Weld, of McCann-Erickson, Inc.; A. Wells Wilbor, of General Mills, Inc., are the other members of the committee.

SPECIAL EVENTS RATINGS

TAKEN FROM C.A.B. 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 two years are herewith listed.

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Louis-Braddock Fight.....	June 22, 1937.....	57.6
Louis-Schmeling Fight.....	June 19, 1936.....	57.6
King Edward VIII's Valedictory.....	Dec. 11, 1936.....	45.0
Braddock-Farr Fight.....	Jan. 22, 1938.....	35.9
President Roosevelt's Fireside Chat.....	March 9, 1937.....	30.1
Gov. Landon's Acceptance Speech.....	July 23, 1936.....	28.5
Four World Series Games.....	Oct. 6-9, 1937.....	25.3
President Roosevelt.....	Oct. 10, 1936.....	24.6
President Roosevelt.....	Oct. 21, 1936.....	24.4
Keynote Speech, Democratic National Convention.....	June 23, 1936.....	22.7
President Roosevelt's Victory Dinner.....	March 4, 1937.....	19.4
All-Star Baseball Game.....	July 7, 1937.....	18.2
Testimonial Dinner to Postmaster Farley.....	Feb. 15, 1937.....	17.2
Governor Landon.....	Oct. 27, 1936.....	16.7
Governor Landon.....	Oct. 9, 1936.....	14.9
Ex-Gov. Al Smith.....	Oct. 22, 1936.....	14.9
Governor Landon.....	Oct. 15, 1936.....	14.2
Kentucky Derby.....	May 8, 1937.....	14.0
Governor Landon.....	Oct. 26, 1936.....	13.3
Ex-Gov. Al Smith.....	Oct. 8, 1936.....	13.1
Governor Landon.....	Sept. 22, 1936.....	12.2
President Roosevelt.....	Oct. 23, 1936.....	11.1
Governor Landon.....	Oct. 12, 1936.....	10.8
Governor Landon.....	Sept. 26, 1936.....	10.7
Governor Landon.....	Sept. 24, 1936.....	10.3
Ex-Gov. Al Smith.....	Oct. 24, 1936.....	9.6
Governor Landon.....	Oct. 24, 1936.....	9.1
Sec. Harold Ickes.....	Oct. 9, 1936.....	5.6

TWENTY-FIVE LEADING EVENING PROGRAMS OCTOBER 1937—APRIL 1938

FROM COOPERATIVE ANALYSIS OF BROADCASTING RECORDS

Rank.	Average.	High		Low		Months on air during period.
		Month.	Rating.	Month.	Rating.	
1. Chase & Sanborn.....	40.4	Feb.	45.8	Oct.	32.5	7
2. Jack Benny (Jello-O).....	35.5	Feb.	41.0	Oct.	30.2	7
3. Kraft Music Hall (Bing Crosby) .	27.5	Apr.	32.1	Oct.	22.0	7
4. Lux Radio Theatre.....	25.7	Apr.	31.0	Oct.	20.9	7
5. Eddie Cantor.....	24.5	Mar.	25.2	Oct.	21.9	7
6. Burns and Allen (Gen. Foods)...	23.3	Mar.	25.1	Oct.	18.4	7
7. Major Bowes (Chrysler).....	23.2	Nov.	25.3	Apr.	21.5	7
8. Royal Gelatin (Rudy Vallee)....	22.9	Apr.	24.3	Nov.	21.4	7
9. Town Hall Tonight (Fred Allen)	22.5	Apr.	22.4	Oct.	17.0	7
10. Al Jolson (Rinso).....	21.4	Feb.	26.7	Oct.	15.7	7
11. Hollywood Hotel (Campbell)....	19.5	Mar.	22.9	Oct.	15.8	7
12. Good News (Metro-Maxwell)....	18.2	Feb.	21.6	Dec.	14.2	6
13. Phil Baker (Gulf).....	18.0	Oct.	20.1	Nov.	15.4	7
14. One Man's Family (Stan. Brands)	17.7	Apr.	20.8	Oct.	14.0	7
15. Gang Busters (Colgate).....	17.3	Apr.	19.6	Oct.	14.6	7
16. Ford Sunday Evening Hour.....	17.1	Jan.	14.6	Oct.	10.1	7
17. First Nighter (Campana).....	16.9	Mar.	19.3	Jan.	13.0	7
18. Al Pearce and His Gang (Ford) .	16.5	Feb.	20.6	Oct.	10.9	7
19. Big Town (Edw. G. Robinson) .	15.6	Mar.	20.0	Nov.	8.1	6
20. Hollywood Mardi Gras (Packard)	15.2	Feb.	16.2	Dec.	14.0	5
21. Kate Smith Hour (Gen. Foods) .	15.0	Feb.	18.2	Nov.	11.6	7
22. Joe Penner (Cocomalt).....	14.1	Feb.	16.7	Oct.	10.4	7
23. Amos 'n' Andy.....	13.7	Feb.	15.5	{ Oct. } { Dec. }	11.7	7
24. Fibber McGee & Molly (Johnson)	13.3	Jan.	16.5	Nov.	11.0	7
25. Professor Quiz (Nash).....	13.3	Feb.	14.8	Oct.	9.8	7

TEN LEADING DAYTIME PROGRAMS OCTOBER 1937—APRIL 1938

FROM COOPERATIVE ANALYSIS OF BROADCASTING RECORDS

Rank.	Average.	High		Low		Months on air during period.
		Month.	Rating.	Month.	Rating.	
1. Guy Lombardo (Gen. Baking)....	10.5	Mar.	13.1	Oct.	9.2	7
2. Today's Children (Pillsbury)....	7.8	Nov.	8.0	Oct.	7.6	3
3. The Woman in White (Pillsbury)	7.8	Mar.	8.3	Jan.	7.4	4
4. Ma Perkins (P. & G.).....	7.3	Feb.	8.0	{ Dec. } { Apr. }	6.7	7
5. Vic and Sade (P. & G.).....	7.0	Feb.	8.1	Dec.	6.1	7
6. Big Sister (Lever Bros.).....	7.0	{ Jan. } { Feb. }	7.6	Oct.	4.9	7
7. David Harum (B. T. Babbitt)...	6.5	Mar.	7.3	Dec.	5.9	7
8. Pepper Young's Family (P. & G.)	6.4	Feb.	7.4	Dec.	5.4	7
9. Just Plain Bill (Am. Home Prods.)	6.1	{ Feb. } { Mar. }	6.6	Dec.	5.5	7
10. Aunt Jenny's Real Life Stories (Lever Bros.)	6.0	Mar.	7.1	{ Oct. } { Dec. }	4.8	7

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RADIO

SCREEN

STAGE

VARIETY

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NEW YORK CITY

SHOWMANSHIP AWARDS

Special Citations, Survey Supplement, Made Under 12 Different Categories

RECOGNITION IN SPECIAL GROUPS

Showmanship's Meaning and Relation To the Problems of Station Operation

Special citations are made annually by VARIETY under the general classifications listed below. Changing realities of the broadcasting industry may from time to time warrant modifications, omissions or additions to these categories but it is felt that the groups are basic and logical sub-divisions under which showmanship citations may rightly be assigned.

Citations are made under 12 general heads. Order of listing of these designations does not suggest any relative importance as between one type of citation and another. Citations given are outstanding:

1. Program Originating Station.
2. Trailblazer Station.
3. Network Owned and Managed Station.
4. Farm Service Station.
5. Newspaper-Owned Station.
6. Part-Time Station.
7. Foreign Language Station.
8. Sports Station.
9. Social Service Station.
10. Nationally Exploited Station.
11. Community Exploited Station.
12. Canadian Station.

SURVEY CROSS-CHECKED THROUGH TIME-BUYERS

Showmanship is largely a matter of good judgment and presupposes a fair among its practitioners. So does a good motion picture, a good advertising campaign or a good book. By the same token VARIETY must necessarily undertake a certain arbitrary element of choice in its showmanship surveys and awards.

However, VARIETY has not relied upon its own information and judgment alone, but has drawn upon the intimate knowledge of local radio stations possessed by various persons within leading advertising agencies and upon spot broadcasting experts.

These experts cannot, for obvious reasons, be named. Their courtesy to VARIETY has been acknowledged anonymously, though staunchly.

Additionally it has been the habit of VARIETY to permit stations to submit as evidence a detailed annual statement covering all pertinent aspects of their community showmanship. A majority of the stations do not fail to take advantage of this privilege.

Under this questionnaire stations are asked to define: first, their general policy and objectives; secondly, their local program by town, bundily, their community group tie-ups; fourthly, their publicity showmanship; fifthly, what is called prestige showmanship; finally, activities characteristic of topical interests.

Realization of the role played by showmanship in broadcast advertising has perhaps been nicely summed up in the question "What is the circulation of a dull program on a 50,000-watt station?" People listen to programs not to signals.

Statistics

Statistics are a valued source of information in radio. But they are judged by the statistician that gathered the data and by the faith of the trade in its credibility. Coverage must have been frequently criticized.

Again—reverting to the missing element not quantitatively demonstrable—showmanship.

'ECCENTRICITY' IS DISCOUNTED

Showmanship in its best sense is apt to be synonymous with prestige. VARIETY's annual survey and these supplemental citations particularly disregard anything that might be considered irresponsible publicity-seeking.

Showmanship is a calculated aspect of smart station management. It has nothing to do with eccentric exuberance or exaggerated and impractical ideas.

Annual Follow-up to City-By-City Rankings Designates Leading Examples of Station Showmanship Under Various Types of Station

DATA

Each year for some time VARIETY has published a survey of community showmanship by radio stations. To this has been added, supplemental to the survey, a series of special citations to individual stations.

Granting of awards has not been practical in the showmanship survey itself because of the large number of ties for first place. Instead this has seemed useful and desirable to attempt special recognition within certain specified groups of outstanding examples each year of station showmanship. Such awards are largely based on data extracted from the showmanship survey, but do not necessarily coincide with the exact terms or limitations of the community rankings.

Signal Strength

Signal strength or wattage naturally is of importance to both stations and sponsors but is disregarded by VARIETY as a factor in showmanship enterprise in the meaning of the annual analysis.

Every station is separately considered on its activities—not its power.

ALL STATIONS ARE ELIGIBLE

All commercial radio stations in the United States and Canada are eligible to receive special citations. That is to say VARIETY will not narrow the field of its possible selections to the natural limitations of the showmanship survey proper.

Where exceptional performance is noted on the part of stations without immediate competition and therefore not included in the annual analysis there will be due consideration given.

Showmanship, seemingly vague and allusive as a mere term, in actuality is the day-to-day effort of the local station to create a multiplicity of interlocking interests with community thought and action within the meaning of public interest, convenience and necessity as laid down by the Federal Communications Commission.

The growing number of advertisers who are prepared to sponsor local programs or to deal with individual markets on a basis of the idiosyncrasies and characteristics of stations and communities creates a sponsor interest in the showmanship phase of station operation.

Reduced to an ultimate realistic basis, showmanship is a competitive lever which a station—regardless of size or facilities—fights for audiences and of course business. No incisive indication of this lever is found in standard coverage surveys or rate cards and thus all the more emphasizes the need of a showmanship survey.

AFFIRMATIVE REPLY TO 'ARE WE IN SHOW BIZ?'

Showmanship is not the whole problem nor a universal panacea in broadcast management. But the question "are we in show business" is more generally answered in the affirmative by those who once found the suggestion repugnant. Emotional values was once attacked by competitive media and sheepishly depreciated by radio itself. This has been reversed. Emotional values are now acknowledged to be that which makes radio important. It becomes therefore primarily a question of how to understand, discipline and manipulate showmanship.

Advertising agencies have steadily manifested keen interest in VARIETY's showmanship survey and their encouragement has been a prime reason for continuing and constantly expanding the service. VARIETY aims only to evaluate enterprise along showmanship lines and in so doing tries to eliminate purely mechanical and physical factors that may have a direct and important bearing on station popularity and prosperity, but may have little relation to showmanship itself.

Each individual station faces a problem more or less unique to itself. Yet all radio stations from the smallest to the largest, tend to follow broad principles which time has verified as sound and useful. Naturally showmanship is judged in radio as elsewhere in relation to the boundaries implicit in race, social, economic and racial factors. Show business proper functions on a variety of levels. So, too, with the American broadcasting stations. Variations adapted to needs and facilities make it possible to use a single idea of times at all levels. Showmanship is the measure of fitness in the adaptations.

Special Citation

for

1937 AWARD

to

VARIETY SHOWMANSHIP PLAQUES

Since 1933 VARIETY has made periodic (usually annual) surveys of the local showmanship displayed by radio stations. These surveys have been restricted to cities where two or more radio stations operate in commercial competition.

An outgrowth of the surveys is the newer annual award of showmanship plaques (see facing page for facsimile reproduction) which were presented in 1936 and 1937 to the stations and under the categories listed below:

Program Originating Station

1937—WXYZ, Detroit

1936—WLW, Cincinnati

Prestige Subsidiary Station

1937—WOW, Omaha, and KSL,
Salt Lake City (in duplicate)

1936—WHAM, Rochester, and
WHAS, Louisville (in duplicate)

Farm Service Station

1937—KMMJ, Clay Center, Neb.,
and WDAY, Fargo, N. Dak. (in
duplicate)

1936—WHO, Des Moines, and
WLS, Chicago (in duplicate)

Network-Owned Station

1937—WBT, Charlotte, N. C.,
and KHJ, Los Angeles (in dupli-
cate)

1936—KMOX, St. Louis

Newspaper-Owned Station

1937—WDBJ, Roanoke, Va.,
and WFAA, Dallas (in duplicate)

1936—WKY, Oklahoma City

Part-Time Station

1937—No award

1936—WHB, Kansas City

Foreign-Language Station

1937—CKAC, Montreal

1936—WBNX, New York City

Social Service Station

1937—KSTP, St. Paul, and
WSMB, New Orleans (in duplicate)

1936—WEVD, New York City

Sports Station

1937—No award

1936—WIND, Gary, Ind.

Nationally Exploited Station

1937—No award

1936—WCKY, Cincinnati

Community Exploited Station

1937—KWK, St. Louis, and
WGN, Chicago (in duplicate)

1936—KFPY, Spokane

Canadian Station

1937—No award

1936—CFRB, Toronto

RADIO'S RANGE FINDER



—Timely,
pertinent
certified
RESEARCH!

ies of audience location,
size, listening habits; and
sales effectiveness of pro-
grams.

What better Range Finder
than Ross Federal?

S PONSORS supply the am-
munition. Radio stations are
the big guns. But you can't
hit a sales target without
the range!

It takes a Range Finder to
locate your prospective
customer. That's the pur-
pose of timely, pertinent,
certified radio research—to
reduce to *facts* the myster-

For years we have served
nationally known radio
sponsors and stations in
every phase of radio re-
search. Our coast-to-coast
network of 31 branch offices
and 3700 bonded field rep-
resentatives is something to
remember the next time you
want the range on listening
consumers.

Isn't that next time now?

ROSS FEDERAL RESEARCH CORPORATION
AFFILIATED WITH ROSS FEDERAL SERVICE INC.
EXECUTIVE OFFICES: 6 EAST 45th STREET, NEW YORK, N. Y.

PROGRAM POPULARITY POLLS

Listed herewith are the major program and talent popularity polls of the past year, with winners presented in order of their rank. Methods by which the polls were conducted are briefly indicated. The order in which the polls appear is in chronological sequence.

FOURTH ANNUAL RADIO GUIDE POPULARITY POLL. Conducted by *Radio Guide* magazine among its readers by ballot and announced in July, 1937. Winners, ranked according to popularity in each classification:

Star of Stars

1. Jack Benny.
2. Nelson Eddy.
3. Lanny Ross.
4. Frances Langford.
5. Lulu Belle.
6. Bing Crosby.
7. Rudy Vallee.
8. Eddie Cantor.
9. Joan Blaine.
10. Jessica Dragonette.
11. Fred Allen.
12. Don Ameche.

Dramatic Programs

1. One Man's Family.
2. Radio Theatre (Lux).
3. First Nighter.
4. Gang Busters.
5. Bachelor's Children.
6. Bambi.
7. Today's Children.
8. Mary Marlin.
9. March of Time.
10. Follow the Moon.
11. Hollywood Hotel.
12. Grand Hotel.

Musical Programs

1. Show Boat.
2. Nelson Eddy's Open House.
3. Bing Crosby's Music Hall (Kraft).
4. Rudy Vallee's Variety Hour.
5. Hit Parade.
6. WLS Barn Dance.
7. Hollywood Hotel.
8. Wayne King's programs.
9. Studebaker Champions.
10. Breakfast Club.
11. Sunday Evening Hour (Ford).
12. Beauty Box Theatre.

Male Singers of Popular Songs

1. Bing Crosby.
2. Lanny Ross.
3. Kenny Baker.
4. Nelson Eddy.
5. Frank Parker.
6. Ray Heatherton.
7. Rudy Vallee.
8. Buddy Clark.

9. Dick Powell.
10. Tony Martin.
11. Ralph Kirbery.
12. Frank Munn.

Female Singers of Popular Songs

1. Frances Langford.
2. Kate Smith.
3. Jessica Dragonette.
4. Harriet Hilliard.
5. Deanna Durbin.
6. Gale Page.
7. Martha Raye.
8. Annette Hanshaw.
9. Dolly Dawn.
10. Doris Kerr.
11. Margaret Speaks.
12. Edith Dick.

Comedians or Comedy Acts

1. Jack Benny.
2. Eddie Cantor.
3. Milton Berle.
4. Lum & Abner.
5. Fibber McGee & Molly.
6. Bob Burns.
7. Fred Allen.
8. Burns & Allen.
9. Pick & Pat.
10. Amon 'n' Andy.
11. Charlie Butterworth.
12. Phil Baker.

Sports Announcers

1. Ted Husing.
2. Graham McNamee.
3. Bob Elson.
4. Ed Thorgerson.
5. Clem McCarthy.
6. Pat Flanagan.
7. Tom Manning.
8. Hal Totten.
9. Bob Newhall.
10. Bill Slater.
11. Don Wilson.
12. Stan Lomax.

Promising Stars

1. Deanna Durbin.
2. Bobby Breen.
3. Edgar Bergen.
4. Kenny Baker.
5. Martha Raye.
6. Nadine Conner.
7. Fred MacMurray.
8. Lucille Manners.
9. Helen Jepson.

POPULARITY POLLS—Continued

10. Jack Baker.
11. Doris Kerr.
12. Mary Martin.

Singers of Operatic or Classical Songs

1. Nelson Eddy.
2. Lanny Ross.
3. Grace Moore.
4. Deanna Durbin.
5. Lily Pons.
5. Jessica Dragonette.
7. Gladys Swarthout.
8. Richard Crooks.
9. Lawrence Tibbett.
10. Nino Martini.
11. Margaret Spears.
12. Jeanette MacDonald.

Announcers

1. Don Wilson.
2. Tiny Ruffner.
3. Jimmy Wallington.
4. Ken Carpenter.
5. Milton Cross.
6. Harry von Zell.
7. Ken Niles.
8. Bob Brown.
9. Graham McNamee.
10. Andre Baruch.
11. Phil Stewart.
12. Don McNeill.

Commentators

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

Actors

1. Don Ameche.
2. Nelson Eddy.
3. Lanny Ross.
4. Jack Benny.
5. Michael Raffetto.
6. Robert Taylor.
7. Bing Crosby.
8. Fred MacMurray.
9. Clark Gable.
10. Lester Tremayne.
11. Dick Powell.
12. Leslie Howard.

Actresses

1. Helen Hayes.
2. Jeanette MacDonald.
3. Joan Blaine.
4. Rosaline Greene.
5. Anne Seymour.
6. Elsie Hitz.
7. Barbara Luddy.

8. Myrna Loy.
9. Joan Crawford.
10. Irene Rich.
11. Betty Winkler.
12. Jean Arthur.

Dance Orchestras

1. Wayne King.
2. Guy Lombardo.
3. Shep Fields.
4. Horace Heidt.
5. Rudy Vallee.
6. Al Goodman.
7. Richard Himber.
8. Ben Bernie.
9. Benny Goodman.
10. Hal Kemp.
11. Jimmy Dorsey.
12. Eddy Duchin.

Children's Programs

1. Singing Lady.
2. Kaltenmeyer's Kindergarten.
3. Orphan Annie.
4. Coast to Coast on a Bus.
5. Popeye.
6. Lone Ranger.
7. Jack Armstrong.
8. Let's Pretend.
9. Horn & Hardart.
10. Dick Tracy.
11. Malcolm Claire.
12. Wilderness Road.

**NEW YORK UNIVERSITY VARIETIES
RADIO POPULARITY POLL.** Conducted by ballot among students by the university's undergraduate publication *Varieties*, and announced in November, 1937. Winners, ranked according to number of votes received:

Comedians

1. Jack Benny.....	941
2. Fred Allen.....	779
3. Charlie McCarthy.....	469
4. Eddie Cantor.....	312
5. Joe Penner.....	204
6. Burns and Allen.....	188
7. Bob Burns.....	154
8. Phil Baker.....	131
9. Ken Murray.....	82
10. Tim and Irene.....	60
11. Stoopnagle and Budd.....	39
12. Fibber McGee and Molly.....	17

Orchestra Leaders

1. Mark Warnow.....	884
2. Horace Heidt.....	707
3. Benny Goodman.....	635
4. Guy Lombardo.....	402
5. Hal Kemp.....	314
6. Glen Gray.....	191
7. Tommy Dorsey.....	178
8. Andre Kostelanetz.....	41
9. Jimmy Lunceford.....	12

POPULARITY POLLS—Continued

10. Jimmy Dorsey.....	4
11. Shep Fields.....	2
12. Emery Deutsch.....	1

Actors

1. Don Ameche.....	643
2. Edward Robinson.....	548
3. Edward Arnold.....	486
4. Walter Huston.....	459
5. Orson Welles.....	337
6. Franklin D. Roosevelt.....	298
7. Tyrone Power.....	177
8. Amos 'n' Andy.....	149
9. W. C. Fields.....	98
10. Al Jolson.....	57
11. Ronald Colman.....	44
12. Dick Powell.....	29
13. Harold Vermilyea.....	24
14. Oswald.....	18
15. Father Coughlin.....	9

Actresses

1. Helen Hayes.....	941
2. Claudette Colbert.....	720
3. Helen Menken.....	634
4. Gertrude Berg.....	487
5. Bess Johnson.....	229
6. Mary Livingstone.....	143
7. Elsie Hitz.....	82
8. Kate Smith.....	47
9. Sheila Barrett.....	39
10. Bette Davis.....	33
11. Beatrice Lillie.....	14
12. Mrs. Franklin D. Roosevelt.....	7

Singers

1. Bing Crosby.....	1,004
2. Kenny Baker.....	671
3. Frances Langford.....	588
4. Lily Pons.....	313
5. Rudy Vallee.....	264
6. Buddy Clark.....	203
7. Skinny Ennis.....	117
8. Tony Martin.....	81
9. Jerry Cooper.....	53
10. Kenny Sargent.....	39
11. Virginia Verrill.....	27
12. Mildred Bailey.....	11
13. Hollace Shaw.....	3
14. Dolly Dawn.....	2

Announcers

1. Harry von Zell.....	672
2. Martin Block.....	601
3. Paul Douglas.....	548
4. Ted Husing.....	423
5. David Ross.....	366
6. Ben Grauer.....	271
7. Milton Cross.....	197
8. James Wallington.....	158
9. Don Wilson.....	78
10. Andre Baruch.....	39
11. Bill Goodwin.....	12
12. Frank Gallup.....	8
13. John Reed King.....	3

Script Writers

1. Harry Conn.....	714
2. Fred Allen.....	668

3. Jack Benny.....	497
4. Amos 'n' Andy.....	321
5. Gertrude Berg.....	246
6. Edgar Bergen.....	112
7. Phillips Lord.....	89
8. Carleton Morse.....	33
9. George Jessel.....	19
10. Frank Fay.....	6
11. Walter O'Keefe.....	6

Children's Programs

1. Funny Things.....	462
2. Uncle Don.....	219
3. Popeye.....	73
4. Renfrew.....	29
5. Singing Lady.....	14
6. Orphan Annie.....	7
7. Dick Tracy.....	6

**FORTUNE'S QUARTERLY SURVEY
ON RADIO FAVORITES.***

Conducted by *Fortune Magazine* and announced in the January, 1938, issue, this survey is based on 5,000 personal interviews. Distribution of interviews considered factors of sex, age, economic level, geographic division and size of place. Winners, with ranking by percentage:

Favorite Programs

1. Jell-O (Jack Benny).....	8.7
2. Major Bowes.....	6.9
3. News broadcasts.....	6.6
4. Chase & Sanborn (Charlie Mc- Carthy).....	5.8
5. Ford Sunday Evening Hour.....	4.3
6. One Man's Family.....	4.2
7. Lux Theatre.....	3.5
8. Kraft Music Hall.....	3.3
9. Amos 'n' Andy.....	3.0
10. Gang Busters.....	2.5
11. Fibber McGee and Molly.....	2.4
12. Lum and Abner.....	2.3
13. Texaco (Eddie Cantor).....	1.9
14. Lucky Strike Hit Parade.....	1.8
15. All others.....	42.8

Favorite Personality

1. Jack Benny.....	10.7
2. Boake Carter.....	7.1
3. Lowell Thomas.....	5.9
4. Eddie Cantor.....	5.5
5. Bing Crosby.....	5.4
6. Major Bowes.....	4.6
7. Bob Burns.....	4.3
8. Nelson Eddy.....	4.0
9. Edwin C. Hill.....	3.5
10. Charlie McCarthy.....	3.0
11. President Roosevelt.....	2.7
12. Gracie Allen.....	1.9
13. Fred Allen.....	1.4
14. Edgar Bergen.....	1.3
15. Lum and Abner.....	1.0
16. Rudy Vallee.....	.9
All others.....	36.8

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POPULARITY POLLS—Continued

Coincident with its foregoing survey of radio favorites, *Fortune* published a survey of Favorite Recreations. Rankings, by percentage:

	Total	Men	Women
1. Listening to the radio	18.8	15.3	22.4
2. Going to the movies	17.3	11.3	23.5
3. Reading magazines and books	13.8	8.6	19.2
4. Hunting or fishing	11.0	18.1	3.7
5. Watching sporting events....	10.4	16.2	4.4
6. Reading newspapers	7.1	8.6	5.5
7. Playing outdoor games	6.6	9.3	3.8
8. Playing cards and indoor games	5.3	4.6	6.1
9. Legitimate theatre	3.7	2.4	5.0
10. All others.....	3.5	3.2	3.8
11. Don't know.....	2.5	2.4	2.6

NEW YORK DAILY NEWS FAVORITE RADIO PERFORMER POLL. Conducted by the *New York Daily News* among its readers and readers of co-operating newspapers in key cities of the United States and Canada, and announced January 9, 1938. Votes were tabulated on the basis of 3 points for each reader's first choice, 2 for the second, and 1 for the third. Winners, ranked according to popularity by number of points received:

1. Charlie McCarthy (and Edgar Bergen)	36,696
2. Jack Benny and Mary Livingstone	29,669
3. Bing Crosby.....	22,034
4. Don Ameche.....	19,534
5. Eddie Cantor.....	17,258
6. Jeanette MacDonald.....	9,705
7. Burns and Allen.....	9,199
8. Fred Allen.....	6,810
9. Kate Smith.....	6,334
10. Nelson Eddy.....	5,708

SEVENTH ANNUAL NEW YORK WORLD-TELEGRAM NEWSPAPER EDITORS RADIO POLL. Conducted by Alton Cook, radio editor of the *New York World-Telegram*, among 211 radio editors in the United States and Canada, and announced January 29, 1938. Votes were tabulated on the basis of 3 points for each editor's first choice, 2 for the second and

1 for the third. Winners, ranked according to popularity in each classification with number of votes received:

Favorite Programs

1. Charlie McCarthy, Eddy & Co... 277
2. Jack Benny..... 245
3. Bing Crosby Hour..... 146
4. Fred Allen..... 127
5. Rudy Vallee Hour..... 104
6. Radio Theatre..... 70
7. Toscanini Concerts..... 56
8. Philharmonic-Symphony..... 45
9. Detroit Symphony..... 33
10. March of Time..... 32
11. Fibber McGee and Molly..... 27
12.-13. Kostelanetz program and One Man's Family..... 24
14. Burns and Allen..... 23
15. Lanny Ross Hour..... 22

Comedians and Comedy Acts

1. Jack Benny..... 392
2. Charlie McCarthy..... 329
3. Fred Allen..... 220
4. Fibber McGee and Molly..... 59
5. Burns and Allen..... 58
6. Bob Burns..... 38
7. Eddie Cantor..... 22
8.-9. Walter O'Keefe and Amos 'n' Andy..... 20
10. Charles Butterworth..... 18
11. Phil Baker..... 17
12. Stoopnagle and Budd..... 15

Light Orchestras

1. Guy Lombardo..... 235
2. Benny Goodman..... 154
3. Andre Kostelanetz..... 133
4. Wayne King..... 116
5. Horace Heidt..... 96
6. Hal Kemp..... 61
7. Tommy Dorsey..... 58
8. Paul Whiteman..... 40
9. Richard Himber..... 39
10. Eddie Duchin..... 32
11. Rudy Vallee..... 27
12. Shep Fields..... 26
13. Casa Loma..... 23

Popular Male Singers

1. Bing Crosby..... 441
2. Kenny Baker..... 231
3. Lanny Ross..... 115
4. Nelson Eddy..... 75
5. Dick Powell..... 51
6-7. Frank Parker and Buddy Clark..... 42
8. Rudy Vallee..... 41
9. Tony Martin..... 26
10. Jerry Cooper..... 22
11. Frank Munn..... 18
12. Jack Fulton..... 17

Female Singers of Popular Songs

1. Kate Smith..... 242
2. Frances Langford..... 224

POPULARITY POLLS—Continued

3. Connie Boswell.....	97	4. Ken Carpenter.....	45
4. Dorothy Lamour.....	81	5-6. David Ross and Paul Douglas...	30
5. Alice Faye.....	71	7. Jimmy Wallington.....	27
6-7. Harriet Hilliard and Jane Fro- man	43	8-9. Graham McNamee and Truman Bradley	15
8. Gertrude Niesen.....	37	10. Ben Grauer.....	12
9. Jeanette MacDonald.....	35	<i>Instrumental Soloists</i>	
10. Deanna Durbin.....	25	1. Jose Iturbi.....	194
<i>Popular Vocal Groups</i>			
1. Revelers	138	2. Jascha Heifetz.....	173
2. Paul Taylor Choir.....	135	3. Yehudi Menuhin.....	109
3. Spitalny Girl Chorus.....	58	4. Albert Spalding.....	106
4. Town Hall Quartet.....	51	5. Rubinoff.....	67
5-6-7. Kay Thompson Singers, Lynn Murray Choir, Eton Boys.....	25	6. Mischa Elman.....	52
<i>Dramatic Programs</i>			
1. Radio Theatre.....	361	7. Joseph Hofmann.....	22
2. One Man's Family.....	164	8. Fritz Kreisler.....	20
3. First Nighter.....	117	9. Georges Enesco.....	15
4. March of Time.....	99	<i>Commentators</i>	
5. Gang Busters.....	68	1. Boake Carter.....	177
6. Big Town.....	62	2. Lowell Thomas.....	111
7. Columbia Workshop.....	57	3. Edwin C. Hill.....	93
8. Cavalcade of America.....	29	4. General Hugh S. Johnson.....	32
9. Tyrone Power.....	27	5.-6. Dorothy Thompson and Gabriel Heatter	27
<i>Classical Singers</i>			
1. Lawrence Tibbett.....	199	7. H. V. Kaltenborn.....	26
2. Nelson Eddy.....	194	8. Alexander Woollcott.....	24
3. Lily Pons.....	167	9. Walter Winchell.....	20
4. Kirsten Flagstad.....	108	10. Paul Sullivan.....	18
5. Richard Crooks.....	104	<i>Children's Programs</i>	
6. Grace Moore.....	86	1. Singing Lady.....	245
7. Jeanette MacDonald.....	72	2. Little Orphan Annie.....	62
8. John Charles Thomas.....	59	3. Mickey Mouse.....	57
9. Gladys Swarthout.....	34	4. Let's Pretend.....	49
10. Lauritz Melchior.....	31	5. Dear Teacher.....	42
11. Jessica Dragonette.....	28	6. American School of the Air.....	36
12. Lucille Manners.....	26	7. Jack Armstrong.....	35
<i>Symphonic Conductors</i>			
1. Arturo Toscanini.....	398	8. Dick Tracy.....	34
2. Leopold Stokowski.....	230	9-10. White Rabbitt Line (Milton Cross) and Kaltenmeyer's Kin- dergarten	30
3. Frank Black.....	81	<i>Women's Programs</i>	
4. John Barbirolli.....	73	1. Magazine of the Air.....	54
5. Erno Rapee.....	68	2. Betty Crocker.....	42
6. Eugene Ormandy.....	60	3-4-5. Martha Deane (Mary Margaret McBride), Mystery Chef and Homemakers' Exchange.....	30
7. Andre Kostelanetz.....	56	6. Mary Lee Taylor.....	21
8. Artur Rodzinski.....	56	7. Wife Saver.....	18
9. Jose Iturbi.....	36	<hr/>	
10. Fritz Reiner.....	27	SECOND ANNUAL HEARST NEWS- PAPER RADIO EDITORS POLL. Con- ducted by J. ("Dinty") Doyle, radio editor of the <i>New York Journal and American</i> , among radio editors of 28 Hearst news- papers and announced January 30, 1938. Winners, ranked according to popularity in each classification:	
<i>Sports Announcers</i>			
1. Ted Husing.....	489	<i>Award to "Forgotten Man"</i>	
2. Clem McCarthy.....	158	Edgar Bergen.	
3. Bill Stern.....	85	<i>Best Variety Program</i>	
4. Don Wilson.....	84	1. Bing Crosby Hour.	
5. Graham McNamee.....	53	2. Charlie McCarthy Hour.	
6. Bill Slater.....	40	3. Hollywood Hotel.	
7. Red Barber.....	30		
8. Tom Manning.....	26		
9-10. Bob Elson and Paul Douglas...	23		
<i>Program Announcers</i>			
1. Don Wilson.....	150		
2. Harry von Zell.....	69		
3. Milton Cross.....	57		

POPULARITY POLLS—Continued

Best Drama Program

1. DeMille Radio Theatre.
2. Hollywood Hotel.
3. Columbia Workshop.

Best Classical Music

1. Sunday Nights at Carnegie Hall.
2. Sunday Evening Hour.
3. N. Y. Philharmonic Hour.

Best Swing Orchestra

1. Benny Goodman.
2. Glen Gray.
3. Tommy Dorsey.

Best Sweet Orchestra

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

Master of Ceremonies

1. Major Edward Bowes.
2. Bing Crosby.
3. Don Ameche.

Leading Comedian

1. Fred Allen.
2. Jack Benny.
3. Edgar Bergen.

Leading Comedienne

1. Gracie Allen.
2. Marian Jordan (Molly).
3. Fanny Brice.

Female Vocalist (Popular)

1. Kate Smith.
2. Frances Langford.
3. Connie Boswell.

Female Vocalist (Concert)

1. Grace Moore.
2. Lily Pons.
3. Jeanette MacDonald.

Male Vocalist (Popular)

1. Bing Crosby.
2. Tony Martin.
3. Kenny Baker.

Male Vocalist (Concert)

1. Lawrence Tibbett.
2. Nelson Eddy.
3. Richard Crooks.

Best Comedy Team

1. Burns and Allen.
2. Fibber McGee and Molly.
3. Jack Benny and Mary Livingstone.

Best Children's Program

1. Irene Wicker (Singing Lady).
2. "The Lone Ranger."
3. Dorothy Gordon.

Best Night-Time Serial

1. "One Man's Family."
2. Amos 'n' Andy.
3. The Easy Aces.

Best Day-Time Serial

1. Vic and Sade.
2. The Goldbergs.
3. Today's Children.

Best Sports Announcer

1. Ted Husing.

2. Clem McCarthy.
3. Bill Stern.

All-Around Announcer

1. Harry von Zell.
2. Don Wilson.
3. Ken Carpenter.

All-Around Musical Show

1. Andre Kostelanetz.
2. Saturday Swing Club.
3. American Album.

Best Commentator

1. Edwin C. Hill.
2. Lowell Thomas.
3. Boake Carter.

Best Commentator (Movies)

1. Walter Winchell.
2. Jimmy Fidler.
3. Elza Schallert.

Outstanding Star of '37

"Charlie McCarthy."

Outstanding Program Idea

"Hobby Lobby."

Most Impressive Broadcast
Midwest flood reports.

Best Educational Hour
Columbia School of the Air.

Outstanding Non-Professional
Mrs. Eleanor Roosevelt.

FOURTH ANNUAL AWARDS OF THE WOMEN'S NATIONAL RADIO COMMITTEE. Based on polls conducted by the WNRC and cooperating organizations and announced May 4, 1938.

Best Programs of Serious Music

Ford Sunday Evening Hour.
Rising Musical Stars.

Best Light Music

Hour of Charm.

Best Sustaining Programs (Serious Music)

New York Philharmonic.
Arturo Toscanini.
Wallenstein's Sinfonietta.

Best Dramatic Program

Lux Radio Theatre.

Best Serial Dramatic Program

One Man's Family.

Best Variety Program

Good News of 1938.

Best Children's Program

Singing Lady.

Best Radio Comedian

Charlie McCarthy.

Best Comedy Team

Jack Benny and Mary Livingstone.

Best Master of Ceremonies

Don Ameche.

Good Taste in Commercials

General Foods' Jell-O Program.

POPULARITY POLLS—Continued

Best Children's Programs (Educational)
Cavalcade of America.
Epic of America.
Music for Fun.

Best Adult Educational Program
America's Town Meeting of the Air.

Best News Program
March of Time.

Best News Service
Transradio Press.

Special Mention
Walter Damrosch's Music Appreciation Hour.
American School of the Air.

Special Award
America's Town Meeting of the Air (for "distinguished service to radio").

NETWORK COMMERCIAL PROGRAM TYPES: SEASONS OF '36-37 AND '37-38

(This material may not be reproduced without permission)

There has ever been much disagreement within the broadcasting industry—and particularly among the three major networks—as to what constitutes a program "type," or by what method to compute a "type" quantitatively. Hence all network figures on program types are fashioned by different methods and cannot be added together, or handled in any statistical manner.

In the following pages (316-319) the VARIETY RADIO DIRECTORY presents, in chart form, a two-season comparison of *commercial* program types, figured by special methods and procedures.

Program "Types"

For one thing, in making "types" or categories, the showman's viewpoint was employed. That is, programs were classified according to their predominant content and not according to the individual pieces that went into their make-up. To illustrate: the Royal Gelatin Hour (Rudy Vallee) is classified as *variety*, which is the most suitable designation from a showman's standpoint.

The "Station Hour"

For a second thing, it should be noted that programs are quantitatively computed by "station hours" and not by simple addition. This method was used to balance out factors which in ordinary arithmetic cannot be included. To illustrate:

Supposing that "variety" comprises 10 programs, each 30 minutes per program, and each broadcast on 25 stations. Supposing, also, that "drama" comprises 15 programs, each 30 minutes per program, but each only broadcast on 3 stations. It is obvious that by arithmetical addition "drama" would be considered the predominant program type; but it is equally obvious that such a calculation would be completely awry. For variety would be available to listeners on 250 stations, whereas drama would be available on only 45 stations.

Thus the DIRECTORY has adopted the "station hour" yardstick. A "station hour" is one hour over one station one time. If a certain program is broadcast via 100 stations and consumers 30 minutes (half-hour) per week, it is counted as 50 station hours. Or if a program is broadcast five times per week on 25 stations, each broadcast consuming 15 minutes (quarter-hour), it would be counted as 31.25 station hours per week.

In reading "station hour" totals, however, the following should be borne in mind: (1) since the number of stations allotted to each program is apt to vary, the highest number used during a series is the basis for the calculation; and (2) the station hour total is *cumulative for a season*. In short, the figures do not fit any one week of the season. They represent cumulative additions from the start of the season to its end, and include all programs found on the NBC, CBS, and Mutual books.

NETWORK COMMERCIAL PROGRAMS EVENING

JUNE 1, 1936, TO JUNE 1, 1937

Type of Program	Number of Programs	Station Hours Per Week
1. Variety	59.....	1774.5
2. Popular Music	30.....	537.75
3. Drama	29.....	493.75
4. Semi-Classical Music.....	11.....	336
5. Audience Participation..	7.....	230.5
6. Sports	3.....	213.25
7. Classical Music.....	3.....	163.50
8. Comedy Teams.....	4.....	115.75
9. Familiar Music.....	11.....	33.75
10. Talks	3.....	64.25
11. News Commentators....	3.....	60.75
12. Popular Religion.....	1.....	44.25
13. Band Music.....	2.....	22
<hr/>		
Children's Programs.....	12.....	249.75

NETWORK COMMERCIAL PROGRAMS EVENING

JUNE 1, 1937 TO MAY 1, 1938

Type of Program	Number of Programs	Station Hours Per Week
1. Variety	50.....	1613
2. Popular Music	29.....	756
3. Drama	40.....	589.25
4. Audience Participation..	13.....	338.5
5. Semi-Classical Music....	9.....	254.5
6. Classical Music	5.....	207
7. News Commentators	3.....	180.5
8. Talks	13.....	183.25
9. Familiar Music.....	5.....	180
10. Comedy Teams	6.....	164.75
11. Sports	5.....	111.5
12. Religion	1.....	35
13. Brass, or Wind, Bands..	1.....	9
<hr/>		
Children's Programs....	10....	154.75

NETWORK COMMERCIAL PROGRAMS DAYTIME

JUNE 1, 1936, TO JUNE 1, 1937

Type of Program	Number of Programs	Station Hours Per Week
1. Drama and Serials.....	45.....	1344.75
2. Talks and Instruction....	24.....	412.50
3. Classical Music.....	3.....	274.5
4. Variety	3.....	263
5. News Commentators....	4.....	202.25
6. Popular Music.....	15.....	111.75
7. Hymns	2.....	66.35
8. Song-Patter Teams.....	4.....	30.75
9. Familiar Music.....	2.....	14.5

NETWORK COMMERCIAL PROGRAMS DAYTIME

JUNE 1, 1937 TO MAY 1, 1938

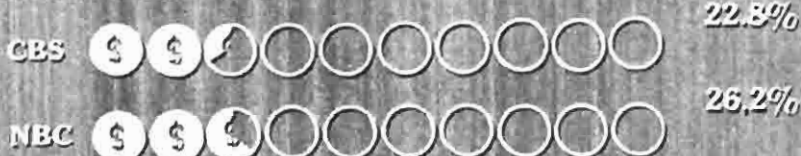
Type of Program	Number of Programs	Station Hours Per Week
1. Serials and Drama.....	53.....	2117.5
2. Talks and Instruction... 30.....	30.....	475.75
3. Variety	7.....	204.5
4. News Commentators.... 3.....	3.....	169.75
5. Familiar Music	4.....	55
6. Hymns	2.....	39.75
7. Popular Music	9.....	39
8. Religion	1.....	31
9. Song-Patter Teams	3.....	27.25
10. Novelty	3.....	14.75
11. Brass, or Wind, Bands... 1.....	1.....	12.5
12. Classical Music	1.....	4.5

SPONSOR EXPENDITURES FOR NETWORK PROGRAMS ORIGINATING FROM:

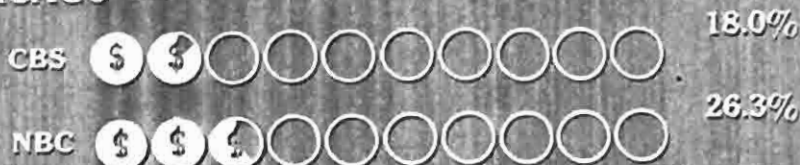
NEW YORK



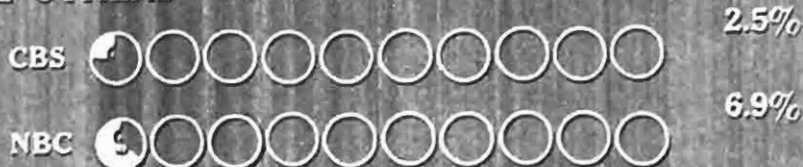
HOLLYWOOD



CHICAGO



ALL OTHERS



Note: These breakdowns are based on time sales for a typical month at the height of the past winter radio season—November, 1937. CBS revenue for November: \$2,654,473. NBC revenue: \$3,381,346.

WHERE NETWORK COMMERCIAL PROGRAMS ORIGINATED: JUNE 1, 1937, TO MAY 1, 1938

In the following charts all network programs billed on the books of CBS, Mutual and NBC are indicated by origination points. If, during the course of the year, a program originated from two points, it is credited to both. Thus "Town Hall Tonight" will be found under both Hollywood and New York.

The division between daytime and evening time is 6 p.m. on weekdays and 5 p.m. on Sundays. By "station hour" is meant one hour over one station one time. A program running a half-hour per week on 50 stations is thus figured as consuming 25 station hours per week.

Inasmuch as these records are cumulative, the "station hours per week" figure is a cumulative figure. That is, it does not indicate any single week of the season, but a composite week made up of elements from the entire season.

CBS, FROM BOSTON, EVENING

(2 programs; 4.25 stations hours per week)
Atlantic Sportscast.....Atlantic Refining
Neal O'Hara's Radio Gazette,
Brown & Williamson

CBS, FROM CANADA, DAYTIME

(1 program; 20.25 station hours per week)
Dr. Allen Roy Dafeo.....Lehn & Fink

CBS, FROM CHICAGO, EVENING

(7 programs; 226.5 station hours per week)
Court of Missing Heirs.....Skelly Oil
Double Everything.....Wm. Wrigley
It Can Be Done.....Household Finance
(With Edgar Guest)
Just Entertainment.....Wm. Wrigley
Lady Esther Serenade.....Lady Esther
Poetic Melodies.....Wm. Wrigley
Zenith Foundation.....Zenith Radio

CBS, FROM CHICAGO, DAYTIME

(10 programs; 296.75 station hours per week)
Arnold Grimm's Daughter..General Mills
Bachelor's Children.....Cudahy Packing
Betty and Bob.....General Mills
Betty Crocker.....General Mills
Hymns of All Churches....General Mills
Jenny Peabody.....F. & F. Laboratories
Kitty Keene, Inc.....Procter & Gamble
Ma Perkins.....Procter & Gamble
Romance of Helen Trent,
Affiliated Products
StepmotherColgate-Palmolive-Peet

CBS, FROM DETROIT, EVENING

(1 program; 89 station hours per week)
Ford Sunday Evening Hour.....Ford

CBS, FROM HOLLYWOOD, EVENING

(21 programs; 668.75 station hours per week)
Big Town.....Lever Bros.

Calling All Cars.....Rio Grande Oil
Cantor's Camel Caravan...R. J. Reynolds
Chesterfield Program...Liggett & Myers
Hollywood Hotel.....Campbell
Hollywood Screen Scoops....P. Lorillard
Jack Oakie's College.....R. J. Reynolds
Ken Murray and Oswald.....Campbell
Lum and Abner.....General Foods
Lux Radio Theatre.....Lever Bros.
Man to Man Sports....American Tobacco
Music from Hollywood...Liggett & Myers
Nash Show.....Nash-Kelvinator
Newstime with Sam Hayes,
Bank of America Natl.
Trust & Savings Assn.
Park Ave. Penners.....R. B. Davis
Phil Baker.....Gulf Oil
Rinso Program.....Lever Bros.
(Starring Al Jolson)
Scattergood Baines.....Wm. Wrigley
Silver Theatre.....International Silver
Texaco Town.....Texas Co.
Vick's Open House.....Vick Chemical

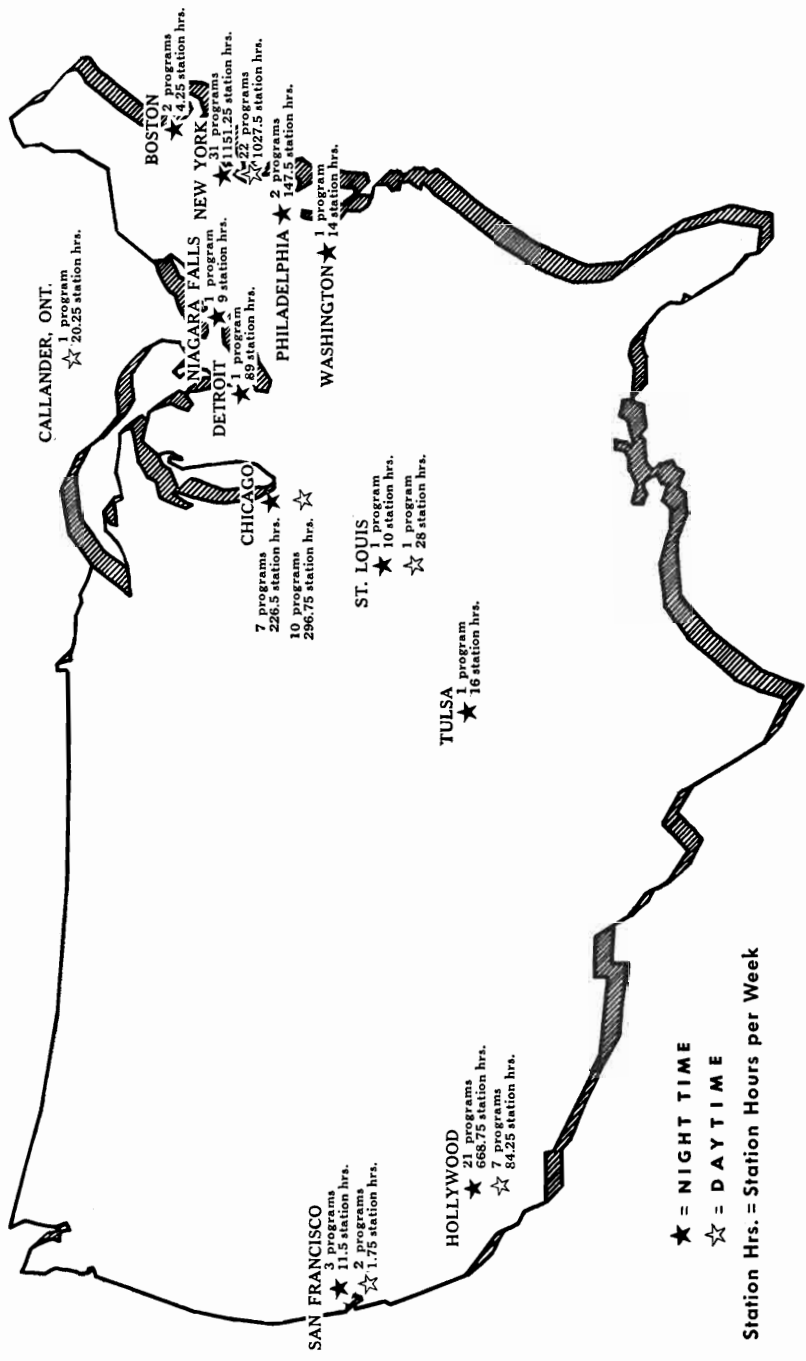
CBS, FROM HOLLYWOOD, DAYTIME

(7 programs; 84.25 stations hours per week)
Dr. Christian.....Chesebrough Mfg.
Fray and Braggiotti.....Saks Affiliates
Hawaiian Moon Casino.....Lehn & Fink
Headlines on Parade.....Euclid Candy
Hollywood in Person.....General Mills
Lloyd Pantages Covers Hollywood,
Raymonds, Inc.
NewlywedsLambert

CBS, FROM NEW YORK, EVENING

(31 programs; 1151.25 station hours
per week)
Ben Bernie and All the Lads,
U. S. Tire Dealers Mutual
Benny Goodman's Swing School,
R. J. Reynolds
Cantor's Camel Caravan...R. J. Reynolds
Cavalcade of America.....du Pont

C. B. S. Commercial Programs by Origination



★ = NIGHT TIME
 ☆ = DAY TIME
 Station Hrs. = Station Hours per Week

ORIGINATION OF CBS COMMERCIALS—Continued

Chesterfield Presents....Liggett & Myers
 Chesterfield Program....Liggett & Myers
 Chesterfield Sports Resume,

Liggett & Myers
 Famous Actors Guild...Sterling Products
 Gang Busters.....Colgate-Palmolive-Peet
 Guy Lombardo and His Orchestra,

General Baking
 Hammerstein Music Hall,
 American Home Products
 Heinz Magazine.....H. J. Heinz
 Hobby Lobby.....Hudson Motors
 Horace Heidt's Brigadiers,

Stewart-Warner
 Johnny Presents.....Philip Morris
 Kate Smith's Bandwagon...General Foods
 Major Bowes' Amateur Hour...Chrysler
 Monday Night Show,

Brewers' Radio Show Assn.
 Palmolive Beauty Box Theatre,
 Colgate-Palmolive-Peet

Phil Baker.....Gulf Oil
 Pick and Pat.....U. S. Tobacco
 Prof. Quiz.....Nash-Kelvinator
 Romantic Rhythms.....Chevrolet
 Saturday Night Serenade..Pet Milk Sales
 Song Shop.....Coca Cola
 Summer Stars.....Gulf Oil
 Time to Shine.....Griffin Mfg. Co.
 Watch the Fun Go By.....Ford
 We, the People...General Foods
 Your Hit Parade.....American Tobacco
 Your Unseen Friend,

Beneficial Management

CBS, FROM NEW YORK, DAYTIME
 (22 programs; 1027.5 station hours
 per week)

Aunt Jenny's Real Life Stories.Lever Bros.
 Big Sister.....Lever Bros.
 Carol Kennedy's Romance...H. J. Heinz
 Emily Post.....Florida Citrus
 Follow the Moon.....Lehn & Fink
 Goldbergs, The.....Procter & Gamble
 Heinz Magazine.....H. J. Heinz
 Hilltop House.....Colgate-Palmolive-Peet
 Jack and Loretta.....Kirkman & Son
 Jack Berch and His Boys....Fels Naptha
 Life of Mary Sothern.....Lehn & Fink
 Mary Margaret McBride...General Foods
 Myrt and Marge...Colgate-Palmolive-Peet
 News Through a Woman's Eyes,

Pontiac Motors
 O'Neills, The.....Procter & Gamble
 Our Gal Sunday,
 American Home Products

Petticoat of the Air.....J. B. Ford
 Pretty Kitty Kelly.....Continental Baking
 Road of Life.....Procter & Gamble
 Tony Wons and His Scrapbook,

Vick Chemical
 Valiant Lady.....General Mills
 Your News Parade....American Tobacco

**CBS, FROM NIAGARA FALLS,
 EVENING**

(1 program; 9 station hours per week)
 Voice of Niagara.....Carborundum Co.

**CBS, FROM PHILADELPHIA,
 EVENING**

(2 programs; 147.5 station hours per week)
 Boake Carter.....Philco
 Boake Carter.....General Foods

CBS, FROM ST. LOUIS, EVENING

(1 program; 10 station hours per week)
 Phillips Poly Follies...Phillips Petroleum

CBS, FROM ST. LOUIS, DAYTIME

(1 program; 28 station hours per week)
 Pet Milky Way.....Pet Milk Sales

**CBS, FROM SAN FRANCISCO,
 EVENING**

(3 programs; 11.5 station hours per week)
 Good Afternoon Neighbors,
 Durkee Famous Foods
 My Secret Ambition,
 Durkee Famous Foods
 Toast to the Town.....Roma Wine

**CBS, FROM SAN FRANCISCO,
 DAYTIME**

(2 programs; 1.75 station hours per week)
 Party Bureau.....George W. Caswell
 Woman's Page of the Air,
 Tea Garden Products

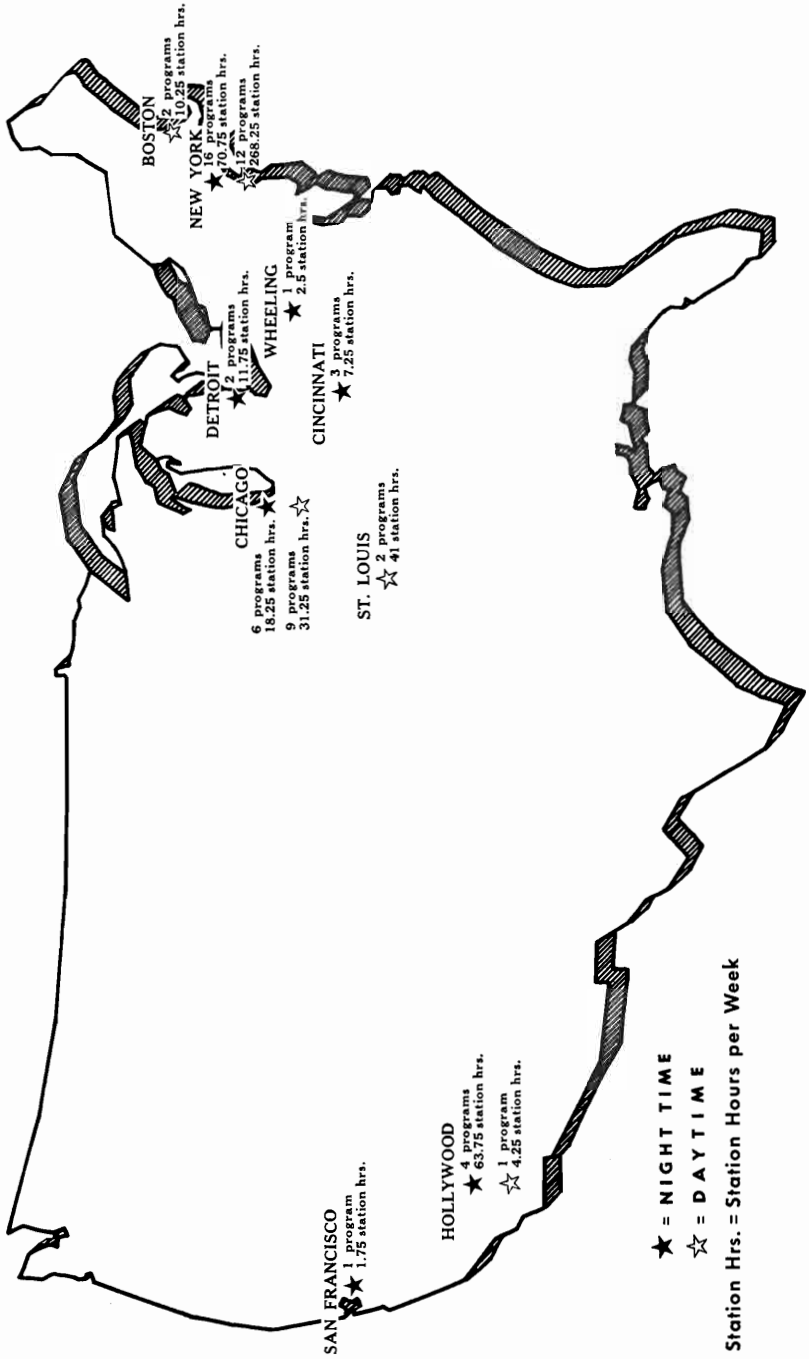
CBS, FROM TULSA, DAYTIME

(1 program; 16 station hours per week)
 Fun Bug.....Barnsdall Refining

**CBS, FROM WASHINGTON, D. C.,
 EVENING**

(1 program; 14 station hours per week)
 Arthur Godfrey.....Barbasol Co.

Mutual Commercial Programs by Origination



**MUTUAL, FROM BOSTON,
DAYTIME**

(2 programs; 10.25 station hours per week)
Marjorie Mills,
Maine Development Commission
Polish Melodies...Katro-Lek Laboratories

**MUTUAL, FROM CHICAGO,
EVENING**

(6 programs; 18.25 station hours per week)
Harold Stokes' Orchestra,
W. A. Sheaffer Pen
Jolly Joe.....Little Crown Milling
Kay Kyser's Musical Class and Dance,
American Tobacco
Rube Appleberry.....Campbell Cereal
Surprise Party.....Willys Overland*
Your Parlor Playhouse,
Lovely Lady Cosmetics

* And various points outside Chicago.

**MUTUAL, FROM CHICAGO,
DAYTIME**

(9 programs; 31.25 station hours per week)
American Radio Warblers,
American Bird Products
Bachelor's Children.....Cudahy Packing
Couple Next Door.....Procter & Gamble
Get Thin to Music.....General Mills
Get Thin to Music.....Wallace Biscuit
Sunday Matinee.....Varady of Vienna
Ted Weems' Orchestra..Varady of Vienna
Tom, Dick and Harry.....Fels and Co.
We Are Four.....Libby, McNeill & Libby

**MUTUAL, FROM CINCINNATI,
EVENING**

(3 programs; 7.25 station hours per week)
Famous Jury Trials.....Mennen Co.
Renfro Barn Dance...Allis Chalmers Mfg.
True Detective Mysteries.....Lambert

**MUTUAL, FROM DETROIT,
EVENING**

(2 programs; 11.75 station hours per week)
Lone Ranger.....Weber Baking
Lone Ranger.....Gordon Bakeries

**MUTUAL, FROM HOLLYWOOD,
EVENING**

(4 programs; 63.75 station hours per week)
Arden Hour of Charm...Elizabeth Arden
Thirty Minutes in Hollywood,
Local sponsors
Old Fashioned Revival,
Gospel Broadcasting
Passing Parade.....Duart Sales

**MUTUAL, FROM HOLLYWOOD,
DAYTIME**

(1 program; 4.25 station hours per week)
Hollywood Sunshine Girls..Skol Products

**MUTUAL, FROM NEW YORK,
EVENING**

(16 programs; 70.75 station hours per week)
Arden Hour of Charm...Elizabeth Arden
Arthur Godfrey.....Barbasol Co.
Commentators' Forum,
Commentator Magazine
Design for Happiness..American Tobacco
Famous Fortunes.....Richland Shoe
Good Will Hour.....Macfadden
HeadlinesLocal sponsors
Johnny Presents "What's My Name,"
Philip Morris
Just Between Us.....Rabin Cosmetics
Let's Play Games.....E. Fougera
Lou Little Football Forecast,
American Chicle
Mary Jane Walsh.....Barbasol Co.
Melody Puzzles.....American Tobacco
Singing Lady Music Plays.....Kellogg
Tim and Irene.....Admiracion Labs.
True or False.....J. B. Williams

**MUTUAL, FROM NEW YORK,
DAYTIME**

(12 programs; 268.25 station hours
per week)
Beatrice Fairfax.....Hecker Corp.
Carson Robison and His Buckaroos,
E. W. Rose
Couple Next Door.....Procter & Gamble
Court of Human Relations..Vadscio Sales
Hecker's Information Service,
Hecker Products
Jack Berch.....Wasey Products
Martha and Hal,
Humphrey's Homeopathic
Myra Kingsley.....Heckers H-O
Shadow, The.....D., L. & W. Coal
Sunday Morning Quarterback,
Parker Watch
Victor H. Lindlahr.....Journal of Living
Voice of Experience..Lydia E. Pinkham*

* On special network devised by Mutual.

**MUTUAL, FROM SAN FRANCISCO,
EVENING**

(1 program; 1.75 station hours per week)
Passing Parade.....Duart Sales

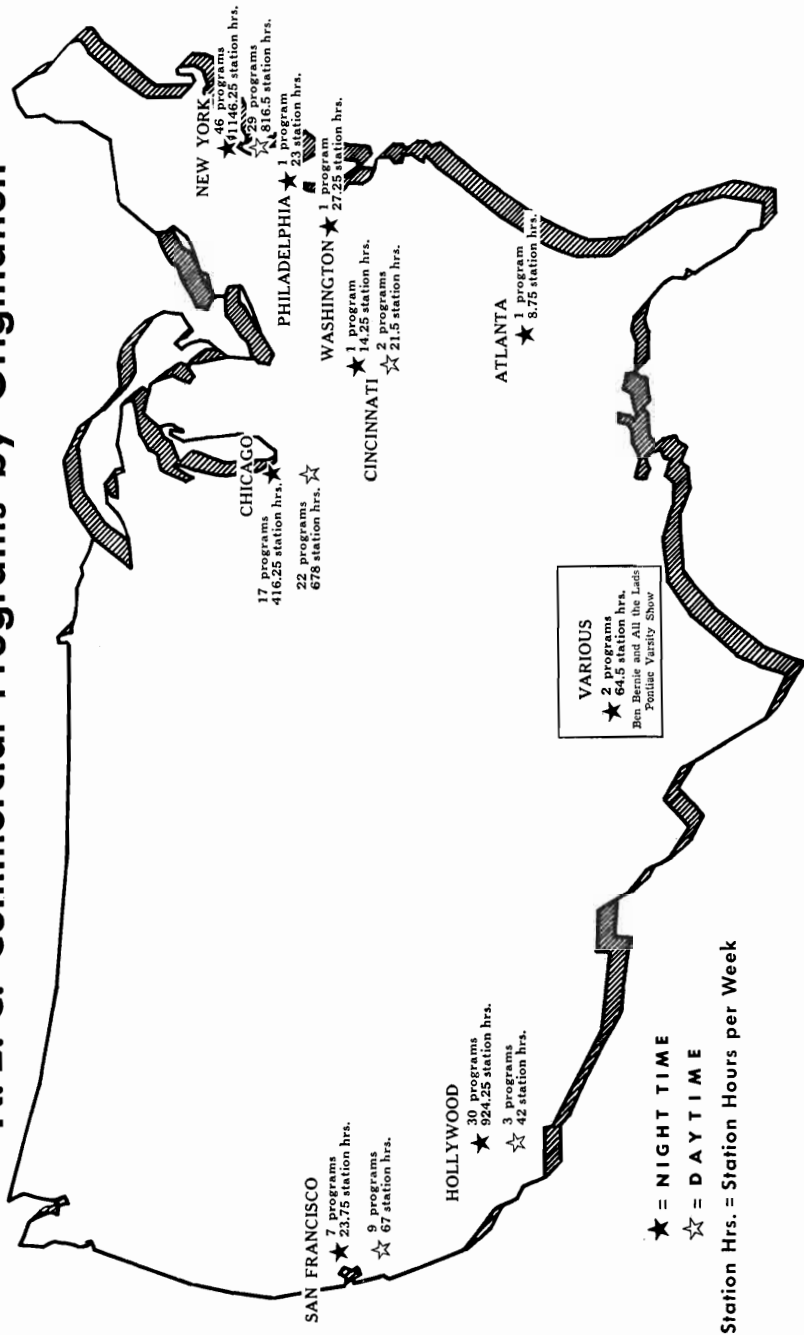
**MUTUAL, FROM ST. LOUIS,
DAYTIME**

(2 programs; 41 station hours per week)
Charley Stookey's Mountain Minstrels,
Consolidated Drug
Lutheran Hour,
Lutheran Laymen's League

**MUTUAL, FROM WHEELING,
EVENING**

(1 program; 2.5 station hours per week)
Musical Steelmakers.....Wheeling Steel

N. B. C. Commercial Programs by Origination



NBC, FROM ATLANTA, EVENING

(1 program; 8.75 station hours per week)
Dr. Karl Reiland.....Pepperell Mfg.

NBC, FROM CHICAGO, EVENING

(17 programs; 416.25 station hours per week)

Amos 'n' Andy.....Pepsodent
Contented Hour.....Carnation Milk
Dr. Dollar.....Vocational Service
Fibber McGee and Molly...S. C. Johnson
First Nighter.....Campana Sales
Grand Hotel.....Campana Sales
Interesting Neighbors.....F. W. Fitch
It Can Be Done.....Household Finance
Lady Esther Serenade.....Lady Esther
Lum and Abner...Horlick's Malted Milk
National Barn Dance...Miles Laboratories
Public Hero No. 1.....Falstaff Brewing
Tale of Today.....Princess Pat
There Was a Woman.

Glass Container Assn.

Uncle Ezra.....Miles Laboratories
Vanity Fair.....Campana Sales
Zenith Foundation.....Zenith Radio

NBC, FROM CHICAGO, DAYTIME

(22 programs; 678 station hours per week)

Adventures of Dari Dan...Bowey's, Inc.
Attorney-at-Law.....S. C. Johnson
Aunt Jemima's Cabin at the Crossroads,
Quaker Oats
Bob Becker.....John Morrell
Dan Harding's Wife.....National Biscuit
Girl Alone.....Kellogg
Guiding Light.....Procter & Gamble
Henry Busse and His Orchestra,

J. W. Marrow

Jack Armstrong.....General Mills
Junior Nurse Corps.....Swift
Kaltenmeyer's Kindergarten.Quaker Oats
Kitty Keene, Inc.....Procter & Gamble
Little Orphan Annie.....Wander Co.
Ma Perkins.....Procter & Gamble
Margot of Castlewood.....Quaker Oats
Story of Mary Marlin...Procter & Gamble
Sunday Afternoon with

Smilin' Ed McConnell.Acme White Lead

Today's Children.....Pillsbury

Tom Mix and His Ralston

Straight Shooters.....Ralston Purina

Vic and Sade.....Procter & Gamble

While the City Sleeps.....Bowey's

Woman in White.....Pillsbury

NBC, FROM CINCINNATI, EVENING

(1 program; 14.25 station hours per week)
Vocal Varieties.....Lewis-Howe

NBC, FROM CINCINNATI, DAYTIME

(2 programs; 21.5 station hours per week)
Armco Iron Master.American Rolling Mills
Smoke Dreams.....H. Fendrich, Inc.

NBC, FROM HOLLYWOOD, EVENING

(30 programs; 924.25 station hours per week)

Amos 'n' Andy.....Campbell
Baker's Broadcast.....Standard Brands
Burns and Allen.....General Foods
Chase and Sanborn Program,

Standard Brands

Fibber McGee and Molly...S. C. Johnson

Gilmore Circus.....Gilmore Oil

Good News of 1938.....General Foods

Hollywood Mardi Gras.....Packard

Hollywood News.....Emerson Drug

Jell-O Program Starring Jack Benny,

General Foods

Jimmy Fidler.....Procter & Gamble

Kraft Music Hall.....Kraft-Phenix

Log Cabin Jamboree.....General Foods

Lum and Abner...Horlick's Malted Milk

Mickey Mouse Theatre.....Pepsodent

One Man's Family.....Standard Brands

Passing Parade.....Union Oil Co.

Royal Gelatin Hour...Standard Brands

Richfield Reporter.....Richfield Oil

Ry-Krisp Presents Marion Talley,

Ralston Purina

Signal Carnival.....Signal Oil

Sid Skolsky.....Emerson Drug

Those We Love.....Lamont Corliss

Thrills.....Union Oil

Town Hall Tonight.....Bristol-Myers

Vanity Fair.....Campana Sales

Walter Winchell.....Andrew Jergens

Welch Presents Irene Rich,

Welch Grape Juice

Woodbury's Hollywood Playhouse,

Jergens-Woodbury

Your Hollywood Parade,

American Tobacco

NBC, FROM HOLLYWOOD, DAYTIME

(3 programs; 42 station hours per week)
Best of the week..Globe Grain and Milling
Candid Woman.....Pepsodent
How to Be Charming....Sterling Products

NBC, FROM NEW YORK, EVENING

(46 programs; 1146.25 station hours per week)

Alias Jimmy Valentine.....Larus & Bro.

American Album of Familiar Music,

Sterling Products

Arden Hour of Charm...Elizabeth Arden

Behind Prison Bars.....Wm. R. Warner

Believe It or Not.....General Foods

Cheer Up, America.....Mennen Co.

Chesterfield Daily Sports Column,

Liggett & Myers

Cities Service Concert.....Cities Service

Dale Carnegie....Colgate-Palmolive-Peet

Death Valley Days....Pacific Coast Borax

ORIGINATION OF NBC COMMERCIALS—Continued

- Dorothy Thompson,
 American Cigarette & Cigar
 Dorothy Thompson—With People in
 the News..American Cigarette & Cigar
 Easy Aces.....American Home Products
 Fireside Recitals.....American Radiator
 For Men Only.....Bristol-Myers
 General Electric Hour of Charm,
 General Electric
 General Motors Concerts..General Motors
 Grand Central Station.....Lambert
 Horace Heidt and His Brigadiers,
 Stewart-Warner
 Husbands and Wives.....Lamont Corliss
 Jello-O Summer Show....General Foods
 Jim McWilliams' Question Bee,
 G. Washington Coffee
 Johnny Presents.....Philip Morris
 Lowell Thomas.....Sun Oil
 Kay Kyser's Musical Class and Dance,
 American Tobacco
 Manhattan After Dark....Emerson Drug
 Manhattan Merry-Go-Round,
 Sterling Products
 March of Time..Time, Inc., and Servel, Inc.
 Melody Puzzles.....American Tobacco
 Metropolitan Opera Auditions
 of the Air.....Sherwin-Williams
 Mr. Keen, Tracer of Lost Persons,
 American Home Products
 Royal Crown Revue...Royal Crown Cola
 Royal Gelatin Hour.....Standard Brands
 Sealtest Rising Musical Stars....Sealtest
 Sunday Night Party.....Sealtest
 Sweetest Love Songs Ever Sung,
 Sterling Products
 Time of Your Life.....Gruen Watch
 Time to Shine.....Griffin Mfg. Co.
 Tommy Dorsey's Orchestra,
 Brown & Williamson
 Town Hall Tonight.....Bristol-Myers
 True Story Court of Human Relations,
 Macfadden
 Voice of Firestone.....Firestone
 Vox Pop.....Cummer Products
 Walter Winchell.....Andrew Jergens
 Waltz Time.....Sterling Products
 Your Hit Parade.....American Tobacco
- NBC, FROM NEW YORK, DAYTIME**
 (29 programs; 816.5 station hours
 per week)
- Backstage Wife.....Sterling Products
 Benjamin Moore Triangle Club,
 Benjamin Moore
 Bicycle Party.....Cycle Trades
 David Harum.....B. T. Babbitt
 Dick Tracy.....Quaker Oats
 Dog Heroes.....Modern Food Process
 Goldbergs, The.....Procter & Gamble
 Gospel Singer.....Procter & Gamble
 Hello, Peggy.....Drackett
 Homemakers Exchange,
 National Ice Advertising
 John's Other Wife,
 American Home Products
- Just Plain Bill and Nancy,
 American Home Products
 Kitchen Cavalcade.....C. F. Mueller
 Lorenzo Jones.....Sterling Products
 Magic Key of RCA.....Radio Corp.
 Mrs. Wiggs of the Cabbage Patch,
 American Home Products
 Mystery Chef.....Regional Advertisers
 O'Neills, The.....Procter & Gamble
 On Broadway.....General Foods
 Pepper Young's Family..Procter & Gamble
 Radio Newsreel.....Cummer Products
 Road of Life.....Procter & Gamble
 Singing Lady.....Kellogg
 Terry and the Pirates.....Bowey's
 Thatcher Colt Mysteries,
 Packer's Tar Soap
 There Was a Woman,
 Glass Container Assn.
 Travel Talks by Malcolm La Prade,
 Thomas Cook
 Wife Saver.....Manhattan Soap
 Your Family and Mine.....Sealtest
- NBC, FROM PHILADELPHIA,
 EVENING**
 (1 program; 23 station hours per week)
 Philadelphia Orchestra...Group of Banks
- NBC, FROM SAN FRANCISCO,
 EVENING**
 (7 programs; 23.75 station hours per week)
 Good Morning Tonight,
 Alber Bros. Milling
 Hawthorne House.....Wesson Oil
 I Want a Divorce.....Sussman Wormser
 Night Editor.....Cardinet Candy
 Signal Carnival.....Signal Oil
 Standard Symphony..Standard Oil of Cal.
 Treasure Island.....Owl Drug
- NBC, FROM SAN FRANCISCO,
 DAYTIME**
 (9 programs; 67 station hours per week)
 Dr. Kate.....Sperry Flour
 Garden Guide.....Pacific Guano
 Hughesreel.....Borden Co.
 Mrs. Garrie Griswold and
 The Vaquero.....Oxo, Ltd.
 Peter's Surprise Party...Peters Shoe Co.
 Prof. Puzzlewit.....Gallenkamp Stores
 Sperry Daytime Specials..Sperry Flour Co.
 Standard School Broadcast,
 Standard Oil of Cal.
 Woman's Magazine of the Air,
 Lamont Corliss
- NBC, FROM WASHINGTON, D. C.,
 EVENING**
 (1 program; 27.25 station hours per week)
 Gen. Hugh S. Johnson,
 Grove Laboratories

COMMERCIAL NETWORK PROGRAMS

SEASON OF 1937-1938

All programs included in this listing were broadcast at some time between June 1, 1937, and May 1, 1938. Data pertains solely to that interval. It has been checked with networks and agencies.

Completeness has been the aim of this presentation. Deviations occur only where adequate checks with networks or agencies were lacking; or possibly where changes in cast, etc., were of such short duration that no record was made of them.

In reading this listing, the following should be kept in mind:

1. All time is Eastern Time unless otherwise noted.
2. In the cross-references, sponsors are filed by the usual procedure; but players are filed by **FIRST NAMES**. This is similar to the methodology employed in the "Program Titles" section. This method is used because it has been found to simplify the cross-references, and also give full weight to actors' full names. Thus, Bing Crosby will be found under "B" and not under "C."
3. The commercial programs of the NBC Red and Blue, Columbia, and Mutual are included. No regional network programs are listed, unless they are found on the books and account sheets of the three major chains.

A

Acme White Lead & Color Works
(See "Sunday Afternoon with Smilin'
Ed McConnell")

Admiracion Laboratories, Inc.
(See "Tim and Irene")

Adventures of Dari Dan

Sponsor: Bowey's, Inc. (Dari-Rich Chocolate Flavored Milk).

Agency: Russell C. Comer Advertising Co.
Origination: Chicago.

Air Time: Monday, Wednesday and Friday, 5:15 to 5:30 p.m. (repeat from 5:45 to 6 p.m.).

Network: NBC Red; 17 stations.

Production: E. Marshall.

Script Writer: Finney Briggs.

Talent: Finney Briggs, Cecil Ray, Forrest Lewis.

Agency Director: R. A. Sorensen.

Announcer: Fort Pearson.

Length of Run: March 1, 1936, to Nov. 1, 1937 (replaced by "Terry and the Pirates").

Agnes Moorehead

(See "Ben Bernie and All the Lads")

(See "Big Sister")

(See "March of Time")

(See "Monday Night Show")

(See "The Shadow")

(See "Terry and the Pirates")

(See "There Was a Woman")

Al Jolson

(See "Rinso Program Starring Al Jolson")

Al Pearce

(See "Watch the Fun Go By")

Alan Prescott

(See "The Wife Saver")

A. L. Alexander

(See "True Story Court of Human Relations")

Alber Bros. Milling Co.

(See "Good Morning Tonight")

Alexander Smallens

(See "Sealtest Rising Musical Stars")

Alfred Wallenstein

(See "The Voice of Firestone")

Alias Jimmy Valentine

Sponsor: Larus & Brother Co. (Edgeworth Tobacco).

Agency: Blackett-Sample-Hummert, Inc.

Origination: New York.

Air Time: Tuesday, 9:30 to 10 p.m.

Network: NBC Blue; 32 stations.

Production: Frank and Anne Hummert.

Script Writers: Frank and Anne Hummert.

Talent: Bert Lytell, Elizabeth Day, Helene Dumas, Lester Jay, P. Nugent, J. McBride, M. Herman, E. Lattimer, L. Curley.

NETWORK COMMERCIALS—Continued

Agency Director: Martha Atwell.
Announcer: Ford Bond.
Conductor: Al Rickey.
Length of Run: Started Jan. 18, 1938.

Alice Faye

(See "Music from Hollywood")

Alice Frost

(See "On Broadway")

Alice Lowe Miles

(See "Husbands and Wives")

Allis Chalmers Mfg. Co.

(See "Renfro Barn Dance")

American Album of Familiar Music

Sponsor: Bayer Aspirin.
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Sunday, 9:30 to 10 p.m.
Network: NBC Red; 57 stations.
Production: Frank Hummert.
Script Writer: Frank Hummert.
Talent: Jean Dickenson, Frank Munn, Louise Florea, Arden and Arden, Bertrand Hirsch (violinist), Gus Haenschen's Orchestra.
Agency Director: Frank Hummert.
Announcer: Howard Claney.
Conductor: Gus Haenschen.
Length of Run: Started Oct. 11, 1931.

American Bird Products

(See "American Radio Warblers")

American Can Co.

(See "Ben Bernie and All the Lads")

American Chicle Co.

(See "Lou Little Football Forecast")

American Cigarette & Cigar Co. (Pall Mall)

(See "Dorothy Thompson")
(See "Dorothy Thompson—With People in the News")

American Radiator Co.

(See "Fireside Recitals")

American Radio Warblers

Sponsor: American Bird Products.
Agency: Weston-Barnett, Inc.
Origination: WGN, Chicago.
Air Time: Sunday, 11:45 to 12 noon (repeat from 2:15 to 2:30 p.m.).

Network: Mutual; WGN, Chicago; WHKC, Columbus; KFEL, Denver; (WCLE, Cleveland; KWK, St. Louis; WTCN, Minneapolis and KTRH, Houston, on repeat show).

Length of Run: Oct. 10, 1937 to May 8, 1938.

American Rolling Mills Co.

(See "Armco Iron Master")

American Tobacco (Lucky Strike)

(See "Design for Happiness")

(See "Kay Kyser's Musical Class and Dance")

(See "Man to Man Sports" for Roi-Tan Cigars)

(See "Melody Puzzles")

(See "Your Hit Parade")

(See "Your Hollywood Parade")

(See "Your News Parade")

Amos 'n' Andy

Sponsor: The Pepsodent Co. (Pepsodent Toothpaste, Antiseptic).
Agency: Lord & Thomas, Inc.
Origination: Hollywood (and Chicago).
Air Time: Monday through Friday, 7 to 7:15 pm. (repeat from 11 to 11:15 p.m.).
Network: NBC Red; 41 stations.
Production: Carl Stanton.
Script Writers: Freeman Gosden, Charles Correll.
Talent: Freeman Gosden (Amos) and Charles Correll (Andy).
Agency Director: Basil Loughrane.
Announcer: Bill Hay.
Conductor: Joseph Gallicchio.
Length of Run: Aug. 19, 1929, to Dec. 31, 1937.

Amos 'n' Andy

Sponsor: Campbell Soup Co.
Agency: Ward Wheelock Co.
Origination: Hollywood.
Air Time: Monday through Friday, 7 to 7:15 p.m. (repeat from 11 to 11:15 p.m.).
Network: NBC Red; 43 stations.
Production: Diana Bourbon (of the agency).
Script Writers: Freeman Gosden, Charles Correll.
Talent: Freeman Gosden (Amos), Charles Correll (Andy).
Agency Director: Diana Bourbon.
Announcer: Bill Hay.
Conductor: Gaylord Garter (organist).
Length of Run: Started Jan. 3, 1938.

NETWORK COMMERCIALS—Continued

Anacin Co.

(See "Easy Aces")

(See "Hammerstein Music Hall")

(See "Just Plain Bill and Nancy")

(See "Our Gal Sunday")

Andre Kostelanetz

(See "Chesterfield Presents")

Angelus Lipstick and Rouge

(See "John's Other Wife")

Anne Jamison

(See "Hollywood Hotel")

Arden, Elizabeth

(See "Arden Hour of Charm")

Arden Hour of Charm

Sponsor: Elizabeth Arden.

Agency: Cecil, Warwick & Legler, Inc.

Origination: New York.

Air Time: Wednesday, 8 to 8:30 p.m.

Network: NBC Blue; 33 stations.

Talent: Eddie Duchin's Orchestra, Stuart Allen, Lisa Sergio (Voice of Elizabeth Arden).

Conductor: Eddy Duchin.

Length of Run: Sept. 29, 1937, to Dec. 22, 1937.

Arden Hour of Charm

Sponsor: Elizabeth Arden.

Agency: Cecil, Warwick & Legler, Inc.

Origination: KHJ, Hollywood and WOR, New York.

Air Time: Tuesday, 10 to 10:30 p.m.

Network: Mutual; 32 stations.

Production: Howard Barnes (Mutual), Preston Pumphrey (of the agency), Ward Byron (on the Coast).

Talent: Eddie Duchin Orchestra, Del Casino.

Agency Director: Preston Pumphrey; Ward Byron (on the Coast).

Announcer: William Perry.

Conductor: Eddy Duchin.

Length of Run: Dec. 28, 1937, to March 22, 1938.

Armco Iron Master Program

Sponsor: American Rolling Mills Co.

Agency: N. W. Ayer & Son, Inc.

Origination: WLW, Cincinnati.

Air Time: Sunday, 3:30 to 4 p.m.

Network: NBC Blue; 25 stations.

Production: John Prosser, Gordon Waltz.

Script Writers: Harry Hartwick, Dave Gudebrod.

Talent: Dr. Frank Simon and band.

Agency Director: John Prosser.

Announcer: Douglas Browning.

Conductor: Dr. Frank Simon.

Length of Run: Contract started Oct. 28,

1935; present series began Jan. 2, 1938.

Arnold Grimm's Daughter

Sponsor: General Mills, Inc. (Softasilk).

Agency: Blackett - Sample - Hummert, Inc.

Origination: Chicago.

Air Time: Monday through Friday, 1:30 to 1:45 p.m.

Network: CBS; 32 stations.

Script Writer: Margaret Sangster.

Talent: Margaret Shanna, Verne Smith, Jeanne Juvelier, Jeanne Dixon, Mento Everitt, Butler Manderville, Genelle Gibbs, Don Merrifield, Gertrude Bondhill, Florence Ravenal, Orin Brandon.

Agency Director: Ed Morse.

Announcer: J. Simms.

Length of Run: Started July 5, 1937.

Arthur Godfrey

Sponsor: The Barbasol Co.

Agency: Erwin Wasey Co.

Origination: WJSV, Washington.

Air Time: Monday and Friday, 7:15 to 7:30 p.m. (repeat on Friday from 11 to 11:15 p.m.).

Network: CBS; 24 stations on Monday, 32 stations on Friday.

Production: Erwin Wasey Co.

Talent: Arthur Godfrey, John Salb.

Agency Director: John Schultz.

Length of Run: Started Jan. 24, 1938.

Arthur Godfrey

Sponsor: The Barbasol Co.

Agency: Erwin Wasey Co.

Origination: WOR, New York.

Air Time: Friday, 7:45 to 8 p.m.

Network: Mutual; 41 stations.

Production: Erwin Wasey Co.

Talent: Arthur Godfrey, John Salb.

Agency Director: John Schultz.

Length of Run: Oct. 29, 1937, to Jan. 21, 1938.

Atlantic Sportcast

Sponsor: Atlantic Refining Co.

Agency: N. W. Ayer & Son, Inc.

Origination: WEEL, Boston.

Air Time: Friday, 6:15 to 6:30 p.m.

Network: CBS; 5 stations.

Production: N. W. Ayer & Son, Inc.

Script Writer: Al Helfer.

Talent: Al Helfer.

Agency Directors: Robert Burlen and Les Quailey.

Announcer: Al Helfer.

Length of Run: Sept. 25, 1937, to Dec. 14, 1937.

NETWORK COMMERCIALS—Continued

Attorney-at-Law

Sponsor: S. C. Johnson & Son, Inc. (Johnson's Wax).
Agency: Needham, Louis & Brorby, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 10:30 to 10:45 a.m.
Network: NBC Blue; 14 stations.
Production: Carl Wester, Howard Keegan (later L. D. Barnhardt).
Script Writer: Jim Pease (later John Young).
Talent: Jim Ameche, Frances Carlon, June Meredith, Lucy Gilman, Fred Sullivan, Grace Lockwood Bailey, Margaret Fuller (replaced by Betty Lou Gerson), Ethel Owen.
Agency Director: Helen Wing.
Announcer: Fort Pearson.
Length of Run: Started Jan. 3, 1938.

Aunt Jemima's Cabin at the Crossroads

Sponsor: Quaker Oats Co.
Agency: Lord & Thomas, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 10:15 to 10:30 a.m. (rebroadcast 11:15 to 11:30 a.m.) (change of time March 14, 1938, to 10 to 10:15 a.m. with rebroadcast from 11 to 11:15 a.m.).
Network: NBC Blue; 50 stations.
Production: Gil Gibbons.
Script Writer: L. T. Weinrott.
Talent: Harriett Widmer, Roy Brower, Forrest Lewis, Vance McCune, Noble Cain's Chorus, Etta Moten, Sammy Williams' Instrumental Trio.
Agency Director: Basil Loughrane.
Announcer: Charles Lyon.
Conductor: Noble Cain.
Length of Run: Started Aug. 31, 1937.

Aunt Jenny's Real Life Stories

Sponsor: Lever Brothers Co. (Spry).
Agency: Ruthrauff & Ryan, Inc.
Origination: New York.
Air Time: Monday through Friday, 11:45 a.m. to 12 noon (repeat from 2:15 to 2:30 p.m.).
Network: CBS; 56 stations.
Production: Handled by the agency.
Script Writers: Various free lance.
Talent: Edith Spencer, Elsie Thompson, organist, and dramatic cast.
Agency Director: John Loveton.
Announcer: Dan Seymour.
Conductor: Elsie Thompson (organist).
Length of Run: Started Jan. 18, 1937.

B

Babbit, B. T. (Bab-O) (See "David Harum")

Bachelor's Children

Sponsor: The Cudahy Packing Co. (Old Dutch Cleanser).
Agency: Roche, Williams & Cunnyingham, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 9:45 to 10 a.m.
Network: CBS; 18 stations.
Production: Russ Young.
Script Writer: Bess Flynn.
Talent: Hugh Studebaker, Olan E. Soule, Patricia Dunlap, Milton Charles, Paula McClain, Marie Nelson, Marjorie Hannan.
Agency Directors: J. P. Roche, Lloyd Maxwell.
Announcer: Russ Young.
Length of Run: Started Sept. 28, 1936.

Bachelor's Children

Sponsor: Cudahy Packing Co.
Agency: Roche, Williams & Cunnyingham, Inc.
Origination: WGN, Chicago.
Air Time: Monday through Friday, 10:15 to 10:30 a.m.
Network: Mutual; WGN, Chicago and WHB, Kansas City.
Production: Russ Young.
Script Writer: Bess Flynn.
Talent: Hugh Studebaker, Marjorie Hannan, Patricia Dunlap, Marie Nelson, Olan E. Soule.
Agency Directors: J. P. Roche, Lloyd Maxwell.
Announcer: Russ Young.
Length of Run: Started Sept. 9, 1935.

Backstage Wife

Sponsor: R. L. Watkins Co.; Dr. Lyon's Toothpowder.
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 11:15 to 11:30 a.m. (April 25, 1938, time changed to 4 p.m.).
Network: NBC Red; 25 stations.
Production: Anne and Frank Hummert.
Script Writers: Anne and Frank Hummert (script supervisors).
Talent: Vivian Fridell, Ken Griffen.
Agency Director: Blair Walliser.
Length of Run: Present series started Sept. 14, 1936.

Baker's Broadcast, The

Sponsor: Standard Brands, Inc. (Yeast).
Agency: J. Walter Thompson Co.
Origination: Hollywood.
Air Time: Sunday, 7:30 to 8 p.m.
Network: NBC Blue; 65 stations.

NETWORK COMMERCIALS—Continued

Production: J. Walter Thompson Co.
Script Writer: Lynne McManus.
Talent: Harriet Hilliard, Feg Murray, Ozzie Nelson's Orchestra, guests.
Agency Director: John Christ.
Announcer: John Hiestand.
Conductor: Ozzie Nelson.
Length of Run: Started Oct. 6, 1935.

Bank of America Natl. Trust & Savings Assn.

(See "Newstime with Sam Hayes")

Barbara Luddy

(See "First Nighter")

Barbasol Co.

(See "Arthur Godfrey")

(See "Mary Jane Walsh")

Barnsdall Refining Corp.

(See "Fun Bug")

Barry McKinley

(See "Romantic Rhythms")

(See "Time to Shine")

Bayer Aspirin

(See "American Album of Familiar Music")

(See "Famous Actors' Guild Presents 'Second Husband'")

Beatrice de Sylvara

(See "How to Be Charming")

Beatrice Fairfax

Sponsor: Hecker Corp. (Silver Dust and Gold Dust).

Agency: Batten, Barton, Durstine & Osborn, Inc.

Origination: WOR, New York.

Air Time: Tuesday, Wednesday, Thursday and Friday, 2:45 to 3 p.m.

Network: Mutual; 32 stations.

Production: Johnny Martin (of the agency).

Script Writers: Beatrice Fairfax, Johnny Martin.

Talent: Beatrice Fairfax, Lee Cronican, dramatic cast.

Agency Director: Johnny Martin.

Announcer: Lee Cronican.

Length of Run: Aug. 31, 1937 to Feb. 25, 1938.

Behind Prison Bars

Sponsor: William R. Warner Co. (Sloan's Liniment).

Agency: Cecil, Warwick & Legler, Inc.

Origination: New York.

Air Time: Monday, 10 to 10:30 p.m.

Network: NBC Blue; 31 stations.

Production: Howard Nussbaum.

Script Writer: Edward Hale Bierstadt.

Talent: Warden Lewis E. Lawes, dramatic cast.

Agency Director: Preston Pumphrey.

Announcer: Ben Grauer.

Length of Run: Original contract started January, 1933; present series began Oct. 18, 1937, replacing "20,000 Years in Sing Sing," and ended April 11, 1938.

Believe It or Not

Sponsor: General Foods Corp. (Post's Bran Flakes).

Agency: Benton & Bowles, Inc.

Origination: New York.

Air Time: Tuesday, 10 to 10:30 p.m.

Network: NBC Red; 64 stations.

Production: Benton & Bowles, Inc.

Talent: Robert L. Ripley, B. A. Rolfe's Orchestra, dramatic cast, guests.

Agency Director: Kenneth MacGregor.

Announcer: Ford Bond.

Conductor: B. A. Rolfe.

Length of Run: Started July 16, 1937.

Ben Bernie and All the Lads

Sponsor: American Can Co.

Agency: Fuller & Smith & Ross, Inc.

Origination: Various points.

Air Time: Tuesday, 9 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: Various announcers.

Conductor: Ben Bernie.

Length of Run: Oct. 29, 1935 to Oct. 19, 1937.

Ben Bernie and All the Lads

Sponsor: U. S. Tire Dealers Mutual Corporation.

Agency: Campbell-Ewald Co. of New York, Inc.

Origination: New York.

Air Time: Wednesday, 8:30 to 9 p.m. (repeat from 11:30 p.m. to midnight).

Network: CBS; 80 stations.

Production: Henry Souvaine (for the agency).

Script Writers: Park Levy, Alan Lipscomb, Al Miller.

Talent: Ben Bernie, Lew Lehr, Buddy Clark, Agnes Moorehead, orchestra and double quartet.

Agency Director: R. F. Field.

Announcer: Ralph Edwards.

Conductor: Al Evans.

Length of Run: Started Jan. 12, 1938; present contract runs to July 6, 1938.

NETWORK COMMERCIALS—Continued

Beneficial Management Co.

(See "Your Unseen Friend")

Benjamin Moore Triangle Club

Sponsor: Benjamin Moore & Co.
Agency: None.
Origination: New York.
Air Time: Monday, 11:45 a.m. to noon.
Network: NBC Red; 33 stations.
Production: Aldo Ghisalbert (NBC).
Script Writers: Betty Moore, Virginia Young.
Talent: Betty Moore, Robert S. Keller, organist.
Agency Director: Fred Thrower (NBC).
Announcer: Hjerluf Provensen.
Length of Run: Original contract started May 8, 1929; present contract started Jan. 3, 1938.

Benny Friedman

(See "Sunday Morning Quarterback")

Benny Goodman's Swing School

Sponsor: R. J. Reynolds Tobacco Co. (Camel Cigarettes, Prince Albert Smoking Tobacco).
Agency: William Esty & Co.
Origination: New York.
Air Time: Tuesday, 10 to 10:30 p.m. (beginning March 29, 1938, 9:30 to 10 p.m.).
Network: CBS; 84 (later 92) stations.
Production: Handled by the agency.
Script Writer: James Bloodworth.
Talent: Benny Goodman Orchestra and Martha Tilton (vocalist).
Agency Director: Harry Holcombe.
Announcer: Dan Seymour.
Conductor: Benny Goodman.
Length of Run: Started Dec. 29, 1936.

Bert Gordon

(See "Cantor's Camel Caravan")

(See "Texaco Town")

Best of the Week, The

Sponsor: Globe Grain & Milling Co.
Agency: Dan B. Miner Co., Inc.
Origination: Hollywood.
Air Time: Wednesday and Friday, 11:45 a.m. to noon PST.
Network: NBC Red; 7 stations.
Production: NBC.
Script Writers: Clinton Twiss, Joe Parker.
Talent: Clinton Twiss, Joe Parker.
Length of Run: Started Oct. 17, 1937.

Betty and Bob

Sponsor: General Mills, Inc. (Wheaties).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.

Air Time: Monday through Friday, 1 to 1:15 p.m.

Network: CBS; 32 stations.

Production: Courtenay Savage.

Script Writer: Knowles Entrikin.

Talent: Alice Hill (Betty), Spencer Bentley (Bob), Edith Davis, Cornelius Peoples.

Agency Director: Courtenay Savage.

Announcer: Don Hancock.

Length of Run: Started Oct. 10, 1932.

Betty Crocker

Sponsor: General Mills, Inc. (Softasilk, and Kitchen Tested Flour).

Agency: Knox Reeves, Inc.

Origination: Chicago.

Air Time: Wednesday and Friday, 1:15 to 1:30 p.m.

Network: CBS; 33 stations.

Production: CBS.

Talent: Betty Crocker.

Agency Director: Helen A. Brown.

Announcer: Dick Post.

Length of Run: Started June 1, 1936.

Bicycle Party

Sponsor: Cycle Trades of America, Inc.

Agency: Campbell-Ewald Co. of New York, Inc.

Origination: New York.

Air Time: Sunday, 3:30 to 4 p.m.

Network: NBC Red; 40 stations.

Production: Henry Souvaine, Inc. (for the agency).

Script Writers: Henry Souvaine, Inc.

Talent: Bill Slater, Bert Whaley, Swor and Lubin, Hugo Mariani's Orchestra, guests.

Agency Director: Russell Wilks.

Conductor: Hugo Mariani.

Length of Run: Sept. 26, 1937, to Dec. 19, 1937.

Big Sister

Sponsor: Lever Brothers Co. (Rinso).

Agency: Ruthrauff & Ryan, Inc.

Origination: New York.

Air Time: Monday through Friday, 11:30 to 11:45 a.m. (repeat from 2 to 2:15 p.m.).

Network: CBS; 64 stations.

Production: Handled by the agency.

Script Writer: Lillian Lauferty.

Talent: Alice Frost, Junior O'Day, Heila Stoddard, Martin Gabel, Bill Johnstone, Agnes Moorehead, Teddy Bergman, Alfred Swenson.

Agency Director: Herschel Williams.

Announcer: Fred Uttal.

Conductor: Organist, varies.

Length of Run: Started Sept. 14, 1936.

NETWORK COMMERCIALS—Continued

Big Town

Sponsor: Lever Brothers Co. (Rinso).
Agency: Ruthrauff & Ryan, Inc.
Origination: Hollywood.
Air Time: Friday, 8 to 8:30 p.m. (rebroadcast from 12:30 to 1 a.m.).
Network: CBS; 60 stations.
Production: Handled by agency.
Script Writers: Ray Buffum (chief); also Ed Verdier, Harry Kronman and Paul Schofield.
Talent: Edward G. Robinson, Claire Trevor, dramatic cast.
Agency Director: Clark Andrews.
Announcer: Carlton Kadell.
Conductor: Phil Ohman.
Length of Run: Started Oct. 19, 1937.

Bing Crosby

(See "Kraft Music Hall")

Bi-So-Dol

(See "Just Plain Bill and Nancy")
 (See "Mr. Keen, Tracer of Lost Persons")

Boake Carter

Sponsor: Philco Radio & Television Corp.
Agency: Hutchins Advertising Co.
Origination: WCAU, Philadelphia.
Air Time: Monday, Wednesday and Friday, 7:45 to 8 p.m. (repeat from 11:15 to 11:30 p.m.).
Network: CBS; 60 stations.
Production: M. S. Hutchins (of the agency).
Script Writer: Boake Carter.
Talent: Boake Carter.
Length of Run: Jan. 2, 1933, to Feb. 18, 1938.

Boake Carter Program

Sponsor: General Foods (Post Toasties and Huskies).
Agency: Benton & Bowles, Inc.
Origination: Philadelphia.
Air Time: Monday through Friday, 6:30 to 6:45 p.m. (repeat from 8:45 to 9 p.m.).
Network: CBS; 82 stations.
Script Writer: Boake Carter.
Talent: Boake Carter.
Agency Director: Chester MacCracken.
Announcer: Erik Rolf.
Length of Run: Started Feb. 28, 1938.

Bob Baker

(See "Hollywood in Person")

Bob Becker

Sponsor: John Morrell & Co.
Agency: Henri, Hurst & McDonald, Inc.
Origination: Chicago.
Air Time: Sunday, 2 to 2:15 p.m.
Network: NBC Red; 19 stations.

Production: Blair Walliser.
Script Writers: Bob Becker, Marguerite Lyon.
Talent: Bob Becker, David Dole, Irma Glen, dramatic cast.
Agency Director: Frank W. Ferrin.
Announcer: Pierre Andre.
Length of Run: Jan. 9, 1938, to April 3, 1938.

Bob Burns

(See "Kraft Music Hall")

Borden Co.

(See "Hughesreel")

Bowey's, Inc.

(See "Adventures of Dari Dan")
 (See "Terry and the Pirates")
 (See "While the City Sleeps")

Boyle, A. S., Co. (Old English Floor Wax)

(See "Mrs. Wiggs of the Cabbage Patch")
 (See "Romance of Helen Trent")

Brewers' Radio Show Assn.

(See "Monday Night Show")

Bristol-Myers Co.

(See "For Men Only" for Vitalis)
 (See "Town Hall Tonight" for Ipana and Sal Hepatica)

Brown & Williamson (Raleigh; Kool)

(See "Neal O'Hara's Radio Gazette")
 (See "Tommy Dorsey's Orchestra")

Budd Hulick

(See "Johnny Presents 'What's My Name'")

Buddy Clark

(See "Ben Bernie and All the Lads")
 (See "Design for Happiness")

Burns and Allen

Sponsor: General Foods Corp. (Grape-nuts).
Agency: Young & Rubicam, Inc.
Origination: Hollywood.
Air Time: Monday, 8 to 8:30 p.m. (repeat from 10:30 to 11 p.m.).
Network: NBC Red; 71 stations.
Production: Everard Meade (of the agency).
Script Writers: John Medbury, Willie Burns.
Talent: George Burns, Gracie Allen, Tony Martin, John Conte, Ray Noble's Orchestra (Jan Garber's Orchestra after April 4, 1938).

NETWORK COMMERCIALS—Continued

Agency Director: Everard Meade.
Announcer: John Conte.
Conductor: Ray Noble (Jan Garber after April 4, 1938).
Length of Run: Series started April 12, 1937.

C

Calling All Cars

Sponsor: Rio Grande Oil, Inc.
Agency: Hixson-O'Donnell, Inc.
Origination: Hollywood.
Air Time: Tuesday, 7:30 to 8 p.m. PST.
Network: CBS; 3 stations.
Production: Mel Williamson.
Script Writer: Mel Williamson.
Talent: Varies.
Agency Director: Robert M. Hixson.
Announcer: Charles Frederick Lindsley.
Conductor: Wilbur Hatch.
Length of Run: Started Nov. 29, 1933.

Campana Sales Co.

(See "First Nighter" for Italian Balm)
(See "Grand Hotel")
(See "Vanity Fair")

Campbell Cereal Co.

(See "Rube Appleberry")

Campbell Soup Co.

(See "Amos 'n' Andy")
(See "Hollywood Hotel")
(See "Ken Murray and Oswald")

Cantor's Camel Caravan

Sponsor: R. J. Reynolds Tobacco Co. (Camels, Prince Albert).
Agency: William Esty & Co., Inc.
Origination: New York (Hollywood after April 18, 1938).
Air Time: Monday, 7:30 to 8:00 p.m. (repeat from 10:30 to 11 p.m.).
Network: CBS; 93 stations.
Production: Vic Knight.
Script Writers: Harry Conn, Sidney Fields.
Talent: Eddie Cantor, Bert Gordon (the Mad Russian), Edgar Fairchild's Orchestra, Fairchild & Carroll, Benny Goodman's Quartet, Walter Wolfe King, guests.
Agency Director: Joe C. Donohue.
Announcer: Walter Wolfe King.
Conductor: Edgar Fairchild.
Length of Run: Started March 28, 1938.

Candid Woman

Sponsor: Pepsodent Co. (Antiseptic).
Agency: Lord & Thomas, Inc.
Origination: Hollywood.
Air Time: Monday through Friday, 3:15 to

3:30 p.m.; after April 25, 1938, from 2:15 to 2:30 p.m.

Network: NBC Red; 5 stations.
Production: Ted Sherdeman (NBC), Jack Runyon (agency).
Script Writer: Ted Sherdeman.
Talent: Ann Stone, Fred Shields, Verna Felton, Cliff Arquette, Wally Maher.
Agency Director: Jack Runyon.
Announcer: John Frazier.
Length of Run: Started March 21, 1938.

Carborundum Co.

(See "The Voice of Niagara")

Cardinet Candy Co.

(See "Night Editor")

Carnation Milk Co.

(See "Contented Hour")

Carol Kennedy's Romance

Sponsor: H. J. Heinz Co.
Agency: Maxon, Inc.
Origination: New York.
Air Time: Monday through Friday, 11:15 to 11:30 a.m.
Network: CBS; 51 stations.
Production: Robert S. Allison, Jr. (of the agency).
Script Writer: Victor Whitman.
Talent: Gretchen Davidson, Carleton Young, Mitzi Gould, Gene Morgan, Joan Madison.
Agency Director: R. C. Wilson, Jr.
Announcers: Bill Adams, John Reed King.
Length of Run: Aug. 31, 1937, to March 22, 1938.

Carson Robison and His Buckaroos

Sponsor: E. W. Rose & Co. (for Musterole and Zemo).
Agency: Erwin Wasey Co.
Origination: WOR, New York.
Air Time: Monday, Wednesday and Friday, 11:30 to 11:45 a.m. (repeat from 1:15 to 1:30 p.m.).
Network: Mutual; 48 stations.
Production: Erwin Wasey Co.
Script Writer: Carson Robison.
Talent: Carson Robison, Pearl Mitchell, Bill Mitchell, John Mitchell, Frank Novak.
Agency Director: Innes Harris.
Announcer: Dick Willard.
Length of Run: Started Oct. 4, 1937.

Caswell, George W., Co.

(See "Party Bureau")

Cavalcade of America

Sponsor: E. I. du Pont de Nemours.
Agency: Batten, Barton, Durstine & Osborn, Inc.

NETWORK COMMERCIALS—Continued

Origination: New York.
Air Time: Wednesday, 8 to 8:30 p.m. (repeat from 12 to 12:30 a.m.).
Network: CBS; 45 stations.
Production: Kenneth Webb (of the agency).
Script Writers: Kenneth Webb and staff.
Talent: Don Vorhees' Orchestra, dramatic cast, Dwight Weist (narrator).
Agency Director: Kenneth Webb.
Announcer: Frank Singiser.
Conductor: Don Vorhees.
Length of Run: Started Oct. 9, 1935.

Channing Pollack

(See "Heinz Magazine of the Air")

Charles Butterworth

(See "Hollywood Mardi Gras")

Charles Kullmann

(See "Palmolive Beauty Box Theatre")

Charley Stookey's Mountain Minstrels

Sponsor: Consolidated Drug Trades.
Agency: Benson and Dall, Inc.
Origination: St. Louis.
Air Time: Monday through Friday, 5 to 6 p.m.
Network: Mutual; KWK, St. Louis, WGN, Chicago.
Talent: Charley Stookey, Sunrise Twins, Sleepy Joe, Bill, Joe and Gene.
Announcers: Charley Stookey, Bill McTigue.
Conductor: Charley Stookey.
Length of Run: Nov. 8 to Nov. 26, 1937.

Chase and Sanborn Program, The

Sponsor: Standard Brands, Inc. (Chase and Sanborn Coffee).
Agency: J. Walter Thompson Co.
Origination: Hollywood.
Air Time: Sunday, 8 to 9 p.m.
Network: NBC Red; 62 stations.
Production: J. Walter Thompson Co.
Talent: Don Ameche, Dorothy Lamour, Edgar Bergen, Stroud Twins, Nelson Eddy (replaced by John Carter, Feb. 6, 1938), Robert Armbruster's Orchestra, guests.
Announcer: Wendall Niles.
Conductor: Robert Armbruster.
Length of Run: Contract started Sept. 9, 1928; present program began May 9, 1937.

Cheer Up, America

Sponsor: Mennen Co.
Agency: H. W. Kieswetter Adv. Agency.

Origination: New York.
Air Time: Wednesday, 7:45 to 8 p.m.
Network: NBC Red; 5 stations (repeat Thursday from 7:45 to 8 p.m. on WLW only).
Production: H. W. Kieswetter Adv. Agency.
Script Writers: Samm S. Baker, Henry Burbig.
Talent: Henry Burbig, Eugene Conrad, The Funnyboners (trio), Frank Novak's Orchestra, Kay Renwich.
Agency Director: Samm S. Baker, and Adam J. Young, Jr.
Announcer: John Holbrook.
Conductor: Frank Novak.
Length of Run: Jan. 19, 1938, to April 13, 1938.

Chesebrough Mfg. Co. (Vaseline)

(See "Dr. Christian")

Chesterfield Daily Sports Column

Sponsor: Liggett & Myers Tobacco Co. (Chesterfield).
Agency: Newell-Emmett Co.
Origination: New York.
Air Time: Monday through Saturday, 6:30 to 6:45 p.m.
Network: NBC Red and Blue combination; 50 stations.
Production: Al Williams.
Script Writer: Paul Douglas.
Talent: Paul Douglas.
Agency Director: Donald Langan.
Announcers: Paul Douglas assisted by staff announcer.
Length of Run: Started April 18, 1938; will run to Oct. 2, 1938.

Chesterfield Presents

Sponsor: Liggett & Myers Tobacco Co.
Agency: Newell-Emmett Co.
Origination: New York.
Air Time: Wednesday, 9 to 9:30 p.m.
Network: CBS; 90 stations.
Production: Douglas Coulter (CBS).
Script Writers: Deems Taylor (writes own comment), Paul Douglas (writes opening and closing announcements).
Talent: Andre Kostelanetz's Orchestra, Deems Taylor (commentator), Paul Douglas, guests, Lawrence Tibbett (Dec. 29, 1937, to March 23, 1938), Grace Moore (after March 30, 1938).
Agency Director: Donald Langan.
Announcer: Paul Douglas.
Conductor: Andre Kostelanetz.
Length of Run: Present series started July 6, 1937.

Chesterfield Program

Sponsor: Liggett & Myers Tobacco Co.
Agency: Newell-Emmett Co.

NETWORK COMMERCIALS—Continued

Origination: New York (Hollywood prior to Feb. 4, 1938).

Air Time: Friday, 8:30 to 9 p.m. (repeat from 11:30 to 12 midnight).

Network: CBS; 93 stations.

Production: Douglas Coulter (CBS).

Script Writers: Al Lewis Hank Garson, Tom Langan.

Talent: Paul Whiteman and Orchestra, Oliver Wakefield (until March 25, 1938), Joan Edwards, guests.

Agency Director: Donald Langan.

Announcer: Carlton Kadell (Paul Douglas after Feb. 4, 1938).

Conductor: Paul Whiteman.

Length of Run: Started Dec. 31, 1937, replacing the Hal Kemp program.

Chesterfield Sports Resume

Sponsor: Liggett & Myers Tobacco Co. (Chesterfield cigarettes).

Agency: Newell-Emmett Co.

Origination: New York.

Air Time: Thursday and Saturday, 6:30 to 6:45 p.m. (repeat from 8:30 to 8:45 p.m.).

Network: CBS; 60 stations.

Production: Douglas Coulter (CBS).

Script Writers: Eddie Dooley, Paul Douglas.

Talent: Eddie Dooley, Paul Douglas.

Agency Director: Donald Langan.

Announcer: Paul Douglas.

Length of Run: Sept. 16, 1937, to Dec. 11, 1937.

Chevrolet Motor Division

(See "Romantic Rhythms")

Chrysler Corp.

(See "Major Bowes' Amateur Hour")

Cities Service Concert

Sponsor: Cities Service Co.

Agency: Lord & Thomas, Inc.

Origination: New York.

Air Time: Friday, 8 to 9 p.m.

Network: NBC Red; 40 stations.

Production: Lord & Thomas, Inc.

Talent: Lucille Manners, Robert Simons, Ross Graham, The Revelers, Rosario Bourdon's Orchestra (latter two groups replaced by Cities Service Singers and Frank Black on Feb. 4, 1938).

Agency Director: Edgar G. Sisson, Jr.

Announcer: Ford Bond.

Conductor: Rosario Bourdon (later Frank Black).

Length of Run: Original contract started Feb. 18, 1927.

Claire Trevor

(See "Big Town")

Coca-Cola Co.

(See "The Songshop")

Col. Norman Schwarzkopf

(See "Gang Busters")

Colgate-Palmolive-Peet

(See "Dale Carnegie, How to Win Friends and Influence People" for Shave Cream)

(See "Gang Busters" for Shave Cream)

(See "Hiltop House" for Palmolive Soap)

(See "Myrt and Marge" for Super Suds)

(See "Palmolive Beauty Box Theatre" for Palmolive Soap)

(See "Stepmother" for Colgate Tooth-powder)

Commentator's Forum

Sponsor: Commentator Magazine.

Agency: Cecil, Warwick & Legler, Inc.

Origination: WOR, New York.

Air Time: Sunday, 9:30 to 9:45 p.m.; Thursday, 10 to 10:15 p.m.

Network: Mutual; 12 stations.

Production: Preston H. Pumphrey.

Talent: Charles Payson, guests.

Agency Director: Preston H. Pumphrey.

Announcer: Arthur Whiteside.

Length of Run: Sept. 17, 1937, to Dec. 19, 1937.

Commentator Magazine

(See "Commentator's Forum")

Conrad Nagel

(See "The Silver Theatre")

Consolidated Drug Trades

(See "Charley Stookey's Mountain Minstrels")

Contented Hour

Sponsor: Carnation Milk. Co.

Agency: Erwin Wasey & Co.

Origination: Chicago.

Air Time: Monday, 10 to 10:30 p.m.

Network: NBC Red; 68 stations.

Script Writer: Charles Lewis.

Talent: Lullaby Lady, Continental's Quartet, Marek Weber's Orchestra (replacing Dr. Frank Black, Jan. 3, 1938).

Agency Director: Holland Engle.

Announcer: Vincent Pelletier.

Conductor: Marek Weber.

Length of Run: Original contract started January 4, 1932.

Continental Baking Co.

(See "Pretty Kitty Kelly")

Cook, Thomas, & Son

(See "Travel Talks by Malcolm La Prade")

NETWORK COMMERCIALS—Continued

Couple Next Door

Sponsor: Procter & Gamble Co.
Agency: Blackett-Sample-Hummert, Inc.
Origination: WGN, Chicago, until Aug. 23, 1937; WOR, New York, beginning Aug. 30, 1937.
Air Time: Monday through Friday, 10:45 to 11 a.m.; beginning Aug. 30, 1937, changed to Monday through Thursday, 2 to 2:15 p.m.
Network: Mutual; WGN, Chicago; WLW, Cincinnati; WOR, New York (beginning Aug. 30, 1937).
Script Writer: Thompson Buchanan.
Talent: Dorothy Gish, Harold Vermilyea.
Length of Run: April 12 to Sept. 16, 1937.

Court of Human Relations

Sponsor: Vadsco Sales Corp.
Agency: Albert M. Ross, Inc.
Origination: WOR, New York.
Air Time: Sunday, 4 to 4:30 p.m.
Network: Mutual; 21 stations.
Production: Ruth Roberts Ross.
Script Writer: Letters from listeners comprise script.
Talent: Wilmer Walter, Wilfred Lytell, Edith Spence, Barbara Weeks, James Meighan, Andy Donnelly, Erik Rolf, Adelaide Klein, Betty Worth, Elizabeth Day.
Agency Director: Ruth Roberts Ross.
Announcer: Tom Slater.
Length of Run: Started Jan. 9, 1938.

Court of Missing Heirs

Sponsor: Skelly Oil Co.
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Sunday, 10:30 to 11 p.m.
Network: CBS; 19 stations.
Production: Fritz Blocki.
Script Writers: Al Shebel, James Waters.
Talent: Burton Wright, Burr Lee, Dick Wells, dramatic cast.
Agency Director: Mr. Wehmeyer.
Announcer: Tom Shirley.
Conductor: Peter A. Cavallo, Jr.
Length of Run: Started Oct. 11, 1937.

Crosby Gaige

(See "Kitchen Cavalcade")

Cudahy Packing Co. (Old Dutch)

(See "Bachelor's Children")

Cummer Products Co.

(See "Radio Newsreel" for Energine)
 (See "Vox Pop" for Molle Shaving Cream)

Cycle Trades of America, Inc.

(See "Bicycle Party")

D

Dale Carnegie, How to Win Friends and Influence People

Sponsor: Colgate-Palmolive-Peet Co. (Colgate Shave Cream).
Agency: Benton & Bowles of Chicago, Inc.
Origination: New York.
Air Time: Tuesday, 10:45 to 11 p.m.
Network: NBC Red; 30 stations.
Production: Douglas Storer.
Script Writer: Dale Carnegie.
Talent: Dale Carnegie, dramatic cast.
Agency Director: Ed Aleshire.
Announcer: Ben Grauer.
Length of Run: Started Jan. 11, 1938.

Dan Harding's Wife

Sponsor: National Biscuit Co.
Agency: McCann-Erickson, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 9:45 to 10:00 a.m. (change of time on April 25, 1938 to noon to 12:15 p.m.).
Network: NBC Red; 13 stations.
Production: Clinton Stanley.
Script Writer: Ken Robinson.
Talent: Isabel Randolph, Merrill Fugit, Loretta Poynton, Betty Winkler, Pat Murphy.
Agency Director: C. P. Tyler.
Announcer: Les Griffith.
Length of Run: Started January 3, 1938.

Dave Elman

(See "Hobby Lobby")

David Harum

Sponsor: B. T. Babbitt, Inc. (Bab-O Cleanser).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 11 to 11:15 a.m.
Network: NBC Red; 23 stations.
Production: Anne Hummert.
Script Writers: Agency staff writers.
Talent: Wilmer Walter, P. Stewart, Peggy Allenby, James Meighan.
Agency Director: Lester Vail.
Announcer: Ford Bond.
Length of Run: Started Jan. 27, 1936.

Davis, R. B. (Cocomalt)

(See "Park Ave. Penners")

Deanna Durbin

(See "Texaco Town")

Death Valley Days

Sponsor: Pacific Coast Borax Co. (Twenty Mule Team Borax).
Agency: McCann-Erickson, Inc.

NETWORK COMMERCIALS—Continued

Origination: New York.
Air Time: Friday, 8:30 to 9 p.m.
Network: NBC Blue; 23 stations.
Production: McCann-Erickson and Edwin Whitney (NBC).
Script Writer: Ruth Cornwall Woodman.
Talent: Harry Humphrey (The Old Ranger), Jean King, Jack MacBryde, Milton C. Herman, James J. VanDyke, Frank Butler, Paul Nugent, Richard Barrows, Geoffrey Bryant.
Agency Director: Dorothy Barstow.
Announcer: George Hicks.
Conductor: Josef Bonime.
Length of Run: Started Sept. 30, 1930.

Deems Taylor

(See "Chesterfield Presents")

Delaware, Lackawanna & Western Coal Co. (Blue Coal)

(See "The Shadow")

Design for Happiness

Sponsor: American Tobacco Company.
Agency: Lord & Thomas, Inc.
Origination: New York.
Air Time: Monday, Wednesday, Friday, 6:45 to 7 p.m.
Network: Mutual; 2 stations.
Production: George McGarrett.
Script Writer: John Battle.
Talent: Buddy Clark, Frank Novak's Orchestra.
Agency Director: George McGarrett.
Announcer: Dick Willard.
Conductor: Frank Novak.
Length of Run: Started April 11, 1938.

Detroit Symphony

(See "Ford Sunday Evening Hour")

Dick Powell

(See "Your Hollywood Parade")

Dick Tracy

Sponsor: Quaker Oats Co.
Agency: Sherman K. Ellis & Co., Inc. (formerly Fletcher & Ellis, Inc.).
Origination: New York.
Air Time: Monday through Friday, 5 to 5:15 p.m.
Network: NBC Red; 11 stations.
Production: Himan Brown (supervised by Lawrence Holcomb of the agency).
Script Writer: George Lowther.
Talent: Ned Wever, Walter Kinsella, Andy Donnelly, Ed Jerome, Lawson Zerbe, Howard Smith.
Agency Director: Lawrence Holcomb.
Announcer: Howard Claney.
Length of Run: Started Jan. 3, 1938.

Dr. Allen Roy Dafoe

Sponsor: Lehn & Fink (Lysol).
Agency: Lennen & Mitchell, Inc.
Origination: Callander, Ontario, Canada, and WABC, New York.
Air Time: Monday, Wednesday and Friday, 4:45 to 5 p.m.
Network: CBS; 27 stations.
Production: Elizabeth Ready (of the agency).
Script Writers: Frazier Hunt (for Dr. Dafoe), Elizabeth Ready.
Talent: Dr. Allen Roy Dafoe, Hazel Glenn, Betty Garde, Lindsay McPhail's Orchestra.
Agency Director: Elizabeth Ready.
Announcer: John Allen Wolf.
Conductor: Lindsay McPhail.
Length of Run: Oct. 5, 1936, to April 1, 1938.

Dr. Christian

Sponsor: Chesebrough Manufacturing Co. ("Vaseline" Preparations).
Agency: McCann-Erickson, Inc.
Origination: KNX, Hollywood.
Air Time: Sunday, 2:30 to 3 p.m. (repeat from 11:30 to noon).
Network: CBS; 61 stations.
Production: McCann-Erickson, Inc.
Script Writer: Jack Hasty (free lance).
Talent: Jean Hersholt, Rosemary De Camp, Gale Gordon.
Agency Director: Dorothy Barstow (in Hollywood).
Announcer: Arthur Gilmore.
Conductor: Wilbur Hatch.
Length of Run: Nov. 7, 1937, to April 25, 1938.

Dr. Dollar

Sponsor: Vocational Service, Inc.
Agency: Critchfield & Co.
Origination: Chicago.
Air Time: Tuesday, 7:45 to 8 p.m.
Network: NBC Red; 2 stations.
Production: NBC.
Script Writer: Wm. Meredith.
Talent: Carlton Breckert (Dr. Dollar), MacDonald Carey, Sidney Elstrom, Templeton Fox, Mercedes McCambridge, Pat Murphy.
Announcer: Fort Pearson.
Length of Run: Started Dec. 7, 1937.

Dr. Frank Black

(See "Cities Service Concert")
(See "Contented Hour")

Dr. Frank Simon Band

(See "Armco Iron Master")

NETWORK COMMERCIALS—Continued

Dr. Kate

Sponsor: Sperry Flour Co.
Agency: Westco Advertising Agency.
Origination: San Francisco.
Air Time: Monday through Friday, 1:30 to 1:45 p.m. PST.
Network: NBC Red; 6 stations.
Production: Hal Burdick.
Script Writer: Hal Burdick.
Talent: Cornelia Burdick, Montgomery Mohn, Charles MacAlister, Helen Kleeb and extras.
Agency Director: E. E. Sylvestre.
Announcers: Sam Moore, Archie Presby.
Length of Run: Started Jan. 31, 1938.

Dr. Karl Reiland

Sponsor: Pepperell Manufacturing Co.
Agency: Batten, Barton, Durstine & Osborn, Inc.
Origination: WSB, Atlanta.
Air Time: Friday, 7:15 to 7:30 p.m.
Network: NBC Blue; 35 stations.
Production: Arthur Pryor, Jr.
Script Writer: Dr. Karl Reiland.
Talent: Dr. Karl Reiland.
Agency Director: Arthur Pryor, Jr.
Length of Run: Nov. 5, 1937, to Jan. 28, 1938.

Dr. Lyon's

(See "Backstage Wife")
(See "Manhattan-Merry-Go-Round")

Dog Heroes

Sponsor: Modern Food Process Co.
Agency: The Clements Co.
Origination: New York.
Air Time: Sunday, 4:45 to 5 p.m.
Network: NBC Blue; 7 stations.
Script Writers: Robert H. Smith, E. D. Masterman.
Talent: Harry Swan, Effie Palmer, Jeanne Parillo, Stanley Schier, George Crook.
Agency Director: Robert H. Smith.
Announcer: Pat Kelly.
Length of Run: October 6, 1936, to May 25, 1937; resumed Oct. 17, 1937, to April 10, 1938.

Don Ameche

(See "Chase and Sanborn Program")

Don Ross

(See "Jell-O Summer Show")

Donald Dickson

(See "General Motors Concerts")
(See "Sunday Night Party")

Dorothy Lamour

(See "Chase and Sanborn Program")

Dorothy Thompson

Sponsor: American Cigarette & Cigar Co. (Pall Mall).
Agency: Compton Advertising, Inc.
Origination: New York.
Air Time: Friday, 10:45 to 11 p.m.
Network: NBC Red; 30 stations.
Production: Norman Dicken.
Script Writer: Dorothy Thompson.
Talent: Dorothy Thompson.
Agency Director: John E. McMillen.
Announcer: Nelson Case.
Length of Run: Started Aug. 6, 1937.

Dorothy Thompson—With People in the News

Sponsor: American Cigarette & Cigar Co. (Pall Mall).
Agency: Compton Advertising, Inc.
Origination: New York.
Air Time: Tuesday, 7:30 to 7:45 p.m.
Network: NBC Blue; 8 stations.
Production: Norman Dicken.
Script Writer: Dorothy Thompson.
Talent: Dorothy Thompson.
Agency Manager: John E. McMillen.
Announcer: Nelson Case.
Length of Run: Started Jan. 4, 1938.

Double Everything

Sponsor: William Wrigley, Jr., Co.
Agency: Frances Hooper Adv. Agency.
Origination: Chicago.
Air Time: Sunday, 6:30 to 7 p.m.
Network: CBS; 66 stations.
Production: Frances Hooper Adv. Agency.
Script Writer: Robert Hafter (CBS).
Talent: Carl Hohengarten's Orchestra, Shaw & Lee, Grenadier Double Quartet, Betty and Jean, Sutton and Bliss.
Announcers: George Watson, George Bailey.
Conductor: Carl Hohengarten.
Length of Run: Started Dec. 26, 1937 (replacing "Romantic Rhythms").

Drackett Co. (Drano and Windex)

(See "Hello Peggy")

Duart Sales Co.

(See "Passing Parade")

DuPont de Nemours, E. I.

(See "Cavalcade of America")

Durkee Famous Foods, Inc.

(See "Good Afternoon, Neighbors")
(See "My Secret Ambition")

NETWORK COMMERCIALS—Continued

E

Easy Aces

Sponsor: Anacin Co.
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Tuesday, Wednesday, Thursday,
 7 to 7:15 p.m.
Network: NBC Blue; 22 stations.
Production: Frank Hummert.
Script Writer: Goodman Ace.
Talent: Mr. and Mrs. Goodman Ace.
Agency Director: Frank Hummert.
Announcer: Ford Bond.
Length of Run: Started Feb. 4, 1935.

Ed McConnell

(See "Sunday Afternoon with Smilin' Ed
 McConnell")

Eddie Cantor

(See "Cantor's Camel Caravan")
 (See "Texaco Town")

Eddie Dooley

(See "Chesterfield Sports Resume")

Eddy Duchin

(See "Arden Hour of Charm")

Edgar Bergen

(See "Chase and Sanborn Program")

Edgar Fairchild

(See "Cantor's Camel Caravan")

Edgar Guest

(See "It Can Be Done, with Edgar Guest")

Edward MacHugh

(See "Gospel Singer")

Edwin C. Hill

(See "Your News Parade")

Edward G. Robinson

(See "Big Town")

Edwin I. Reeser

(See "Fun Bug")

Eleanor Howe

(See "Homemakers' Exchange")

Elsie Hitz

(See "Follow the Moon")

Emerson Drug Co.

(See "Hollywood News")

(See "Sid Skolsky—Hollywood News" for
 Bromo Seltzer)

Emily Post

Sponsor: Florida Citrus Commission.
Agency: Ruthrauff & Ryan, Inc.
Origination: New York.
Air Time: Tuesday and Thursday, 10:30
 to 10:45 a.m.
Network: CBS; 38 stations.
Production: Handled by the agency.
Script Writer: Gracia Wood.
Talent: Emily Post, dramatic cast.
Agency Director: George Nobbs.
Announcer: Ralph Edwards.
Conductor: Elsie Thompson.
Length of Run: Started Oct. 21, 1937.

Erno Rapee

(See "General Motors Concerts")

Euclid Candy Co. of California

(See "Headlines on Parade")

F

F. & F. Laboratories

(See "Jenny Peabody")

Falstaff Brewing Corp.

(See "Public Hero No. 1")

Famous Actors' Guild Presents 'Second Husband'

Sponsor: Bayer Aspirin.
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Tuesday, 7:30 to 8 p.m.
Network: CBS; 31 stations.
Production: Frank and Anne Hummert
 (of the agency).
Script Writers: Frank and Anne Hum-
 mert.
Talent: Helen Menken, dramatic cast.
Agency Director: Lester Vail.
Announcer: Art Millett.
Conductor: Bertrand Hirsch.
Length of Run: Renewed Oct 7, 1937.

Famous Fortunes

Sponsor: Richland Shoe Co., Division of
 General Shoe Corp.
Agency: Badger, Browning & Hersey, Inc.
Origination: New York.
Air Time: Tuesday, 7:45 to 8 p.m.
Network: Mutual; 11 stations.
Production: John W. Bates, Jr.
Script Writer: Mrs. Marjorie de Mott.
Talent: Mark Hawley (narrator), Neill
 O'Malley, Jean Colbert, Raye Wright.
Agency Director: Mrs. Marjorie de Mott.
Announcer: Sidney Walton.
Conductor: Bob Stanley.
Length of Run: Feb. 8, 1938, to May 3,
 1938.

NETWORK COMMERCIALS—Continued

Famous Jury Trials

Sponsor: Mennen Co.
Agency: H. W. Kiesewetter Adv. Agency.
Origination: WLW, Cincinnati.
Air Time: Monday, 10 to 10:45 p.m.
Network: Mutual; WLW, Cincinnati; WGN, Chicago; WOR, New York; WAAB, Boston; WFIL, Philadelphia; KWK, St. Louis.
Production: Robert Carr (WLW).
Script Writer: Samm S. Baker.
Talent: Richard Keith, Sidney Slone, Charles Dameron, Luise Squires, Harry Lang.
Agency Director: Samm S. Baker.
Announcer: Peter Grant.
Length of Run: Sept. 26, 1936, to May 10, 1937; resumed Sept. 28, 1937, to Dec. 20, 1937.

Fannie Brice

(See "Good News of 1938")

Featuring Marjorie Mills

Sponsor: Maine Development Commission.
Agency: Brooke, Smith, French & Dorrance, Inc.
Origination: WNAC, Boston.
Air Time: Tuesday and Thursday, 1:45 to 2 p.m.
Network: Mutual; 15 stations.
Talent: Marjorie Mills.
Agency Director: Lewis R. Amis.
Length of Run: Sept. 21, 1937, to Dec. 23, 1937.

Feg Murray

(See "Baker's Broadcast")

Fels & Co.

(See "Jack Berch and His Boys")
(See "Tom, Dick and Harry")

Fendrich, H., Co.

(See "Smoke Dreams")

Fibber McGee and Molly

Sponsor: S. C. Johnson & Son, Inc.
Agency: Needham, Louis & Brorby, Inc.
Origination: Chicago and Hollywood.
Air Time: Monday, 9 to 9:30 p.m. (repeat from midnight to 12:30 a.m.) (changed to Tuesday 9:30 to 10 p.m. on March 15, 1938, with no repeat; repeat added with Daylight Saving Time).
Network: NBC Red; 58 stations.
Production: Cecil Underwood.
Script Writer: Don Quinn.
Talent: Marion Jordan (off since Nov., 1937), Jim Jordan, Harlow Wilcox, Betty Winkler, Bill Thompson, Hugh Studebaker, Harold Perry, Ted Weems' Orchestra (replaced by Billy Mills' Orchestra on Jan. 17, 1938).

Agency Director: Cecil Underwood.
Announcer: Harlow Wilcox.
Conductor: Billy Mills (originally Ted Weems).
Length of Run: Started April 16, 1935.

Finney Briggs

(See "Adventures of Dari Dan")

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: Helen Marshall, Arco Piano Quintet, Sigurd Nilssen, Frank St. Leger's Orchestra.
Agency Director: Sidney Sundell.
Announcer: Charles Field.
Conductor: Frank St. Leger.
Length of Run: Sept. 16, 1934, to Jan. 2, 1938.

Firestone Tire & Rubber Co.

(See "The Voice of Firestone")

First Nighter, The

Sponsor: Campana Sales Co. (Italian Balm).
Agency: Aubrey, Moore & Wallace, Inc.
Origination: Chicago.
Air Time: Friday, 10 to 10:30 p.m.
Network: NBC Red; 45 stations.
Script Writers: Various free lance.
Talent: Lester Tremayne, Barbara Luddy, Eric Sagerquist's Orchestra.
Agency Director: Joe Ainley.
Announcer: Bret Morrison.
Conductor: Eric Sagerquist.
Length of Run: Started Nov. 27, 1930.

Fitch, F. W., Co.

(See "Interesting Neighbors")

Fleurette McDonald

(See "Woman's Page of the Air")

Florida Citrus Commission

(See "Emily Post")

Follow the Moon

Sponsor: Lehn & Fink (Pebeco).
Agency: Lennen & Mitchell, Inc.
Origination: New York.
Air Time: Monday through Friday, 5 to 5:15 p.m.
Network: CBS; 20 stations.
Production: Blayne Butcher.
Script Writer: John Tucker Battle.
Talent: Elsie Hitz, Nick Dawson and variable dramatic cast.

NETWORK COMMERCIALS—Continued

Agency Director: Blayne Butcher.
Announcer: Ralph Edwards.
Conductor: Abe Goldman, organist.
Length of Run: Oct. 4, 1937, to April 1, 1938.

For Men Only

Sponsor: Bristol-Myers Co. (Vitalis).
Agency: Pedlar & Ryan, Inc.
Origination: New York.
Air Time: Monday, 10:30 to 11 p.m.
Network: NBC Red; 6 stations.
Production: Pedlar & Ryan, Inc.
Script Writers: John Archer Carter, Finis Farr, Robert J. Mann.
Talent: Peg La Centra, Peter Van Steeden's Orchestra, guests.
Agency Director: Gregory Williamson.
Announcer: Fred Uttal.
Conductor: Peter Van Steeden.
Length of Run: Started Jan. 10, 1938.

Ford, J. B., Co. (Wyandotte Cleanser)
(See "Petticoat of the Air, News Behind the Headlines")

Ford & Lincoln Motor Co.

(See "Ford Sunday Evening Hour")
(See "Watch the Fun Go By")

Ford Sunday Evening Hour

Sponsor: Ford & Lincoln Motor Co.
Agency: N. W. Ayer & Son, Inc.
Origination: Masonic Temple Auditorium, WJR, Detroit.
Air Time: Sunday, 9 to 10 p.m.
Network: CBS; 87 U. S. and 2 Canadian stations.
Production: William J. Reddick (of the agency).
Script Writer: G. David Gudebrod.
Talent: Detroit Symphony Orchestra, W. J. Cameron, guest conductors and artists.
Agency Director: William J. Reddick.
Announcer: Truman Bradley.
Conductor: Guest conductors.
Length of Run: Present series started Sept. 12, 1937.

Fougera, E., & Co.

(See "Let's Play Games")

Frances Langford

(See "Hollywood Hotel")

Frank Crumit

(See "Heinz Magazine of the Air")
(See "The Song Shop")

Frank Morgan

(See "Good News of 1938")

Frank Munn

(See "American Album of Familiar Music")
(See "Sweetest Love Songs Ever Sung")
(See "Waltz Time")

Fray and Braggiotti

Sponsor: Sales Affiliates, Inc. (Loxol Oil Shampoo Tint).
Agency: Milton Weinberg Advertising Co.
Origination: Hollywood.
Air Time: Wednesday and Friday, 11:15 to 11:30 a.m. PST (previous to daylight saving time, this program went on at 1:30 p.m. PST).
Network: CBS, 2 stations.
Production: Roger White.
Script Writer: W. H. Krauch.
Talent: Jacques Fray and Mario Braggiotti (piano team).
Agency Director: Bernard Weinberg.
Announcer: Frank Graham.
Length of Run: Started Feb. 7, 1938.

Fred Allen

(See "Town Hall Tonight")

Fredda Gibson

(See "Melody Puzzles")
(See "Royal Crown Revue")

Fun Bug, The

Sponsor: Barnsdall Refining Corp.
Agency: Edwin I. Reeser (formerly Co-operative Advertising Agency).
Origination: Tulsa.
Air Time: Sunday, 2 to 2:30 p.m.
Network: CBS; 32 stations.
Production: Handled by the agency.
Script Writer: Edwin I. Reeser.
Talent: Edwin I. Reeser (comedian; owner of the advertising agency), Margaret King, Tom Lockney, guests.
Agency Director: Edwin I. Reeser.
Announcer: Eddie Coontz.
Conductor: Michael Cooles (orchestra), Harry Evans (chorus).
Length of Run: Sept. 2, 1937, to Dec. 26, 1937.

G

Gabriel Heatter

(See "We, The People")

Gallenkamp Stores Co.

(See "Professor Puzzlewit")

Gang Busters

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

NETWORK COMMERCIALS—Continued

Agency: Benton & Bowles, Inc.
Origination: New York.
Air Time: Wednesday, 10 to 10:30 p.m.
Network: CBS; 59 stations.
Production: Benton & Bowles, Inc.
Script Writers: Phillips H. Lord and staff.
Talent: Phillips H. Lord (replaced by Col. Norman Schwarzkopf, Jan. 12, 1938), Alice Reinheart, Fred Lewis, Bill Johnstone, Averill Harriss, Joseph Yarnish, Kenneth Dargneau, Ted De Corsia, others.
Director: Chester MacCracken.
Announcer: Frank Gallop.
Length of Run: Started Jan. 15, 1936.

Garden Guide

Sponsor: Pacific Guano Co.
Agency: Tomaschke-Elliott, Inc.
Origination: San Francisco.
Air Time: Sunday, 10 to 10:15 a.m. PST.
Network: NBC Red; 2 stations.
Production: NBC.
Script Writer: J. A. McDonald.
Talent: Charles McAlister.
Agency Director: Wallace F. Elliott.
Announcer: Frank Barton.
Length of Run: Jan. 30, 1938, to April 24, 1938.

Gene Austin

(See "Park Avenue Penners")

General Baking (Bond Bread)

(See "Guy Lombardo and His Orchestra")

General Electric Hour of Charm

Sponsor: General Electric Co.
Agency: Maxon, Inc.
Origination: New York.
Air Time: Monday, 9:30 to 10 p.m. (March 14, 1938, time changed to 9 p.m.; on April 24, 1938, time changed to Sundays, 10 p.m.).
Network: NBC Red; 55 stations.
Production: Robert S. Allison, Jr. (for the agency).
Talent: Phil Spitalny's All Girl Orchestra, Evelyn and Her Magic Violin, Three Little Words (trio), Maxine, Mary Ann Bock (beginning Dec. 6, 1937).
Agency Director: Robert C. Wilson, Jr.
Announcer: Nelson Case.
Conductor: Phil Spitalny.
Length of Run: Started Nov. 2, 1936.

General Foods Corp.

(See "Believe It or Not" for Post's Bran Flakes)
(See "Boake Carter Program" for Huskies and Post Toasties)
(See "Burns and Allen" for Grape-Nuts)
(See "Good News of 1938" for Maxwell House Coffee)

(See "Jell-O Program Starring Jack Benny" for Jell-O)
(See "Jell-O Summer Show" for Jell-O Ice Cream Powder and Mix)
(See "Kate Smith's Bandwagon" for Swans Down and Calumet)
(See "Log Cabin Jamboree" for Log Cabin Syrup)
(See "Lum & Abner" for Postum)
(See "Mary Margaret McBride" for Minute Tapioca)
(See "Maxwell House Showboat" for Maxwell House Coffee)
(See "On Broadway" for Diamond Crystal Salt)
(See "We, The People," for Sanka Coffee)

General Hugh S. Johnson

Sponsor: Grove Laboratories, Inc.
Agency: Stack-Goble Adv. Agency.
Origination: Washington.
Air Time: Monday and Thursday, 8 to 8:15 p.m.; Tuesday and Wednesday, 10 to 10:15 p.m.
Network: NBC Blue; 21 stations on Monday, 34 stations on Tuesday, 31 stations on Wednesday, 22 stations on Thursday.
Talent: General Hugh S. Johnson.
Length of Run: Started Sept. 27, 1937; Monday show off Jan. 3, 1938, and Thursday show off Jan. 20, 1938; rest of series ended Feb. 16, 1938.

General Mills, Inc.

(See "Arnold Grimm's Daughter" for Softasilk)
(See "Betty and Bob" for Wheaties)
(See "Betty Crocker" for Softasilk and Kitchen Tested Flour)
(See "Get Thin to Music with Wallace" for Wheaties)
(See "Hymns of All Churches" for Softasilk and Kitchen Tested Flour)
(See "Jack Armstrong" for Wheaties)
(See "Hollywood in Person")
(See "Valiant Lady" for Bisquick)

General Motors Concerts

Sponsor: General Motors Corp.
Agency: Campbell-Ewald Co. of New York, Inc.
Origination: New York.
Air Time: Sunday, 8 to 9 p.m.
Network: NBC Blue; 58 stations.
Production: Henry Souvaine, Inc. (for the agency).
Script Writers: Henry Souvaine, Inc., and R. F. Field.
Talent: Helen Jepson, Erno Rapee's Orchestra, Jussi Bjoerling, Grace Moore, Richard Tauber, Donald Dickson, Maria Jeritza, Erna Sack, Joseph Schmidt, John B. Kennedy (commentator).

NETWORK COMMERCIALS—Continued

Agency Director: R. F. Field.
Announcer: Milton J. Cross.
Conductor: Erno Rapee.
Length of Run: Present series ran Oct. 6, 1937, to Dec. 26, 1937.

George Jessel

(See "Thirty Minutes in Hollywood")

George McCall

(See "Hollywood Screenscoops")

George Olson

(See "Royal Crown Revue")

Gertrude Berg

(See "Goldbergs")

Get Thin to Music With Wallace

Sponsor: General Mills, Inc. (Wheaties).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Saturday, 9:30 to 9:45 a.m.
Network: Mutual; 2 stations.
Production: Mr. Wallace.
Script Writer: Mr. Wallace (full name not given).
Talent: Mr. Wallace.
Agency Director: Mix Dancer.
Announcer: Jim Fleming.
Length of Run: Started March 28, 1938.

Get Thin to Music

Sponsor: Wallace Biscuit Co.
Agency: Reincke-Ellis-Younggreen & Finn, Inc.
Origination: WGN, Chicago.
Air Time: Monday through Saturday, 10:30 to 10:45 a.m.
Network: Mutual; WGN, Chicago, and WHB, Kansas City.
Length of Run: Sept. 27, 1937, to Dec. 25, 1937.

Gilmore Circus

Sponsor: Gilmore Oil.
Agency: Botsford, Constantine & Gardner.
Origination: Hollywood.
Air Time: Friday, 9 to 9:30 p.m. PST.
Network: NBC Red; 6 stations.
Length of Run: Started Feb. 18, 1938.

Girl Alone

Sponsor: Kellogg Co.
Agency: N. W. Ayer & Son, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 12 to 12:15 p.m.
Network: NBC Red; 8 stations.
Production: Howard Keegen.
Script Writer: Fayette Krum.

Talent: Betty Winkler, Pat Murphy, Willard Waterman, Bob Guilbert, Raymond Johnson, Joan Winter, Edith Adams, Ruth Bailey, Judith Lowry, Sidney Pareese.

Agency Director: Burke Herrick.

Announcers: Les Griffith, Monday through Thursday, Bob Brown on Friday.

Length of Run: July 13, 1936, to April 8, 1938.

Glass Containers Assn. of America

(See "There Was a Woman")

Globe Grain & Milling Co.

(See "Best of the Week")

Gold Medal Hour

(See "Betty and Bob," "Hymns of All Churches," "Betty Crocker," "Arnold Grimm's Daughter," "Hollywood in Person" and "Valiant Lady")

Goldbergs, The

Sponsor: Procter & Gamble (Oxydol).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 12:15 to 12:30 p.m.
Network: NBC Red; 10 stations.
Production: Gertrude Berg.
Script Writer: Gertrude Berg.
Talent: Gertrude Berg, Everett Sloane, Rosalyn Silber, James Waters.
Agency Director: Leslie Daniels.
Length of Run: Sept. 13, 1937, to Dec. 31, 1937.

Goldbergs, The

Sponsor: Procter & Gamble Co.
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 4:30 to 4:45 p.m.
Network: CBS; 12 stations.
Production: Gertrude Berg.
Script Writer: Gertrude Berg.
Talent: Gertrude Berg, James Waters, Rosalyn Silber, Everett Sloane.
Agency Director: Mr. Milligan.
Announcer: Ray Saunders.
Length of Run: Started Jan. 3, 1938.

Good Afternoon, Neighbors

Sponsor: Durkee Famous Foods, Inc.
Agency: Botsford, Constantine & Gardner.
Origination: San Francisco.
Air Time: Sunday, 7:30 to 8 p.m. PST.
Network: CBS; 11 stations.
Production: Caryl Coleman (of the agency).
Script Writer: Caryl Coleman.

NETWORK COMMERCIALS—Continued

Talent: Tom Brenneman (m.c.), Bob Saunders, cast of seven actors or more.
Announcers: Allan Sheppard, Jack Moyles.
Length of Run: Started Dec. 26, 1937.

Good Morning Tonight

Sponsor: Alber Bros. Milling Co.
Agency: Erwin Wasey & Co.
Origination: San Francisco.
Air Time: Tuesday, 9:30 to 10 p.m. PST.
Network: NBC Red; 5 stations.
Production: Marigold Cassin (of the agency); assisted by John Lyman (of NBC).

Script Writer: Marigold Cassin.
Talent: Gyula Ormay and Albers Concert Orchestra, Singing Ensemble (Edwin Imhaus, Gwynfi Jones, Marsden Argall, Oliver Jones, Margaret O'Dea, Myrtle Claire Donnelly, Elsa Trautner), and occasional guests.

Agency Director: Marigold Cassin.
Announcers: Cliff Engle, Grant Pollock.
Conductor: Gyula Ormay.
Length of Run: Started Sept. 29, 1937.

Good News of 1938

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

Agency: Benton & Bowles, Inc.
Origination: KFI, Hollywood.
Air Time: Thursday, 9 to 10 p.m.
Network: NBC Red; 72 stations.
Production: Benton & Bowles.
Script Writers: Metro - Goldwyn - Mayer writers.

Talent: Metro-Goldwyn-Mayer contract players, authors, directors, stars and other personnel, Meredith Willson's Orchestra; Fannie Brice, Frank Morgan, Robert Taylor.

Agency Director: Don Cope.
Announcer: Ted Pearson.
Conductor: Meredith Willson.
Length of Run: Started Nov. 4, 1937; actual contract began Oct. 6, 1932, for "Maxwell House Showboat."

Good Will Hour

Sponsor: Macfadden Publications.
Agency: Ruthrauff & Ryan, Inc.
Origination: WMCA, New York.
Air Time: Sunday, 10 to 10:30 p.m. (Mutual), 10 to 11 p.m. (Inter-City).
Network: Mutual; WOR, New York; WLW, Cincinnati; WGN, Chicago; CKLW, Windsor; plus 10 stations on Inter-City Network.
Script Writer: Litigants speak themselves.

Talent: John J. Anthony and litigants.
Agency Director: John Loveton.
Announcer: Bob Carter.
Length of Run: July 25, 1937, to Jan. 16, 1938.

Good Will Hour

Sponsor: Ironized Yeast Co.
Agency: Ruthrauff & Ryan, Inc.
Origination: WMCA, New York.
Air Time: Sunday, 10 to 10:30 p.m. (Mutual), 10 to 11 p.m. (Inter-City).
Network: Mutual; WOR, New York; WLW, Cincinnati; WGN, Chicago; CKLW, Windsor; plus 10 stations on Inter-City Network.
Script Writer: Litigants speak themselves.
Talent: John J. Anthony and litigants.
Agency Director: John Loveton.
Announcer: Bob Carter.
Length of Run: Started Jan. 23, 1938.

Gordon Bakeries

(See "Lone Ranger")

Gospel Broadcasting Assn.

(See "Old-Fashioned Revival")

Gospel Singer, The

Sponsor: Procter & Gamble (Ivory Soap).
Agency: Compton Advertising, Inc.
Origination: New York.
Air Time: Monday through Friday, 11:45 a.m. to 12 noon.
Network: NBC Blue; 12 stations.
Production: James Haupt (NBC).
Talent: Edward MacHugh, William Meeder, organist.
Agency Manager: Mary Louise Anglin.
Announcer: Jack Fraser.
Conductor: William Meeder (organist).
Length of Run: Started July 6, 1936.

Grace Moore

(See "Chesterfield Presents")
(See "General Motors Concerts")
(See "Nash Show")

Graham McNamee

(See "Royal Crown Revue")
(See "The Time of Your Life")

Grand Central Station

Sponsor: The Lambert Pharmacal Company (Listerine).
Agency: Lambert & Feasley, Inc.
Origination: New York.
Air Time: Friday, 8 to 8:30 p.m.
Network: NBC Blue; 22 stations.
Production: Himan Brown (free lance).
Script Writers: Free lance, week to week.
Talent: Varies weekly.
Agency Director: Martin Horrell, Himan Brown (free lance).
Announcer: Ben Grauer.
Length of Run: Oct. 8, 1937, to April 15, 1938; shifted to CBS on April 24, 1938, Sundays 10 to 10:30 p.m.

NETWORK COMMERCIALS—Continued

Grand Hotel

Sponsor: Campana Sales Co.
Agency: Aubrey, Moore & Wallace, Inc.
Origination: Chicago.
Air Time: Monday, 8:30 to 9 p.m.
Network: NBC Blue; 31 stations.
Script Writers: Free lance.
Talent: Betty Lou Gerson, Jim Ameche, dramatic cast.
Agency Director: Joseph T. Ainley.
Announcer: Bret Morrison.
Conductor: Eric Sagerquist.
Length of Run: Nov. 8, 1937 (replacing the "Vanity Fair" program), to April 8, 1938.

Griffin Manufacturing Co.

(See "Time to Shine")

Group of American Banks

(See "Philadelphia Orchestra")

Grove Laboratories, Inc.

(See "General Hugh S. Johnson")

Gruen Watch Co.

(See "The Time of Your Life")

Guiding Light, The

Sponsor: Procter & Gamble (White Naptha Soap).
Agency: Compton Advertising, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 3:45 to 4 p.m.
Network: NBC Red; 54 stations.
Production: Howard Keegan.
Script Writer: Irna Phillips.
Talent: Arthur Peterson, Ray Johnson, Mercedes McCambridge, Ed Prentice.
Agency Manager: John Taylor.
Announcer: Fort Pearson.
Length of Run: Started Jan. 25, 1937.

Gulf Oil Corp.

(See "Phil Baker")

(See "Summer Stars")

Guy Lombardo and His Orchestra

Sponsor: General Baking Co. (Bond Bread).
Agency: Batten, Barton, Durstine & Osborn, Inc.
Origination: New York.
Air Time: Sunday, 5:30 to 6 p.m.
Network: CBS; 27 stations.
Production: David White (of the agency).
Script Writer: David White.
Talent: Guy Lombardo's Orchestra, Carmen and Leibert Lombardo, commercial cast.

Agency Director: David White.
Announcer: Del Sharbutt.
Conductor: Guy Lombardo.
Length of Run: Started Sept. 6, 1936.

H

Hal Kemp

(See "Music from Hollywood")
(See "Time to Shine")

Hammerstein Music Hall

Sponsor: Anacin Co.
Agency: Blackett-Sample-Hummert, Inc.
Origination: WABC Playhouse No. 2, New York.
Air Time: Friday, 8 to 8:30 p. m.
Network: CBS; 44 stations.
Production: Frank and Anne Hummert.
Script Writers: Frank and Anne Hummert, Charlotte Geer.
Talent: Ted Hammerstein, Jerry Mann, Charles Magnante, guests.
Agency Director: Mildred Fenton.
Announcer: Art Millett (Bert Parks since Oct. 12, 1937)
Conductor: Al Rickey.
Length of Run: Sept. 30, 1935, to March 18, 1938.

Harold Stokes' Orchestra

Sponsor: W. A. Sheaffer Pen Co.
Agency: Russell M. Seeds Co., Inc.
Origination: WGN, Chicago.
Air Time: Friday, 8:15 to 8:30 p. m.
Network: Mutual; WGN, Chicago, WOR, New York, CKLW, Windsor.
Talent: Harold Stokes' Orchestra.
Length of Run: Aug. 27, 1937, to Dec. 11, 1937.

Harriet Hilliard

(See "Baker's Broadcast")

Harriet Parsons

(See "Hollywood News")

Harry Einstein (Parkyakarkus)

(See "Rinso Program Starring Al Jolson")

Hawaiian Moon Casino

Sponsor: Lehn & Fink Products Co. (Tussy Cosmetics).
Agency: William Esty & Co.
Origination: Hollywood.
Air Time: Monday, Wednesday and Friday, 5:30 to 5:45 p. m. PST (on renewal, Jan. 17, 1938, switched to Monday and Friday, 9:45 to 10 p. m.).
Network: CBS; 2 stations.
Production: Bill Goodwin.

NETWORK COMMERCIALS—Continued

Script Writers: CBS.

Talent: Ray Hendricks and orchestra.

Agency Director: Bill Goodwin.

Announcer: Thomas Freebairn-Smith.

Length of Run: Sept. 27, 1937, to Dec. 24, 1937; resumed Jan. 17, 1938, to March 3, 1938.

Hawthorne House

Sponsor: Wesson Oil & Snowdrift Sales Co., Inc.

Agency: Fitzgerald Advertising Agency, Inc.

Origination: San Francisco.

Air Time: Wednesday, 8:30 to 9 p. m. PST. (Monday, 9 to 9:30 p.m. PST. after April 25, 1938).

Network: NBC Red; 5 stations.

Production: NBC.

Script Writers: Ted Maxwell; Roy M. Schwarz of the agency writes the dramatized commercials.

Talent: Dramatic cast.

Agency Director: Joe L. Killeen.

Announcers: NBC staff announcers.

Length of Run: Started Oct. 28, 1935.

Headlines

Sponsor: Locally sponsored.

Agency: Rocke Productions.

Origination: WOR, New York.

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

Network: Mutual; WOR, New York, and WMT, Cedar Rapids.

Production: Ernest Chappell (of Rocke Productions).

Script Writer: Ernest Chappell.

Talent: Dramatic cast changes weekly.

Director: Ernest Chappell.

Announcer: Local announcers.

Length of Run: Started Dec. 14, 1937.

Headlines on Parade

(Knox Manning)

Sponsor: Euclid Candy Co. of California, Inc.

Agency: Sidney Garfinkel Advertising Agency.

Origination: Hollywood.

Air Time: Tuesday, 5:30 to 5:45 p. m. PST.

Network: CBS; 6 stations.

Production: Don Forbes.

Script Writer: Knox Manning.

Talent: Knox Manning, guests.

Agency Director: Sidney Garfinkel.

Announcer: Don Forbes.

Length of Run: Started Nov. 13, 1937.

Hecker Corp. (Silver-Gold Dust)

(See "Beatrice Fairfax")

Hecker's Information Service

Sponsor: Hecker Products Corp.

Agency: Erwin Wasey Co.

Origination: New York.

Air Time: Monday through Friday, 11:45 to 12 noon (repeat, 1:30 to 1:45 p. m.).

Network: Mutual; 37 stations.

Production: Gager Wasey.

Script Writer: Stella Unger.

Talent: Jean Paul King, news commentator; Myra Kingsley, astrologist, and Amy Sedell, telephone operator, are daily cast. Following are heard on days specified: Alice Hughes, Monday; Helen Rowland, Tuesday; Dorothy Draper, Wednesday; Eve Ve Verka, Thursday; Isabella Beach, Friday.

Agency Director: Gager Wasey.

Announcer: Varies.

Length of Run: September 7, 1937, to March 7, 1938.

Heckers H-O Products

(See "Myra Kingsley")

Heinz, H. J., Co.

(See "Carol Kennedy's Romance")

(See "Heinz Magazine of the Air")

Heinz Magazine of the Air

Sponsor: H. J. Heinz Co.

Agency: Maxon, Inc.

Origination: New York.

Air Time: Monday, Wednesday, Friday, 11 to 11:30 a.m. with repeat at 3 p.m. (Sept. 2, 1936, to Aug. 31, 1937); "Carol Kennedy's Romance" (q.v.) ran Monday, Tuesday and Thursday, 11:15 to 11:30 a.m. with repeat at 3:15 p.m. (Aug. 31, 1937, to Nov. 26, 1937); Wednesday and Friday, 11 to 11:30 a.m. with repeat at 3 p.m. (Aug. 31, 1937, to Nov. 26, 1937); Monday through Friday, 11:15 to 11:30 a.m. with repeat at 3:15 p.m. (Nov. 29, 1937, to Dec. 10, 1937); Thursday 11:15 a.m. to 11:30 a.m. (Dec. 2, 1937, to Dec. 30, 1937); entire show switched to Thursday, 3:30 to 4 p.m. from Dec. 2, 1937, to Dec. 30, 1937.

Network: CBS; 57 stations.

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

Script Writers: Henry Hayward, Marie Blizard (sketch).

Talent: B. A. Rolfe's Orchestra (to Nov. 26, 1937), Bill Adams, Reed Kennedy (to Aug. 30, 1937), Delmar Edmundson (to Aug. 30, 1937), Giersdorf Sisters and Male Quartet (to Aug. 30, 1937), Frank Crumit and Julia Sanderson (to Nov. 26, 1937); new cast thereafter, which see under "Heinz Magazine of the Air" below; for cast of "Carol Kennedy's Romance," see listing under that title.

Agency Director: R. C. Wilson, Jr.

Announcer: Bill Adams.

Conductor: B. A. Rolfe; Mark Warnow (under new setup).

NETWORK COMMERCIALS—Continued

Length of Run: Started Sept. 2, 1936; series was split into new parts in December, 1937.

Heinz Magazine of The Air

Sponsor: H. J. Heinz Co.
Agency: Maxon, Inc.
Origination: New York.
Air Time: Sunday, 5 to 5:30 p. m.
Network: CBS; 58 stations.
Production: Robert C. Wilson, Jr. (of the agency).
Script Writer: Channing Pollack.
Talent: Mark Warnow's Orchestra, Heinz Male Choir, Channing Pollack, Morton Bowe, Bill Adams, guests.
Agency Director: Robert C. Wilson, Jr.
Announcers: Bill Adams, John Reed King.
Conductor: Mark Warnow.
Length of Run: Contract started Sept. 2, 1936; present series began Dec. 2, 1937.

Helen Jepson

(See "General Motors Concerts")

Helen Marshall

(See "Fireside Recitals")

Helen Menken

(See "Famous Actors' Guild Presents 'Second Husband'")

Hello Peggy

Sponsor: The Drackett Co. (Drano and Windex).
Agency: Ralph H. Jones Co.
Origination: New York.
Air Time: Wednesday and Friday, 11:45 to 12 noon.
Network: NBC Red; 20 stations.
Production: Charles Warburton.
Script Writer: George Sparling.
Talent: Eunice Howard, Alan Bunce, Jackie Kelk, Lawson Zerbe.
Agency Director: Charles J. Coward.
Announcer: Clyde Kittell.
Length of Run: Started Aug. 4, 1937.

Henry Busse and His Orchestra

Sponsor: J. W. Marrow Manufacturing Co.
Agency: Baggaley, Horton & Hoyt, Inc.
Origination: Chicago.
Air Time: Sunday, 1:15 to 1:30 p. m.
Network: NBC Red; 25 stations.
Talent: Henry Busse and Orchestra.
Announcer: Vincent Pelletier.
Conductor: Henry Busse.
Length of Run: Sept. 9, 1936, to Nov. 28, 1937; resumed Jan. 16, 1938.

Hilltop House

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

Agency: Benton & Bowles, Inc.

Origination: New York.

Air Time: Monday through Friday, 10:30 to 10:45 a.m. (repeat from 4:30 to 4:45 p.m.).

Network: CBS; 57 stations.

Production: Benton & Bowles, Inc.

Script Writers: Addy Richton, Lynn Stone.

Talent: Bess Johnson, Irene Hubbard, John Moore, Alfred Swenson, Carleton Young, Janice Gilbert, Jimmy Donnelly.

Agency Director: Ed Mead.

Announcer: Frank Gallop.

Conductor: Abe Goldman, organist.

Length of Run: Started Nov. 1, 1937.

Hill's Cold Tablets

(See "Mrs. Wiggs of the Cabbage Patch")

Hobby Lobby

Sponsor: Hudson Motor Car Co.

Agency: Brooke, Smith & French, Inc.

Origination: New York.

Air Time: Wednesday, 7:15 to 7:45 p. m. (repeat from 10:30 to 11 p. m.).

Network: CBS; 77 stations.

Script Writer: Dave Elman.

Talent: Dave Elman, Harry Salter's Orchestra, guests, Stuart Allen (beginning Oct. 20, 1937).

Agency Director: Lewis R. Amis.

Announcer: Del Sharbutt.

Conductor: Harry Salter.

Length of Run: Oct. 6, 1937, to Mar. 30, 1938.

Hollywood Hotel

Sponsor: Campbell Soup Co.

Agency: Ward Wheelock Co.

Origination: KNX, Hollywood.

Air Time: Friday, 9 to 10 p. m.

Network: CBS; 73 stations

Production: Brewster Morgan.

Script Writers: Brewster Morgan and Willis Cooper.

Talent: Jerry Cooper (replaced by Frank Parker), Anne Jamison, Ken Murray and "Oswald" (Tony Labriola), Igor Gorin, Louella Parsons, Frances Langford, Raymond Paige's Orchestra, guests.

Agency Director: Diana Bourbon.

Announcer: Kenneth Niles.

Conductor: Raymond Paige.

Length of Run: Started Oct. 5, 1934.

Hollywood in Person

Sponsor: General Mills, Inc.

Agency: Knox Reeves, Inc.*

Origination: Hollywood.

* The Russel M. Seeds Co. reports that it was interested in the production of this program. Network books show that Knox Reeves was billed for time.

NETWORK COMMERCIALS—Continued

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

Network: CBS; 32 stations.

Script Writers: Lee Cooley, Jack Keifer, Arthur Stowe, Edward Lynn, Forrest Barnes, Bob Brilmayer, Margaret McKay, Jack Grant, others.

Talent: Bob Baker, guest.

Length of Run: July 19, 1937, to March 5, 1938.

Hollywood Mardi Gras

Sponsor: Packard Motor Car Co.

Agency: Young & Rubicam, Inc.

Origination: KFI, Hollywood.

Air Time: Tuesday, 9:30 to 10:30 p. m.

Network: NBC Red; 62 stations.

Production: J. van Nostrand (of the agency).

Script Writers: Austin Peterson, Jess Oppenheimer, Frank Gill, Jr., William Demling, Carl Herzinger, Hal Block.

Talent: Lanny Ross, Charles Butterworth, Jane Rhodes, Walter O'Keefe (since Jan. 4, 1938), Raymond Paige's Orchestra, guests.

Agency Director: J. van Nostrand, Carroll O'Meara, Murray Bolen.

Announcer: Ken Carpenter.

Conductor: Raymond Paige.

Length of Run: Contract started Sept. 8, 1936; current series started Sept. 7, 1937, replacing the Fred Astaire program, and terminated March 1, 1938.

Hollywood News

Sponsor: Emerson Drug Co. (Bromo Seltzer).

Agency: J. Walter Thompson Co.

Origination: Hollywood.

Air Time: Wednesday, 8:30 to 8:45 p.m.

Network: NBC Blue; 32 stations.

Production: Handled by the agency.

Script Writer: Whitin Badger.

Talent: Harriet Parsons.

Agency Director: John Christ.

Announcer: Joy Storm.

Length of Run: Started Jan. 19, 1938.

Hollywood Screenscoops

Sponsor: P. Lorillard & Co. (Old Gold Cigarettes).

Agency: Lennen & Mitchell, Inc.

Origination: KNX, Hollywood.

Air Time: Tuesday and Thursday, 7:15 to 7:30 p. m. (repeat from 11:15 to 11:30 p. m.).

Network: CBS; 61 stations.

Production: Jay Clark (of the agency).

Script Writer: George McCall.

Talent: George McCall.

Agency Director: Mann Holiner.

Length of Run: Started Nov.16, 1937.

Hollywood Sunshine Girls

Sponsor: Skol Products.

Agency: Peck Advertising Agency, Inc.

Origination: KHJ, Los Angeles.

Air Time: Tuesday, 12:15 to 12:30 p.m.

Network: Mutual; 17 stations.

Talent: Vivian Edwards, Pauline Dugart, Hope Huntingdon.

Length of Run: July 6, 1937, to Aug. 3, 1937.

Homemakers' Exchange

Sponsor: National Ice Advertising.

Agency: Donahue & Coe, Inc.

Origination: New York.

Air Time: Tuesday and Thursday, 11:30 to 11:45 a.m. (repeat from 12:45 to 1 p.m.).

Network: NBC Red; 55 stations.

Production: Eileen Douglas (of the agency).

Script Writers: Agency staff writers.

Talent: Eleanor Howe.

Agency Director: Eileen Douglas.

Announcer: Hal Moore.

Length of Run: Started Nov. 30, 1937.

Hopper, Edna Wallace

(See "John's Other Wife")

(See "Romance of Helen Trent")

Horace Heidt and His Brigadiers

Sponsor: Stewart-Warner Corp.

Agency: Hays MacFarland & Co.

Origination: New York.

Air Time: Tuesday, 9 to 9:30 p.m.

Network: NBC Blue; 47 stations.

Production: Handled by the agency.

Script Writers: Horace Heidt and staff.

Talent: Horace Heidt and His Brigadiers.

Announcer: Howard Claney.

Conductor: Horace Heidt.

Length of Run: Started Dec. 28, 1937.

Horace Heidt's Brigadiers

Sponsor: Stewart-Warner Corp.

Agency: Hays MacFarland & Co.

Origination: New York.

Air Time: Monday, 8 to 8:30 p.m. (repeat from 12 to 12:30 a.m.).

Network: CBS; 47 stations.

Production: Handled by agency.

Script Writers: Horace Heidt and staff.

Talent: Horace Heidt's Brigadiers, Dorothy

Russell, Jerry Bowne, Lysbeth Hughes,

Art Thorsen, Bob McCoy, 4 King Sisters,

Alvino Rey.

Agency Director: Mr. Slowe.

Announcer: Ralph Edwards.

Conductor: Horace Heidt.

Length of Run: May 2, 1935, to Dec. 27, 1937.

Horlick's Malted Milk Corp.

(See "Lum and Abner")

NETWORK COMMERCIALS—Continued

Household Finance Corp.

(See "It Can Be Done, With Edgar Guest")

How to Be Charming

Sponsor: Sterling Products, Inc. (Charles H. Phillip Co.; Milk of Magnesia Creams).

Agency: Blackett-Sample-Hummert, Inc.

Origination: Hollywood.

Air Time: Monday, Wednesday and Friday, 11:30 to 11:45 a.m. (repeat from 2:30 to 2:45 p.m.).

Network: NBC Red; 43 stations.

Production: Blackett - Sample - Hummert, Inc.

Talent: Beatrice de Sylvara.

Director: Beatrice de Sylvara.

Length of Run: Present series started Sept. 14, 1936.

Hudson Motor Car Co.

(See "Hobby Lobby")

Hughesreel

Sponsor: The Borden Co.

Agency: Young & Rubicam, Inc.

Origination: San Francisco.

Air Time: Monday through Friday, 4:30 to 4:45 p.m.

Network: NBC Red; 32 stations.

Script Writer: Rush Hughes.

Talent: Rush Hughes.

Agency Director: Charles Flesher.

Announcer: Dresser Dahlstead.

Length of Run: Started Jan. 31, 1938.

Humphrey's Homeopathic Medicine Company

(See "Martha and Hal")

Husbands and Wives

Sponsor: Lamont Corliss & Co.

Agency: J. Walter Thompson Co.

Origination: New York.

Air Time: Tuesday, 8 to 8:30 p.m.

Network: NBC Blue; 30 stations.

Production: A. K. Spencer (of the agency).

Script Writers: Material used from letters sent in by listeners.

Talent: Mrs. Alice Lowe Miles, Sedley Brown.

Agency Director: A. K. Spencer.

Announcer: Edward Herlihy.

Length of Run: Oct. 6, 1936, to Dec. 28, 1937 (replaced by "Those We Love").

Hymns of All Churches

Sponsor: General Mills, Inc. (Softasilk, and Kitchen Tested Flour).

Agency: Knox Reeves, Inc.

Origination: Chicago.

Air Time: Monday, Tuesday and Thursday, 1:15 to 1:30 p.m.

Network: CBS; 33 stations.

Production: Fred Jacky.

Talent: Joe Emerson, Betty Pietsch, Edna Thompson, Betty Huston, Harriett Brewer, Kenneth Stevens, Russell Pyle, John Naher, Jack Law.

Agency Director: Helen A. Brown.

Announcer: George Thorndyke.

Conductor: Fred Jacky (choir); Eric Sagerquist (orchestra).

Length of Run: Started June 1, 1936.

I

I Want a Divorce

Sponsor: Sussman Wormser & Co.

Agency: Emil Brisacher and Staff.

Origination: San Francisco.

Air Time: Sunday, 8:15 to 8:30 p.m.; Wednesday, 9:15 to 9:30 p.m., PST.

Network: NBC Red; nine stations.

Script Writers: Peter B. Kyne, Hugh Wiley, Donald Henderson Clarke, Van Fleming, Rex Rivers, Elsie Robinson.

Talent: Vicky Vola, Lou Tobin, and dramatic cast.

Agency Director: Emil Brisacher and Staff's Radio Committee; Emil Brisacher, Walton Purdom, Weston Settlemier.

Announcers: Archie Presby, Hal Gibney.

Conductor: Van Fleming.

Length of Run: Sunday contract started Oct. 17, 1937; Wednesday contract started Oct. 20, 1937.

Igor Gorin

(See "Hollywood Hotel")

Interesting Neighbors

Sponsor: F. W. Fitch Co. (Fitch Shampoo).

Agency: L. W. Ramsey Co.

Origination: Chicago and various points.

Air Time: Sunday, 7:30 to 8 p.m.

Network: NBC Red; 39 stations.

Production: G. E. Bischoff.

Talent: Jerry Belcher, Roy Shield's Orchestra.

Agency Director: E. G. Naeckel.

Announcer: Fort Pearson.

Conductor: Roy Shields.

Length of Run: Started Sept. 26, 1937.

International Silver Co.

(See "The Silver Theatre")

Irene Wicker

(See "Singing Lady")

(See "Singing Lady Music Plays")

Irene Rich

(See "Welch Presents Irene Rich")

NETWORK COMMERCIALS—Continued

Ironized Yeast Co.

(See "Good Will Hour")

Isabelle Manning Hewson

(See "Petticoat of the Air, News Behind the Headlines")

It Can Be Done (With Edgar Guest)

Sponsor: Household Finance Corp.
Agency: Batten, Barton, Durstine & Osborn, Inc.
Origination: Chicago
Air Time: Tuesday, 8:30 to 9 p.m.
Network: NBC Blue; 23 stations.
Production: Handled by the agency.
Script Writer: Edgar Guest.
Talent: Edgar Guest, Marion Francis, Frankie Masters' Orchestra.
Agency Director: Harry Klein.
Announcer: Eugene Pelletier.
Conductor: Frankie Masters.
Length of Run: Jan. 6, 1931, to March 29, 1938; switched to CBS April 6, 1938, 32 stations, Wednesday, 10:30 to 11 p.m.

J

Jack and Loretta

Sponsor: Kirkman & Son (soap).
Agency: N. W. Ayer & Son, Inc.
Origination: New York.
Air Time: Monday through Friday, 2:15 to 2:30 p.m.
Network: CBS; 8 stations.
Production: Nicholas Keesley.
Script Writer: Miss Hume Derr Mahin.
Talent: Jack and Loretta Clemens.
Agency Director: Robert Burlen.
Announcer: John Allen Wolf.
Length of Run: Jan. 4, 1937, to Oct. 29, 1937.

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; 15 stations.
Production: Edwin H. Morse.
Script Writer: Talbot Munday.
Talent: Jim Ameche, Sara Jane Wells, John Gannon.
Agency Director: Leslie Daniels.
Announcer: Tom Shirley.
Length of Run: Started July 31, 1933.

Jack Benny

(See "Jell-O Program Starring Jack Benny")

Jack Berch

Sponsor: Wasey Products Corp.
Agency: Erwin Wasey Co.
Origination: WOR, New York.
Air Time: Monday, Wednesday and Friday, 9:45 to 10 a.m.
Network: Mutual; WOR, New York, and WEAN, Providence.
Talent: Jack Berch.
Agency Director: Lew Amis.
Announcer: Joe Bier.
Length of Run: April 9, 1936, to July 9, 1937.

Jack Berch and His Boys

Sponsor: Fels Naptha Co. (soap).
Agency: Young & Rubicam, Inc.
Origination: New York.
Air Time: Monday, Wednesday and Friday, 9:30 to 9:45 a.m.
Network: CBS; 19 stations.
Production: Handled by the agency.
Script Writer: Jack Berch.
Talent: Jack Berch, Mark Warnow's Orchestra.
Agency Director: William Rousseau.
Announcer: John Reed King.
Conductor: Mark Warnow.
Length of Run: Jan. 19, 1937, to July 15, 1937; renewed July 19, 1937, to Oct. 15, 1937.

Jack Haley

(See "Log Cabin Jamboree")

Jack Oakie's College

Sponsor: R. J. Reynolds Tobacco Co. (Camel Cigarettes, Prince Albert Smoking Tobacco).
Agency: William Esty & Co.
Origination: KNX, Hollywood.
Air Time: Tuesday, 9:30 to 10 p.m.
Network: CBS; 84 stations.
Production: William Esty & Co.
Script Writers: Milt Gross, Hugh Wedlock, Howard Snyder.
Talent: Jack Oakie, Stuart Erwin, Raymond Hatton, Georgie Stoll's Orchestra.
Agency Director: Savington Crampton.
Announcer: Bill Goodwin.
Conductor: Georgie Stoll.
Length of Run: Dec. 29, 1936 to March 22, 1938.

James Melton

(See "Sunday Night Party")

James Wallington

(See "Texaco Town")

Jane Froman

(See "Jell-O Summer Show")

NETWORK COMMERCIALS—Continued

Jane Martin

(See "Let's Play Games")

Jean Dickinson

(See "American Album of Familiar Music")

Jean Hersholt

(See "Dr. Christian")

Jeanette MacDonald

(See "Vick's Open House")

Jell-O Program, Starring Jack Benny

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

Agency: Young & Rubicam, Inc.

Origination: Hollywood.

Air Time: Sunday, 7 to 7:30 p.m.

Network: NBC Red; 110 stations.

Production: Tom Harrington (of the agency).

Script Writers: Bill Morrow, Ed Beloin.

Talent: Jack Benny, Mary Livingstone, Kenny Baker, Andy Devine, Don Wilson, Sam Hearn, Phil Harris' Orchestra.

Agency Director: Tom Harrington.

Announcer: Don Wilson.

Conductor: Phil Harris.

Length of Run: Contract began Oct. 14, 1934.

Jell-O Summer Show

Sponsor: General Foods Corp. (Jell-O Ice Cream Powder, Jell-O Ice Cream Mix).

Agency: Young & Rubicam, Inc.

Origination: New York.

Air Time: Sunday, 7 to 7:30 p.m.

Network: NBC Red; 79 stations.

Production: Tom Lewis (of the agency).

Talent: Don Ross, Jane Froman, Jell-O

Tune Twisters, D'Artega's Orchestra.

Agency Director: Tom Lewis.

Announcer: Stuart Metz.

Conductor: D'Artega.

Length of Run: July 5, 1937, to Sept. 26, 1937.

Jenny Peabody

Sponsor: F. & F. Laboratories, Inc. (cough drops).

Agency: Blackett-Sample-Hummert, Inc.

Origination: Chicago.

Air Time: Monday, Wednesday and Friday, 3:30 to 3:45 p.m.

Network: CBS; 44 stations.

Production: Jack Hurdle.

Script Writer: Aileen Neff.

Talent: Mento Everitt, Ginger Jones, Edith Adams, Gertrude Bondhill, Olan E. Soule, Marie Nelson, Dolly Day, Dan Hosmer.

Agency Director: Mr. Crowell.

Announcer: Don Gordon.

Length of Run: Oct. 18, 1937 to Jan. 14, 1938.

Jergens, Andrew, Co.

(Jergens' Lotion)

(See "Walter Winchell")

Jergens-Woodbury Sales Corp.

(Woodbury Soap)

(See "Woodbury's Hollywood Playhouse")

Jerry Belcher

(See "Interesting Neighbors")

Jerry Cooper

(See "Hollywood Hotel")

Jerry Mann

(See "Hammerstein Music Hall")

Jessica Dragonette

(See "Palmolive Beauty Box Theatre")

Jim McWilliams Question Bee

Sponsor: G. Washington Coffee Refining Co.

Agency: Cecil, Warwick & Legler, Inc.

Origination: New York.

Air Time: Saturday, 7:30 to 8 p.m.

Network: NBC Blue; 7 stations.

Production: Preston H. Pumphrey (of the agency).

Script Writers: Material used from letters sent in by listeners.

Talent: Jim McWilliams and members of the studio audience.

Agency Director: Preston H. Pumphrey.

Announcer: Joseph Bell.

Length of Run: Started Sept. 26, 1936.

Jimmy Fidler

Sponsor: Procter & Gamble (Drene Shampoo).

Agency: H. W. Kastor & Sons Adv. Co.

Origination: Hollywood.

Air Time: Tuesday and Friday, 10:30 to 10:45 p.m.

Network: NBC Red; 50 stations on Tuesday, 31 stations on Friday.

Script Writer: Jimmy Fidler.

Talent: Jimmy Fidler.

Agency Director: Gordon Cooke.

Announcer: Bob Sherwood.

Length of Run: Tuesday contract started March 16, 1937; Friday contract started May 21, 1937.

Joachim, M. H. H.

(See "Your Unseen Friend")

NETWORK COMMERCIALS—Continued

Joe Emerson

(See "Hymns of All Churches")

Joe Penner

(See "Park Avenue Penners")

John J. Anthony

(See "Good Will Hour")

John Carter

(See "Chase and Sanborn Program")

John Held, Jr.

(See "Pontiac Varsity Show")

John Nesbitt

(See "Passing Parade")

John's Other Wife

Sponsor: Affiliated Products, Inc., Louis Phillipe, Angelus Lipstick and Rouge, Edna Wallace Hopper White Youth Pack.

Agency: Blackett-Sample-Hummert, Inc.

Origination: New York.

Air Time: Monday through Friday, 10:15 to 10:30 p.m. (repeat from 1:30 to 1:45 p.m.).

Network: NBC Red; 31 stations.

Production: Blackett - Sample - Hummert, Inc.

Script Writer: Anne Hummert (script supervisor).

Talent: Matt Crowley (replaced by Richard Kollmar, Nov. 11, 1937), Adele Ronson, Phyllis Welch, Irene Hubbard, Milo Bolton, Ethel Blume, Ruth Yorke, Alan Bunce.

Agency Director: Lester Vail.

Announcer: Robert Waldrop.

Length of Run: Started Sept. 14, 1936.

Johnny Presents

Sponsor: Philip Morris & Co., Ltd.

Agency: The Biow Company.

Origination: New York.

Air Time: Tuesday, 8 to 8:30 p.m. (repeat from 11:30 p.m. to midnight).

Network: NBC Red; 59 stations.

Production: Miss R. Schuebel (of the agency).

Script Writers: Milton H. Biow, Jack Johnstone.

Talent: Beverly Freeland, Swing Fourteen, Genevieve Rowe, Floyd Sherman, Glenn Cross, Three Harmonics (trio), Russ Morgan's Orchestra, guests.

Agency Director: Miss R. Schuebel.

Announcer: Charles O'Connor.

Conductor: Russ Morgan.

Length of Run: Started April 17, 1933.

Johnny Presents

Sponsor: Philip Morris & Co., Ltd.

Agency: The Biow Co.

Origination: WABC Playhouse No. 2, New York.

Air Time: Saturday, 8:30 to 9 p.m. (repeat from 11:30 to midnight).

Network: CBS; 56 stations.

Production: Miss R. Schuebel (of the agency).

Script Writers: Milton Biow, Jack Johnstone.

Talent: Genevieve Rowe, Swing Fourteen, Beverly Freeland, Floyd Sherman, Glenn Cross, Three Harmonics (trio), Russ Morgan's Orchestra, guests.

Agency Director: Miss R. Schuebel.

Announcer: Charles O'Connor.

Conductor: Russ Morgan.

Length of Run: Started Feb. 13, 1937.

Johnny Presents "What's My Name"

Sponsor: Philip Morris & Company, Ltd.

Agency: Biow Company, Inc.

Origination: WOR, New York.

Air Time: Friday, 8:00 to 8:30 p.m.

Network: Mutual; three stations.

Production: Walter A. Tibblas (of the agency).

Script Writers: Joe Cross, Ed Byron.

Talent: Budd Hulick, Arlene Francis, Ray Block's Orchestra.

Agency Director: Miss R. Schuebel.

Announcer: Charles O'Connor.

Conductor: Ray Block.

Length of Run: Started March 25, 1938.

Johnson, S. C., & Son, Inc.

(See "Fibber McGee and Molly")

(See "Attorney-at-Law")

Jolly Joe

Sponsor: Little Crown Milling Co.

Agency: Rogers & Smith Advertising Agency.

Origination: WGN, Chicago.

Air Time: Friday, 6 to 6:15 p.m.

Network: Mutual; WGN, Chicago, WCAE, Pittsburgh.

Script Writer: Joe Kelly.

Talent: Joe Kelly.

Length of Run: Started Nov. 1, 1937.

Joseph Schmidt

(See "General Motors Concerts")

Journal of Living

(See "Victor H. Lindlahr")

Julia Sanderson

(See "Heinz Magazine of the Air")

Junior Nurse Corps

Sponsor: Swift & Co. (Sunbrite Cleanser).
Agency: Stack-Goble Adv. Agency.
Origination: Chicago.
Air Time: Monday through Friday, 5 to 5:15 p.m.
Network: NBC Blue; 6 stations.
Script Writer: Jean Lee Latham.
Talent: Debroh Keith, Ken Christie, William Amsdell, Lucy Gilman, Helena Ray, Tom Collins, Donald Weeks.
Announcer: Everett Mitchell.
Length of Run: Started Sept. 27, 1937.

Jussi Bjoerling

(See "General Motors Concerts")

Just Between Us

Sponsor: Rabin Cosmetic Co.
Agency: Hays MacFarland & Co.
Origination: WOR, New York.
Air Time: Sunday, 11:15 to 11:30 p.m.
Network: Mutual; 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: May 2, 1937, to July 25, 1937.

Just Entertainment

Sponsor: William Wrigley, Jr., Co. (Wrigley's Gum).
Agency: Neisser-Meyerhoff, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 7 to 7:15 p.m. (repeat from 11 to 11:15 p.m.).
Network: CBS; 50 stations.
Production: Neisser-Meyerhoff, Inc.
Talent: Jack Fulton, Andrews Sisters, Al Hohengarten's Orchestra.
Agency Director: M. Chon.
Announcer: Don Hancock.
Conductor: Carl Hohengarten.
Length of Run: Started March 21, 1938.

Just Plain Bill and Nancy

Sponsor: Anacin, Bi-So-Dol, Kolynos.
Agency: Blakett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 10:30 to 10:45 a.m. (repeat from 1:45 to 2 p.m.).
Network: NBC Red; 31 stations.
Production: Anne and Frank Hummert.
Script Writers: Anne and Frank Hummert (script supervisors).
Talent: Arthur Hughes, Ruth Russell, Tess Sabhan.
Agency Director: Martha Atwell.
Announcer: Bill Bailey.
Length of Run: Started Sept. 14, 1936.

K

Kaltenmeyer's Kindergarten

Sponsor: Quaker Oats Co.
Agency: Lord & Thomas, Inc.
Origination: Chicago.
Air Time: Saturday, 5:30 to 6 p.m.
Network: NBC Red; 47 stations.
Production: Herbert A. Butterfield.
Script Writer: Harry Lawrence.
Talent: Bruce Kamman, Johnny Wolf Thor Ericson, Merrill Fugit, Billy White, Cecil Roy, Harry Kogen's Orchestra.
Agency Director: Basil Loughrane.
Announcer: Charles Lyon.
Conductor: Harry Kogen.
Length of Run: Jan. 4, 1936 to Dec. 25, 1937.

Kate Smith's Bandwagon

Sponsor: General Foods Corp. (Swans Down Cake Flour, Calumet Baking Powder).
Agency: Young & Rubicam, Inc.
Origination: New York.
Air Time: Thursday, 8 to 9 p.m. (repeat from 11:15 p.m. to 12:15 a.m.).
Network: CBS; 80 stations.
Production: Ted Collins (Kate Smith's manager), and Tom Lewis (of the agency).
Script Writers: Paul Munroe, Sylvan Taplinger, Tom Lewis, Bob Welch.
Talent: Kate Smith, Ted Collins, Jim Crowley (Oct. 7 to Dec. 9, 1937), Henry Youngman, Jack Miller's Orchestra, guests, Ted Straeter's Chorus, Ambassadors (trio, beginning Oct. 7, 1937).
Agency Director: Ted Collins (for the agency), Bob Welch, Tom Lewis.
Announcer: Andre Baruch.
Conductor: Jack Miller.
Length of Run: Started Sept. 30, 1937.

Kathryn Cravens

(See "News Through a Woman's Eyes")

Katro-Lek Labs., Inc.

(See "Polish Melodies")

Kay Kyser

(See "Kay Kyser's Musical Class and Dance")

(See "Surprise Party")

Kay Kyser's Musical Class and Dance

Sponsor: American Tobacco Co. (Lucky Strike).
Agency: Lord & Thomas, Inc.

NETWORK COMMERCIALS—Continued

Origination: WGN, Chicago.
Air Time: Tuesdays, 8 to 8:45 p.m.; after Feb. 2, 1938, from 8 to 9 p.m.
Network: Mutual; two stations.
Talent: Kay Kyser, Harry Babbitt, Virginia Simms, Sully Mason.
Agency Director: T. D. Welles.
Announcers: Pierre Andre, Russ Russell, Harlow Wilcox.
Conductor: Kay Kyser.
Length of Run: Feb. 1, 1938, to March 22, 1938.

Kay Kyser's Musical Class and Dance

Sponsor: American Tobacco Co.
Agency: Lord & Thomas, Inc.
Origination: New York.
Air Time: Wednesday, 10 to 11:00 p.m.
Network: NBC Red; 82 stations.
Production: Handled by agency.
Script Writer: Frank Wilson.
Talent: Kay Kyser's Orchestra, Virginia Sims, Harry Babbitt, Sully Mason.
Agency Director: George McGarrett.
Announcer: Fred Uttal.
Conductor: Kay Kyser.
Length of Run: Started March 30, 1938 (replacing "Your Hollywood Parade").

Kay Thompson

(See "Monday Night Show")

Kellogg Co.

(See "Girl Alone")
(See "Singing Lady")
(See "Singing Lady Music Plays")

Ken Murray

(See "Hollywood Hotel")
(See "Ken Murray and Oswald")

Ken Murray and "Oswald"

Sponsor: Campbell Soup Co.
Agency: F. Wallis Armstrong Co.
Origination: KNX, Hollywood.
Air Time: Wednesday, 8:30 to 9 p.m. (repeat from 11:30 p.m. to 12 midnight).
Network: CBS; 72 stations.
Production: F. Wallis Armstrong Co.
Script Writers: Ken Murray, Royal Foster.
Talent: Ken Murray, Tony Labriola ("Oswald"), Lud Gluskin's Orchestra, Shirley Ross (from March 31, 1937, to June 23, 1937), Marylyn Stuart (from June 30, 1937, to Sept. 22, 1937), guests.
Agency Director: Diana Bourbon.
Announcer: Kenneth Niles.
Conductor: Lud Gluskin.
Length of Run: March 31, 1937, to Sept. 22, 1937.

Kirkman & Son

(See "Jack and Loretta")

Kitchen Cavalcade

Sponsor: C. F. Mueller Co. (Macaroni).
Agency: Kenyon & Eckhardt, Inc.
Origination: New York.
Air Time: Monday through Friday, 10:45 to 11 a.m.
Network: NBC Blue; 7 stations.
Production: Tyler Davis and Grombach Productions (independent producers).
Script Writer: Earl Sparling.
Talent: Crosby Gaige, Charlie Cantor, Ruth Yorke, Peter Donald, Mitzi Gould, Carl Eastman, Joe Biviano, accordionist.
Agency Director: Tyler Davis.
Announcer: Bill Ferran.
Length of Run: Feb. 27, 1937, to June 4, 1937; renewed Sept. 18, 1937.

Kitty Carlisle

(See "The Song Shop")

Kitty Keene, Inc.

Sponsor: Procter & Gamble Co. (Dreft).
Agency: Blakett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 4:30 to 4:45 p.m.
Network: CBS; 17 stations.
Production: Courtenay Savage.
Script Writer: Day Keene.
Talent: Frances Carlon, Joan Kay, Ken Griffin, Reese Taylor, Francis Schuster, Malcolm Meacham.
Agency Director: Courtenay Savage.
Announcer: Jack Brinkley.
Length of Run: Started Sept. 20, 1937.

Knox Manning

(See "Headlines on Parade")

Kolyns

(See "Just Plain Bill and Nancy")
(See "Our Gal Sunday")

Kraft Music Hall

Sponsor: Kraft-Phenix Cheese Corp.
Agency: J. Walter Thompson Co.
Origination: Hollywood.
Air Time: Thursday, 10 to 11 p.m.
Network: NBC Red; 57 stations.
Production: J. Walter Thompson Co.
Script Writers: Carroll Carroll (for Crosby and Burns).
Talent: Bing Crosby, Bob Burns, Paul Taylor Choristers, Johnny Trotter's Orchestra, guests.
Agency Director: H. Calvin Kuhl.
Announcer: Ken Carpenter.

NETWORK COMMERCIALS—Continued

Conductor: Johnny Trotter.
Length of Run: Contract started June 26, 1933; new cast with Bing Crosby started Jan. 2, 1936.

Kraft-Phenix Cheese Corp.
(See "Kraft Music Hall")

L

Lady Esther Serenade

Sponsor: Lady Esther, Ltd.
Agency: Lord & Thomas, Inc.
Origination: Chicago (usually).
Air Time: Tuesday and Wednesday, 8:30 to 9 p.m. (last Wednesday broadcast was Jan. 26, 1938).
Network: NBC Red; 41 stations.
Production: Jules Herbevaux.
Talent: Wayne King Orchestra.
Agency Director: Basil Loughrane.
Announcer: Phil Stewart.
Conductor: Wayne King.
Length of Run: Started Sept. 27, 1931.

Lady Esther Serenade

Sponsor: Lady Esther Co.
Agency: Lord & Thomas, Inc. (Stack-Goble prior to Sept. 1, 1937).
Origination: Chicago and various other points.
Air Time: Monday, 10 to 10:30 p.m.
Network: CBS; 36 stations.
Production: Lord & Thomas, Inc.
Talent: Wayne King's Orchestra, Bess Johnson ("Lady Esther") (left program Oct. 27, 1937), Basil Loughrane after Nov. 1, 1937.
Agency Director: Basil Loughrane.
Announcer: Phil Stewart.
Conductor: Wayne King.
Length of Run: Started Feb. 24, 1935.

Lambert Pharmacal Co.

(See "Grand Central Station")
(See "Newlyweds")
(See "True Detective Mysteries")

Lamont Corliss & Co.

(See "Husbands and Wives")
(See "Those We Love")
(See "Woman's Magazine of the Air")

Lanny Ross

(See "Hollywood Mardi Gras")

Larus & Brother Co.

(See "Alias Jimmy Valentine")

Lawrence Tibbett

(See "Chesterfield Presents")

Lehn & Fink

(See "Dr. Allen Roy Dafoe" for Lysol)
(See "Follow the Moon" for Pebeco)
(See "Hawaiian Moon Casino" for Tussy Cosmetics)
(See "Life of Mary Sothern" for Hind's)

Lester Tremayne

(See "First Nighter")

Let's Play Games

Sponsor: E. Fougera & Co.
Agency: Small & Seiffer, Inc.
Origination: WOR, New York.
Air Time: Friday, 9 to 9:15 p.m.
Network: Mutual; WOR, New York; WAAB, Boston; WGN, Chicago.
Production: Jane Martin.
Script Writer: Marvin Small.
Talent: Jane Martin and members of the studio audience.
Agency Director: Marvin Small.
Length of Run: Started Oct. 8, 1937.

Lever Bros. Co.

(See "Aunt Jenny's Real Life Stories" for Spry)
(See "Big Sister" for Rinso)
(See "Big Town" for Rinso)
(See "Lux Radio Theatre" for Lux)
(See "Rinso Program Starring Al Jolson" for Rinso)

Lew Lehr

(See "Ben Bernie and All the Lads")

Lewis-Howe Co. (Tums)

(See "Vocal Varieties")

Libby, McNeill & Libby

(See "We Are Four")

Life of Mary Sothern

Sponsor: Lehn & Fink (Hind's Honey and Almond Cream).
Agency: William Esty & Co.
Origination: New York.
Air Time: Monday through Friday, 5:15 to 5:30 p.m.
Network: CBS; 19 stations.
Production: Don Becker (free lance).
Script Writer: Don Becker.
Talent: Minnabelle Abbott, Jay Jostyn, Jerry Lesser, Joseph Julian, Charles Seel, Florence Golden, Grace Valentine, Charles Webster.
Director: Chick Vincent (for Don Becker).
Announcer: Ken Roberts.
Conductor: Elsie Thompson, organist.
Length of Run: Oct. 4, 1937, to April 1, 1938.

NETWORK COMMERCIALS—Continued

Liggett & Myers Tobacco

(See "Chesterfield Daily Sports Column")
 (See "Chesterfield Presents")
 (See "Chesterfield Program")
 (See "Chesterfield Sports Resume")
 (See "Music from Hollywood")

Little Crown Milling Co.

(See "Jolly Joe")

Little Orphan Annie

Sponsor: The Wander Co. (Ovaltine).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 5:45 to 6 p.m. (repeat from 6:45 to 7 p.m.).
Network: NBC Red; 24 stations and WGN.
Production: Alan Wallace.
Script Writer: Ferrin Fraser.
Talent: Shirley Bell (Little Orphan Annie), Francis Derby, Henry Saxe, E. Sprague, Henrietta Tedro, Al Halus.
Agency Director: Mr. Bremner.
Announcer: Pierre Andre.
Length of Run: Started Nov. 13, 1931.

Lloyd Pantages Covers Hollywood

Sponsor: Raymonds, Inc.
Agency: Milton Weinberg Adv. Co.
Origination: Hollywood.
Air Time: Sunday, 1:45 to 2 p.m. (repeat from 11 to 11:15 p.m.) PST.
Network: CBS; 19 stations.
Talent: Lloyd Pantages.
Length of Run: Oct. 17, 1937, to Nov. 21, 1937.

Log Cabin Jamboree

Sponsor: General Foods Corp. (Log Cabin Syrup).
Agency: Benton & Bowles, Inc.
Origination: KFI, Hollywood.
Air Time: Saturday, 8:30 to 9 p.m. (repeat from 12:30 to 1 a.m.).
Network: NBC Red; 54 stations.
Production: Benton & Bowles, Inc.
Script Writers: Various.
Talent: Jack Haley, Virginia Verri'l, Wendy Barrie, Warren Hull, Jack Smart, Ted Fio Rito's Orchestra, Three Little Sugars.
Agency Director: Don Cope.
Announcer: Warren Hull.
Conductor: Ted Fio Rito.
Length of Run: Oct. 9, 1937 to April 2, 1938.

Lone Ranger

Sponsor: Gordon Bakeries.
Agency: Young & Rubicam, Inc.
Origination: WXYZ, Detroit.
Air Time: Monday, Wednesday and Friday,

7:30 to 8 p.m. (repeat from 8:30 to 9 p.m. on WGN, Chicago).

Network: Mutual; 4 stations.
Production: Harry Ackerman (of the agency), James Jewell, Charles Livingstone (WXYZ).
Script Writer: Fran Striker.
Talent: John Todd, Charles Livingstone, Jack Petruzzi, Bud Michaels, Ruth Rickaby, Herschell Mayal.
Agency Director: Harry Ackerman.
Announcer: Al Chance.
Conductor: Ted Robertson.
Length of Run: Started Nov., 1933.

Lone Ranger

Sponsor: Weber Baking Co.
Agency: Scholts Adv. Service.
Origination: WXYZ, Detroit.
Air Time: Monday, Wednesday and Friday, 10:30 to 11 p.m. (not heard in New York).
Network: Mutual; 11 stations.
Production: James Jewell.
Script Writer: Fran Striker.
Talent: John Todd, Charles Livingstone, Jack Petruzzi, Bud Michaels, Ruth Rickaby, Herschell Mayal.
Agency Director: Tom Scholts.
Announcers: Al Chance, Ted Bliss.
Conductor: Ted Robertson.
Length of Run: Started Jan. 18, 1937.

Lorenzo Jones

Sponsor: Charles H. Phillips Chemical Co., Phillips' Magnesia Toothpaste and Milk of Magnesia Tablets.
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 4 to 4:15 p.m. (starting April 25, 1938, time changed to 11:15 a.m.).
Network: NBC Red; 22 stations.
Production: Frank Hummert.
Script Writers: Frank and Anne Hummert.
Talent: Carl Swenson, Betty Garde.
Agency Director: Lloyd Rosamund.
Announcer: William Farren.
Length of Run: Started April 26, 1937.

Lorillard, P. (Old Gold)

(See "Hollywood Screenscoops")

Lou Holtz

(See "Monday Night Show")

Lou Little Football Forecast

Sponsor: American Chicle Co.
Agency: Badger, Browning & Hersey, Inc.
Origination: WOR, New York.
Air Time: Friday, 7:30 to 7:45 p.m.
Network: Mutual; 10 stations.
Talent: Lou Little.
Length of Run: Oct. 22, 1937, to Dec. 3, 1937.

NETWORK COMMERCIALS—Continued

Louella Parsons

(See "Hollywood Hotel")

Lovely Lady Cosmetics

(See "Your Parlor Playhouse")

Lowell Thomas

Sponsor: Sun Oil Co.

Agency: Roche, Williams & Cunnyngnam, Inc.

Origination: New York.

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

Network: NBC Blue; 20 stations.

Script Writer: Lowell Thomas.

Talent: Lowell Thomas, Ed Thorgersen (briefly in Oct., 1937, only).

Announcer: Neel B. Enslin (replaced by Hugh James).

Length of Run: Started June 13, 1932.

Lucille Manners

(See "Cities Service Concert")

Lum and Abner

Sponsor: Horlick's Malted Milk Corp.

Agency: Lord & Thomas, Inc.

Origination: Hollywood (originally Chicago).

Air Time: Monday through Friday, 7:30 to 7:45 p.m. (repeat Monday, Tuesday, Wednesday and Friday from 11:15 to 11:30 p.m.).

Network: NBC Blue; 18 stations.

Production: Carl Stanton.

Script Writers: Chester Lauck, Norris Goff.

Talent: Chester Lauck (Lum), Norris Goff (Abner).

Agency Director: Basil Loughrane.

Announcer: Carlton Brickert.

Conductor: Dean Fossler.

Length of Run: Sept. 9, 1935, to Feb. 25, 1938.

Lum and Abner

Sponsor: General Foods (Postum).

Agency: Young & Rubicam, Inc.

Origination: Hollywood.

Air Time: Monday, Wednesday, Friday, 6:45 to 7:00 p.m. (repeat from 11:15 to 11:30 p.m.).

Network: CBS; 50 stations.

Production: Murray Bolen.

Script Writers: Chester Lauck, Norris Goff.

Talent: Chester Lauck (Lum), Norris Goff (Abner).

Agency Director: Murray Bolen.

Announcer: Lou Crosby.

Length of Run: Started March 7, 1938.

Lutheran Hour

Sponsor: Lutheran Laymen's League.

Agency: Kelly, Stuhlman & Zahrndt, Inc.

Origination: KFYO, St. Louis.

Air Time: Sunday, 4:30 to 5 p.m.

Network: Mutual; 62 stations.

Script Writers: Virgil A. Kelly, Charles F. Kelly, Jr.

Talent: Dr. Walter A. Maier, Lutheran Hour Chorus, St. Louis A'Cappella Choir, Ft. Wayne (Ind.) Choral Society.

Agency Director: W. W. Zahrndt.

Announcer: R. W. Janetzke.

Conductors: Prof. William B. Heyne, assisted by Norman Gienapp.

Length of Run: Oct. 4, 1936, to March 28, 1937; Oct. 24, 1937 to April 17, 1938.

Lutheran Laymen's League

(See "Lutheran Hour")

Lux Radio Theatre, The

Sponsor: Lever Brothers Co. (Lux Toilet Soap).

Agency: J. Walter Thompson Co.

Origination: Music Box Theatre via KNX, Hollywood.

Air Time: Monday, 9 to 10 p.m.

Network: CBS; 57 U. S. stations.

Production: J. Walter Thompson Co.

Script Writer: George Wells.

Talent: Cecil B. De Mille, Louis Silvers' Orchestra, guests.

Agency Director: Frank Woodruff.

Announcer: Melville Ruick.

Conductor: Louis Silvers.

Length of Run: Last contract renewal was on Sept. 13, 1937.

M

Ma Perkins

Sponsor: Procter & Gamble (Oxydol).

Agency: Blakett-Sample-Hummert, Inc.

Origination: Chicago.

Air Time: Monday through Friday, 3:15 to 3:30 p.m.

Network: NBC Red; 51 stations.

Production: George Fogle.

Script Writer: Lee Gebhart.

Talent: Virginia Payne, Charles Egelston, and dramatic cast.

Agency Director: Mr. Hauser.

Announcer: Dick Wells.

Length of Run: Started Dec. 4, 1933.

Ma Perkins

Sponsor: Procter & Gamble (Oxydol).

Agency: Blakett-Sample-Hummert, Inc.

Origination: Chicago.

Air Time: Monday through Friday, 10:45 to 11 a.m.

Network: CBS; 28 stations.

Production: George Fogle.

NETWORK COMMERCIALS—Continued

Script Writer: Lee Gebhart.
Talent: Virginia Payne, Charles Egelston, Gilbert Faust, Hazel Dopheide, Cecil Roy, Murray Forbes, Billy Lee.
Agency Director: Mr. Hauser.
Announcer: Dick Wells.
Length of Run: Started Jan. 3, 1938.

Macfadden Publications

(See "Good Will Hour")
(See "True Story Court of Human Relations")

Magic Key of RCA

Sponsor: Radio Corp. of America.
Agency: None.
Origination: New York (with worldwide pickups).
Air Time: Sunday, 2 to 3 p.m.
Network: NBC Blue; 107 stations.
Production: Howard Wiley (NBC) and a special committee headed by Bertha Brainard, NBC Commercial Program Manager.
Script Writer: Welbourn Kelley.
Talent: Dr. Frank Black, Magic Key Orchestra, Linton Wells, guests.
Announcers: Milton Cross, Ben Grauer.
Conductor: Dr. Frank Black.
Length of Run: Started Sept. 29, 1935.

Maine Development Commission

(See "Featuring Marjorie Mills")

Major Bowes' Amateur Hour

Sponsor: Chrysler Corp.
Agency: Ruthrauff & Ryan, Inc.
Origination: Manhattan Theatre, New York.
Air Time: Thursday, 9 to 10 p.m.
Network: CBS; 92 stations.
Production: Major Edward Bowes.
Script Writer: Major Edward Bowes.
Talent: Major Edward Bowes, amateurs.
Agency Director: John Gordon.
Announcer: Ralph Edwards.
Conductors: Joe Meresco and Harry Merkin (piano players).
Length of Run: Started Sept. 17, 1936.

Man to Man Sports

Sponsor: American Tobacco Co. (Roi-Tan Cigars).
Agency: Lawrence C. Gumbinner Agency.
Origination: Hollywood.
Air Time: Thursday, 7 to 7:15, p.m., PST.
Network: CBS; 5 stations.
Production: Bernard Weinberg and W. H. Krauch (of Milton Weinberg Advertising Co.; latter states they handle talent and production for this program).
Talent: Mark Kelly.
Announcer: Tom Hanlon.
Length of Run: Started Nov. 17, 1937.

Manhattan Merry-Go-Round

Sponsor: R. L. Watkins Co.; Dr. Lyon's Toothpowder.
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Sunday, 9 to 9:30 p.m.
Network: NBC Red; 53 stations.
Production: Blackett-Sample-Hummert, Inc.
Script Writer: Anne Hummert.
Talent: Men About Town (trio), Pierre Le Kreun, Rachael Carlay, Don Donnie's Orchestra.
Agency Director: Anne Hummert.
Announcer: Ford Bond.
Conductor: Don Donnie.
Length of Run: Started Nov. 6, 1932.

Manhattan Soap Co.

(See "The Wife Saver")

March of Time

Sponsor: Time, Inc.; Servel, Inc., after April 7, 1938.
Agency: Batten, Barton, Durstine & Osborn, Inc.
Origination: New York.
Air Time: Thursday, 8 to 8:30 p.m.
Network: NBC Blue; 40 stations.
Production: Homer Fickett, William Spier.
Script Writer: William Geer.
Talent: Red de Corsica, Edwin Jerome, Dwight Weist, C. Westbrook Van Voorhis, Ted Jewett, William Johnstone, Frank Readick, Agnes Moorehead, William Adams, Adelaide Klein, Paul Stewart, Patricia Reardon.
Agency Director: Arthur Pryor, Jr.
Announcer: C. Westbrook Van Voorhis.
Conductor: Howard Barlow.
Length of Run: Started Oct. 14, 1937.

Margaret Speaks

(See "The Voice of Firestone")

Margot of Castlewood

Sponsor: Quaker Oats Co.
Agency: Lord & Thomas, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 10 to 10:15 a.m. (rebroadcast from 11 to 11:15 a.m.) (time changed on March 14, 1938, to 10:15 to 10:30 a.m.; rebroadcast 11:15 to 11:30 a.m.).
Network: NBC Blue; 50 stations.
Production: Herbert Butterfield.
Script Writers: Les Weinrott, Sherwood King.
Talent: Barbara Luddy, Ethel Owen, Herbert Butterfield, Basil Loughrane.
Agency Director: Basil Loughrane.
Announcer: Charles Lyon.
Conductor: Noble Cain.
Length of Run: Started Jan. 3, 1938.

NETWORK COMMERCIALS—Continued

Maria Jeritza

(See "General Motors Concerts")

Marion Talley

(See "Ry-Krisp Presents Marion Talley")

Marjorie Mills

(See "Featuring Marjorie Mills")

Mark Warnow

(See "Heinz Magazine of the Air")

(See "Jack Berch and His Boys")

(See "We, The People")

Marrow, J. W., Mfg. Co.

(See "Henry Busse and His Orchestra")

Martha and Hal

Sponsor: Humphrey's Homeopathic Medicine Co.

Agency: The Biow Co.

Origination: WOR, New York.

Air Time: Sunday, 11:15 to 11:30 a.m.; Monday and Wednesday, 9:45 to 10 a.m.

Network: Mutual; 8 stations.

Production: Walter Tibbals.

Script Writers: Martha Lawrence and Hal Bogg.

Talent: Martha Lawrence and Hal Bogg, Andy Sannella's Orchestra.

Agency Director: Miss R. Schuebel.

Announcer: Bill Tuttle.

Conductor: Andy Sannella.

Length of Run: Nov. 23, 1937, to Feb. 25, 1938.

Martha Raye

(See "Rinso Program Starring Al Jolson")

Mary Eastman

(See "Saturday Night Serenade")

Mary Jane Walsh

Sponsor: The Barbasol Co.

Agency: Erwin Wasey Co.

Origination: WOR, New York.

Air Time: Friday, 7:45 to 8 p.m. (repeat from 8 to 8:15 p.m.).

Network: Mutual; 8 stations.

Talent: Mary Jane Walsh, Ross Graham, Nat Brusiloff's Orchestra.

Conductor: Nat Brusiloff.

Length of Run: Started Oct. 29, 1937.

Mary Lee Taylor

(See "Pet Milky Way")

Mary Margaret McBride

Sponsor: General Foods Corp. (Minute Tapioca).

Agency: Young & Rubicam, Inc.

Origination: New York.

Air Time: Monday, Wednesday and Friday, 12 to 12:15 p.m.

Network: CBS; 47 stations.

Production: Young & Rubicam, Inc.

Script Writer: Mary Margaret McBride.

Talent: Mary Margaret McBride, Milt Krass, pianist.

Agency Director: Carol Irwin.

Announcer: Ken Roberts.

Conductor: Milt Krass, pianist.

Length of Run: Started Oct. 4, 1937. (Mon. to Fri. 12-12:15 after Jan. 3, 1938).

Maxwell House Show Boat

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

Agency: Benton & Bowles, Inc.

Origination: Hollywood.

Air Time: Thursday, 9 to 10 p.m.

Network: NBC Red; 68 stations.

Talent: Charles Winninger, Alma Kruger, Patricia Wilder, Virginia Verrill, Warren Hull, Eddie Green, Meredith Willson's Orchestra.

Announcer: Warren Hull.

Conductor: Meredith Willson.

Length of Run: Oct. 6, 1932, to Oct. 21, 1937.

Melody Puzzles

Sponsor: American Tobacco Co. (Lucky Strike).

Agency: Lord & Thomas, Inc.

Origination: WOR, New York.

Air Time: Tuesday, 8 to 8:30 p.m.

Network: Mutual; WOR, New York and WNBF, Binghamton.

Production: Karl Schullinger (of the agency).

Talent: Richard Humber's Orchestra, Stuart Allen, Fredda Gibson.

Agency Director: Edgar G. Sisson, Jr.

Announcer: Fred Uttal.

Conductor: Richard Humber.

Length of Run: Nov. 2, 1937, to Jan. 25, 1938.

Melody Puzzles

Sponsor: American Tobacco Co. (Lucky Strike Cigarettes).

Agency: Lord & Thomas, Inc.

Origination: New York.

Air Time: Monday, 8 to 8:30 p.m.

Network: NBC Blue; 63 stations.

Production: Lord & Thomas, Inc.

Script Writer: Lord & Thomas, Inc.

Talent: Harry Salter's Orchestra, Buddy Clark, Fredda Gibson, Songsmith Quartette, Fred Uttal (m.c.).

Announcer: Ed Herlihy.

Conductor: Harry Salter.

Length of Run: Jan. 10, 1938, to April 4, 1938.

NETWORK COMMERCIALS—Continued

Mennen Co.

(See "Cheer Up, America")
(See "Famous Jury Trials")

Metro-Goldwyn-Mayer

(See "Good News of 1938")

Metropolitan Opera Auditions of the Air

Sponsor: Sherwin-Williams Co. (paints).
Agency: Cecil, Warwick & Legler.
Origination: New York.
Air Time: Sunday, 5 to 5:30 p.m.
Network: NBC Blue; 64 stations.
Production: James Haupt (NBC).
Script Writer: Helen Slater.
Talent: Wilfred Pelletier's Orchestra, guests.
Agency Director: Preston Pumphrey.
Announcer: Howard Claney.
Conductor: Wilfred Pelletier.
Length of Run: Oct. 18, 1935, to March 27, 1938.

Mickey Mouse Theatre of the Air

Sponsor: Pepsodent Co.
Agency: Lord & Thomas, Inc.
Origination: Hollywood.
Air Time: Sunday, 5:30 to 6 p.m.
Network: NBC Red; 53 stations.
Production: Thomas A. McAvity (of the agency).
Script Writers: William Demling, Glen Hirsch, Dick Creedon, Sue Oshorn.
Talent: Joe Twerp (Mickey), Thelma Hubbard (Minnie), Clarence Nash (Duck), Florence Gill (Clara Duck), William Demling (Goofy).
Agency Directors: Thomas A. McAvity, Carl Stanton.
Announcer: John Hiestand.
Conductor: Felix Mills.
Length of Run: Started Jan. 2, 1938.

Miles Laboratories

(See "National Barn Dance")
(See "Uncle Ezra")

Mr. Keen, Tracer of Lost Persons

Sponsor: Bi-So-Dol.
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Tuesday, Wednesday, Thursday, 7:15 to 7:30 p.m.
Network: NBC Blue; 22 stations.
Production: Blackett-Sample-Hummert, Inc.
Script Writer: Anne Hummert.
Talent: Bennett Kilpack, Florence Malone, Helen Walpole, Ed McDonald, Ed Jerome, James Meighan.

Agency Director: Martha Atwell.
Announcer: Ben Grauer.
Length of Run: Started Oct. 12, 1937.

Mrs. Garrie Griswold and the Vaquero

Sponsor: Oxo, Ltd.
Agency: Doremus & Co.
Origination: San Francisco.
Air Time: Tuesday and Friday, 9:30 to 9:45 a.m. PST.
Network: NBC Red; 4 stations.
Production: Ned Tollinger and Peter Ebenheim (NBC).
Script Writer: Lucrezia Kemper.
Talent: Mrs. Garrie Griswold, Clarence Hayes (tenor).
Agency Director: Lucrezia Kemper.
Announcer: Burton Bennett.
Length of Run: Nov. 16, 1937, to Feb. 25, 1938.

Mrs. Wiggs of the Cabbage Patch

Sponsor: Hill's Cold Tablets on Monday and Tuesday; A. S. Boyle Co.'s Old English Floor Wax on Wednesday, Thursday and Friday.
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 10 to 10:15 a.m. (repeat from 1:15 to 1:30 p.m.).
Network: NBC Red; 31 stations.
Production: Anne and Frank Hummert.
Script Writers: Anne and Frank Hummert (script supervisors).
Talent: Betty Garde, Agnes Young, John McGovern, Andy Donnelly, Peg Calvert.
Agency Director: Martha Atwell.
Announcer: George Ansbro.
Length of Run: Started Sept. 14, 1936.

Modern Food Process Co.

(See "Dog Heroes")

Monday Night Show

(Also called "You Said It")

Sponsor: The Brewers' Radio Show Assn.
Agency: U. S. Advertising Corp.
Origination: New York.
Air Time: Monday, 8 to 8:30 p.m.
Network: CBS; 34 stations.
Production: Handled by the agency.
Script Writers: Billy K. Wells (Lou Holtz's material), (replaced by Al Lewis and Hank Garson).
Talent: Lou Holtz (until April 11, 1938), Ted Husing, Kay Thompson and Trio, Connie Boswell, Agnes Moorehead (Aunt Agnes), "Cecelia" (trained seal), Richard Himber's Orchestra, guests.
Agency Director: Frederick Mayer.
Announcer: Dan Seymour.
Conductor: Richard Himber.
Length of Run: Started March 7, 1938.

NETWORK COMMERCIALS—Continued

Moore, Benjamin & Co.

(See "Benjamin Moore Triangle Club")

Morrell, John & Co.

(See "Bob Becker")

Morton Bowe

(See "Heinz Magazine of the Air")

Mueller, C. F., Co.

(See "Kitchen Cavalcade")

Music From Hollywood

Sponsor: Liggett & Myers Tobacco Co. (Chesterfields).

Agency: Newell-Emmett Co.

Origination: Hollywood.

Air Time: Friday, 8:30 to 9 p.m. (repeat from 11:30 p.m. to 12 midnight).

Network: CBS; 90 stations.

Production: Harry Ommerle (CBS).

Script Writer: Nat Wolff (free lance).

Talent: Alice Faye, Four Esquires, Bob Allen, Hal Kemp's Orchestra.

Agency Director: Donald Langan.

Announcer: Carlton Kadell.

Conductor: Hal Kemp.

Length of Run: Jan. 1, 1937, to Dec. 24, 1937 (on a contract dating back to a renewal on Sept. 30, 1936).

Musical Steelmakers, The

Sponsor: Wheeling Steel Corp.

Agency: Critchfield & Co.

Origination: WWVA, Wheeling.

Air Time: Sunday, 5 to 5:30 p.m.

Network: Mutual; 5 stations.

Production: J. L. Grimes, Walter S. Patterson.

Script Writers: J. L. Grimes, Walter S. Patterson.

Talent: Earl Summers' Orchestra, Sara Rehm, John Winchcoll, The Singing Millmen (quartet).

Agency Directors: R. C. Schrymiger, J. V. Rawlings.

Announcer: Walter S. Patterson.

Conductor: Earl Summers.

Length of Run: Started Jan. 2, 1938.

My Secret Ambition

Sponsor: Durkee Famous Foods, Inc.

Agency: Botsford, Constantine & Gardner.

Origination: San Francisco.

Air Time: Sunday, 7:30 to 8 p.m. PST.

Network: CBS; 11 stations.

Production: Caryl Coleman (of the agency).

Script Writer: Caryl Coleman.

Talent: Dramatic cast of seven or more actors, Tom Brenneman and Orchestra.

Announcers: Allan Sheppard, Jack Moyles.

Length of Run: Started Dec. 26, 1937.

Myra Kingsley

Sponsor: Heckers H-O Products.

Agency: Erwin Wasey Co.

Origination: WOR, New York.

Air Time: Monday through Friday, 11:45 to 12 noon. (repeat from 1:30 to 1:45 p.m.).

Network: Mutual; 13 stations on morning broadcast (23 stations on repeat broadcast).

Production: Handled by agency.

Script Writer: Stella Unger.

Talent: Myra Kingsley, Jean Paul King, Helen Rowland, Alice Hughes, Eve Ve Verka, Dorothy Draper, Isabella Beach, Amy Sedell.

Agency Director: Gager Wasey.

Announcers: Joseph Bier, Ray Winters.

Length of Run: Started Sept. 7, 1937.

Myrt and Marge

Sponsor: Colgate-Palmolive-Peet Co. (Concentrated Super Suds).

Agency: Benton & Bowles, Inc.

Origination: New York.

Air Time: Monday through Friday, 10:15 to 10:30 a.m. (repeat from 4 to 4:15 p.m.).

Network: CBS; 58 stations.

Production: Jack Mullen (of the agency)

Script Writer: Myrtle Vail.

Talent: Myrtle Vail, Donna Damerel, Gene Morgan, Ray Hedge, Edith Evanson, Santos Ortega, Leo Curley, Linda Carlon.

Agency Director: Jack Mullen.

Announcer: Jean Paul King.

Length of Run: Started Jan. 4, 1937.

Mystery Chef, The

Sponsor: Regional Advertisers.

Agency: McCann-Erickson, Inc.

Origination: New York.

Air Time: Tuesday and Thursday, 11:45 to 12 noon (repeat from 2:45 to 3 p.m.).

Network: NBC Red; 17 stations.

Script Writer: John Macpherson.

Talent: John Macpherson.

Agency Director: A. J. Perry.

Announcer: Ben Grauer.

Length of Run: Started Dec. 4, 1935.

N

Nash-Kelvinator Corp.

(See "Nash Show")

(See "Professor Quiz")

Nash Show, The

Sponsor: Nash-Kelvinator Corp.

Agency: J. Walter Thompson Co.

Origination: New York (Hollywood last few weeks).

Air Time: Saturday, 9 to 9:30 p.m.

NETWORK COMMERCIALS—Continued

Network: CBS; 65 stations.
Production: Whitman Badger.
Script Writer: Whitman Badger.
Talent: Grace Moore, Vincent Lopez.
Agency Directors: Whitman Badger, Dwight Cooke.
Announcer: Don Forbes.
Conductor: Vincent Lopez.
Length of Run: Oct. 3, 1936, to June 26, 1937.

National Barn Dance

Sponsor: Miles Laboratories, Inc. (Alka-Seltzer).
Agency: Wade Advertising Agency.
Origination: Chicago.
Air Time: Saturday, 9 to 10 p.m. (repeat from 11 p.m. to midnight).
Network: NBC Blue; 68 stations.
Production: William E. Jones.
Script Writers: P. C. Lund, A. R. Rice.
Talent: Joe Kelly (m.c.), Henry Burr, Lulu Belle, Hoosier Hot Shots, Novelodeons, Joe Parsons, Pat Barrett, Maple City Four, Skyland Scotty, Lucille Long, Arkie, the Arkansas Wood Chopper.
Agency Director: W. A. Wade.
Announcer: Jack Holden.
Conductor: Glen Welty.
Length of Run: Started July 15, 1933.

National Biscuit Co.

(See "Dan Harding's Wife")

National Ice Advertising

(See "Homemakers' Exchange")

Neal O'Hara's Radio Gazette

Sponsor: Brown & Williamson Tobacco Co.
Agency: Batten, Barton, Durstine & Osborn, Inc.
Origination: Boston.
Air Time: Monday and Friday, 7:30 to 7:45 p.m.
Network: CBS; 6 stations.
Script Writer: Neal O'Hara.
Talent: Neal O'Hara, Joe Toye, Edson Smith, J. Wesley.
Agency Director: Kenneth Fickett.
Announcer: Edson Smith.
Length of Run: June 28, 1937, to Dec. 6, 1937.

Nelson Eddy

(See "Chase and Sanborn Program")

Newlyweds, The

Sponsor: Lambert Pharmacal Co.
Agency: Lambert & Feasley, Inc.
Origination: Hollywood.

Air Time: Monday, Tuesday, Wednesday and Friday, 12:45 to 1 p.m. PST.
Network: CBS; 5 stations.
Production: Howard Swart.
Script Writer: Howard Swart.
Talent: Howard Swart, Mary Lansing.
Announcer: Don Forbes.
Length of Run: Sept. 30, 1937, to Feb. 25, 1938.

News Through a Woman's Eyes

Sponsor: Pontiac Motor Co.
Agency: MacManus, John & Adams, Inc.
Origination: New York.
Air Time: Monday, Wednesday and Friday, 2 to 2:15 p.m. (repeat from 5:30 to 5:45 p.m.).
Network: CBS; 66 stations.
Production: Kathryn Cravens.
Script Writer: Kathryn Cravens.
Talent: Kathryn Cravens, Fred Feibel, organist.
Announcer: Frank Gallop.
Conductor: Fred Feibel, organist.
Length of Run: Oct. 2, 1936, to April 8, 1938.

Newstime with Sam Hayes

Sponsor: Bank of America National Trust & Savings Assn.
Agency: Chas. R. Stuart.
Origination: Hollywood.
Air Time: Sunday through Friday, 10 to 10:15 p.m. PST.
Network: CBS; 2 stations.
Script Writer: Fred Yates.
Talent: Sam Hayes.
Agency Director: Charles P. Johnson.
Announcers: Staff announcers.
Length of Run: Oct. 5, 1937, for 26 weeks.

Nick Dawson

(See "Follow the Moon")

Night Editor

Sponsor: Cardinet Candy Co.
Agency: Tomaschke-Elliott, Inc.
Origination: San Francisco.
Air Time: Sunday, 9 to 9:15 p.m. PST.
Network: NBC Red; 11 stations.
Production: John Ribbe (NBC) on network broadcasts; agency on transcriptions.
Script Writer: Harold P. Burdick.
Talent: Hal Burdick, Jack Moyles.
Agency Director: Wallace F. Elliott.
Announcer: Larry Keating.
Length of Run: Started Sept. 12, 1934.

Norma Talmadge

(See "Thirty Minutes in Hollywood")

NETWORK COMMERCIALS—Continued

O

Old-Fashioned Revival

Sponsor: Gospel Broadcasting Assn.
Agency: R. H. Alber Co.
Origination: KHJ, Los Angeles.
Air Time: Sunday, 10:30 to 11:30 p.m.
Network: Mutual; 35 stations.
Talent: Speaker and Choir.
Length of Run: Started April 4, 1937.

Oliver Wakefield

(See "Chesterfield Program")

On Broadway

Sponsor: General Foods Corp. (Diamond Crystal Shaker Salt).
Agency: Benton & Bowles, Inc.
Origination: New York.
Air Time: Sunday, 3 to 3:30 p.m.
Network: NBC Blue; 13 stations.
Production: Benton & Bowles, Inc.
Script Writers: Various free lance.
Talent: Alice Frost, John Brown, dramatic cast.
Agency Director: Jack Mullen.
Announcer: Jean Paul King.
Conductor: John Winters, organist.
Length of Run: Oct. 3, 1937, to March 27, 1938.

O'Neills, The

Sponsor: Procter & Gamble (Ivory Flakes).
Agency: Compton Advertising, Inc.
Origination: New York.
Air Time and Network: Monday through Friday, 3:45 to 4 p.m., until Jan. 3, 1938, when it switched to 12:15 to 12:30 p.m. (NBC Red; 26 stations), and Monday through Friday, 11 to 11:15 a.m. (NBC Blue; 13 stations).
Production: Carlo De Angelo.
Script Writer: Jane West.
Talent: Kate McComb, James Tansey, Janice Gilbert, Jack West, Jack Rubin, Arline Blackburn, Violet Dunn, Chester Stratton, Alfred Swenson, Jimmy Donnelly, Roy Fant.
Agency Manager: John Taylor.
Announcer: Howard Petrie.
Length of Run: Started Oct. 8, 1935 (on the Red), and Nov. 16, 1936 (on the Blue, from which it was dropped Dec. 31, 1937); remains on the Red.

O'Neills, The

Sponsor: Procter & Gamble Co. (Ivory Soap).
Agency: Compton Advertising, Inc.
Origination: New York.
Air Time: Monday through Friday, 2:15 to 2:30 p.m.

Network: CBS; 42 stations.

Production: Carlo De Angelo.

Script Writer: Jane West.

Talent: Kate McComb, Chester Stratton, Jimmy Tansey, Violet Dunn, Arline Blackburn, Al Swenson, Jimmy Donnelly, Janice Gilbert, Jane West, Jack Rubin, Roy Fant.

Agency Manager: John Taylor.

Announcer: Howard Petrie.

Length of Run: Started Jan. 3, 1938.

One Man's Family

Sponsor: Standard Brands, Inc. (Tender Leaf Tea).
Agency: J. Walter Thompson Co.
Origination: Hollywood.
Air Time: Wednesday, 8 to 8:30 p.m. (repeat, Sunday, 9:30-10:00 p.m.).
Network: NBC Red; 58 stations.
Production: J. Walter Thompson Co.
Script Writer: Carlton Morse.
Talent: J. Anthony Smythe, Minetta Ellen, Page Gilman, Michael Rafetto, Kathleen Wilson, Winifred Wolfe, Helen Musselman, Barton Yarborough, Bernice Bernum, Walter Patterson.
Announcer: Ken Carpenter.
Length of Run: Started April 3, 1935.

Our Gal Sunday

Sponsor: Anacin on Monday, Tuesday, Wednesday; Kolynos Toothpaste on Thursday and Friday.
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 12:15 to 12:30 p.m.
Network: CBS; 31 stations.
Production: Anne Hummert.
Script Writer: Anne Hummert.
Talent: Dorothy Lowell ("Sunday"), Robert Strauss, Jay Jostyn, Carleton Young, Karl Swenson, Irene Hubbard.
Agency Director: Lloyd Rosamund.
Announcer: Art Millett.
Conductor: Fred Feibel, organist.
Length of Run: Started March 29, 1937.

Owl Drug Co.

(See "Treasure Island")

Oxo, Ltd.

(See "Mrs. Garrie Griswold and the Vaquero")

Ozzie Nelson Orchestra

(See "Baker's Broadcast")

P

Pacific Coast Borax

(See "Death Valley Days")

NETWORK COMMERCIALS—Continued

Pacific Guano Co.
(See "Garden Guide")

Packard Motor Car Co.
(See "Hollywood Mardi Gras")

Packer's Tar Soap, Inc.
(See "Thatcher Colt Mysteries")

Palmolive Beauty Box Theatre

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

Agency: Benton & Bowles, Inc.

Origination: WABC Playhouse No. 1, New York.

Air Time: Wednesday, 9:30 to 10 p.m.

Network: CBS; 67 stations.

Production: Don Cope (of the agency).

Script Writers: Various free lance writers.

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

Agency Director: Don Cope.

Announcer: Jean Paul King.

Conductor: Al Goodman.

Length of Run: Jan. 13, 1937, to Oct. 6, 1937.

Park Avenue Penners, The

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

Agency: Ruthrauff & Ryan, Inc.

Origination: KNX, Hollywood.

Air Time: Sunday, 6 to 6:30 p.m. (repeat from 11 to 11:30 p.m.).

Network: CBS; 50 stations.

Production: Ruthrauff & Ryan, Inc.

Script Writers: Don Prindle, Roswell Rogers.

Talent: Joe Penner, Gene Austin, Margaret Brayton, Roy Atwill, Dick Ryan, Phil Kramer, Julie Gibson, Jimmy Grier's Orchestra (replaced by Paula Gayle and Ben Pollock's Orchestra).

Agency Director: Nathan Tufts.

Announcer: John Conte (later Jackson Wheeler).

Conductor: Jimmy Grier (replaced by Ben Pollock).

Length of Run: Started Oct. 4, 1936.

Parker Watch Co.

(See "Sunday Morning Quarterback")

Parks Johnson

(See "Radio Newsreel")

(See "Vox Pop")

Party Bureau

Sponsor: George W. Caswell Co.

Agency: Long Advertising Service.

Origination: San Francisco.

Air Time: Tuesday, 2:30 to 2:45 p.m., PST.
Network: CBS; 2 stations.

Production: Carl Nielsen (of the agency).

Script Writer: Kay Hilliard (of CBS).

Talent: Elma Latta Hackett, Flora McDonald.

Agency Director: Hassel W. Smith.

Length of Run: Jan. 4, 1938, for 13 weeks.

Passing Parade

Sponsor: Union Oil Co.

Agency: Lord & Thomas, Inc.

Origination: Hollywood.

Air Time: Monday, 8 to 8:30 p.m. PST.

Network: NBC Red; 11 stations.

Production: Jack Runyon.

Script Writer: Paul Dudley.

Talent: Commentator and music.

Agency Director: Jack Runyon.

Announcer: Carlton Kadell.

Conductor: David Brockman.

Length of Run: Started April 25, 1938.

Passing Parade, The

Sponsor: Duart Sales Co.

Agency: Placed direct.

Origination: KFRC, San Francisco.

Air Time: Sunday, 9 to 9:15 p.m.

Network: Mutual; 7 stations.

Talent: John Nesbitt.

Length of Run: Sept. 12, 1937, to Dec. 5, 1937.

Pat Barnes

(See "Just Between Us")

Pat Barrett

(See "Uncle Ezra")

Paul Douglas

(See "Chesterfield Daily Sports Column")

Paul Whiteman

(See "Chesterfield Program")

Peg La Centra

(See "For Men Only")

Pepper Young's Family

Sponsor: Procter & Gamble (Camay Soap).

Agency: Pedlar & Ryan, Inc.

Origination: New York.

Air Time: Monday through Friday, 3 to 3:15 p.m. (NBC Red; 48 stations) and Monday through Friday, 11:15 to 11:30 a.m. (NBC Blue; 9 stations).

Production: Ed Wolfe (NBC).

Script Writer: Elaine Sterne Carrington.

Talent: Betty Wragge, Curtis Arnall, Marion Barney, Jack Roseleigh, Johnny Kane, Jean Sothern, Eunice Howard, Ed Wolfe, Jimmy McCallion, Eric Dressler, Laddie Seaman.

NETWORK COMMERCIALS—Continued

Agency Director: Elizabeth Howard.
Announcer: Stuart Metz.
Length of Run: Started Jan. 13, 1936 (on the Red); Aug. 31, 1936 (on the Blue).

Pepperell Mfg. Co.
(See "Dr. Karl Reiland")

Pepsodent Co.
(See "Amos 'n' Andy")
(See "Candid Woman")
(See "Mickey Mouse Theatre of the Air")

Pet Milk Sales Corp.
(See "Pet Milky Way")
(See "Saturday Night Serenade")

Pet Milky Way

Sponsor: Pet Milk Sales Corp.
Agency: Gardner Advertising Co.
Origination: Experimental Kitchen, Gardner Adv. Co., St. Louis.
Air Time: Tuesday and Thursday, 11 to 11:15 a.m. (repeat from 3 to 3:15 p.m.).
Network: CBS; 56 stations.
Production: Arthur Casey (KMOX).
Script Writer: Mrs. Erma Proetz.
Talent: Mary Lee Taylor.
Agency Director: Mrs. Erma Proetz.
Announcer: John Cole.
Length of Run: Started Nov. 7, 1933.

Peter's Surprise Party

Sponsor: Peters Shoe Co.
Agency: Long Advertising Service.
Origination: San Francisco.
Air Time: Sunday, 3:45 to 4 p.m. PST.
Network: NBC Red; 2 stations.
Production: John Ribbe.
Script Writer: Curtis W. Roberts.
Talent: Leo Cleary (Sandy McFrolic), Ira Blue, Ray Harrington's musical group.
Agency Director: Curtis W. Roberts.
Announcer: James Matthews.
Conductor: Ray Harrington.
Length of Run: Feb. 28, 1938, for 13 weeks.

Petticoat of the Air
(News Behind the Headlines)

Sponsor: J. B. Ford Co. (Wyandotte Cleansing Products).
Agency: N. W. Ayer & Son, Inc.
Origination: New York.
Air Time: Tuesday and Thursday, 2 to 2:15 p.m.
Network: CBS; 13 stations.
Production: John Prosser (of the agency).
Script Writer: Isabelle Manning Hewson.
Talent: Isabelle Manning Hewson.
Agency Director: John Prosser.
Announcer: John Prosser.
Conductor: Lew White, organist.
Length of Run: Sept. 14, 1937, to Dec. 9, 1937.

Phil Baker

Sponsor: Gulf Oil Corp.
Agency: Young & Rubicam, Inc.
Origination: Hollywood and New York.
Air Time: Sunday, 7:30 to 8 p.m.
Network: CBS; 60 stations.
Production: Young & Rubicam, Inc.
Script Writers: Sam Perrin, Arthur Phillips, Hal Block (for Baker).
Talent: Phil Baker, Ward Wilson (Beetle), Harry McNaughton (Bottle), Al Garr, Oscar Bradley's Orchestra, occasional guests.
Agency Director: Glenhall Taylor.
Announcer: Harry von Zell.
Conductor: Oscar Bradley.
Length of Run: Contract started Sept. 29, 1935.

Phil Spitalny
(See "General Electric Hour of Charm")

Philadelphia Orchestra

Sponsor: Group of American Banks.
Agency: The Wessel Co.
Origination: Academy of Music, Philadelphia.
Air Time: Monday, 9 to 10 p.m.
Network: NBC Blue; 23 stations.
Production: James E. Sauter.
Script Writer: Norris West.
Talent: Eugene Ormandy, Philadelphia Orchestra, guests.
Agency Director: S. L. Wessel.
Announcer: Lyle Van.
Conductors: Eugene Ormandy and Leopold Stokowski.
Length of Run: Started Oct. 18, 1937.

Philco
(See "Boake Carter")

Philip Morris & Co.
(See "Johnny Presents")
(See "Johnny Presents 'What's My Name'")

Phillipe, Louis Co.
(See "John's Other Wife")

Phillips H. Lord
(See "Gang Busters")

Phillips, Charles H., Chemical Co.
(See "Lorenzo Jones" for Magnesia Tablets and Magnesia Toothpaste)
(See "Sweetest Love Songs Ever Sung" for Milk of Magnesia)
(See "Waltz Time" for Milk of Magnesia)

Phillips Poly Follies

Sponsor: Phillips Petroleum Co.
Agency: Lambert & Feasley, Inc.

NETWORK COMMERCIALS—Continued

Origination: St. Louis.
Air Time: Tuesday, 10:30 to 11 p.m.
Network: CBS; 20 stations.
Production: Handled by the agency.
Script Writer: Paul Phillips (KMOX).
Talent: Al Cameron, Joe Karnes, Lorraine Grimm, Tom Baker, Elmira Roessler, Ben Feld's Orchestra.
Agency Director: Martin Horrell (New York).
Announcers: Maurice Cliffer, Marvin Mueller.
Conductor: Ben Feld.
Length of Run: Started Nov. 10, 1936.

Pick and Pat

Sponsor: U. S. Tobacco Co. (Model).
Agency: Arthur Kudner, Inc.
Origination: New York.
Air Time: Monday, 8:30 to 9 p.m. (repeat from 11:30 to midnight).
Network: CBS; 48 stations.
Production: Frank McMahon (free lance).
Script Writers: Mort Lewis (replaced by Dale Jackson and Harry Pepper, Jan. 17, 1938).
Talent: Pick Malone, Pat Padgett, Ed Roecker, Benny Krueger's Orchestra.
Agency Director: Frank McMahon (free lance).
Announcer: Mel Allen.
Conductor: Benny Krueger.
Length of Run: Started June 3, 1935.

Pillsbury Flour Mills Co.

(See "Today's Children")
(See "Woman in White")

Pinkham Medicine Co., Lydia E.

(See "Voice of Experience")

Pinky Tomlin

(See "Texaco Town")

Poetic Melodies

Sponsor: William Wrigley, Jr., Co. (Wrigley's Gum).
Agency: Neisser-Meyerhoff, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 7 to 7:15 p.m. (repeat from 11 to 11:15 p.m.).
Network: CBS; 50 stations.
Production: Neisser-Meyerhoff, Inc.
Talent: Jack Fulton, Andrews Sisters, Al Hohengarten's Orchestra.
Agency Director: M. Chon.
Announcer: Don Hancock.
Conductor: Carl Hohengarten.
Length of Run: Started Nov. 9, 1936; was replaced by "Just Entertainment" on March 21, 1938.

Polish Melodies

Sponsor: Katro-Lek Laboratories, Inc.
Agency: Chambers & Wiswell, Inc.
Origination: Boston.
Air Time: Sunday, 12:15 to 12:30 p.m.
Network: Mutual; 11 stations.
Production: Fred Bishop.
Script Writers: Guild Copeland, Jane Day.
Talent: Anthony Baldyga.
Agency Director: Charles H. Bradley, Jr.
Announcer: Henry Morgan.
Conductor: Charles Rosen.
Length of Run: Oct. 17 to Nov. 14, 1937.

Pontiac Motor Co.

(See "News Through a Woman's Eyes")
(See "Pontiac Varsity Show")

Pontiac Varsity Show

Sponsor: Pontiac Motor Co.
Agency: MacManus, John & Adams, Inc.
Origination: Various college campuses.
Air Time: Friday, 9 to 9:30 p.m.
Network: NBC Blue; 72 stations.
Production: Henry Souvaine, Inc. (for the agency).
Script Writers: Henry Souvaine, Inc. (for the agency).
Talent: John Held, Jr. (replaced by Paul Dumont, Oct. 1, 1937), and complete cast from college campuses.
Announcers: College students.
Length of Run: Jan. 22, 1937, to May 14, 1937; renewed Oct. 1, 1937, to Dec. 31, 1937.

Portland Hoffa

(See "Town Hall Tonight")

Pretty Kitty Kelly

Sponsor: Continental Baking Co. (Wonder Bread, Hostess Cakes).
Agency: Benton & Bowles, Inc.
Origination: New York.
Air Time: Monday through Friday, 10 to 10:15 a.m. (repeat from 4:15 to 4:30 p.m.).
Network: CBS; 41 stations.
Production: Benton & Bowles, Inc.
Script Writer: Frank Dahm.
Talent: Arline Blackburn, Clayton Collyer, Alfred Swenson, Charne Allen, Helen Choat.
Agency Director: Kenneth MacGregor.
Announcers: Andrew Stanton, Matt Crowley.
Conductor: Ann Leaf, organist.
Length of Run: Started March 8, 1937.

Princess Pat, Ltd.

(See "Tale of Today")

NETWORK COMMERCIALS—Continued

Procter & Gamble

(See "Couple Next Door")
 (See "Goldbergs" for Oxydol)
 (See "Gospel Singer" for Ivory Soap)
 (See "Guiding Light" for White Naptha Soap)
 (See "Jimmy Fidler" for Drene)
 (See "Kitty Keen, Inc.," for Dreft)
 (See "Ma Perkins" for Oxydol)
 (See "O'Neills" for Ivory Flakes)
 (See "Pepper Young's Family" for Camay)
 (See "Road of Life" for Chipso)
 (See "Story of Mary Marlin" for Ivory Soap and Flakes)
 (See "Vic and Sade" for Crisco)

Professor Puzzlewit

Sponsor: Gallenkamp Stores Co.
Agency: Long Advertising Service.
Origination: San Francisco.
Air Time: Sunday; 4 to 4:30 p.m.
Network: NBC Red; 4 stations.
Production: Arnold Marquis (of NBC).
Script Writer: Gertrude Murphy (of the agency).
Talent: Larry Keating, three dramatic characters (changed weekly).
Agency Director: Hassel W. Smith.
Announcer: Burton Bennett.
Length of Run: Started March 19, 1937; renewals to March, 1939.

Professor Quiz

Sponsor: Nash-Kelvinator Corp. (Nash Motors division).
Agency: Geyer, Cornell & Newell, Inc.
Origination: New York.
Air Time: Saturday, 9 to 9:30 p.m. (repeat from midnight to 12:30 a.m.).
Network: CBS; 70 stations.
Production: Leonard Hole (CBS).
Script Writers: Craig Earl and staff.
Talent: Craig Earl (Prof. Quiz), Bob Trout, audience participation.
Agency Director: E. L. Larsen.
Announcer: Bob Trout.
Length of Run: Started March 6, 1937.

Public Hero No. 1

Sponsor: Falstaff Brewing Corp.
Agency: Gardner Advertising Company.
Origination: Chicago.
Air Time: Monday, 10:30 to 11 p.m.
Network: NBC Red; 17 stations.
Production: Melvin P. Wambolt and Jack Holden.
Script Writer: Melvin P. Wambolt.
Talent: Sydney Elstrom, Forest Lewis, Edward Davison, Gilbert Faust, Murray Forbes, Bernardine Flynn, Templeton Fox, Robert Griffin, Raymond Johnson, Willard Waterman.

Agency Directors: Charles Claggett and Melvin P. Wambolt.
Announcer: Charles Lyon.
Length of Run: Started Oct. 18, 1937.

Q

Quaker Oats Co.

(See "Aunt Jemima's Cabin at the Crossroads")
 (See "Dick Tracy")
 (See "Kaltenmeyer's Kindergarten")
 (See "Margot of Castlewood")

R

Rabin Cosmetic Co.

(See "Just Between Us")

Radio Corp. of America

(See "Magic Key of RCA")

Radio Newsreel, The

Sponsor: Cummmer Products Co. (Ener-gine).
Agency: Stack-Goble Advertising Agency.
Origination: New York.
Air Time: Sunday, 3 to 3:30 p. m.
Network: NBC Red; 23 stations.
Production: Stack-Goble Advertising Agency.
Talent: Wallace Butterworth, Parks Johnson.
Agency Director: R. A. Porter.
Announcer: Wallace Butterworth.
Length of Run: Started Oct. 24, 1937.

Ralston Purina Co.

(See "Ry-Krisp Presents Marion Talley")
 (See "Tom Mix and His Ralston Straight Shooters")

Ray Hendricks' Orchestra

(See "Hawaiian Moon Casino")

Raymonds, Inc.

(See "Lloyd Pantages Covers Hollywood")

Regional Advertisers

(See "Mystery Chef")

Renfro Barn Dance

Sponsor: Allis Chalmers Mfg. Co.
Agency: Russell M. Seeds Co.
Origination: Cincinnati.
Air Time: Saturday, 7 to 7:30 p. m.
Network: Mutual; 4 stations.
Production: John Lair.
Script Writer: John Lair.

NETWORK COMMERCIALS—Continued

Talent: Red Foley, Girls of the Golden West, Whitey Ford, Brown County Revelers, Harvest Hands.
Agency Director: John Lair.
Announcer: Eugene Trace.
Length of Run: Started Feb. 19, 1938.

R. J. Reynolds Tobacco

(See "Benny Goodman's Swing School" for Camels)
 (See "Cantor's Camel Caravan" for Camels and Prince Albert)
 (See "Jack Oakie's College" for Camels and Prince Albert)

Richard Crooks

(See "The Voice of Firestone")

Richard Humber Orch.

(See "Monday Night Show")

Richard Tauber

(See "General Motors Concerts")

Richfield Reporter, The

Sponsor: Richfield Oil Corp.
Agency: Hixson-O'Donnell Adv., Inc.
Origination: Hollywood.
Air Time: Monday through Friday, 10 to 10:15 p.m. PST.
Network: NBC Red; 7 stations.
Script Writers: Wayne Miller, John Wald, Ken Barton.
Talent: John Wald, Ken Barton.
Agency Director: G. K. Breitenstein.
Announcers: John Wald, Ken Barton.
Length of Run: Started Aug. 1, 1932.

Richland Shoe Co.

(See "Famous Fortunes")

Rinso Program. Starring Al Jolson

Sponsor: Lever Brothers Co. (Rinso).
Agency: Ruthrauff & Ryan, Inc.
Origination: Hollywood.
Air Time: Tuesday, 8:30 to 9 p. m. (repeat from 11:30 to midnight).
Network: CBS; 60 stations.
Production: Ruthrauff & Ryan, Inc.
Script Writers: Red Corcoran, Bob Marko, Ed Ettinger, Alex Gottlieb.
Talent: Al Jolson, Martha Raye, Harry Einstein, Victor Young's Orchestra, guests.
Agency Director: G. Bennett Larson.
Announcer: Tiny Ruffner.
Conductor: Victor Young.
Length of Run: Started Dec. 22, 1936.

Rio Grande Oil

(See "Calling All Cars")

Road of Life, The

Sponsor: Procter & Gamble Co. (Chipso).
Agency: Pedlar & Ryan, Inc.
Origination: New York.
Air Time: Monday through Friday, 9:30 to 9:45 a. m.
Network: CBS, 21 stations.
Production: Elisabeth Howard (of the agency).
Script Writer: Irna Phillips.
Talent: Matt Crowley, Effie Palmer, Joseph Latham, Dale Burch, Jack Roseleigh, Peggy Allenby, John Anthony.
Agency Director: Elisabeth Howard.
Announcer: Stuart Metz.
Length of Run: Started Jan. 3, 1938.

Road of Life, The

Sponsor: Procter & Gamble Co. (Chipso).
Agency: Pedlar & Ryan, Inc.
Origination: New York.
Air Time: Monday through Friday, 4:45 to 5 p.m.
Network: NBC Red; 21 stations.
Production: Ed Wolfe.
Script Writer: Irna Phillips.
Talent: Matt Crowley, Effie Palmer, Joseph Latham, Dale Burch, Jack Roseleigh, Peggy Allenby, John Anthony.
Agency Director: Elisabeth Howard.
Announcer: Stuart Metz.
Length of Run: Started Sept. 13, 1937.

Robert L. Ripley

(See "Believe It or Not")

Robert Taylor

(See "Good News of 1938")

Roma Wine Co.

(See "Toast to the Town")

Romance of Helen Trent

Sponsor: Edna Wallace Hopper and Old English Floor Wax.
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 12:30 to 12:45 p. m.
Network: CBS; 31 stations.
Production: Anne Hummert.
Script Writers: Frank and Anne Hummert (script supervisors).
Talent: Virginia Clark and dramatic cast.
Agency Director: Blair Walliser.
Announcer: Paul Luther.
Length of Run: Started July 24, 1933.

Romantic Rhythms

Sponsor: Chevrolet Motor Division.
Agency: Campbell-Ewald Co. of Detroit, Inc.

NETWORK COMMERCIALS—Continued

Origination: New York.
Air Time: Sunday, 6:30 to 7 p. m.
Network: CBS; 103 stations.
Production: Walter Craig office (independent producer).
Script Writer: Howard Miller.
Talent: Sally Nelson, Barry McKinley, Seymour Simons' Orchestra.
Agency Director: J. H. Neebe.
Announcer: Basil Ruysdael.
Conductor: Seymour Simons.
Length of Run: Sept. 26, 1937, to Dec. 19, 1937.

Rose, E. W., & Co. (Musterole; Zemo)
(See "Carson Robison and His Buckaroos")

Rosemary De Camp
(See "Dr. Christian")

Rosemary Lane
(See "Your Hollywood Parade")

Royal Crown Revue
Sponsor: Royal Crown Cola.
Agency: James A. Greene & Co.
Origination: New York.
Air Time: Friday, 9:00 to 9:30 p.m.
Network: NBC Blue; 46 stations.
Production: Lester O'Keefe (NBC).
Script Writers: Bud Pearson, Les White.
Talent: Tim and Irene, George Olson's Orchestra, Graham McNamee, Ted Bergman (Uncle Happy), Fredda Gibson, The Golden Gate Quartette.
Announcer: Graham McNamee.
Conductor: George Olson.
Length of Run: Started March 11, 1938.

Royal Gelatin Hour, The
Sponsor: Standard Brands, Inc. (Royal Gelatin).
Agency: J. Walter Thompson Co.
Origination: New York and Hollywood.
Air Time: Thursday, 8 to 9 p. m.
Network: NBC Red; 59 stations.
Production: Anthony Stanford (of the agency).
Script Writer: George Faulkner.
Talent: Rudy Vallee and Orchestra, guests.
Agency Director: Anthony Stanford.
Announcer: Graham McNamee.
Conductor: Rudy Vallee.
Length of Run: Started Oct. 24, 1929.

Rube Appleberry
Sponsor: Campbell Cereal Co.
Agency: Mitchell-Faust Adv. Co.
Origination: WGN, Chicago.
Air Time: Tuesday, Thursday and Saturday, 7:45 to 8 p. m.
Network: Mutual; WGN, Chicago, and CKLW, Windsor.

Production: George Thorndyke (of Productions, Inc., independent program producers).
Script Writers: Paul Fogarty, Edith Lloyd.
Talent: Lawrence Read, Paul Fogarty, Gordon Sprague, Mildred Barrick, Connie Wells, Charles Calvert, Seymour Young.
Agency Directors: P. H. Faust, D. L. Parsons.
Announcer: Jess Kirkpatrick.
Length of Run: Sept. 27, 1937, to Dec. 24, 1937.

Rudy Vallee
(See "The Royal Gelatin Hour")

Rush Hughes
(See "Hughesreel")

Russ Morgan
(See "Johnny Presents")

Ry-Krisp Presents Marion Talley
Sponsor: Ralston Purina Company.
Agency: Gardner Advertising Company.
Origination: Hollywood.
Air Time: Sunday, 5 to 5:30 p. m.
Network: NBC Red; 34 stations.
Production: Roland Martini and Marvin Young.
Script Writer: Roland Martini.
Talent: Marion Talley, Paul Taylor Choisters, Josef Koestner's Orchestra.
Agency Director: Roland Martini.
Announcer: Ken Carpenter.
Conductor: Josef Koestner.
Length of Run: Present series began Sept. 26, 1937.

S

Sales Affiliates
(See "Fray and Braggiotti")

Sam Hayes
(See "Newstime with Sam Hayes")

Saturday Night Serenade
Sponsor: Pet Milk Sales Corp.
Agency: Gardner Advertising Co.
Origination: New York.
Air Time: Saturday, 9:30 to 10 p.m.
Network: CBS; 55 stations.
Production: Roland Martini.
Script Writer: Mrs. Erma Proetz.
Talent: Mary Eastman, Bill Perry, The Serenaders, Gus Haenschen's Orchestra.
Agency Director: Roland Martini.
Announcer: Frank Gallop.
Conductor: Gus Haenschen.
Length of Run: Oct. 5, 1936, to June 26, 1937; renewed Oct. 2, 1937.

NETWORK COMMERCIALS—Continued

Scattergood Baines

Sponsor: Wm. Wrigley, Jr., Co.
Agency: Neiser-Meyerhoff, Inc.
Origination: Hollywood.
Air Time: Monday through Friday, 8 to 8:15 p.m. PST.
Network: CBS; 7 stations.
Length of Run: Started Feb. 22, 1937.

Sealtest, Inc.

(See "Sealtest Rising Musical Stars")
(See "Your Family and Mine")

Sealtest Rising Musical Stars

Sponsor: Sealtest, Inc.
Agency: McKee, Albright & Ivey, Inc.
Origination: New York.
Air Time: Sunday, 10 to 10:30 p.m.
Network: NBC Red; 41 stations.
Production: Wadsworth & Wood, Inc. (for the agency).
Talent: Sealtest Orchestra under direction of Alexander Smallens, Sealtest chorus of 60 voices.
Announcers: Alois Havrilla, Ben Grauer.
Conductor: Alexander Smallens.
Length of Run: Started Oct. 17, 1937, replacing "Sunday Night Party" program.

Sedley Brown

(See "Husbands and Wives")

Servel, Inc.

(See "March of Time")

Shadow, The

Sponsor: Delaware, Lackawanna & Western Coal Co. (Blue Coal).
Agency: Ruthrauff & Ryan, Inc.
Origination: WOR, New York.
Air Time: Sunday, 4 to 4:30 p.m. (repeat from 5:30 to 6 p.m.).
Network: Mutual; 20 stations.
Production: Handled by the agency.
Script Writers: Jerry McGill, Burr Cook, Ernest Shenkin.
Talent: Orson Welles, Agnes Moorehead, Everett Sloane, Ed McDonald, Thomas Coffin Cook, Alan Deriatt, Bennett Kilpack.
Agency Director: F. Bourne Ruthrauff.
Announcer: Kenneth Roberts.
Length of Run: Sept. 26, 1937, to March 20, 1938.

Shaw & Lee

(See "Double Everything")

Sheaffer Pen Co.

(See "Harold Stokes' Orchestra")

Sheila Barrett

(See "The Time of Your Life")

Sherwin-Williams Co.

(See "Metropolitan Opera Auditions of the Air")

Sid Skolsky—Hollywood News

Sponsor: Emerson Drug Co. (Bromo Seltzer).
Agency: J. Walter Thompson Co.
Origination: Hollywood.
Air Time: Wednesday, 8:30 to 8:45 p.m.
Network: NBC Blue; 31 stations.
Script Writer: Sid Skolsky.
Talent: Sid Skolsky.
Length of Run: Oct. 6, 1937, to Jan. 5, 1938; replaced by "Hollywood News."

Signal Carnival

Sponsor: Signal Oil Co.
Agency: Logan & Stebbins.
Origination: Hollywood (originally San Francisco).
Air Time: Sunday, 7 to 7:30 p.m. PST.
Network: NBC Red; 11 stations.
Production: Bob Redd.
Script Writers: Bob Redd, Marvin Fisher.
Talent: Vera Vague, Charley Marshall and His Mavericks, Ben Alexander (m.c.), Beryl Carew, Guardsmen Quartet.
Agency Director: Barton A. Stebbins.
Announcer: John Frazer.
Conductor: Meredith Willson.
Length of Run: Started Oct. 14, 1936.

Sigurd Nilssen

(See "Fireside Recitals")

Silver Theatre, The

Sponsor: International Silver Co. (1847 Rogers Division).
Agency: Young & Rubicam, Inc.
Origination: KNX, Hollywood.
Air Time: Sunday, 5 to 5:30 p.m.
Network: CBS; 45 stations.
Production: Young & Rubicam, Inc.
Script Writers: True Boardman and noted authors.
Talent: Conrad Nagel, Mills' Orchestra, guest artists.
Agency Directors: Glenhall Taylor, Everard Meade.
Announcers: John Conte with Conrad Nagel.
Conductor: Felix Mills.
Length of Run: Oct. 3, 1937, to Dec. 26, 1937.

Singing Lady

Sponsor: Kellogg Co.
Agency: N. W. Ayer & Son, Inc.
Origination: New York.
Air Time: Monday through Thursday, 5:30 to 5:45 p.m.
Network: NBC Blue; 13 stations.

NETWORK COMMERCIALS—Continued

Production: Ireene Wicker.
Script Writer: Ireene Wicker.
Talent: Ireene Wicker.
Agency Director: Robert Burlen.
Announcer: Milton J. Cross.
Conductor: Milton Rettenberg.
Length of Run: Started Jan. 11, 1932.

Singing Lady Music Plays

Sponsor: Kellogg Co.
Agency: N. W. Ayer & Son, Inc.
Origination: WOR, New York.
Air Time: Sunday, 5 to 5:30 p.m.
Network: Mutual; WOR, New York; WLW, Cincinnati; WGN, Chicago.
Production: Jay Hanna, Ireene Wicker, Charles Warburton.
Script Writer: Ireene Wicker.
Talent: Ireene Wicker, James Meighan, Florence Malone, Charles Warburton, John Brewster, String Trio, Singing Lady's Children's Chorus.
Agency Director: Jay Hanna.
Announcer: Frank Knight.
Conductor: Milton Rettenberg.
Length of Run: Oct. 3, 1937, to Dec. 26, 1937.

Skelly Oil Co.

(See "Court of Missing Heirs")

Skol Products

(See "Hollywood Sunshine Girls")

Smoke Dreams

Sponsor: H. Fendrich, Inc.
Agency: Ruthrauff & Ryan, Inc.
Origination: Cincinnati.
Air Time: Sunday, 1:30 to 2 p.m.
Network: NBC Red; 18 stations.
Production: Harold Carr.
Script Writer: W. Trask.
Talent: William Green, Vicki Chase, Angelo Raffelli, Chorus (Flora Patterson, Kressup Erion, Helen Nugent, Steve Merrill, Franklin Bens, Herbert Spiekerman, Harry Mumma).
Agency Director: A. K. Bucholz.
Announcer: Charles Woods.
Conductor: Virginia Marucci.
Length of Run: Sept. 26, 1937, to March 30, 1938.

Song Shop, The

Sponsor: The Coca-Cola Co.
Agency: D'Arcy Advertising Co.
Origination: New York.
Air Time: Friday, 10 to 10:45 p.m.
Network: CBS; 94 stations.
Production: Felix Coste.
Script Writers: Walter Craig, Ken Burton (free lance).

Talent: Kitty Carlisle, Frank Crumit (replaced by Del Sharbutt, m.c.), Reed Kennedy, Alice Cornett, Songshop Quartet, Gus Haenschen's Orchestra, occasional guests.

Directors: Walter Craig, Ken Burton (free lance).

Announcer: Del Sharbutt.

Conductor: Gus Haenschen.

Length of Run: Started Sept. 10, 1937.

Sperry Daytime Specials

Sponsor: Sperry Flour Co.
Agency: Westco Advertising Agency.
Origination: San Francisco.
Air Time: Monday through Friday, 1:45 to 2 p.m. PST.
Network: NBC Red; 6 stations.
Talent: Monday show was called "Blues Chasers" and consisted of amateur performers; Tuesdays and Thursdays comprised songs by Hazel Warner, contralto; on Wednesdays and Fridays Martha Meade gave home recipes.
Agency Director: E. E. Sylvestre.
Length of Run: Feb. 7, 1937, to Jan. 28, 1938.

Sperry Flour Co.

(See "Dr. Kate")

(See "Sperry Daytime Specials")

Standard Brands, Inc.

(See "Baker's Broadcast" for Yeast)
(See "Chase and Sanborn Program" for Chase & Sanborn Coffee)
(See "One Man's Family" for Tender Leaf Tea)
(See "Royal Gelatin Hour" for Royal Gelatin)

Standard School Broadcast

Sponsor: Standard Oil Co. of California.
Agency: McCann-Erickson, Inc.
Origination: San Francisco.
Air Time: Thursday, 11 to 11:45 a.m. PST.
Network: NBC Red; 6 stations.
Script Writers: Arthur Garbett, Adrian F. Michaelis.
Talent: Standard Ensemble arrangement of 10 pieces.
Agency Directors: C. E. Persons, Leland Peck.
Announcer: Dresser Dahlstead.
Conductor: NBC music director.
Length of Run: Throughout each school season since September, 1928.

Standard Symphony

Sponsor: Standard Oil Co. of California.
Agency: McCann-Erickson, Inc.
Origination: San Francisco.
Air Time: Thursday, 8:15 to 9:15 p.m. PST.
Network: NBC Red; 5 stations.

NETWORK COMMERCIALS—Continued

Talent: Standard Symphony Orchestra and the San Francisco Symphony Orchestra, Los Angeles Philharmonic, with Portland and Seattle Symphony Orchestras in season.

Agency Director: C. E. Persons.

Announcer: Hal Gibney.

Conductor: Pierre Monteux for the Standard Symphony Orchestra, with guest conductors.

Length of Run: Since September, 1927.

Stepmother

Sponsor: Colgate - Palmolive - Peet Co. (toothpowder).

Agency: Benton & Bowles of Chicago, Inc.
Origination: Chicago.

Air Time: Monday through Friday, 5:30 to 5:45 p.m. (10:45 to 11 a.m. after April 25, 1938).

Network: CBS; 17 stations.

Production: Les Weinrott.

Script Writers: Joclyn Gerry, Les Weinrott.

Talent: Francis X. Bushman, Sunda Love, Peggy Wall, Cornelius Peoples, Edith Davis, Bret Morrison.

Agency Director: Edward Aleshire.

Announcer: Don Hancock.

Length of Run: Started Jan. 17, 1938.

Stewart-Warner Corp.

(See "Horace Heidt and His Brigadiers")

Story of Mary Marlin

Sponsor: Procter & Gamble (Ivory Soap and Flakes).

Agency: Compton Advertising, Inc.

Origination: Chicago.

Air Time: Monday through Friday, 4:15 to 4:30 p.m. (NBC Red; 30 stations) and Monday through Friday, 11 to 11:15 a.m. (NBC Blue; 12 stations).

Production: Gordon Hughes.

Script Writer: Jane Cruisberry.

Talent: Anne Seymour, Isabel Randolph, Robert Griffin, Judith Lowry, June Meredith, Frances Carlon, Carlton Brickert, Ethel Owen, Frank Pacelli.

Agency Manager: John Taylor.

Announcer: Bob Brown.

Length of Run: Began March 29, 1937.

Stroud Twins

(See "Chase and Sanborn Program")

Summer Stars

Sponsor: Gulf Oil Corp.

Agency: Young & Rubicam, Inc.

Origination: New York.

Air Time: Sunday, 7:30 to 8:00 p.m.

Network: CBS; 60 stations.

Production: Harry von Zell.

Script Writer: Harry von Zell.

Talent: Oscar Bradley Orchestra, Harry Von Zell, guests.

Announcer: Harry von Zell.

Conductor: Oscar Bradley.

Length of Run: July 4, 1937, to Sept. 26, 1937.

Sun Oil Co.

(See "Lowell Thomas")

Sunday Afternoon with Smilin' Ed McConnell

Sponsor: Acme White Lead & Color Works.

Agency: Henri, Hurst & McDonald, Inc.

Origination: Chicago.

Air Time: Sunday, 3:30 to 3:45 p.m.

Network: NBC Blue; 25 stations.

Talent: Ed McConnell, Irma Glen, Bob Trendler.

Agency Director: F. W. Ferrin.

Length of Run: Aug. 30, 1936, to July 4, 1937; resumed Aug. 29, 1937.

Sunday Matinee

Sponsor: Varady of Vienna.

Agency: Baggaley, Horton & Hoyt, Inc.

Origination: Chicago.

Air Time: Sunday, 1:30 to 1:45 p.m.

Network: Mutual; 11 stations.

Production: Louis Jackobson.

Script Writer: Jack Wilder.

Talent: Ted Weems' orchestra (Bernie Cummins orchestra first two weeks).

Agency Director: Steve Horton.

Announcer: Pierre Andre.

Conductor: Ted Weems (Bernie Cummins first two weeks).

Length of Run: Started Feb. 20, 1938.

Sunday Morning Quarterback

Sponsor: Parker Watch Co.

Agency: The de Garmo Corp.

Origination: WOR, New York.

Air Time: Sunday, 11:30 to 11:45 a.m.

Network: Mutual; WOR, New York, and WGN, Chicago.

Production: Louis de Garmo.

Script Writer: Benny Friedman.

Talent: Benny Friedman.

Agency Director: Louis de Garmo.

Announcer: Ray Winters.

Length of Run: Sept. 12, 1937, to Dec. 5, 1937.

Sunday Night Party

Sponsor: Sealtest, Inc.

Agency: J. Walter Thompson Co.

Origination: New York.

Air Time: Sunday, 10 to 10:30 p.m.

Network: NBC Red; 41 stations.

NETWORK COMMERCIALS—Continued

Production: Edwin Dunham (NBC).
Script Writers: Various.
Talent: James Melton, Donald Dickson, Tom Howard, George Shelton, Lynn Murray's New Yorker's Chorus, Robert Emmet Dolan's Orchestra.
Agency Director: Ted Pearson.
Announcer: Ben Grauer.
Conductor: Robert Emmett Dolan.
Length of Run: Oct. 17, 1936, to Oct. 10, 1937.

Surprise Party

Sponsor: Willys Overland Co.
Agency: U. S. Advertising Corp.
Origination: WGN, Chicago.
Air Time: Sunday, 10 to 10:30 p.m.
Network: Mutual; 25 stations.
Production: Fred Mayer.
Talent: Kay Kyser's Orchestra.
Agency Director: Ed Wade.
Announcer: Pierre Andre.
Conductor: Kay Kyser.
Length of Run: May 2, 1937, to July 25, 1937.

Sussman Wormser & Co.

(See "I Want a Divorce")

Sweetest Love Songs Ever Sung

Sponsor: Phillips' Milk of Magnesia.
Agency: Blackett-Sample-Hummert, Inc.
Air Time: Tuesday, 9:30 to 10 p.m.
Network: NBC Blue; 32 stations.
Production: Frank and Anne Hummert.
Script Writers: Frank and Anne Hummert.
Talent: Frank Munn, Victor Arden's Orchestra (replaced by Gus Haenschen's Orchestra).
Announcer: Howard Clanev.
Conductor: Victor Arden (replaced by Gus Haenschen).
Length of Run: May 25, 1936, to Aug. 3, 1937.

Swift & Co. (Sunbrite)

(See "Junior Nurse Corps")

Swor & Lubin

(See "Bicycle Party")

T

Tale of Today. A

Sponsor: Princess Pat, Ltd.
Agency: McJunkin Advertising Co.
Origination: Chicago.
Air Time: Sunday, 6:30 to 7 p. m.
Network: NBC Red; 14 stations.
Production: Howard Keegan.
Script Writer: Gordon St. Clair.
Talent: Carleton Brickert, Ray Johnson,

Ed Prentiss, Isabel Randolph, Betty Caine, Harriett Widmer, Laurette Fillbrandt, William Farnum, Frank Pacelli.
Agency Director: Frank R. Steel.
Announcer: Verne Smith.
Length of Run: Started Jan. 7, 1934.

Tea Garden Products Co.

(See "Woman's Page of the Air")

Ted Bergman

(See "Royal Crown Revue")
(See "Tim and Irene")
(See "Valiant Lady")

Ted Hammerstein

(See "Hammerstein Music Hall")

Ted Husing

(See "Monday Night Show")

Ted Weems' Orchestra

(See also "Sunday Matinee")

Sponsor: Varady of Vienna (cosmetics).
Agency: Baggaley, Horton & Hoyt, Inc.
Origination: WGN, Chicago.
Air Time: Sunday, 1:30 to 2 p. m.
Network: Mutual; 9 stations.
Talent: Ted Weems' Orchestra.
Conductor: Ted Weems.
Length of Run: Started April 25, 1937.

Terry and the Pirates

Sponsor: Bowey's, Inc.
Agency: Stack-Goble Advertising Agency.
Origination: New York.
Air Time: Monday, Tuesday and Wednesday, 5:15 to 5:30 p. m.
Network: NBC Red; 16 stations.
Production: Himan Brown.
Script Writer: George Lowther.
Talent: Charles Cantor, Jackie Kelk, Peter Donald, Clayton Collyer, William Podmore (replaced by Agnes Moorehead).
Agency Director: Himan Brown.
Announcer: Wallace Butterworth.
Length of Run: Started Nov. 1, 1937.

Texas Co.

(See "Texaco Town")

Texaco Town

Sponsor: The Texas Co.
Agency: Buchanan Co.
Origination: KNX, Hollywood.
Air Time: Wednesday, 8:30 to 9 p. m. (repeat from 11:30 p. m. to midnight).
Network: CBS; 89 stations.
Production: Vick Knight.
Script Writers: Sam Kurtzman, John Rapp, Bob Ross.

NETWORK COMMERCIALS—Continued

Talent: Eddie Cantor, Deanna Durbin, Pinky Tomlin, Bert Gordon, James Wallington, Sidney Fields, Vyola Vonn, Jacques Renard's Orchestra.

Agency Directors: Louis A. Witten, Vick Knight (of Cantor staff).

Announcer: James Wallington.

Conductor: Jacques Renard.

Length of Run: Sept. 20, 1936, to March 23, 1938.

Thatcher Colt Mysteries

Sponsor: Packer's Tar Soap, Inc.

Agency: Stack-Goble Advertising Agency.

Origination: New York.

Air Time: Sunday, 2:30 to 3 p. m.

Network: NBC Red, 33 stations.

Production: Himan Brown.

Script Writers: Various writers.

Talent: Richard Gordon, John Brown, Wilmer Walter.

Agency Director: Himan Brown.

Announcer: Wallace Butterworth.

Length of Run: Sept. 27, 1936, to Sept. 26, 1937; resumed Jan. 9, 1938.

There Was a Woman

Sponsor: Glass Containers Association of America.

Agency: United States Advertising Corp.

Origination: New York (from Chicago after April 10, 1938, from 5 to 5:30 p.m.).

Air Time: Sunday, 1:30 to 2 p. m.

Network: NBC Blue; 6 stations.

Production: Fred Uttal.

Script Writer: Leslie Edgley.

Talent: Ed Jerome, Betty Garde, Carl Swenson, Bill Johnstone, Agnes Moorehead, Arlene Francis, Graham Harris' Orchestra.

Agency Director: Frederick Mayer.

Announcer: Del Sharbutt.

Conductor: Graham Harris.

Length of Run: Started Jan. 8, 1938.

Thirty Minutes in Hollywood

Sponsor: Local sponsors in each city.

Agency: Redfield-Johnstone, Inc.

Origination: KHJ, Hollywood.

Air Time: Sunday, 6 to 6:30 p. m.

Network: Mutual; 22 stations.

Production: Rocke Productions (for the agency).

Script Writer: Sam Carleton (for George Jessel).

Talent: George Jessel, Dorothy McNulty, Amy Arnell, Tommy Tucker Trio, Jack Raymond, Epy Persons, Josephine Starr, Norma Talmadge, Tommy Tucker's Orchestra.

Agency Director: Norman S. Livingston.

Announcers: Local announcers.

Conductor: Tommy Tucker.

Length of Run: Started Oct. 10, 1937.

Those We Love

Sponsor: Lamont Corliss & Co. (Pond's Cream).

Agency: J. Walter Thompson Co.

Origination: Hollywood.

Air Time: Tuesday, 8 to 8:30 p.m. (Monday, 8 to 8:30 p.m., after April 4, 1938).

Network: NBC Blue; 32 stations.

Script Writer: Agnes Ridgway.

Talent: Nan Grey, Richard Cromwell, Pedro de Cordoba, Alma Kruger, Victor Rodman, Donald Woods, Owen Davis, Jr., Alma Sale, others.

Agency Directors: H. Calvin Kuhl, Robert Brewster.

Length of Run: Started Jan. 4, 1938 (replacing "Husbands and Wives").

Thrills

Sponsor: Union Oil Co.

Agency: Lord & Thomas, Inc.

Origination: Hollywood.

Air Time: Wednesday, 6:30 to 7 p. m. PST.

Network: NBC Red; 11 stations.

Production: Jack Runyon.

Script Writer: Forrest Barnes.

Talent: David Brockman and Orchestra, Jayne Whitman, dramatic cast.

Agency Director: Jack Runyon.

Announcer: Carlton Kadell.

Conductor: David Brockman.

Length of Run: Jan. 17, 1937, to April 20, 1938.

Tim and Irene

(See "Royal Crown Revue")

(See "Tim and Irene")

Tim and Irene

Sponsor: Admiracion Laboratories, Inc.

Agency: Charles Dallas Reach Co.

Origination: WOR, New York.

Air Time: Sunday, 6:30 to 7 p. m.

Network: Mutual; 19 stations.

Production: Charles Gaines.

Script Writers: Les White, Buddy Pierson.

Talent: Tim Ryan, Irene Noblette, Hal Gordon, Teddy Bergman, D'Artega's Orchestra.

Agency Director: Charles Dallas Reach.

Announcer: Del Sharbutt.

Conductor: D'Artega.

Length of Run: April 18, 1937, to Jan. 9, 1938.

Time, Inc.

(See "March of Time")

Time of Your Life, The

Sponsor: Gruen Watch Co.

Agency: McCann-Erickson, Inc.

Origination: New York.

Air Time: Sunday, 5:30 to 6 p. m.

NETWORK COMMERCIALS—Continued

Network: NBC Red; 44 stations.
Production: McCann-Erickson and Lester O'Keefe (NBC).
Script Writer: John Eugene Hasty.
Talent: Sheila Barrett, Graham McNamee, Roy Campbell's Royalists, Joe Rines' Orchestra.
Agency Director: A. J. Perry.
Announcers: Graham McNamee, George Hicks.
Conductor: Joe Rines.
Length of Run: Oct. 3, 1937, to Dec. 26, 1937.

Time to Shine

Sponsor: Griffin Manufacturing Co. (Griffin Allwite).
Agency: Birmingham, Castleman & Pierce, Inc.
Origination: New York.
Air Time: Tuesday, 10:00 to 10:30 p.m.
Network: CBS; 37 stations.
Production: S. Cashman.
Script Writer: Jack Rose.
Talent: Hal Kemp's Orchestra, Judy Starr, Bob Allen, Saxy Dowell.
Agency Directors: Arch Birmingham, Stuart Wark.
Announcer: David Ross.
Conductor: Hal Kemp.
Length of Run: Started April 19, 1938.

Time to Shine

Sponsor: Griffin Manufacturing Co.
Agency: Birmingham, Castleman & Pierce, Inc.
Origination: New York.
Air Time: Monday, 7 to 7:30 p. m.
Network: NBC Blue; 45 stations.
Production: Austin Johnson (NBC).
Script Writer: Frank Wilson.
Talent: Barry McKinley, John B. Gambling, Lynn Murray's Griffin Chorus, Lloyd Schaffer's Orchestra.
Agency Director: Arch Birmingham.
Announcer: John B. Gambling.
Conductor: Lloyd Schaffer.
Length of Run: May 17, 1937, to Nov. 8, 1937.

Toast to the Town

Sponsor: Roma Wine Co., Inc.
Agency: James Houlihan, Inc.
Origination: San Francisco.
Air Time: Friday, 9:15 to 9:45 p.m. PST.
Network: CBS; 2 stations.
Production: Handled by the agency.
Script: By the agency.
Talent: Walter Guild, Bill Davidson, Byron Meilberg, Francis Dale, Chester Smith and Orchestra.
Agency Director: Renzo Cesana.
Announcers: Bill Davidson, Jack Murphy.
Conductor: Chester Smith.
Length of Run: Started March 11, 1938.

Today's Children

Sponsor: Pillsbury Flour Mills Co.
Agency: Hutchinson Advertising Co.
Origination: Chicago.
Air Time: Monday through Friday, 10:45 to 11 a. m.
Network: NBC Red; 35 stations.
Production: Bucky Harris (NBC).
Script Writer: Irna Phillips.
Talent: Irna Phillips, Raymond Johnson, Fred Von Ammon, Jean McGregor, Bess Johnson.
Agency Directors: H. K. Painter, Bucky Harris (NBC).
Announcer: Louis Roen.
Length of Run: Sept. 11, 1933, to Jan. 3, 1938; replaced by "Woman in White."

Tom, Dick and Harry

Sponsor: Fels & Co.
Agency: Young & Rubicam, Inc.
Origination: WGN, Chicago.
Air Time: Monday, Wednesday and Friday, 1:15 to 1:30 p. m.
Network: Mutual; 15 stations.
Talent: Gordon Vandover, Bud Vandover, Carl Hoefle, Ed Allen.
Length of Run: July 19, 1937, to Oct. 15, 1937.

Tom Mix and His Ralston

Straight Shooters

Sponsor: Ralston Purina Co.
Agency: Gardner Advertising Co.
Origination: Chicago.
Air Time: Monday through Friday, 5:45 to 6 p. m. (repeat from 6:45 to 7 p. m.).
Network: NBC Blue; 19 stations.
Production: Charles Claggett, Roland Martini.
Script Writer: Jack Holden.
Talent: Jack Holden, Percy Hemus, Harold Peary, Ranch Boys, Jane Webb, Hugh Rowlands, Templeton Fox.
Agency Directors: Charles Claggett and Melvin P. Wambolt.
Length of Run: Original contract began Sept. 25, 1933; current contract, Sept. 27, 1937, to Mar. 25, 1938..

Tommy Dorsey's Orchestra

Sponsor: Brown & Williamson Tobacco Co. (Raleigh and Kool cigarettes).
Agency: Batten, Barton, Durstine & Osborn, Inc.
Origination: New York.
Air Time: Friday, 9:30 to 10 p. m. (beginning Feb. 2, 1938, heard on Wednesday, 8:30 to 9 p. m.).
Network: NBC Blue; 56 stations.
Production: Herbert Sanford.
Script Writers: Herbert Sanford, Frank Orvis, Kirk Alexander.

NETWORK COMMERCIALS—Continued

Talent: Tommy Dorsey's Orchestra, Jack Leonard, Edythe Wright, Three Esquires, Paul Stewart, (m. c.), Neal O'Hara.
Agency Director: Herbert Sanford.
Announcers: Paul Stewart, Dwight Weist, John Holbrook.
Conductor: Tommy Dorsey.
Length of Run: Started November 9, 1936.

Tony Labriola (Oswald)

(See "Hollywood Hotel")
(See "Ken Murray and Oswald")

Tony Wons and His Scrapbook

Sponsor: Vick Chemical Co. (VapoRub, Va-tro-nol).
Agency: Morse International, Inc.
Origination: New York.
Air Time: Monday, Wednesday and Friday, 10:30 to 10:45 a. m.
Network: CBS; 36 stations.
Production: Richard Nicholls (of the agency).
Script Writer: Tony Wons.
Talent: Tony Wons, Ann Leaf.
Agency Director: Richard Nicholls.
Announcer: Ralph Edwards.
Conductor: Ann Leaf.
Length of Run: Started Sept. 27, 1937.

Town Hall Tonight

Sponsor: Bristol-Myers Co. (Ipana, Sal Hepatica).
Agency: Young & Rubicam, Inc.
Origination: New York (originally Hollywood).
Air Time: Wednesday, 9 to 10 p.m. (repeat from midnight to 1 a. m.).
Network: NBC Red; 57 stations.
Production: George McGarrett and William Rousseau (for the agency).
Script Writers: Fred Allen, assisted by Arnold Auerbach and Herman Wouk.
Talent: Fred Allen, Portland Hoffa, Peter Van Steeden's Orchestra.
Agency Directors: George McGarrett, William Rousseau.
Announcer: Harry von Zell.
Conductor: Peter Van Steeden.
Length of Run: Started Jan. 3, 1934.

Travel Talks by Malcolm La Prade

Sponsor: Thomas Cook & Son.
Agency: L. D. Wertheimer Co.
Origination: New York.
Air Time: Sunday, 2:15 to 2:30 p. m.
Network: NBC Red; 14 stations.
Script Writer: Malcolm La Prade.
Talent: Malcolm La Prade, Lew White (organist).
Announcer: Dan Russell.
Conductor: Lew White, organist.
Length of Run: Dec. 12, 1937, to March 6, 1938.

Treasure Island

Sponsor: The Owl Drug Co.
Agency: D'Evelyn & Wadsworth, Inc.
Origination: San Francisco.
Air Time: Sunday, 9:15 to 9:30 p. m. PST.
Network: NBC Red; 5 stations.
Production: Dave Drummond.
Script Writers: Claudia Engle, with special assistants for special subject matter.
Talent: Cliff Engle (narrator), Male Quartet (John Teel, George Nickson, Roland Drayer, Henry Schnetz), occasional dramatic cast and guests.
Agency Director: Leland L. Levinger.
Announcer: Paul Gates.
Conductor: Dave Stretch.
Length of Run: Feb. 2, 1937, to Jan. 30, 1938.

True Detective Mysteries

Sponsor: Lambert Pharmacal Company (Listerine).
Agency: Lambert & Feasley.
Origination: WLW, Cincinnati.
Air Time: Tuesday, 10 to 10:15 p.m.
Network: Mutual; 3 stations.
Production: WLW.
Script Writer: Felix Jager.
Talent: Varied dramatic cast.
Agency Director: Martin Horrell.
Length of Run: Started April 5, 1938.

True or False

Sponsor: J. B. Williams Co. (Shaving Cream).
Agency: J. Walter Thompson Co.
Origination: WOR, New York.
Air Time: Monday, 10 to 10:30 p. m.
Network: Mutual; WOR, New York; WGN, Chicago; WLW, Cincinnati.
Talent: Dr. Harry Hagen and two competing teams each week.
Announcer: Tom Slater.
Length of Run: Started Jan. 3, 1938.

True Story Court of Human Relations

Sponsor: Macfadden Publications, Inc. (True Story Magazine).
Agency: Arthur Kudner, Inc.
Origination: New York.
Air Time: Friday, 9:30 to 10 p. m. (repeat from 11:30 to midnight) (repeat terminated Feb. 25, 1938).
Network: NBC Red; 22 stations.
Production: Adrian Samish (later Hendrick Booraem, Jr.).
Script Writer: William Sweets.
Talent: Varying dramatic cast; after Dec. 3, 1937, A. L. Alexander and litigants.
Agency Director: Charles F. Gannon.
Announcer: Charles O'Connor (later Nelson Case).
Length of Run: Contract started Jan. 1, 1934.

NETWORK COMMERCIALS—Continued

Tyrone Power

(See "Woodbury's Hollywood Playhouse")

U

Uncle Ezra

Sponsor: Miles Laboratories, Inc.
Agency: Wade Advertising Agency.
Origination: Chicago.
Air Time: Monday, Wednesday and Friday, 7:15 to 7:30 p.m.
Network: NBC Red; 44 stations.
Production: P. C. Lund.
Script Writer: Pat Barrett.
Talent: Pat Barrett (Uncle Ezra), Carleton Guy, Nora Gunneen, Henry Burr, Lucille Long, Cornelius Peeples, Charles Egelston.
Agency Director: W. A. Wade.
Announcer: Jack Holden.
Length of Run: Started Oct. 17, 1934.

Union Oil Co.

(See "Passing Parade")
 (See "Thrills")

U. S. Tire Dealers Mutual Corp.

(See "Ben Bernie and All the Lads")

U. S. Tobacco Co. (Model)

(See "Pick and Pat")

V

Vadsco Sales Corp.

(See "Court of Human Relations")

Valiant Lady

Sponsor: General Mills, Inc. (Bisquick).
Agencies: Knox Reeves Advertising, Inc.; Westco Advertising Agency.
Origination: New York.
Air Time: Monday through Friday, 1:45 to 2 p.m.
Network: CBS; 33 stations.
Production: Charles A. Schenk, Jr.
Script Writer: Bayard Veiller.
Talent: Joan Blaine, Richard Gordon, Judith Lowry, Mike Herman, Teddy Bergman.
Agency Director: John H. Sarles.
Announcer: Art Millett.
Length of Run: Since March 7, 1938.

Vanity Fair

Sponsor: Campana Sales Co.
Agency: Aubrey, Moore & Wallace, Inc.
Origination: Chicago and Hollywood.
Air Time: Monday, 8:30 to 9 p.m.
Network: NBC Blue; 31 stations.
Script Writers: Frank Moss, Cal Tinney, Howard Blake.

Talent: Cal Tinney, Sheila Graham, Bob Trendler, Douglas Wilson, Larry Duncan.
Agency Director: Joe Ainley.
Announcer: Bret Morrison.
Conductor: Bob Trendler.
Length of Run: Sept. 20, 1936, to Nov. 1, 1937; replaced by "Grand Hotel."

Varady of Vienna

(See "Ted Weems' Orchestra")
 (See "Sunday Matinee")

Vic and Sade

Sponsor: Procter & Gamble (Crisco).
Agency: Compton Advertising, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 3:30 to 3:45 p.m. (NBC Red; 55 stations) and Monday through Friday, 11:30 to 11:45 a.m. (NBC Blue; 15 stations).
Production: Clint Stanley.
Script Writer: Paul Rhymer.
Talent: Art Van Harvey, Bernardine Flynn, Billy Idelson.
Agency Director: John Taylor.
Announcer: Bob Brown.
Length of Run: Started Nov. 5, 1934.

Vick Chemical Co.

(VapoRub; Va-Tro-Nol)

(See "Tony Wons and His Scrapbook")
 (See "Vick's Open House")

Vick's Open House

Sponsor: Vick Chemical Co. (VapoRub, Va-tro-nol).
Agency: Morse International, Inc.
Origination: KNX, Hollywood.
Air Time: Sunday, 7 to 7:30 p.m.
Network: CBS; 51 stations.
Production: J. L. Rawlinson (of the agency).
Script Writers: J. L. Rawlinson and agency staff.
Talent: Josef Pasternack's Orchestra, Jeanette MacDonald, Wilbur Evans (starting Oct. 10, 1937), guests.
Agency Director: J. L. Rawlinson.
Announcer: Thomas Freebairn-Smith.
Conductor: Josef Pasternack.
Length of Run: Started Sept. 26, 1937.

Victor H. Lindlahr

Sponsor: Journal of Living.
Agency: Franklin Bruck Advertising Corp.
Origination: WOR, New York.
Air Time: Tuesday, 12 to 12:30 p.m.
Network: Mutual; 6 stations.
Script Writer: Victor H. Lindlahr.
Talent: Victor H. Lindlahr.
Announcer: Jeff Sparkes.
Length of Run: Started Jan. 25, 1937.

NETWORK COMMERCIALS—Continued

Vincent Lopez

(See "Nash Show")

Vocal Varieties

Sponsor: Lewis-Howe Co. (Tums).
Agency: H. W. Kastor & Sons Adv. Co., Inc.
Origination: Cincinnati.
Air Time: Tuesday and Thursday, 7:15 to 7:30 p.m. (repeat Tuesday from 11:15 to 11:30 p.m.).
Network: NBC Red; 32 stations on Tuesday; 25 stations on Thursday.
Talent: The Smoothies, De Vore Sisters, The 8 Men, Lynn Cole, Ellis Frakes, Deon Craddock, William Stoess' Orchestra.
Director: Jack Edmunds.
Agency Director: Gordon Cooke.
Announcer: James Leonard.
Conductor: William Stoess.
Length of Run: Started April 6, 1936.

Vocational Service

(See "Dr. Dollar")

Voice of Experience

Sponsor: Lydia E. Pinkham Medicine Co.
Agency: Erwin Wasey Co.
Origination: WOR, New York (WHN, New York, prior to Dec. 24, 1937).
Air Time: Monday through Friday, 1:45 to 2 p.m. (1:30 to 1:45 p.m. with a repeat at 2 p.m. prior to Dec. 24, 1937).
Network: Mutual; 59 stations (22 stations prior to Dec. 24, 1937).
Production: Erwin Wasey Co.
Script Writer: Voice of Experience (Dr. Marion Sayle Taylor).
Talent: Voice of Experience (Dr. Marion Sayle Taylor).
Agency Director: Tim Gibson.
Announcer: William Shapard.
Length of Run: Started Dec. 27, 1937 (previous contract ran from Sept. 13, 1937 to Dec. 24, 1937).

Voice of Firestone, The

Sponsor: Firestone Tire & Rubber Co.
Agency: Sweeney & James Co.
Origination: New York.
Air Time: Monday, 8:30 to 9 p.m. (repeat from 11:30 to midnight).
Network: NBC Red; 71 stations.
Talent: Alfred Wallenstein, Margaret Speaks, Richard Crooks.
Agency Director: Frank G. James.
Announcer: Howard Clane.
Conductor: Alfred Wallenstein.
Length of Run: Dec. 4, 1933, was the starting date of the last continuous series.

Voice of Niagara, The

Sponsor: The Carborundum Co.
Agency: Batten, Barton, Durstine & Osborn, Inc.
Origination: Niagara Falls, New York.
Air Time: Saturday, 7:30 to 8 p.m.
Network: CBS; 18 stations.
Production: Francis Bowman.
Script Writer: Francis Bowman.
Talent: Francis Bowman (commentator), Edward D'Anna and band.
Agency Director: Francis Bowman.
Announcer: Francis Bowman.
Conductor: Edward D'Anna.
Length of Run: Original contract started Oct. 16, 1937.

Vox Pop

Sponsor: Cummer Products Co. (Molle Shaving Cream).
Agency: Stack-Goble Adv. Agency.
Origination: New York.
Air Time: Tuesday, 9 to 9:30 p.m. (repeat from 12:30 to 1 a.m.).
Network: NBC Red; 29 stations.
Production: Stack-Goble.
Talent: Parks Johnson, Wallace Butterworth (in sidewalk interviews).
Agency Director: R. A. Porter.
Announcer: Wallace Butterworth.
Length of Run: Original contract started Feb. 7, 1935; present series began Jan. 19, 1937.

W

Wallace Biscuit Co.

(See "Get Thin to Music")

Wallace Butterworth

(See "Radio Newsreel")
(See "Vox Pop")

Walter O'Keefe

(See "Hollywood Mardi Gras")

Walter Winchell

Sponsor: Andrew Jergens Co. (Jergens Lotion).
Agency: Lennen & Mitchell, Inc.
Origination: Hollywood and New York.
Air Time: Sunday, 9:30 to 9:45 p.m. (repeat from 11:15 to 11:30 p.m.; 11 to 11:15 p.m. after Jan. 9, 1938).
Network: NBC Blue; 57 stations.
Production: Blayne Butcher.
Script Writer: Walter Winchell.
Talent: Walter Winchell (George Fisher substituted for Winchell from Sept. 19, 1937, to Nov. 7, 1937).
Agency Director: Blayne Butcher
Announcers: Ben Grauer (N. Y.), Buddy Twiss (Hollywood).
Length of Run: Started Dec. 4, 1932.

NETWORK COMMERCIALS—Continued

Walter Wolfe King

(See "Cantor's Camel Caravan")

Waltz Time

Sponsor: Charles H. Phillips Chemical Co.; Phillips' Milk of Magnesia.

Agency: Blackett-Sample-Hummert, Inc.

Origination: New York.

Air Time: Friday, 9 to 9:30 p.m.

Network: NBC Red; 21 stations.

Production: Frank Hummert.

Script Writer: Frank Hummert.

Talent: Frank Munn, Abe Lyman's Orchestra.

Agency Director: Frank Hummert.

Announcer: Howard Claney.

Conductor: Abe Lyman.

Length of Run: Started Sept. 27, 1933.

Wander Co. (Ovaltine)

(See "Little Orphan Annie")

Warden Lewis E. Lawes

(See "Behind Prison Bars")

William R. Warner Co. (Sloan's)

(See "Behind Prison Bars")

Wasey Products Corp.

(See "Jack Berch")

G. Washington Coffee Refining Co.

(See "Jim McWilliams Question Bee")

Watch the Fun Go By

Sponsor: Ford Motor Co.

Agency: N. W. Ayer & Son, Inc.

Origination: New York (Hollywood in July and Aug., 1937).

Air Time: Tuesday, 9 to 9:30 p.m. (repeat from 12 to 12:30 a.m.).

Network: CBS; 87 stations.

Production: Bradford Browne.

Script Writers: Monroe Upton, Thomas K. Carpenter, Jr.

Talent: Al Pearce, Arlene Harris, Bill Comstock, Monroe Upton, Carl Hoff's Orchestra, guests.

Agency Director: Bradford Browne.

Announcer: Ken Roberts.

Conductor: Carl Hoff.

Length of Run: Started Jan. 5, 1937.

Watkins, R. L.

(See "Backstage Wife" for Dr. Lyon's Toothpowder)

(See "Manhattan Merry-Go-Round" for Dr. Lyon's Toothpowder)

Wayne King

(See "Lady Esther Serenade")

We Are Four

Sponsor: Libby, McNeill & Libby.

Agency: J. Walter Thompson Co.

Origination: WGN, Chicago.

Air Time: Monday, 3:45 to 4 p.m.

Network: Mutual; WGN, Chicago, WOR, New York.

Production: Edward Smith, Mary Afflick.

Script Writer: Bess Flynn.

Talent: Sally Smith, Majorie Hannan,

Alice Hill, Olan E. Soule, Charles Flynn.

Agency Director: Richard Marvin.

Announcer: Russ Young.

Length of Run: March 1, 1937, to Dec. 4, 1937.

We, The People

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

Agency: Young & Rubicam, Inc.

Origination: New York.

Air Time: Thursday, 7:30 to 8 p.m. (repeat from 10:30 to 11 p.m.).

Network: CBS; 54 stations.

Production: Adrian Samish.

Script Writers: Various.

Talent: Gabriel Heatter and guests, Mark Warnow's Orchestra.

Agency Director: Hubbell Robinson, Jr.

Announcer: Harry von Zell.

Conductor: Mark Warnow.

Length of Run: Oct. 7, 1937, to May 12, 1938.

Weber Baking Co.

(See "Lone Ranger")

Welch Presents Irene Rich

Sponsor: Welch Grape Juice Co.

Agency: H. W. Kastor & Sons Adv. Co.

Origination: Hollywood.

Air Time: Sunday, 9:45 to 10 p.m. (repeat from 11:15 to 11:30 p.m.).

Network: NBC Blue; 42 stations.

Script Writer: Frank Phares.

Talent: Irene Rich, dramatic cast.

Agency Director: Gordon Cooke.

Announcer: Bob Sherwood.

Length of Run: Started Oct. 4, 1933.

Wesson Oil & Snowdrift Sales Co.

(See "Hawthorne House")

Wheeling Steel Corp.

(See "Musical Steelmakers")

While the City Sleeps

Sponsor: Bowey's Inc.

Agency: Stack-Goble Adv. Agency.

Origination: Chicago.

Air Time: Monday, Wednesday and Friday, 5:15 to 5:30 p.m. (repeat from 6:15 to 6:30 p.m.).

Network: NBC Red; 16 stations.

NETWORK COMMERCIALS—Continued

Script Writer: Finney Briggs.
Talent: Finney Briggs, dramatic cast.
Length of Run: March 1, 1936, to Nov. 14, 1937.

Wife Saver, The

Sponsor: Manhattan Soap Co.
Agency: Peck Advertising Agency.
Origination: New York.
Air Time: Tuesday and Thursday, 11:45 to 12 noon.
Network: NBC Red; 21 stations.
Production: Arthur Sinsheimer (of the agency).
Script Writer: Alan Prescott.
Talent: Alan Prescott, Irving Miller.
Agency Director: Arthur Sinsheimer.
Announcer: Donald H. Lowe.
Length of Run: June 3, 1936, to Aug. 26, 1937.

Williams, J. B., Co.

(See "True or False")

Willys-Overland Co.

(See "Surprise Party")

Woman in White, The

Sponsor: Pillsbury Flour Mills Co.
Agency: Hutchinson Advertising Co.
Origination: Chicago.
Air Time: Monday through Friday, 10:45 to 11 a.m.
Network: NBC Red; 35 stations.
Production: Howard Keegan (of Carl Wester & Co.).
Script Writer: Irna Phillips.
Talent: Luise Barclay, Toni Gilman, Ruth Bailey, Carey Macdonald, Willard Farnum, Catherine Card, Herbert Nelson, Sara Jane Wells, Arthur Peterson, Edith Davis, Frank Behrens, Dave Gothard.
Agency Director: H. K. Painter.
Announcers: Louis Roen; Brett Morrison.
Length of Run: Original contract began Sept. 11, 1933; present series started Jan. 3, 1938, replacing "Today's Children."

Woman's Magazine of the Air

Sponsor: Lamont Corliss & Co.
Agency: J. Walter Thompson Co.
Origination: San Francisco.
Air Time: Wednesday and Friday, 3:30 to 3:45 p.m. PST.
Network: NBC Red; 5 stations.
Length of Run: Started Dec. 3, 1937.

Woman's Page of the Air

Sponsor: Tea Garden Products Co.
Agency: Botsford, Constantine & Gardner.
Origination: San Francisco.
Air Time: Thursday, 1:45 to 2 p.m. PST.
Network: CBS; 5 stations.
Production: Edith Abbot (of the agency).

Script Writer: Edith Abbot.
Talent: Fleurette McDonald.
Announcer: Allan Sheppard.
Length of Run: Jan. 13, 1938, to March 10, 1938.

Woodbury's Hollywood Playhouse

Sponsor: Jergens-Woodbury Sales Corp. (Woodbury Soap).
Agency: Lennen & Mitchell, Inc.
Origination: Hollywood.
Air Time: Sunday, 9 to 9:30 p.m. (repeat 11:30 p.m. to midnight; 10:30 to 11 p.m. after Jan. 9, 1938).
Network: NBC Blue; 57 stations.
Production: Mann Holiner.
Script Writers: Various.
Talent: Tyrone Power, Harry Sosnick's Orchestra, guests.
Agency Director: Mann Holiner.
Announcer: Lew Crosby.
Conductor: Harry Sosnick.
Length of Run: Original contract began January 5, 1936; present series started Oct. 3, 1937, replacing the "Rippling Rhythm Revue."

Wrigley, Wm., Jr., Co.

(See "Double Everything")
 (See "Just Entertainment")
 (See "Poetic Melodies")
 (See "Scattergood Baines")

Y

Your Family and Mine

Sponsor: Sealtest, Inc.
Agency: McKee, Albright & Ivey.
Origination: New York.
Air Time: Monday through Friday, 5:30 to 5:45 p.m.
Network: NBC Red; 34 stations.
Production: Henry Souvaine, Inc. (for the agency).
Script Writer: Lilian Lauferty.
Talent: Bill Adams, Joan Tompkins, Lucielle Wall, Mary Preston.
Announcer: Ford Bond.
Length of Run: Started April 25, 1938.

Your Hit Parade

Sponsor: American Tobacco Co. (Lucky Strike Cigarettes).
Agency: Lord & Thomas, Inc.
Origination: New York.
Air Time: Wednesday, 10 to 10:45 p.m.
Network: NBC Red; 74 stations.
Production: Karl W. Schullinger (of the agency).
Talent: Orchestras have included the Mark Warnow, Leo Reisman, Richard Humber and Harry Salter groups and other guest conductors and artists.

NETWORK COMMERCIALS—Continued

Agency Director: Edgar G. Sisson, Jr.
Announcers: Ben Grauer, Basil Ruysdael.
Length of Run: March 11, 1936, to Dec. 1, 1937 (replaced by "Your Hollywood Parade").

Your Hit Parade

Sponsor: American Tobacco Co. (Lucky Strike Cigarettes).
Agency: Lord & Thomas, Inc.
Origination: New York.
Air Time: Saturday, 10 to 10:45 p.m.
Network: CBS; 95 stations.
Production: Karl W. Schullinger (of the agency).
Talent: Guest conductors and guest soloists.
Agency Director: Edgar G. Sisson, Jr.
Announcers: Andre Baruch, Basil Ruysdael.
Length of Run: Started April 20, 1935.

Your Hollywood Parade

Sponsor: American Tobacco Co. (Lucky Strike Cigarettes).
Agency: Lord & Thomas, Inc.
Origination: Hollywood.
Air Time: Wednesday, 10 to 11 p.m.
Network: NBC Red; 76 stations.
Script Writers: Frank Gill, Arch Oboler, Robert Teuder.
Talent: Dick Powell, Rosemary Lane, Al Goodman's Orchestra, guests.
Agency Director: Thomas A. McAvity, Paul Munroe.
Announcer: Bob Sherwood.
Conductor: Al Goodman.
Length of Run: Started Dec. 8, 1937, replacing "Your Hit Parade" program; ended March 23, 1938.

Your News Parade

Sponsor: American Tobacco Co. (Lucky Strike Cigarettes).
Agency: Lord & Thomas, Inc.
Origination: New York.
Air Time: Monday through Friday, 12:15 to 12:30 p.m.
Network: CBS; 95 stations.
Production: Lord & Thomas, Inc.
Script Writer: Edwin C. Hill.
Talent: Edwin C. Hill, F. E. Boone, L. A. Riggs (and various other auctioneers).
Agency Director: T. D. Wells.
Announcer: Andre Baruch.
Length of Run: April 5, 1937, to April 1, 1938.

Your Parlor Playhouse

Sponsor: Lovely Lady Cosmetics.
Agency: Kirtland-Engel Co.
Origination: WGN, Chicago.
Air Time: Sunday, 10:30 to 11 p.m.
Network: Mutual; WGN, Chicago, and WGAR, Cleveland.
Production: M. M. Mendelsohn.
Script Writers: Elmore Gailey, M. M. Mendelsohn.
Talent: Norman Ross, Robert Trendler's Orchestra, Rowena Williams, Guenther Decker, Earl Wilkie, Phil Culkin, Wayne Van Dyne, dramatic cast.
Agency Director: M. M. Mendelsohn.
Announcers: Russ Russell, Norman Ross, Lassie Zor.
Conductor: Robert Trendler.
Length of Run: May 9, 1937, to June 17, 1937.

Your Unseen Friend

Sponsor: Beneficial Management Co.
Agency: Albert Frank-Guenther Law, Inc.
Origination: New York.
Air Time: Saturday, 8 to 8:30 p.m.
Network: CBS; 44 stations.
Production: R. J. Herts (of the agency), assisted by Neff-Rogow.
Script Writer: M. H. H. Joachim.
Talent: M. H. H. Joachim, Stuart Allen, Harry Salter's Orchestra.
Director: M. H. H. Joachim.
Announcer: Mark Hawley.
Conductor: Harry Salter.
Length of Run: Oct. 4, 1936, to Jan. 1, 1938.

Z

Zenith Radio Foundation

Sponsor: Zenith Radio Corp.
Agency: J. Walter Thompson Co.
Origination: Chicago.
Air Time: Sunday, 10 to 10:30 p.m.
Network: CBS; 50 stations.
Production: Dick Marvin.
Script Writer: James Whipple.
Talent: Olan Soule and approximately 40 others; Soule only permanent cast member.
Agency Director: Dick Marvin.
Announcer: Olan Soule.
Conductor: Louis Adrian.
Length of Run: Started Sept. 5, 1937, on 68 NBC Blue stations; on CBS after Nov. 28, 1937.

PROGRAM TITLES

20,000 NAMES OF PROGRAM SERIES

Including 12,000 Titles on Record

Prior to May, 1937;

And

8,000 New Titles Added Since

May, 1937

This list of program titles is a composite of three lists: (1) a repeat of 12,000 titles issued in Vol. I of the *VARIETY RADIO DIRECTORY*; (2) a list of titles culled from the program review files of *VARIETY* (there are about 800 of these marked with an asterisk); and (3) about 8,000 new titles sent in by stations, networks, and transcription producers since May, 1937.

By "program titles" are meant the designations via which program series are, or were, known (as distinct from individual "single-shot" programs). And in presenting them, the object is two-fold:

(1) To create a reference list which may aid in avoiding over-frequent duplication—and hence, confusion—in program titles. And (2) to give an index of program types, insofar as types can be identified from program names alone.

Symbols in parentheses following the actual titles represent the user, or users, of that title at some time or other. This use may have been sustaining, or it may have been commercial.

Ordinarily it is assumed that the symbols are station call letters. In the following instances, however, special symbols are employed:

CBS: Columbia Broadcasting System. **IBS**: Iowa Broadcasting System. **MacG**: C. P. MacGregor (transcriptions). **MWR**: Mid-West Recordings, Inc. **NBC**: National Broadcasting Co. **NCBS**: Northern California Broadcasting System. **RRI**: Radio Recorders, Inc. **SR**: Standard Radio. **TH**: NBC Thesaurus. **TPC**: Titan Production Co., Inc. **UP**: United Press. **JVG**: Jean V. Grombach. **NYBS**: New York Broadcasting System. **WBS**: World Broadcasting System. **FTRD**: Federal Theatre Radio Division. **CRS**: California Radio System.

In using this list, the following caution should be kept in mind as regards indexing: when a program title begins with the name of a radio artist, it is filed under that artist's first name (**not last name**). Thus "Andy & Virginia Mansfield," to cite an example, is filed under "A" and not under "M." This departure from ordinary indexing methods was observed here due to the familiarity—and importance—of artists' given names.

PROGRAM TITLES—Continued

A

- A & S Choral Society (NBC)
A.A.U. Sports Parade (WRVA)
ABC Juniors (WIND)*
ABC of NBC, The (NBC)
ABC Revue (KMBC)
A.B.C. Spelling Bee (KCMO)
A la Carte (KGO-KPO)
A Montmartre (CHRC)
A Recreo (KDKA)
Aberdeen Civic Association Program (KABR)
Abide with Me (CJRM)
Abie and Sandy (CKY)
Abilene Abroad (KRBC)
Abilene Goes Forward (KRBC)
Abner Pinfeathers (KGFF)
About Town (WAAT, WHN)
About Town Program (WCOL)
About Town with Sue (KROY)
Abram Chasins—Piano Pictures (CBS)
Aboard of the Times (WMCA)
Academy of Medicine (WLW)
Academy Theatre (KFWB)
Accent on Science (WNYC)
Accident News (WAVE)
According to the Accordion (KLOS)
Accordion Band, Larry Yester's (WAPI)
Accordion Capers (KSUB, KROC)
Accordion Echoes (CFCO)
Accordiona (KGO-KPO, KFXJ, WBIG, WCLE)
Accordioniers, The (WSAU)
Accordion on Parade (KVI)
Accordion School of the Air (WGRC)
Accordion Styles (KTOK)
Ace Tunes of the Air (WNOX)
Aces High (WLW)
Aces of the Air (WIL)
Aces Up (WHN)
Acrobatic Songsters, The (WDAY)
Across the Breakfast Table (KMBC)
Across the Bridge Table (WNYC)
Across the Desk (WFBM)
Across the Dinner Table (WBBM)
Across the Footlights (CJCA)
Across the Keyboard (KFJZ)
Across the Music Counter (KGO-KPO)
Acts and Actors (WBZ-A)
Acts from Broadway Plays (NBC)
Ad and Lib (KTOK)
Ad Club Gleeman (KOIN)*
Ad-Lib (WIP)
Ad Lib Club (WDNC)
Ad-Lib Frolic (KONO)
Ad-Liner, The (WDRG)
Ad Shop (WGY)
Adam and Eve (KOA)
Adam 'n' Eve (KROY)
Addressed to R.F.D. (WCBS)
Adhesive Pontoon (MacG)
Adohr Opera, The (KFI, KECA)
Adolph and Denny (KGCX)
Adolph's Bohemians (WOAI)*
Adrian Hour, The (KFIZ)
Adult Amateur Programs (WTNJ)
Adult Education Series (NBC)
Adult Recreation Program (WORL)
Adventure Club (KMBC, KSL)
Adventure Land, Wanda Jim's (WNYC)
Adventure of Santos Vegas (WMCA)
Adventure Reporter, The (WHBC)
Adventures, The (CBS)
Adventurer's Club (WOR)*
Adventurers Club, The Elgin (NBC)
Adventures Abroad (WGN)*
Adventures & Discoveries in Literature (NBC)
Adventures in Exploration (CBS)
Adventures in Health (NBC)
Adventures in Melody (CBL)
Adventures in Navajo Land (KAWM)
Adventures in Philanthropy (NBC)
Adventures in Verse (KLZ)
Adventures in Words (CBS)
Adventures of Ace Williams (WOWO)*
Adventures of Betty and Bob, The (KPLT)
Adventures of Bud Morton (WMIN)
Adventures of Captain Diamond (NBC)
Adventures of Colonel Powell at the Back of Beyond (CBS)
Adventures of Dick & Sam, The (NBC)
Adventures of Don Quick (CBS)
Adventures of Donald Ayer (WOR)*
Adventures of Great Merchants (WCAE)
Adventures of Green Hornet (WXYZ)*
Adventures of Helen and Mary (CBS)
Adventures of Ito (KECA)*
Adventures of Jimmie Baxter (WTMJ)
Adventures of Little Gwendolyn (WCSC)
Adventures of Major King (CKWX)
Adventures of Polly Preston (NBC)
Adventures of Putty Pete (WINS)*
Adventures of Sally and Ann (WJAR)
Adventures of Scoutland (WTMJ)
Adventures of Sherlock Holmes (NBC)
Adventures of Swanee Shore (KVOD)
Adventures of Tom Mix—Ralston Purina Co. (NBC)
Adventures of Tom Sawyer (KHJ)
Adventures of Tony & Gus (NBC)
Adventures with Aunt Helen (KQV)
Adventures with Major Campbell (WPHR)
Advertising Pays (WLW)
Advice on Living (WMCA)*
Aeolian Trio (KHQ)
Aeronautical Notes (WJW)
Aeroplane, The (WWL)
Aesop's Fables (KGO-KPO)
Affaires D'Armour, Les (WTCN)

PROGRAM TITLES—Continued

- Affairs of the Hemingways** (WNAC, WINS)
Afield with Ranger Mac (WHA)
African Adventures (WOR)*
African Ripples (CKCL)
African Tales (KFOR)
Afro-America Speaks (WKY)
After Breakfast Club (WTMV)
After Dinner Revue (WEEL)*
After Dinner Varieties (WDBJ)
After Twilight (CJCA)
Afterglow (WTAM)
Afternoon Concert (KGO-KPO)
Afternoon Edition (KSTP, WLW)
Afternoon Floor Show (KNEL)
Afternoon Melodies (KVOO, WLAC)
Afternoon Mixup (WBLK)
Afternoon Musicale (KGO, WBZ-A, WJAY)
Afternoon News (WJAG)
Afternoon News, Jack Ingersoll (WINS)
Afternoon News Review, Harris Brown's (WTJS)
Afternoon Recess (WMT)
Afternoon Review (WSAU)
Afternoon Serenade (WDWS, WRVA)
Afternoon Shopper (WCAM)
Afternoon Show, The (WTCN)
Afternoon Siesta (WTMV)
Afternoon Swing Party (KFXR)
Afternoon Tea, Pond's (NBC)
Afternoon Varieties (KPDN, WIL, WGAR, WTMV, WOAI, WDRG)
Afternoon Visitor (WMBD)
Afternoon's Biggest News Story (KICA)
Age of Progress, The (KONO)
Agony Column of the Air (WFIL)
Agricultural Bulletin (KGO-KPO)
Agricultural Daily (KQW)
Agricultural Extension Service (WOI)
Agriculture in the News (KFYR, WDAY, WLW)
Agriculture—Then and Now (WHA)
Agriculture Today (KGO-KPO)
Ah Ha Club (WOAI)
Ahead of the News (WMAQ)
- Ahoo & Wahoo, the Medicine Men** (WALA)
Air Adventures of Jimmy Allen (KGO-KPO, WBS)
Air Burlesque (KXBY)
Air Cadets, The (WDAE)
Air Castle Melodies (WWVA)
Air Castles (WFTC)
Air Circus, The (KGVO)
Air College (WNYC)*
Air Exchange (WOMT)
Air Finds (WHN)
Air Forum (WFLA)
Air Gliders (KMOX)
Air Hostess (KMPC)
Air Is Yours, The (WHO)
Air Juniors (WENR)*
Air Lane Reveries (KABC)
Air Lanes to Home Making (WHA)
Air News (KMTR)
Air-O-Model Club (WWSW)
Air Parade, The (WABI, WIBU)
Air Raiders (KMPC)
Air-Scoops with Elinor Smith (NBC)
Air Shopping (KOIN)
Air Show Time (KONO)
Air Theatre, The (WFAS) (WFAS)
Air Traveler Airs His Views (WLAC)
Air Wave Theatre (KDKA)
Air Your Peeve (WWJ)
Airbreaks (CFRN)
Aircyclopedia (NBC)
Airfinds (WHN)
Airflow Harmonies (WBBM)
Airialto (KABR)
Airlanes (WCAU)*
Airline News (WTAD)
Airwave Airplanes (WTMV)
Airway News (WKZO)
Airv Fairy Singer, The (CBS)
Aisle Seat, An (WIRE)
Al and Agnes (KTUL)
Al and Dutch (WKY)
Al and Johnnie (WHEB)
Al and Molly (KFOX)
Al and Pete (NBC)
Al Crocker and Eddy Shar-ratt (WDAF)
Al Davis' Hawaiians (WLNH)
Al Dutton & Piano Capers (KGCU)
Al Eldridge (CRS)
Al Jolson (NBC)
Al Pearce and His Gang (KGO-KPO)
Al Roth and His Orchestra (NBC)
Al White Presents (WDRG)
Alabama Boys, The (KGFF)
Alabama College Hour (WAPI)
Alabama Farm and Family Bureau (WAPI)
- Alabama in the News** (WAPI)
Alabama Radio Minstrels (WGY)
Alabama Tea Party (WAPI)
Alabama Trio (WMCA)
Aladdin and His Lamp (WHO)
Aladdin Family (KMBC)
Alamo, The (NBC)
Alamo Bank Quartet (WOAI)
Alan Werner (WLW)
Alarm Clock (KWTN, CJOC)
Alarm Clock, The Hyde Park (KWOS)
Alarm Clock Club (CKCK)
Alarm Clock Frolic (WPTF)
Alarm Clock Hour (CFCT)
Alarm Clock Program (KFJB)
Alarm Clock Revue (WBRG)
Alarm Clock Salute (WNAC)
Alarmclock Serenade (WICC)
Alarm Klock Klub (KIEV, KJBS)
Albany at the World (WOKO)
Albany on Parade (WGY)
Album Leaves Quartet (WKBZ)
Album of Dreams (CJOC)
Album of Familiar Jewish Music (WBBC)
Album of Familiar Music (KBIX)
Album of Life (RRI, WIND)
Album of Love (WOV)
Album of Melody, The (WRJN)
Album of Old Family Music (NBC)
Album of Song (WSAU)
Album of Songs (WHN)
Albuquerque High School Hour (KOB)
Alexander Views the News (WMC)
Alexander's Vagabonds (WOKO)*
Alfred Gus Karger (WLW)
Alfred Wallenstein's Sinfonietta (WOR)
Algonquin Luncheons (WOR)*
Ali Baba's Knights (WHBQ)
Alias Edward Tailor (NBC)
Alias Jimmy Valentine (WBS)
Alibi Airings (KDAL)
Alice in Orchestralia (NBC)
Alice in Wonderland (CBM, NBC)
Alice Marie Meyn, Songstress (WREN)
Alice Remsen (NBC)
Alistair Cooke (NBC)

PROGRAM TITLES—Continued

- All Aboard (KNX)
 All Aboard for Shoppers
 Special (KFVS)
 All About You (CBS)
 All American Football Show
 (CBS)
 All American Hawaiians
 (WKY)
 All American Sports Re-
 view (WCLO)
 All Around the Town
 (CBS)
 All Ashore (WHN)
 All Church Hour (KGNC,
 KSAL)
 All Concordia Hour
 (KFUO)
 All-Electric Kitchen
 (KTUL)
 All for You (KWOS)
 All-Girl Minstrels, Bob
 Kent's (KFH)
 All Hands on Deck (KMOX)
 All in a Day's Work
 (KFOR)
 All Nighter, The (KRE)
 All Request (WGRC)
 All Request-All Swing
 (WVFW)
 All Request Club (WFAS)
 All Request Feature
 (WOPI)
 All Request Hour (KVOL,
 KGDE)
 All Sports Forum (WGAR)
 All-Sports Review (WCKY)
 All Sports' Review, The
 (WBNY (WBNY)
 All-Star Dance Revue
 (KELD)
 All Star Revue (KELO)
 All Star Roundup (WBS)
 All Stringers, The (WSBT-
 WFAM)
 All the Best (KMTR)
 All-Weather Club of the
 Air, The Goodyear
 (KOCA)
 All Westchester Interschol-
 astic Football Round-up
 (WFAS)
 Allan Clark and His Or-
 chestra (WKY)
 Allen Family, The
 (WQDM, WSYB)
 Allen Franklin (WLW)
 Allen Trio (NBC)
 Alligator Musicale (KYW)*
 Alma Hispana (KDB)
 Alma White College Band
 (WAWZ)
 Alma White College Chapel
 Exercises (WAWZ)
 Alma White College Chorus
 (WAWZ)
 Alma White College Instru-
 mental Ensemble
 (WAWZ)
 Alma White College Liter-
 ary Programs (WAWZ)
 Alma White College Or-
 chestra (WAWZ)
- Almanac, The Boston
 (WORL)
 Almanac, The Grapico
 (WBRC)
 Almanac of the Air (CHSJ,
 MWR)
 Almond Club, The (KOY)
 A-Loaf Bakers Present Judy
 and Frank (KOB)
 Aloha, California (KEHE)
 Aloha Land (KIUP)
 Aloha Sunset Land (CKCD)
 Along Dance Avenue
 (WCOP)
 Along Gypsy Trails (CBL)
 Along King's Highway
 (KOA)
 Along Melody Boulevard
 (KGMB)
 Along Melody Lane
 (KTAT)
 Along Radio Row (WIP)
 Along Rialto Row (CBS)
 Along Sweet Music Avenue
 (KANS)
 Along the Airways (WHP)
 Along the Avenue (KLZ)
 Along the Banks of the
 Volga (CFRN)
 Along the C. & E. I. Trail
 (WBBM)*
 Along the Danube (CBM)
 Along the Sidelines
 (WRUF)
 Along the Volga (CHAB)
 Alphabetical Antics
 (CJOC)
 Alpine Apartments
 (WOKO)
 Alpine Inn, The (KSO)*
 Altar Bound (WGAR)
 Amanda Snow (NBC)
 Amateur Announcers
 (WABI)
 Amateur Announcers' Con-
 test (KANS)
 Amateur Announcer's Hour,
 The WLVA (WLVA)
 Amateur Authors (KFWB)
 Amateur Cameraddicts
 (KDYL)
 Amateur Chef, The
 (WFLA)
 Amateur Cooking School of
 the Air (NBC)
 Amateur Dramatic Hour
 (WNEW)
 Amateur Gardener, The
 (KLZ, KMTR)
 Amateur Hour (WCAO,
 WSAI)
 Amateur Hour, The WFLA
 (WFLA)
 Amateur Hour from Fox
 Brooklyn Theatre
 (WMCA)
 Amateur Night, The KDLR
 (KDLR)
 Amateur Night in Harlem
 (WMCA)
 Amateur Night on Beale
 Street (WNBR)
 Amateur Review (WCPO)
- Amateur Script Writers
 Hour (WBNX)
 Amateur Show of the Air,
 Johnnie Marvin's (WKY)
 Amateur Song Writers
 (WOR)*
 Amateur Song Writers'
 Hour (WBNX)
 Amateur Songwriters' Op-
 portunity Contest
 (WMCA)
 Amateur Variety Hour
 (CKCH)
 Amati Concert Trio
 (WBTM)
 Ambassador Coconut Grove
 (KFI)
 Ambassador of Knowledge,
 The (WCPO)
 Ambassador of Song
 (KFVS)
 Ambassador of the Air
 (KMPC)
 Ambassadors (CBS)
 Ambassadors of Song
 (CJOC)
 Ambassadors of Style
 (CJRC)
 Ambitious Amateurs
 (CFAC)
 America At Work (NBC)
 America Dances (CBS)
 America Dances Tonight
 (KONO)
 America Goes Bowling
 (NBC)
 America in Action (KFRU,
 WTJS)
 America in Music (NBC)
 America in Peace (WFAM)
 America in Review (NBC)
 America Speaks (WWJ)
 America's Debutante Star
 (WBBM)*
 America's Flag Abroad
 (WSM)
 America's Grub Street
 Speaks (CBS)
 America's Hour (CBS)
 America's Little House
 (CBS)
 America's Melody (WRUF)
 America's Miracle Man
 (KGB)
 America's Music (WHK)
 America's Oldest Radio
 Singer (WENR)
 America's Sweetheart
 (NBC)
 America's Town Meeting of
 the Air (NBC)
 America's Yesterdays
 (WNYC)
 American Abroad (KMTR)
 American Adventure
 (NBC)
 American Album of Famil-
 iar Music (NBC)
 American Authors (WHA)
 American Beauty Album
 (KIDW)
 American Caravan
 (KFWB)

PROGRAM TITLES—Continued

- American Citizenship Series (NBC)
 American Composers (KHJ)
 American Education Forum (NBC)
 American Families, Inc. (WHO)
 American Family (KFWB)*
 American Family Robinson, The (WCB, WBS, KFIZ)
 American Fellowship Program (KGO-KPO)
 American Fireside, An (NBC)
 American Golfer (NBC)
 American Heroes in Art (WCAP)
 American Institutions (WBAA)
 American Legion Hour (WGRC)
 American Legion Program (KRKD)
 American Life and Books (WHA)
 American Music Festival (WJZ)*
 American O'pry House (WMCA)
 American Pageant of Youth, The (NBC)
 American Parade (KMPC)
 American Pianists' Series (WQXR)
 American Portraits (NBC)
 American Progressive (KFVD)
 American Radio Warblers (WTCN)*
 American Revue (WXYZ)
 American Salutes (WMCA)
 American Scene (WORL)
 American School of the Air (CBS)
 American Singers, The (CBS)
 American Symphonettes (KSRO)
 American Trapshooters' Meet (WHIO)
 American Trio (WGY)
 Americana (WBS)
 Americans Abroad (KMTR)
 Among My Souvenirs (CKAC)
 Among Neighbors (KABR)
 Among Our Souvenirs (KDYL)
 Among the Classics (CFLC)
 Among the Music Masters (WHBF)
 Among Us Girls (WLLH)
 Amos 'n' Andy (NBC)
 Amusement Bulletin (KCRJ)
 Amusement Guide (KOOS, WXYZ)
 Anaesthetic & Cerebellum (KGU)*
 Analects of Confucius (CJCA)
 Ancient Dance (CBS)
 Ancient World Thru Modern Eyes, The (WHA)
 And It Came to Pass (CBM)
 And Others (KOY)
 And So the World Goes On (CFCF)
 And So to Bed (KXBY)
 And Sudden Death (KHJ)*
 Anderson First (WAIM)
 Anderson Gospel Tabernacle (WHBU)
 Anderson Sisters, The (WTJS)
 Andy & Virginia Mansfield (KHJ)
 Andy Gump Family (WGN)*
 Angel Face (WWL)
 Angela in the Cathedral (WAPI)
 Angelo Ferdinando & Orchestra (NBC)
 Angelus, The (WMBD)
 Angelus Hour, The (KHSL)
 Angelus Singers (CJIC)
 Angler and Hunter (NBC)
 Angler of the Air (WNEW)
 Animal Kingdom, The (WBBC)
 Animal News Club (NBC)
 Animals in the News (WBZ)*
 Ann Campbell Poetry (WXYZ)
 Ann Leslie Scrapbook (WISN)
 Ann Livingston (WSAZ)
 Ann Livingston—Fashions (WSAZ)
 Ann Russell, Home Economist (KVOR)
 Ann Warner's Chats (KGO-KPO)
 Ann Worth—Housewife (WXYZ)
 Anne Anderson's Home-making Hints (WTJS)
 Anne Campbell (WWJ)
 Anne Wyman and Her Home Decoration (WCAZ)
 Anniversary Book, The (CKWX)
 Anniversary Varieties (CJCA)
 An Nounce Er' Fun (WEEI)
 Announcer's Choice (KPDN)
 Announcer's Day Off (KMTR)
 Announcer's Doghouse (KFOR)*
 Announcer's Life Is Not a Happy One (CBS)
 Announcer's Revel (WQAM)
 Announcers and Oratorical Contest (WLAW)
 Announcers' Confessions (NBC)
 Announcers' Court (KYDL, WOL)
 Announcers' Forum (KARK)
 Announcers' Holiday (WCHV, WRGA)
 Announcers in Ambush (KDYL)
 Announcers on a Rampage (WKOK)
 Announcers' Opportunity Contest (KUJ)
 Announcers' School (WJAG)
 Annual Christmas Party, The (KGNF, KGNF)
 Annual Spelling Contest, The (KGNF, KGNF)
 Annual Spring Dandelion Party, The (KGNF, KGNF)
 Anonymous Chef, The (WHDL)
 Another Generation Speaks (KWSC)
 Another Racket (WOR)
 Answer (WBAL, CKLW)
 Answer Machine (KMPC)
 Answer Man (KGO-KPO, KFXM, KDYL, KLL, WOR, WDAY, WAAF)
 Answer Me This (WIP, KOBH, WSBT)
 Anthony Frome, the Poet Prince (NBC)
 Antique Shop, The (WSAI)
 Anti-Sleep Society (KGO-KPO)
 Antobal's Cubans (WEAF)*
 Any Woman's Day (WHB)
 Anyone Family, The (KMOX)
 Anything Can Happen (TPC)
 Anything Goes (CFCJ, KABR)
 Aeolian Pastels (CRS)
 Aeolian Singers (WBTM)
 Aeolian Trio, The (WBBM)
 Apartment Hunter, The (WTMV)
 Aperitif (WIP)*
 Apothecary, The (WBAA)
 Appearances Count (WNAC)
 Apple Center Gossip (WWSW)
 Apple Creek News, The (WJSV)
 Apple Crick (KFEQ)
 Applesauce Revue (WAAW)
 Applied Psychology (WHA)
 Appraisal of America, An (NBC)
 Apron String Boys (KLZ)
 Apron Strings (WFBBM)
 Arabesque (CBS)
 Arabian Nights (WBBC)
 A-rafting on the Mississippi (WHBF)
 Arcadia String Ensemble (WIP)*
 Arch Air Troubadours, The (WBA-A)

PROGRAM TITLES—Continued

- Archie's Morning Melodies (CKCL)
 Arcolian, The Arco (WEBC)
 Arctic Expedition, The MacGregor (NBC)
 Arctic Kings (CJRM)
 Are You Listening (KOTN, WSB)
 Are You Positive? (KYOS)
 Argentine Tea Party (WDAS)
 Argentine Trio (KGO-KPO)
 Arion Trio (KGO-KPO)
 Ariosa Vocal Trio (KYA)
 Aristocrats (MacG, WTMJ, KFH)
 Arizona Dude Ranch (KOY)
 Arizona Gloom Chasers (KOY)
 Arizona News Dramas (KOY)
 Arizona Ranch Riders (WLW)
 Arizona Sunrise Hour (KOY)
 Arizona Sunshine Hour (KOY)
 Arizona Trail Riders, The (WJTS)
 Arkansas Razorbacks (WKZO)
 Arkansas Travelers (KMMJ, KTHS)
 Arkansasawyers, The (WKY)
 Arlene Jackson & Green Bros. (NBC)
 Armchair Adventures (KNX)
 Armchair Chat (WISN)
 Armchair Chats (WGY)
 Armchair Cruise Along the Waterfront (KOL)
 Arm Chair Driver (KDKA)
 Armchair Fancies (KFPY)
 Armchair Melodies (KANS, WGN, WWSW)
 Armchair Playhouse (KFWB)
 Armchair Quartet (NBC)
 Arm Chair Traveler (WBS)
 Arnold Grimm's Daughter (WGN)*
 Arnold's Dinner Club (WMCA)
 Around a Gypsy Campfire (WHN)
 Around Omaha (KOIL)
 Around the Bandstands (CKTB)
 Around the Breakfast Table (WBAL, WDBO, WTAD)
 Around the Breakfast Table with Henry Carey (KGNO)
 Around the Clock (WCHV, WPTF, WVFW)
 Around the Clock with the Good Morning Man (WATL)
 Around the Cracker Barrel (KPDN, WHP, WOWO, WGL, WCAE, WHP)
 Around the Dinner Table (WBAL, WTMJ)
 Around the Fair (WMAQ)*
 Around the Festive Board (CBS)
 Around the Fireside (KGVO)
 Around the Globe (KFIO)
 Around the Mikes (WHBB)
 Around the Network (KGO-KPO)
 Around the Ranch House (WSGN)
 Around the Samovar (CBS)
 Around the Shops with Mike Rafone (WSPA)
 Around the Sports Dial (KTOK)
 Around the Theatre (WCAU)*
 Around the Town (KGMB, WDNC, WJNO, WPEN, WRAK, WTMJ, KMPC, WKY, WDAF, KMOX, CFCF)
 Around the Town with Ann Ginn (WTCN)
 Around the Town with Camille Brown (WSFA)
 Around the Town with Tom and Helen (KFVS)
 Around the World (WCAU)*
 Around the World Cooking School (CBS)
 Around the World in a Giant Amphibian (KGY)*
 Around the World in Fifteen Minutes (WQV)
 Around the World in New York (WMCA)
 Around the World in Song (WHN)
 Around the World with Betty Ross (NBC)
 Around the World with Boake Carter (WBS)
 Around the World with Dr. Mecklenberg (WTCN)
 Around the World with Libby (NBC)
 Around the World with Numbers (CKWX)
 Around the World with Santa Claus (WEEL)*
 Around the World with Transradio Press (CFCY)
 Around Town (WQXR)
 Around Town with Martha (KNOW)
 Arrow Head Review (WFDF)
 Art and Music (KGO-KPO)
 Art Appreciation (NBC)
 Art Club of the Air, The (WWSW)
 Art Haines and His Rag-time Rascals (KGFF)
 Art of Conversation (KNX)
 Art of Living (WJJD)
 Art Review (KGO-KPO)
 Artistry of Homemaking (WTIC)
 Artists' Bureau Presents, The KONO (KONO)
 Artists on Parade (WSGN)
 Artists' Recital (CBO, WQXR)
 Artists' Recital, The WHEC (WHEC)
 Artists' Review, The KONO (KONO)
 Artist's Review, The San Antonio (KONO)
 Artz Trio (WOAI)
 Arzen Melody Time (KGO-KPO)
 As I See It (KLPM, WBLK)
 As One Man Sees It (WMBH)
 As Others See You (WESG, KTUL)
 As the Globe Turns (KWSC)
 As the Moments Fly (CFRC)
 As the Nuts Have It (KGVO)
 As the Psychologist Sees You (WNYC)
 As Thousands Cheer (CBS)
 As We Grow (WMC)
 As We Journey Through Life (KDAL)
 As Woman to Woman (KGO-KPO)
 As You Like It (KLO, WCMJ, WRGA, WMSD, WSAU)
 Ashcroft Journal (CFCJ)
 Asher and Little Jimmy (WHAS)*
 Asher Sizemore and Little Jimmy (WCKY)
 Ask Me Another (WMBD, KFUE, WHO, KDYL, WTMV)
 Ask Mr. Jones (KYA)
 Ask the Ladies (KOIL)
 Assembly Programs (WTNJ)
 Assembly Sideshow (WRVA)
 Associated Spotlight Revue (KGO-KPO)
 Astronomer, The (KMPC)
 At Close of Day (WGN)
 At Eight Thirty (WCAE)
 At End o' Day (WHBQ)
 At Home and Abroad (WBZ-A)
 At Home with Carolina Rawls (KARK)
 At Home with Janet Wilson (WMCA)
 At Home with Miss Van (WCBS)
 At Home with Mrs. Chapman (KSL)
 At Home with the Ladies (WROK)
 At Home with the Masters (CBS)

PROGRAM TITLES—Continued

- At Home with the Mortons (WBNS)
 At Home with the Stars (KMPC)
 At Our Home (WJW)
 At Our House (WSAY)
 At the Baldwin (NBC)
 At the Captain's Table (NBC)
 At the Console (WBAL, WBTM)
 At the Crossroads (WSYR)
 At the End of the Day (KMBC)
 At the Fair Grounds (WFLA)
 At the Feet of the Master (KFUO)
 At the Grands (CJRC)
 At the Legislative Keyhole (KHJ)
 At the Opera (KGO-KPO)
 At the Organ Console (WRR)
 At the Park (WDZ)
 At the Piano (KGO-KPO)
 At the Post (KEHE)
 At the Theatres (WSGN)
 At the Twilight Hour (WSPA)
 At Thirty (WAAT)
 At 1210 Kilocycles (KVOS)
 At Your Command (KIDO, KORE)
 At Your Request (WHLB, WTJS)
 Athletic League (WBAL)
 Atlanta Forum of the Air (WSB)
 Atlantic City Entertains (WPG)
 Attention, Men (KRGV)
 Attic Treasures (WMBD)
 Attorney-at-Law (WLS)*
 Au Bal Musette (CHRC)
 Au Jour Le Jour (CBM)
 Aubade Ensemble (WAAT)
 Aubade for Strings (CBS)
 Auction Block, The (KGGH)
 Auction Bridge Game (NBC)
 Auctionair (WBAL)
 Audience Decides, The (MacG)
 Aulience Speaks, The (WHK)
 Audiografs (WWSW)
 Audition (KDYL, KNX)
 Audition Hour, The (WDRG)
 Audition Hour, The (WLBZ)
 Audition Time (WELI, WQAM)
 Auditions on the Air (WCOA, WFIL, WLAW, WTMV)
 Auditor Sings, An (WTMV)
 Audrey Ann Dancing Class (WHJB)
 Aunt Claire (CHRC)
 Aunt Elizabeth, the Story Lady (KWKH)
 Aunt Harriet's Children's Hour (WEEL)
 Aunt Harriet's Family (WHBQ)
 Aunt Jemima on the Air (WMAQ)*
 Aunt Jemima Songs (CBS)
 Aunt Jemima's Cabin at the Crossroads (NBC)
 Aunt Jenny's Real Life Stories (CBS)
 Aunt Jerusha (WTHT)
 Aunt Jimmie and Her Tottenville Tots (CBS)
 Aunt Kit's Children's Party (WGAL)*
 Aunt Kitty Corner Club (CFGO)
 Aunt Lulu's Adventures (NBC)
 Aunt Martha and Mary (WELL)
- Aunt Martha's Kiddies (WWRL)
 Aunt Mary (WGR, WLW)
 Aunt Peggy (KGAR)
 Aunt Sally (WOW)
 Aunt Sally and Betty (WLS)*
 Aunt Sammy (KDFN)
 Aunt Sammy and Her Scrap Book (KOY)
 Aunt Susan (WKY)
 Aunt Susan Cooking School of the Air (WKY)
 Aunt Zelena (CBS)
 Auntie Bliss Entertains (KCKN)
 Authors' Round Table (KDB)
 Auto Auction (KMTR)
 Auto Previews on the Air (WCKY)
 Auto Show Gossip (WBBM)
 Automobile Question Box (KRE)
 Autumn Serenade (WAVE)
 Autumn Song (KDYL)
 Aux Feux de la Rampe (CRCK)
 Avalon Boys (KGO-KPO)
 Ave Maria Hour (WMCA)
 Ave Maria Novena Services (WMCA)
 Aventures d'Ursine, Les (CBF)
 Avenue Chosen Singers (KWKH)
 Average Family (KMTR)* (WMCA)
 Aviation Activities—Heroes of Aviation (CBS)
 Avionettes (WGAL)*
 Avondale Mills Bands on Review (WAPI)
 Awakening, The (WEVD)
 Away Down South in Old Virginia (WRVA)

B

- BBC Varieties (WKBW)
 BKTA (Be Kind to Animals) Club (KFOX)
 Babe Ruth's Boys Club (NBC)
 Babes in Hollywood (NBC)
 Babies' Club of Mt. Sinai Hospital (WDAS)
 Babies, Just Babies (WACO)
 Babs and Betty (KFAB)
 Baby Broadway (WMBD)
 Baby Clinic of the Air (KFSD)
 Baby Grand Opera (WSM)
 Baby Jane in Fairyland (WSVA)
 Baby Rose Marie (NBC)
 Bachelor Poet—Norman Pearce (WMAQ)
 Bachelor's Children (WGN)
 Back Fence (CBS)
 Back Home Hour (WRR, WELL, WOPI, KROC, KRE)
 Back Home Hour From Buffalo (CBS)
 Back in the Book Corner (KDB)
 Back of the News in Washington (NBC)
 Back of the News of the World (NBC)
 Back Seat Driver (KGO-KPO, WMBD)
 Back Stage at a Radio Station (WMCA)

PROGRAM TITLES—Continued

- Back Stage at Casa Manana (KTAT)
 Back Stage Chatter (KGO-KPO)
 Back Stage in Radio (CBS)
 Back Stage in Welfare (WMCA)
 Back Stage Interviews (WDOD, FTRD)
 Back Stage Wife (NBC)
 Back Stage with Dorothy Knapp (NBC)
 Back Stage with John Pickard (KGO-KPO)
 Back to Bible (KFUO)
 Back to Business (WNEW, FTRD)
 Back to Calvary (CFCJ)
 Back to Good Times (KGO-KPO)
 Back to Life (KWSC)
 Back Yard Astronomer (CRS)
 Back Yard Gossip (KSAC)
 Backbone of the Nation (WBS)
 Backgammon & Camelot (NBC)
 Badger Radio Safety Club (WHA)
 Bag and Baggage (WHY)
 Bagdad Nights (CKCK)
 Baker-Boys, The (KHQ)
 Baker Boys, Freihofers' (WGY)
 Bakers Broadcast (NBC)
 Bakers Dozen, The (CFCY)
 Balboa Hilarities (KFWB)*
 Baldwin Book of Musical Notes (KDFN)
 Balkan Mountain Men (NBC)
 Ballad Hour (CBS)
 Ballad Time (KLPM)
 Balladeers, The (WBNS, WHB)
 Ballades and Romance (CHRC)
 Balladettes (KGO-KPO)
 Balladiers (KFXJ)
 KMPC, KORE)
 Ballads by Binder (WKRC)
 Ballads by Bradley (KLZ)
 Ballads of the Plains (KWBG)
 Ballet Music (KGO-KPO)
 Ballroom, Don Kerr's (WMCA)
 Ballroom Make Believe (KGVO)
 Ballroom of Romance (WMC)
 Ballyhoo Hour (KMTR)*
 Baltimore in Review (WFBR)
 Baltimore Memories (WBAL)*
 Banco-Opera (WCCO)
 Band Box, The (KDYL, WIND)
 Band Goes to Town (NBC)
 Band Parade (CJCS)
 Band Plays On (WOR)*
 Band Revue (WRGA)
 Band Shell, The (WRUF)
 Band Wagon (KGAR, WIP)
 Band Wagon, The Edgeworth (WRVA)
 Bandmaster, The (CFRN, WPTF)
 Bandmaster, The G. E. (KOMA, WBS)
 Bands Across the Sea (WHB)
 Bandstand, The (KGB, WQXR)
 Bandwagon (CFCY, WHA, WBBC, WCAU, WWSW)
 Bandwagon, The WBBM (WBBM)
 Bandwagon Bargains (WDZ)
 Banjo Chix (WCCO)
 Banjo Jubileers, The (WSPR)
 Banjokers (WESG)
 Banjoleers (WGY)
 Banjolity (CJRM)
 Bank of a Thousand Melodies (NBC)
 Bank with the Clock (WDEV)
 Banner of Adventure (KPDN)
 Baptist Hour, The (WEBQ)
 Baptist Steeple Chimes (WQAM)
 Bar B Q Ranch (WSIX)
 Bar-N Frolic (WLS)
 Bar O Ranch (WMCA)
 Bar V Bev (WMCA)
 Bar X Cowboys (KTRH)
 Bar X Days and Nights (JVG)
 Bar-X Ranch (NBC)
 Barbara Dale Charm Matinee (KGO-KPO)
 Barbara Gould (NBC)
 Barbara King's Kitchen (WREN)
 Barbara Maro (KFI)*
 Barbara Maurel—with New World Symphony (CBS)
 Barbara Wayne (WIBO)*
 Barbary Coast Nights (KGO-KPO)
 Barber's Interviews (WSAI)
 Barber's Sports Resume (WSAI)
 Barbers, The Barbasol (WABC)*
 Barbershop Harmony (KGCX)
 Bard of Erin (CBS)
 Bard of Paradise Valley, The (KGER)
 Bard of the Byways (KGO-KPO)
 Bards of Baltimore (WBAL)
 Barefoot Trail (WOR)*
 Bargain Bob (WXYZ)*
 Bargain Counter (WMBD)
 Bargain Prices (WBBM)
 Bargain Theatre of the Air (KABC)
 Bargains of the Day (KFRO)
 Baritone Balladier (KGW-KEX)
 Baritone Bowen's Ballads (CKSO)
 Barn Dance (NBC)
 Barn Dance and Variety Show, The KTHS (KTHS)
 Barn Dance Frolic, The (KSAL) (KSAL)
 Barn Dance Jamboree (KMOX, KWTN)
 Barn Dance Melodies (WGPC)
 Barn Dance, The Alka-Seltzer (NBC)
 Barn Dance, The Hudson Valley (WFAS)
 Barn Dance, The Renfro Valley (WLW)*
 Barn Dance, The WBZ (WBZ-A)
 Barn Dance, The WDRS (WDRS)
 Barn Dance, The WHDL (WHDL)
 Barnacle Bill (WMCA)
 Barnstormers, The (KMPC, WOR)
 Barnstormers, The WSPR (WSPR)
 Barnum Was Right (KGO-KPO)
 Barnyard Boys, The (KTOK)
 Barnyard Follies (KMOX, WCCO)
 Barnyard Frolics (WTMJ, KMOX)
 Barnyard Jamboree (WLS)
 Barnyard Serenade (KDAL, WWVA)
 Barnyard Symphony (WCCO)
 Baron of the Ivories (WDBO)
 Baron's Studio Party (WAAT)
 Barrett Outfit, The (KOA)
 Bar-rump (KOL)
 Barter Block, The (CFCO)
 Barton Rees Pogue's Scrapbook (WLW)
 Baseball Chatter (WTCN)
 Baseball Extra (WFDF, WXYZ)
 Baseball Game Descriptions (WINS)
 Baseball Hi-Lites (WOAI)
 Baseball Hot Shots (KRE)
 Baseball Recreation (KEX)*
 Baseball Resumes (NBC)
 Baseball Roundup (KFRU)
 Baseball School of the Air (KIRO)
 Baseball Talks and Predictions by Babe Ruth (CBS)
 Baseball Thrillers (KIRO)

PROGRAM TITLES—Continued

- Bases of Piano Literature (CBS)
 Basin Street Band, The (WWSW)
 Basketball Highlights (WCBS)
 Bass Notes (WESG)
 Bassonology (WIRE)
 Batchelors, The (WHB)
 Bateeste Heemself (WBZ-A)
 Bath Club, The (CBS)
 Bathmat Revue (KGB)
 Bathmat Revue (WBBM)*
 Bats in the Belfry (KFSO)
 Battalion Is Formed, The (KOH)
 Battalion Memories (CJRM)
 Battalion of Prayer (WBBC)
 Batter-Up (WXYZ)
 Battle of Hillbillies, The (WRDW)
 Battle of Melody, The (CKSO)
 Battle of the Bands (WDZ)
 Battle of Wits (WRJN)
 Battle of Words, The (KWKH)
 Battling with Bill (WMT)
 Bavarian Ensemble (WMAQ)*
 Baxter and Son (WTIC)
 Bay City Melodies (KFUO)
 Bazaar of the Air (KFH)
 Be a Better Buyer (WCAE)
 Be Beautiful (WDGY)
 Be Beautiful at Breakfast (NBC)
 Be Emily Posted (NBC)
 Be Happy, Go Lucky (WHBQ)
 Be of Good Cheer (KFUO)
 Beach Club (WLBZ)
 Beachcomber, The (WJR)
 Beachside Afternoon (WTMV)
 Beale Jamboree (WNBR)
 Beale Street Boys (CBS)
 Beale Street Nights (NBC)
 Beals at the Baldwin (KVG B)
 Beatrice Mabie (NBC)
 Beau Bachelor (CBS)
 Beau Brummel and the Coquettes (WCCO)
 Beau Brummel of the Air (CBS)
 Beau Brummel Recalls (CJCA)
 Beau Brummels (WAAT)
 Beau Night (WNEW)*
 Beauteous Ballads (NBC)
 Beautiful Thoughts (KVG B)
 Beautiful Thoughts in Words and Sweet Music (WWL)
 Beautiful Women of the Ages (KSL)
 Beauty and Charm (KEHE)
 Beauty and Health (WBZ-A)
- Beauty and You (WDGY)
 Beauty as a Profession (WDSW)
 Beauty Box Theatre, The Palmolive (CBS)
 Beauty Builders (CBS)
 Beauty for Sale (WMCA)
 Beauty Forum (WMCA)*
 Beauty Hints from Hollywood Stars (KPO)
 Beauty in Words and Music (WJSV)
 Beauty News and Hints (WTIC)
 Beauty Parades, The Outdoor Girl (WABC)*
 Beauty Question Box (KLZ)
 Beauty Rules the Airwaves (KXBY)
 Beauty That Endures (WOAI)
 Beauty Theatre of the Air, The Palmolive (NBC)
 Beauty's Court (WHN)
 Beauvais Orchestra (CFLC)
 Beaux Art Trio (KGO-KPO)
 Bedside Talks (WDZ)
 Bedtime Stories (KFUO)
 Bedtime Stories for the Smaller Children (KHSL)
 Bee, The (WHBF)
 Bee Master, The (CKTB)
 Beech Street Bluebird (KIDW)
 Beef Hour, The (KGVO)
 Before Midnight (KGVO)
 Before the Game (WHBQ)
 Before the Kickoff (KFAB, WTCN)
 Beggar's Bowl (WOR)*
 Behind Nebraska Headlines (KFAB)
 Behind Page One (WELI)
 Behind Prison Bars (NBC)
 Behind the Cartoons (WINS)*
 Behind the Curtain (KFWB)
 Behind the Dial (WNEW)
 Behind the "Eight-Ball" (KABR, WDRC)
 Behind the Footlights (KGO-KPO, WDNC)
 Behind the Headlines (KCKN, WKY)
 Behind the Law (KDKA)
 Behind the Lens (WHN)
 Behind the Looking Glass (KFSSO)
 Behind the Microphone (WBS, WRUF, WDNC, CFCY)
 Behind the Microphone with the Copywriter (KBIX)
 Behind the Mike (WCAZ, WTMJ)
 Behind the Mikes (WMC)
 Behind the News (KMTR)
 Behind the Scenes (KMTR, WADC, WTIC)
 Behind the Scenes in Europe (KWSC)
- Behind the Scenes in Hollywood (WTNJ)
 Behind the Scenes in Radio (KWKH)
 Behind the Scenes of Radio (WHP)
 Behind the Title Page (WMBO)
 Believe It or Not (NBC)
 Believe You Me (CBS)
 Bell Boys, The (KTUL, WKY)
 Bell Ringers Club (KROY)
 Belle and Martha (RRI)
 Belle Geste de Musique (WTAM)
 Belles of the 'Nineties (NBC)
 Bellmen Choir (WICC)
 Bellon Ballads (KIDO)
 Beloved Friend Program (WQXR)
 Below Freezing Program, The (KGIR)
 Below the Rio Grande (KMOX)
 Below-Zero Club (WSYR)
 Bem's Little Symphony (CRS)
 Ben and Helen (CBS)
 Ben Bernie and All the Lads (NBC)
 Ben Bolt and His Nuts (WLTH)
 Ben Franklin Says (WAVE)
 Benay Venuta's Program (WOR)
 Beneath the Surface (NBC)
 Benedicts, The (WAAF)*
 Bensonairs, the (WBIG)
 Bensons, The (CKCL)
 Bermuda Sketches (WABC)*
 Bertie Sees the World (NBC)
 Beside the Bookcase (KYOS)
 Beside the Shalimar (KGW-KEX)
 Best Bets (KDYL)
 Best Sellers (NBC)
 Best Wishes (WSAU)
 Bethany Girls (WDRC)
 Bethel Tabernacle Church (KHSL)
 Betrie & Betty (WJZ)*
 Betsy's Chatter (KRQA)
 Better Homes (KFVS)
 Better Homes Program (WMCA)
 Better Music Hour (KMPC)
 Better Speech (WHA)
 Better Speech Program, The YMCA (WDNC)
 Betty and Ben (WDNC)
 Betty and Bob (CBS)
 Betty and Frank (CKY)
 Betty & Her Neighbor Boys (WBBM)*
 Betty Ann Quarter Hour (KMMJ)
 Betty Baker (KOOS)
 Betty Boop (NBC)

PROGRAM TITLES—Continued

- Betty Crocker (WDAF)
 Betty Gay (KMBC)
 Betty Gay's Dancing Parties (WHB)
 Betty Hartley, Your Stylist (WBNS)
 Betty Lee (WOAI)
 Betty Lee's Boy Friend (WOAI)
 Betty Lennox (WGY)
 Betty Marlow and Her Orchestra (NBC)
 Betty Moore (NBC)
 Between Beats (KHUB)
 Between Editions (WAVE)
 Between Ourselves (CKY)
 Between the Bookends (KMBC, WGAR)
 Between the Deadlines (KMO)
 Between the Halves (KFAB)
 Between the Lines (KNOW)
 Between the Rows (KMA)
 Between War and Peace (WMCA)
 Between You and Me (WFAS, KGFF)
 Beverly Hill Billies (KMPC)
 Beyond the Traffic Lights (KIRO)
 Bible Brevities (WDBO)
 Bible Broadcast, The (WEBQ)
 Bible Broadcaster (WTMV)
 Bible Class (KFUO)
 Bible Class, The Morgan (WNOX)
 Bible Drama (KGO-KPO, KFUO)
 Bible Expositor and Bible Student, The (KFUO)
 Bible House Presents (WQXR)
 Bible in Song and Story, The (WNEW)
 Bible Lesson (WDAF)
 Bible Lyceum (WSGN)
 Bible Mysteries (WRJN)
 Bible Pictures (WMCA)
 Bible Reading (KFUO)
 Bible Stories (KHSL, KFUO)
 Bible Stories for Children (WAAF)
 Bible Story Narrator (KHSL)
 Biblical Dramas (WGY)
 Bicycle Party (NBC)
 Bicycle Traffic Court (WRJN)
 Bidin' My Time (WHAM)
 Big Apple-Sauce, The (WHBQ)
 Big Apple Swing Club (WKBO)
 Big Broadcast (WCLO)
 Big Broadcast of 1936 (WPHR)
 Big Brother Club (KGGM, KMBC)
- Big Brother Jim (KOY)
 Big Brothers Bible Class (WSFA)
 Big Brother's Children Hour (KTRH)
 Big City Broadcast (WOW)*
 Big Eight, Baird's (KIDO)
 Big Five, The (WDNC)
 Big Four, The (KDYL)
 Big Freddy Miller (WXYZ)
 Big Game in North America (NBC)
 Big Guns (NBC)
 Big House Reviews, The (WCLS)
 Big League Special (WFDF)
 Big Leaguers & Bushers (WGN)*
 Big Little Things of Life (KFIO)
 Big Man From the South, The (CFLC)
 Big Sandy Folks (WCMI)
 Big Sandy Music Hall (WHBQ)
 Big Show, The (KFWB)*
 Big Sister (WRJN)
 Big Six of the Air, The Chevrolet (NBC)
 Big Store News (WBNS)
 Big Ten, The (KGO-KPO)
 Big Ten Hits (NCBS)
 Big Ten Review (WTCN)
 Big Time (NBC)
 Bit Top, The (KOA)
 Big Top Revue with Dippy Dramas (CFRN)
 Big Town (CBS)
 Big Yank (WCAO)*
 Big Yank Mavericks (KGO-KPO)
 Biggest Little Program on the Air (WEAU)
 Bill & Eileen (WJZ)*
 Bill & Ginger (WABC)*
 Bill and Helen (KGNF)
 Bill and Henry (NBC)
 Bill and Mary (KFEQ)
 Bill and Phil (WHB)
 Bill and Ralph (WAPI)
 Bill Boyd and His Cowboy Ramblers (WRR)
 Bill Brown, the Movie Man (WMT)
 Bill, Mac & Jimmy (KNX)*
 Bill Perrin (KGFF)
 Bill Pitts Passes By (WBEN)
 Bill the Barber (WMAQ)*
 Bill the Fisherman (WAAT)*
 Bill, the Timekeeper (WIOD)
 Billboard of the Air (WOWO-WGL)
 Billy and Betty (NBC)
 Billy Brown's Brevities (CKWX)
 Billy Glason's Fun Fest (WMCA)
- Billy Hill's Hillbillies (WKY)
 Billy Isaac's Commanders (WCAO)
 Billy Mills and Company (WBBM)
 Bing Crosby Time (KIEV)
 Bing Sings (CKCL)
 Bing Time (WDNC)
 Biographer of the Air (WBBC)
 Biographies (KFUO)
 Bird and Vash (CBS)
 Bird of Paradise (WEAF)*
 Bird Songs at Eventide (KFPY, WHB)
 Birds of a Feather (RRI)
 Birth of the News (WLNH)
 Birthday Bells (KDLR, WDAF, WIL)
 Birthday Bill (KECA)
 Birthday Club (WROK, KPDN)
 Birthday Club, The Banner (KRBC)
 Birthday Club, The KFOR (KFOR)
 Birthday Club of the Air (KGFV)
 Birthday Club with Old Pappy, The KPLT (KPLT)
 Birthday Greeters, The (WEST)
 Birthday Greeters, Gene and Bud (WEST)
 Birthday Man (WHEB)
 Birthday Parade, The (WNBR)
 Birthday Parties, The Baker University (WDAF)
 Birthday Party (WFBM, WDEV, WJZ, KGAR, KMCA, WPG)
 Birthday Party, The Arco (NBC)
 Birthday Party, The WLNH (WLNH)
 Birthday Salute (WHN)
 Bishop & the Gargoyle, The (NBC)
 Bit o' Cheer and Sunshine (KFBI)
 Bit o' Livin', A (WRR)
 Bit o' Philosophy (WRGA)
 Bit o' Swing (WFTC)
 Bit of Blighy, A (CJOC)
 Bit of This and That, A (WABI)
 Bits from Hits (CKCL)
 Bits of Hits (WAAW, WTMV)
 Bits of Life (RRI)
 Bits of Melody (KGO-KPO)
 Bits of Rhythm (WAVE, WMSD)
 Bits of the Theatre (NBC)
 Bits of This and That (WADC)
 Bits of Wit (KABC)
 Bittersweet Melodies (WBBM, WCFL)

PROGRAM TITLES—Continued

- Black & Blue, Detekatifs (KHJ)
 Black and Gold Ensemble (WTMJ)
 Black and White Keyboard Boys (WBRE)
 Black & White Rhapsody (WBOW)
 Black and White Varieties (CBL)
 Black Cat Mvsteries (WMBC)
 Black Chamber, The (NBC)
 Black Chapel (KNX)
 Black Diamonds (KGO-KPO)
 Black Feather, The (WDRC)
 Black Ghost (KGO-KPO, MacG)
 Black Hills Romance (KSOO)
 Black Horse Tavern (CKOC)
 Black Keys and White (CHAB, WSAU)
 Black Magic (MacG)
 Black Mask Players (KGNC)
 Black Moon Mystery (WFBR)*
 Black Night (WBAP)
 Black on White (WCLE)
 Black Rhapsody (KHJ)*
 Blackbirds (KONO)
 Blackfriar Radio Players (WJRD)
 Blackstone Plantation (NBC)
 Blair Cut Ups (WBZ-A)
 Blaisdell Woodwind Ensemble (NBC)
 Bleecker Street Jamboree (WIBX)
 Blended Harmony (WHDL)
 Blessed Evtener, The (WWSW)
 Blighty Program, The (CKCK)
 Blind Ambassador to the Court of Good Cheer, The (WGBI)
 Blind Artists Bureau (WMCA)
 Blind Dates (WNEW)
 Blind Quintette (WCHV)
 Blind Tenor, Edmund Denny, The (WIBW)
 Blood and Thunder (WMCA)
 Blooming Bill (WADC)
 Blue and Gold Hour (WBZ-A)
 Blue Belles and Their Beaux (WKY)
 Blue Bird Melodies (KGO-KPO)
 Blue Blazers (WAAT)
 Blue Bonnet Time (KRLD)
 Blue Book, The (WFBR)
 Blue Book of the Air (WMFJ)
 Blue Flames (CBS)
 Blue Four, The (WNAJ)
 Blue Hangover (WDNC)
 Blue Hawaii (KOB)
 Blue Heaven (KTUL, WMBO)
 Blue Horizons (KFVD)
 Blue Hours (KRLD)
 Blue Jam (WEST)
 Blue Jays (KGO-KPO)
 Blue Madonna (KFWB)
 Blue Monday (WBZ-A)
 Blue Monday Club (WDBO)
 Blue Monday Express (WREN)
 Blue Monday Gloom Chasers (CBS)
 Blue Monday Jamboree (KHJ, KFRC, KTUL)
 Blue Monday Melodies (KONO)
 Blue Moon Kuku's (NBC)
 Blue Moonlight (KGO-KPO)
 Blue Plate Special (KHJ)
 Blue Prelude (WHB, KGO-KPO)
 Blue Rhythms (KMBC)
 Blue Ribbon Melodies (WFBM)
 Blue Ridge Mountain Boys (KYA)
 Blue Ridge Mountaineers (KIUN)
 Blue Room, The (KGLD)
 Blue Room Echoes (WTIC)
 Blue Shadows (WPAY, KFPY, KYOS)
 Blue Skies (WINS, WKRC)
 Blue Star Revue (KGIN)
 Blue Streaks (WBST-WFAM)
 Blue Strings (WMAL)
 Blue Triangle Hour (KSAC)
 Blue Valley Homestead (NBC)
 Blue Velvet Orchestra (CBS)
 Bluebelles and Their Beaux (WKY)
 Bluebirds (CBS)
 Bluebonnet Girls, The (WFAA)
 Blues (CBS)
 Blues Chasers, The (WMSD, KONO, WJBY, WVVV)
 Blues Chasers and Sleepy, The (KOOS)
 Bluettes (KGO-KPO)
 Blue-Noters, The (WCMI)
 Bo Jazz (KTUL)
 Board of the Aldermen Talk (WINS)
 Boardin' House (WPAY)
 Boardwalk Interviews (WCAP)
 Boat of Romance, The (CHRC)
 Boatmen's Program (WGCM)
 Bob Albright, the Oklahoma Cowboy (WXYZ)
 Bob and Betty (KGVO)
 Bob Becker (NBC)
 Bob Becker's Fireside Chats about Dogs (NBC)
 Bob Buck (WBS)
 Bob Crosby and His Orchestra (NBC)
 Bob Darling (KFOR)*
 Bob Grooters (KOA)
 Bob Hecker's Outdoor Tales (CBS)
 Bob Jerry and Company (KMBC)
 Bob Jones College Prayer Hour (WSFA)
 Bob Lithchfield at the Organ (WPHR)
 Bob Neighbor (KIRO)
 Bob Newhall, Sports (WLW)
 Bob Nolan San Felicians (NBC)
 Bob-O-Link Sideshow (WMAQ)*
 Bob Pierce and Company (WHAM)
 Bob White (WTMV)
 Bobby and Betty (KFOX)
 Bobby and Betty and Their Magic Boots (KFOX)
 Bobbv Benson & Polly (WABC)*
 Bobby the Bachelor (KCMO)
 Bobette and Her Curlyques (KTUL)
 Bob's Tagger Rag Hour (WCAZ)
 Bohemian Brevities (KTEM)
 Bohemian Hour, The (WPHR)
 Bohemian Night Club (KHQ)
 Bohemian Program (WJAG)
 Bohemian Varieties (WJAY)
 Bohemians (KGO-KPO, WBAP, WFBM)
 Bolek Musicale (WCAO)
 Bon Bons (CBS)
 Bon Voyage (KGHL)
 Bonaventure News-Reel (WHDL)
 Boners' Court (KLZ)
 Bonjour, Madame (CKAC)
 Bonjour Paris, Bonsoir! (CBM, CBF)
 Bonnie Airs (WCOL)
 Bono & Co. (WKWB)
 Booby Hatch, The (KGVO)
 Book and the Reader, The (WHBQ)
 Book Bag, The (WFBR)
 Book Chat (WAAF, KFIZ)
 Book Club Chatter (WBT)
 Book Club of the Air (WGY)
 Book Lore (WMCA)
 Book of Fantastic Facts (WBTM)

PROGRAM TITLES—Continued

- Book of Life (KHQ, KOIN)
 Book of Melodies (WMCA)
 Book of Memories (KHQ)
 Book of People (WLW)
 Book of the People (WMCA)
 Book Parade (KGO-KPO)
 Book Report, The (NBC)
 Book Review (KGNC, KIEM, KMTR, KSAL)
 Book Review—Peter Quince (WRVA)
 Book Revue, The WPHR (WPHR)
 Book Shelf, The (KHSL)
 Book Shop, The (WLS)*
 Book Sketches (CKX)
 Book Theatre, The (WCOP)
 Book Theatre of the Air (WCOP)
 Bookcase, Grant Merrill's (KOL)
 Bookman, The (KHSL, WDEV, WSBT-WFAM)
 Books & Booklore (CFRN)
 Books and Music (WBRY)
 Books and Their Authors (KFUO)
 Books, Authors and People (WJBK)
 Books for Children (KGO-KPO)
 Books in the Limelight (NBC)
 Books in the News (WQXR)
 Books in Review (KGEZ)
 Books People Like (WABI)
 Books, The Best of the Month (NBC)
 Books, Today, Yesterday and Tomorrow (WXYZ)
 Bookshelf (WJAY, KFUO, WCHS)
 Bookshelf, My (CKY)
 Bookshelf, The Northwestern University (WBBM)
 Bookworm, The (WJR, WTHT)
 Boos and Bouquets (KGVO)
 Boos and Hisses (WESG)
 Boost the Blues (KXBY)
 Booster Club (WTMV)
 Boots and Bachelors (WKBW)
 Boots and His Buddies (KONO)
 Border Buckaroos (KNEL)
 Border Varieties (CKLW)*
 Bordertown Barbecue (WBS)
 Bosch Symphony Hour (WQXR)
 Boston Almanac, The (WORL)
 Boston Entertains (CBS)
 Boston Hour (WEEI)
 Boston Petite Symphonies (CBS)
 Boston Variety Hour (CBS)
 Bottle Boys (WEAF)*
 Boulbee Safety Specialties (CKWX)
- Bouquet for Today, The (KPDN)
 Bouquet for Today, Burdine's (WQAM)
 Bouquet of Melodies (KGB, KGO-KPO, WDGY, WATR)
 Bouquets of Ballads (CFAC, KOIN)
 Bourdon, Conducting (WFBC)
 Bow Ballads (WIBX)
 Bower of Roses (KMPC)
 Bowery Mission (WHN)*
 Bowler's News (WHBF)
 Bowling Bletherings (KMO)
 Bowling Briefs (WFBR)
 Bowling Bystanders (KDYL)
 Bowling Congress (WINS)
 Bowmasters, The (KTUL)
 Boy and a Girl, A (KALE)*
 Boy and Dog Club, The (CJRM)
 Boy Detective (KFOX)
 Boy from Alabama (WWL)
 Boy from Songland (WHK)
 Boy Meets Girl (WHK)
 Boy of Yesterday, The (WNEW)
 Boy Reporter—Jerry Nelson (KFOX)
 Boy Scout Dramas (WSOC)
 Boy Scout Meeting of the Air (CHNC)
 Boy Scout Parade (WSYB)
 Boy Scout Pow-Wow (WBRB)
 Boy Scout Round Table (WCAP)
 Boy Scout Troop of the Air, The WBBM (WBBM)
 Boy Scouts (CRS)
 Boys and Girls Safety Club (WDBJ)
 Boys Club of the Air (WIP)*
 Boys in Blue (WJR)
 Boys of the Golden West (KIUL)
 Boys of the World (NBC)
 Bradley Kincaid's House Party (WGY)
 Bradshaw Safety Club of the Air (WJTN)
 Brain Teasers (KMJ, WMBD, WMBR)
 Brain Trust, The (KTKC)
 Brain Twisters (WSBT-WFAM, WHEC)
 Brains and Bright Hope (KVOO)
 Brains in the Barnyard (NBC)
 Brainstormers (WHB)
 Brass Button Review (NBC)
 Brass in the Air (KELO)
 Brave New World (CBS)
 Bravest of the Brave (NBC)
- Brazilian Nightingale (NBC)
 Bread and Jelly Time (WFDF)
 Bread of Life (CJRM)
 Bread Winners (KFYR)
 Breadtwisters, The (WSAU)
 Breadwinner (WHN)
 Break O'Day (KMPC)
 Breakfast Ballads (WSAZ)
 Breakfast Bell (KRQA, WMIN)
 Breakfast Breivities (KFYO, WHP, WOAL, CJCA)
 Breakfast Briefies (WHP)
 Breakfast Brigade (KMOX)
 Breakfast Business (WHAS)
 Breakfast Cabaret (KLUF, KWKH)
 Breakfast Club (CJOC, KFNF, KVGB, WISN, KLO, WJAY, KFBB, WIL)
 Breakfast Club, The L.A.A.C. (KRKD)
 Breakfast Club, The WOPI (WOPI)
 Breakfast Club Express (WIL)
 Breakfast Club Roundup (KFNF)
 Breakfast Club with the Musical Chefs (WHIS)
 Breakfast Concert (KPDN)
 Breakfast Dance (WAIM)
 Breakfast Express (WAAF, WAAW, WDAS, WJBK)
 Breakfast Four (WBZ-A)
 Breakfast Gossip and Music (WELI)
 Breakfast Guest (KLZ)
 Breakfast in Dixie (WDOD)
 Breakfast Melodies (KRE, WMBD)
 Breakfast News Edition (WIBA)
 Breakfast Party (KGO-KPO, KVOO, WCAX)
 Breakfast Reporter (WAAT)
 Breakfast Serenade (WRUF, WDBO)
 Breakfast Special (WCLO)
 Breakfast Time Table (KLZ)
 Breakfast Time Tunes (WAAT)
 Breakfast Time with Plain Jane and Jim (CKWX)
 Breakfast with Folger (KGO-KPO)
 Breath of South Africa, The (CFCF)
 Breath of the Avenue (KSL)
 Breck's Garden Talk (WEEI)
 Breen & de Rose (NBC)

PROGRAM TITLES—Continued

- Breeze, The (KTUL)
 Breezy Brevities (KXBY)
 Breviated Oddities (KGDE)
 Brevities, The WJAR (WJAR)*
 Breyer-Leaf Boys (NBC)
 Briarcliff Reveries (WSB)
 Briarhopper Boys—Ham and Sam (WBT)
 Brickbats & Bouquets (KGA)
 Brickstones, The (WEBC)
 Bride and Groom Serenade (WDAE)
 Bride's House, The (WMCA)
 Bridge Briefs (WBRB)
 Bridge Builders (KFWB)
 Bridge Club, The KFI (KFI)
 Bridge Deck (WINS)
 Bridge Forum (WDAE)
 Bridge Quiz (WMCA)
 Bridge Table, The (WSYR)
 Bridge to Dreamland (KGO-KPO)
 Bridget and Pat (CKY)
 Brief Drama (WMBH)
 Bright Lights Revue (CBS)
 Bright Spot, The (WLAW, WSIX)
 Bright Spot, The Bab-O (WBBM)
 Bright Spots (KTHS)
 Brighter Smile Program (KMAC)
 Brilliantly Beautiful Melodies (KSD)
 Bring 'Em Back Alive with Lifeguards (KGHL)
 Bringing Up John and Mary (KGVO)
 British Empire Program (CKMO)
 Broadcast Bulletin (CKY)
 Broadcast Rhymsters (WBBM)
 Broadcasting and the American Public (CBS)
 Broadcasting Broadway (NBC)
 Broadway Bandwagon (KDYL)
 Broadway Bill (KGB)
 Broadway Billboard (WBZA)
 Broadway Bill's Race Reviews (WMCA)
 Broadway Cinderella (WGN)*
 Broadway Echoes (WRUF)
 Broadway Matinee (KWJJ)
 Broadway Melodies (WMCA)
 Broadway Melody Hour (WHN)
 Broadway Merry Go Round (NBC)
 Broadway Newsreel (WMCA)
 Broadway Nights (KOIN)
 Broadway Opportunity Hour (WNEW)
- Broadway Parade (KFSS)
 Broadway Portraits (WHN)
 Broadway Review (WSGN)
 Broadway Talks (KMO)
 Broadway to Hollywood (WIP)
 Broadway Varieties (CBS)
 Broadwayites (WAAAT)
 Broadway's Greatest Thrills (CBS)
 Broer Family at Home (KSLM)
 Broken Circle X Ranch, The (KFVS)
 Broken Record, The (KFYO, WLNH)
 Broncho Busters Barn Dance (CHAB)
 Bronx Harmonizers (WHN)*
 Bronx Marriage Bureau (WOR)*
 Brooklyn Foreign Affairs Forum (WLTH)
 Brooklyn Woman's Court Alliance (WMCA)
 Brother Ben (WTMV)
 Brother Bill (WIP)*
 Brother, Can You Spare a Job? (KARK)
 Brother Dave and His Kid-die Club (WTJS)
 Brothers of the Broom (WMBH)
 Brown County Revelers (WLW, WSAI)
 Brown Derby Quiz (WGAL)*
 Brown Dynamite of the Ivories (WSPA)
 Brown-Eyed Blues Girl and Her Blue-Eyed Boy Friends (KGBX)
 Brown Family (MacG, KFUE)
 Brown Sisters, The (KHJ)
 Brownies, The (KDLR)
 Brownies Request (KDLR)
 Brownsviller Zeide (WLTH)
 Browsing Among Books (CBS)
 Bruin Broadcast (KFVD)
 Brush Creek Folks (WSPD)
 Brush Creek Follies (KMBC)
 Bryn Mortenson (WDGY)
 Bubble Up Brevities (KCMO)
 Bubbles (CBS)
 Buccaneers (CBS)
 Buccaneers Quartet, The (WTAG)
 Buck and Jerry (WSOC)
 Buck and Shot (WRJN)
 Buck Boys (WBAP)
 Buck Brand Program (WBAP)
 Buck Rogers (CHRC)
 Buck Rogers in the 20th Century (CBS)
- Buckaroos (KGO-KPO)
 Bucket Syrup Programs (MWR)
 Buckeye Barnstorming (WOWO-WGL)
 Buckeye Buckaroos (WAAW)
 Buckle Busters (WAAW)
 Bud and the Musical Blossoms (WWVA)
 Bud Percy (KFIZ)
 Bud Shaver Sports Talks (WXYZ)
 Buddy Hyde and His Popular Request Program (KVOD)
 Buddies (RRI)
 Buddy and Ginger (MWR)
 Budget Honeymoon (WOR)*
 Bughouse Rhythm (KGO-KPO)
 Bugle Call, The (WCMI)
 Bugle Call Revue (WCAU)
 Build a Home (KOL)
 Builder of Dreams (KFAC)
 Builder-Upper, The (KXBY)
 Builders, The (WGBI, WROK)
 Builders of America (KVOR, WIND)
 Builders of Clovis (KICA)
 Builders of Happiness (WBBM)
 Building Better Citizens (WLS)
 Building Industry Forum (NBC)
 Building Southern California (KHJ)*
 Bulletin Board, The (KTUL, WSAU, WDBJ, WCAO, KTAT)
 Bulletin Board of the Air (WCOA)
 Bulletin Board of the Air, The Chamber of Commerce (WQAM)
 Bulletin of the Air (KGB)
 Bumble Bees, The (WFAA)
 Bunch of Loons, A (CHRC)
 Bungalow Ballroom (KEX)*
 Bunk House Nights (WHO)
 Bunkhouse Buddies (KYOS)
 Burbig's Syncopated History (CBS)
 Bureau of Beauty, CKBI (CKBI)
 Bureau of Missing Persons (WWJ)
 Buried Gold (NBC)
 Burn Balladier (CFRN)
 Burning Questions (KFOX)
 Burns & Allen (NBC)
 Burton and Dutton, Studio Goldfish (KYW)
 Bus Broadcaster (WCBS)

PROGRAM TITLES—Continued

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| Bus Smith & His Silver String Band (WCHV) | Business Review (KGO-KPO) | Buyers' Guide (KFVS) |
| Bush Brevities (CFRN) | Bust o' Dawn (WDOD) | Buyer's Guide Club (WCBS) |
| Bushwhackers, The (KPDN) | Bust o' Dawn Society (KVOL) | Buyers' Parade (KALE) |
| Business and Pleasure (KHQ) | Busta Dawn (WRDW) | Buzz Davis Sports (WDAS) |
| Business Biographies (KGA) | Buster Brown (WWL) | By Candlelight (KEHE, KYW) |
| Business Builders, The (WRR) | But Women Have Brains (NBC) | By Popular Request (KRE) |
| Business Forum (WGRC) | Butternut Twins (KDFN) | By Request (KVSO) |
| Business Men's Bible Class (WRVA) | Button Family, The (KGB) | By the Blue Danube (CJRM) |
| Business Parade, The (WHBH) | Buy American (WINS) | By the Fireside (CKCL, CKCH, KWSC, WHN) |
| | Buy in Selma (WHBB) | By the Right, Quick March! (CKCL) |
| | Buy Locally (KFVS) | |
| | Buy Olyphant Revue (WGBI) | |
| | Buyers' Bus (WTMV) | |

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| CCC Choristers, The (WTJS) | Calendar of Events for the Day (KABR) | Calling All Stars (WBAL) |
| CCC Review (WFMD) | Calendar of Memories (WGN)* | Calling All Sweethearts (NBC) |
| CCCs in the News (WHDL) | Calendar of the Week (KSUB) | Calling All Tourist Cars (KVOO) |
| Caballeros, The (WCAU) | California Concert (KGO-KPO) | Calling Hollywood (WORL) |
| Cabaret Matinee (CJOC) | California Dons (KGO-KPO) | Calling on the Neighbors (WCAE) |
| Cabbages and Kings (WMBC, WHN) | California Melodies (KHJ) | Calling Warren (WJTN) |
| Cabin at the Crossroads (WLS)* | California Trio (KGO-KPO) | Callippe & Miss Kath'rine (NBC) |
| Cabin in the Cotton (NBC) | Californians on Parade (KGO-KPO) | Calvert Milchcopaters (KVSO) |
| Cabin in the Hollow (WJW) | California's Hour (KGO-KPO, KHJ) | Cambridge Is Calling (WALR) |
| Cabinet of Melody (CHNS) | Caliwailians' Music (KRKD) | Cameo Coal Cwiz (WKOK) |
| Cackle Club, The (KFEQ) | Call Boy, The (KTUL, CFRN) | Cameo of Modern Song, The (KSD) |
| Cactus Blossoms (KPDN) | Call of the North (WCCO) | Cameo Quiz (WRAK) |
| Cactus Charlie (WBZ-A) | Call to Church (WCOP) | Cameos (KPG, WBBM) |
| Cactus Kate (WGN)* | Call to Worship (WAPI, WSB, WOAI) | Camera Catches Rockford High (WROK) |
| Cadence and Romance (CKCV) | Call to Youth, The (NBC) | Camera Clicks (WCPO) |
| Cadets, The (CBS) | Callin' on the Neighbors (WCAE) | Camera Club (WBAL) |
| Cadets, The Pepper (WFAA) | Calling All Cars (CJCA, KHJ) | Camera Club of the Air (KFSS, WHAM) |
| Cafe Budapest (CBS) | Calling All Citizens to Safety (WBBC) | Camera Man, The (KRSC) |
| Cafe Continental (KMTR, WHBQ) | Calling All Drivers (WGRC) | Camera, Please (WBAL)* |
| Cafe Franz Josef (CFAC, CKCK) | Calling All Men (WJNO) | Camera Shots (WGAR) |
| Cafe Noir (WRUF, WTBO) | Calling All Parties (WHN) | Camp Comments (WGAR) |
| Cafe of the Red Dagger (WOR)* | Calling All Sportsmen (WKY) | Camp Meetin' (KGO-KPO) |
| Cahil-Logues (NBC) | Calling All Stamp Collectors (NBC) | Camp Meeting of the Air (WBIG) |
| Cakes and Coffee (WKY) | | Camp Talks (NBC) |
| Calendar for Men, Hibbs' (KSL) | | Campbelleers, The (WHB) |
| Calendar Man (WCHV) | | Campfire (KHSL) |
| Calendar of Events (KIDO) | | Campfire Boys, The (WBZ-A) |
| | | Camp Fire Girls' Pow-wow (KIEM) |

PROGRAM TITLES—Continued

- Campfire Melodies (KHSL)
 Campus, The (NBC)
 Campus Capers (KYW,
 KANS, WEW, WRUF)
 Campus Chatter (WSAI)
 Campus Coeds (WDAY)
 Campus Comedians (KGO-
 KPO)
 Campus Echoes (WAAW,
 WTMV)
 Campus Highlights
 (WMMN)
 Campus Hour, The Illinois
 (WILL)
 Campus Reporter (KGVO)
 Campus Review, The
 (KLZ)
 Campus Scenes (WIRE)
 Campus Theatre of the Air
 (WSM)
 Camrose Mailman (CFRN)
 Can It Be Done? (WQXR)
 Can They Return? (KTBS)
 Can You Pronounce It?
 (WBAA)
 Can You Solve It? (WOAI)
 Can You Spare a Job?
 (KYOS)
 Can You Stump Susie?
 (WTMV)
 Can You Take It? (KGFV)
 Can You Write a Song?
 (KFWB)*
 Canada, 1937 (CFCF)
 Canada, 1938 (CBM,
 CFCF)
 Canadian Capers (WQDM)
 Canadian Club Reporter
 (CKLW)
 Canadian Institute of Inter-
 national Affairs (CJRC)
 Canadian Mosaic (CBL)
 Canal Days (WSAI)
 Canary Amateur Hour
 (WMCA)
 Canary Concert (WGES)
 Candid Camera Chats
 (WDNC)
 Candid Camera of Radio
 (KWK)
 Candid Microphone, The
 (WIOD)
 Candid Mike, The (KYOS)
 Candid Radio Camera
 (WOL)
 Candidly Speaking
 (WBNX)
 Candlelight Singers (CBS)
 Canned Heat (KORE)
 Cannibal King of the Key-
 board (KYOS)
 Cannin' Time (KGO-KPO)
 Canning School of the Air
 (KTUL)
 Canny Cook (NBC)
 Cantata Group, The
 (WPHR)
 Cantaur-Pages of Romances
 (NBC)
 Canzonetta (KGO-KPO)
 Cap Marble and His BKTA
 Program (KGO-KPO)
 Cape Diamond Light (NBC)
- Capitol Comment (WGN)
 Capitol Hill (WTHT)
 Capitol Speaks, The
 (KSTP)
 Captain and the Organ, The
 (KFVS)
 Captain Argus (KYA)
 Captain Bill and Lieutenant
 Hal (KYA)
 Captain Bill and Little
 Gertie (WJAY)
 Capt. Bill's Rod and Gun
 Club (WINS)*
 Capt. Boyle and Sam
 (WAAT)
 Capt. Bud's Hobby Club
 (KCMO)
 Captain Diamond's Adven-
 tures (WJZ)*
 Captain Dobbise's Ship of
 Joy (NBC)
 Captain Dobbs (KGO-KPO)
 Captain Dobbs, Retired
 (KGO-KPO)
 Capt. Don & Radio Scouts
 (WIBO)*
 Cap'n Hawkins and His
 Jolly Crew (KMBC)
 Captain Jack (CBS)
 Capt. Jack, the Tune Pirate
 (WHBQ)
 Capt. Jimmy's Show Boat
 (CFCL)
 Captain Jolly and His
 Crew (WFAA)
 Captain of the Keyboard
 (WWVA)
 Captain Ozie and the Colo-
 rado Rangers (KLZ)
 Captain Salt and Jim
 (WHA)
 Captains of Industry (RRI)
 Captivators (CBS)
 Car Gazing (KFOX)
 Cara Lynn (KFJZ)
 Caravan (WWL)
 Caravan, The Dromedary
 (NBC)
 Caravan of Dreams (WHIS)
 Caravan of Melody
 (WKBO)
 Caravan of Song (WTHT)
 Caravan of Truth, The
 (NBC)
 Carbondale Carnival
 (WGBI)
 Cardinal Highlights
 (KMOX)
 Care and Feeding of Hobby
 Horses (CBS)
 Care and Feeding of Hus-
 bands (CBS)
 Career Girl (WHN)*
 Carefree Carnival (KGO-
 KPO)
 Carefree Cruisers (NBC)
 Careless Loves (NBC)
 Caribbeans, The (CBS)
 Cariboo Cowboys (CJOR)
 Carioca Rhythm (WHAS)
 Carl Fenton's Orchestra
 (WMCA)
- Carl Freed & Harmonica
 Lads (WSAI)
 Carl Freed's Harmonica
 Lads (WLW)
 Carnival (KMBC)
 Carnival, Cain's Coffee
 (WKY)
 Carnival, The Cleo Cola
 (KCMO)
 Carnival Hour (KOL)
 Carnival of Champions
 (WJZ)*
 Carnival of Music (WMCA)
 Carnival of Nations (NBC)
 Carol Kennedy's Romance
 (WABC)*
 Carol Ross Varieties
 (WPHR)
 Carol Weyman (WENR)
 Carolina Chats (WPTF)
 Carolina Hillbillies (WBIG)
 Carolina Jamboree (WBIG)
 Carolina Ramblers
 (WRDW)
 Carolina Reporter, Lina C.
 Harrill (WBT)
 Carolina Serenaders
 (WMFD)
 Caroline Cabot's Shopping
 Service (WEEI)
 Carolyn Gay (WIS)
 Carolyn Kern (KERN)
 Carolyn's Chorus (WHBQ)
 Carpenter String Ensemble
 (KFIZ)
 Carpet Magician, The
 (WGCP)
 Carrie and the Boys
 (WBIG)
 Carrie Lillie's Goody Goody
 Club (WMCA)
 Carrie Lillie's Kiddie Club
 (WMCA)
 Carrier Party, The (WGSN)
 Carrousel de la Gaiete, Le
 (CKAC)
 Carson Cocktail (KGO-
 KPO)
 Carson Robison's Bucka-
 roos (WGY)*
 Carsten's Corners
 (KOMO)*
 Carter's Twilight Memories
 (KOCA)
 Carthage Air Theatre
 (WMBH)
 Cartoon Class (KGB)
 Cartoon Club of the Air
 (WNEW)
 Cartoonist & Columnists
 (NBC)
 Cartwright Family (WTMJ)
 Cascade Hillbillies (KRKO)
 Casey at the Mike (KOA)
 Casey Jones Engineers
 (KIUN)
 Casino, The Coolerator
 (KLUP)
 Casino de Paris (CRS,
 KYA)
 Casino Parisienne (WMAQ)
 Cassandra (KHJ)
 Cassidy Singers (WJAY)
 Cast Off Moorings (WKY)

PROGRAM TITLES—Continued

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| <p>Castanets and Shawls (KLZ)
 Castilian Cadence (WTMV)
 Castilian Gardens (KOIN)
 Castillions (WFAA, KOIN)
 Castle Club Orchestra (WKY)
 Castles of Romance (NBC)
 Castles in the Air (WBBC)
 Castles of the Wind (WOKO)
 Castles-on-the-Air (WAAT)
 Casual Observer, The (WCBM)*
 Cat and the Fiddle, The (WATL)
 Cat Club, The (WIS)
 Cat's Claw, The (KMPC)
 Catalina Paradise (KERN)
 Catch-As-Catch-Can (KFRU)
 Catch Questions (KFUO)
 Catch the Announcer (KDAL)
 Catechism Plays (KFUO)
 Caterpillar Crew, The (WDAF)
 Cathedral Chimes (KROY, WSPA)
 Cathedral Echoes (WHA, WGY, WSPR)
 Cathedral Hour (CBS)
 Cathedral Melodies (WBZ-A)
 Cathedral Novena (KSO)
 Cathedral of the Ozarks (KUOA)
 Cathedral of the Underworld (WMCA)
 Cathedral Vespers, The (WCBM)
 Catherine the Great (CBS)
 Catholic Hour (NBC)
 Causes of Crime (WWJ)
 Causerie (CKY)
 Cavalcade (KGMB)
 Cavalcade of America (CBS)
 Cavalcade of Builders, Arizona's (KTAR)
 Cavalcade of Covered Wagon Days (KSL)
 Cavalcade of Melody (KDB, KDYL)
 Cavalcade of Music (KLZ)
 Cavalcade of News (WBIG)
 Cavalier Cavalcade (WBNS)
 Cavaliers (CFCF, KGO-KPO, WPHR)
 Cavaliers de la Salle, Les (CBM)
 Cecelians (KGO-KPO)
 Cecil and Sally (MacG, KGO-KPO)
 Cedar Valley Hillbillies (IBS)
 Celebrity Club (WFAS)
 Celebrity Night, Dr. West's (NBC)
 Celebrity Parade (WNEW)
 Celestial Singers (KABR)</p> | <p>Celia Gamba, Violin Stylist (NBC)
 Cello Knights (CBS)
 Cello Quartette (CFCF)
 Celluloid Rhythm (CJIC)
 Central Singers (WTAG)
 Century Blue Jackets (WBBM)*
 Century of Commerce (KGO-KPO)
 Century of Progress in Science (NBC)
 Cesare Sodero Directs (WOR)
 Chained Before Marriage (NBC)
 Chaland qui Passe, Le (CKCV)
 Challenge of Education (NBC)
 Chamber Music (CBM)
 Chamber Music Concerts (NBC)
 Chamber of Commerce's Salutes (WOAI)
 Chamber Vibrations (WATR)
 Champs Corner, The (WBZ-A)
 Chancellor of the Air (WSYR)
 Chandler Chats (WLW)
 Chandler Goldthwaite Ensemble (NBC)
 Chandu the Magician (WBS)
 Chanson Express, La (CKAC)
 Chansonette (CFCF)
 Chansonettes (KGO-KPO)
 Chanticleer Club (WBOW)
 Chantons en Choeur (CKAC)
 Chaparral Club (KECA)
 Chapel Chanson (CJCA)
 Chapel Chimes (CKOC, CFAC, KHQ, KORE)
 Chapel Echoes (KPDN, WICC)
 Chapel Hour, The (KMTR, KPMC, KWTN)
 Chapel of Cheer (KFXM)
 Chapel of the Air (WHDL, KFXJ)
 Chapel Serenade (WALR)
 Chapel Singer, The (WSOC)
 Chapel Singers (CKY)
 Chapel Window (KFUO, WBNX)
 Chapters from History of Music (WCBM)
 Character Building, Forum on (NBC)
 Character Education (CBS)
 Character Sketches (KFUO)
 Characters in the News (CFCF)
 Charioteers (WBS)
 Charis Players with Dorothy Chase (NBC)</p> | <p>Charles Mitchell and His Magic Melodies (KWKH)
 Charley and Marge (KROC)
 Charley Hamp (CRS)
 Charlie and Jane Entertain (WSAI)
 Charlie Craft's Discoveries (KMTR)
 Charlie Hector's Music (WEEI)
 Charlie Kent and His Ad-lerikans (MWR)
 Charlie on the Spot (WMAQ)
 Charm Chats (KGB, WCLO)
 Charm for You (WHEC)
 Charm Hour, The (WJAY)
 Charm in Women (WMCA)
 Charm School (KROY, KSL)
 Charm School, Dr. West's (KCMO)
 Chase Minstrels (WDAF)
 Chasin' the Blues (KGMB)
 Chasing Rackets (WKBW)*
 Chasins Music Series (WMAQ)
 Chat Awhile with Betty (KVOE)
 Chateau Bell Club, Le (WDAY)
 Chats, The Philco (KVI)
 Chats Between the Acts (NBC)
 Chats with Labor (WGRC)
 Chats with Peggy Winthrop (NBC)
 Chats with Your University Faculty (WJBO)
 Chatter Box (KDFN, WTCN)
 Chatter School—Jack Hamilton (WIBX)
 Chatter Time (KASA)
 Chatterbox Hour, The (WRAC)
 Chattering with Ida Bailey Allen (CBS)
 Chatting with Phyllis Foster (WDAS)
 Check and Double Check (WPHR)
 Checkerboard Program (WEEI)
 Cheek to Cheek (WHDL)
 Cheer Club (KHJ)*
 Cheer Program, The (WGBI)
 Cheer-Up Club, The (KOB)
 Cheer-up-o-dist—Christopher Layman (WBRY)
 Cheer Up Program (WIND)
 Cheerful Chore Club (WSBT-WFAM)
 Cheerful Confessions (KFUO)
 Cheerful Givers, The (WRDW, WRDW)
 Cheerful Home Chats (WMBH)</p> |
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