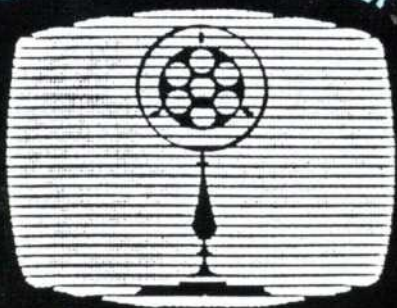


# HISTORY OF BROADCASTING:



## RADIO TO TELEVISION

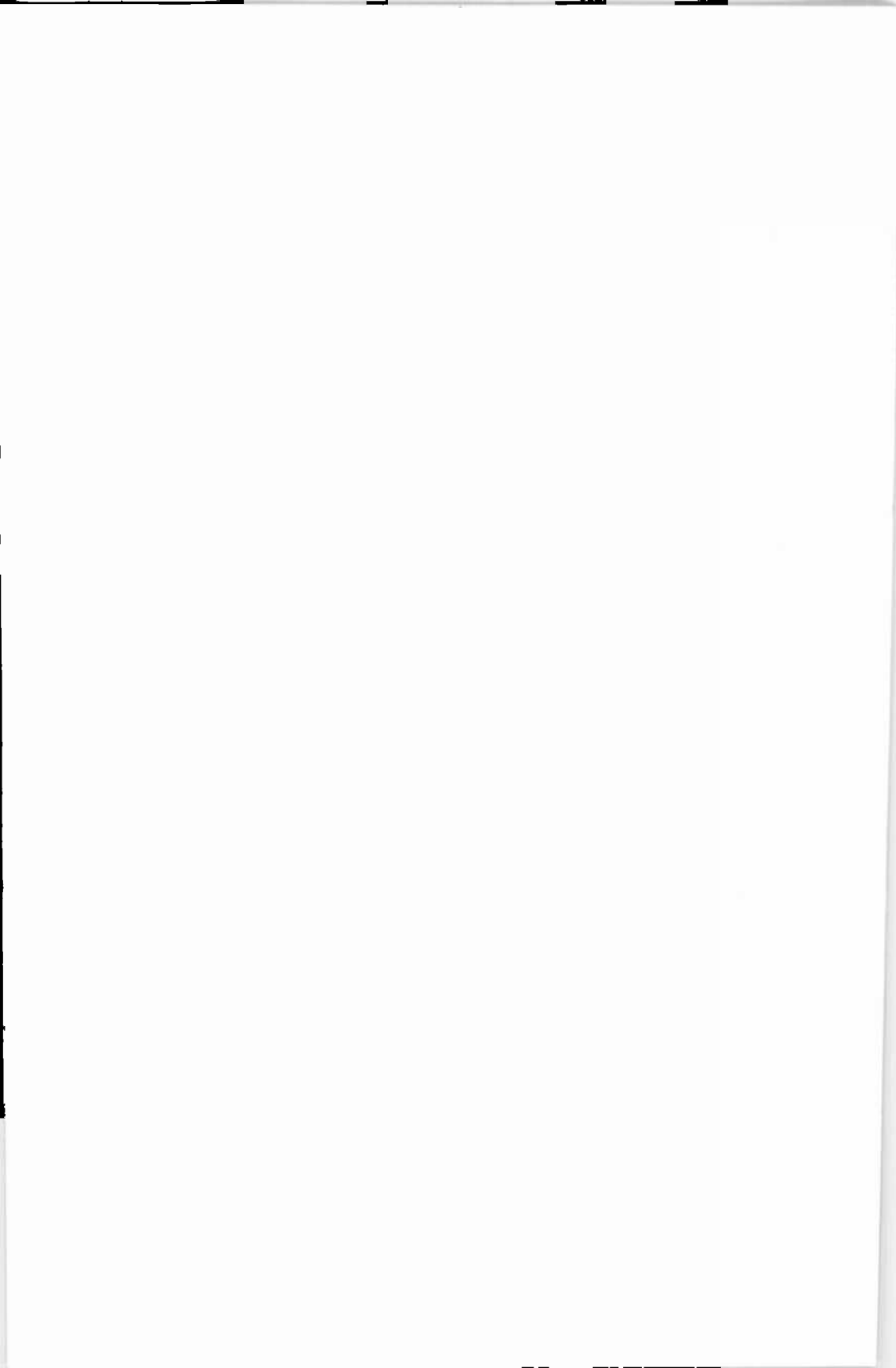
A THIRTY-YEAR HISTORY OF PROGRAMS CARRIED ON NATIONAL  
RADIO NETWORKS IN THE UNITED STATES

1926 - 1956

---

Compiled under the supervision of  
Harrison B. Summers  
Department of Speech - Ohio State University

January, 1958



**A Thirty-Year History of Programs  
Carried on National Radio Networks  
in the United States  
1926-1956**

**HARRISON B. SUMMERS, editor**



**ARNO PRESS and THE NEW YORK TIMES**

**New York • 1971**

Reprint Edition 1971 by Arno Press Inc.

LC# 78-161155  
ISBN 0-405-03572-1

HISTORY OF BROADCASTING: RADIO TO TELEVISION  
ISBN for complete set: 0-405-03555-1  
See last pages of this volume for titles.

Manufactured in the United States of America

**HISTORY OF  
BROADCASTING:  
RADIO TO  
TELEVISION**

**HISTORY OF BROADCASTING: Radio to Television**

ADVISORY EDITOR

Dr. Christopher Sterling, Temple University

EDITORIAL BOARD

Dr. Marvin R. Bensman, Memphis State University

Dr. Joseph Berman, University of Kentucky

Dr. John M. Kittross, Temple University

A THIRTY-YEAR HISTORY OF PROGRAMS CARRIED ON NATIONAL  
RADIO NETWORKS IN THE UNITED STATES

1926 - 1956

---

Foreword

The thirty years from 1926 to 1956 saw the rise, the development, and the beginnings of the decline of network radio programming - a decline very directly related to the rapid development of television. Whatever may be the future of broadcasting in this country, the history of network radio is an important one; radio and the programs presented over radio provided the foundations upon which the entire structure of television programming has been erected.

This compilation provides a year-by-year record of the programs carried on national radio networks from the season of 1926-27, the first season of formally organized networks, through that of 1955-56. An effort has been made to include all of the really important programs carried on the networks; however, for convenience, only those programs are listed which were included in schedules of radio networks during the month of January of each season. This naturally has resulted in the omission of those programs which were broadcast as 'summer replacements' - unless they were successful enough to be continued during the following winter season. It is possible, too, that occasionally an important winter-season program has been omitted, if that program was cancelled for a special one-time broadcast during the particular week in January for which information is provided. A more serious short-coming of the listing lies in the fact that errors undoubtedly have been made in the classification of some of the programs that are listed, since in many cases information concerning the form and content of certain programs has not been available. However, even allowing for occasional omissions and for errors in the classification of programs listed, the year-by-year schedules of network programs carried on a selected week during January should give us a valuable and reasonably reliable general picture of the nature of network radio programming during each winter season from 1926 to 1956, and make very evident the tremendous changes which took place in the structure of network schedules as new programs and new program forms were developed and as existing types of programs rose or fell in favor with listeners. It is as a means of providing this general picture of network programming, year by year, that this compilation has been attempted.

The materials given were secured from a wide variety of sources. Reports of such commercial program research organizations as C. E. Hooper, Incorporated, and the A. C. Nielsen Company, provide valuable information concerning the sponsors of network programs and the day and hour of broadcast, in addition to providing 'ratings' which serve as indices of popularity for most of the commercially-sponsored programs. Another invaluable source was the weekly listing of programs broadcast by radio stations in the New York area published in the Sunday edition of the New York Times; naturally, programs listed in the Times had to be checked against the advance



program schedules published by newspapers in other major cities, to eliminate programs carried only locally in the New York area. Information concerning program sponsorship was found in the lists of network advertisers published annually in Broadcasting Yearbook - at least for those seasons since the yearbook first appeared, in 1935. Descriptive materials concerning some programs were secured from advance program listings provided by the networks themselves; in addition, two of the networks provided special information concerning some of the sustaining programs broadcast between 1950 and 1956, which made possible the correct classification of those programs. Those who assisted with the compilation checked newspaper advertisements, program reviews and similar comment about programs in newspapers, trade papers and national magazines; in some cases, information was secured from individual listeners who 'remembered' certain programs or program series, to aid in the assignment of those programs to the proper classifications.

But from the variety of sources consulted, too little information is available concerning the form, content or in some cases the sponsorship of a number of early-day programs to allow full information to be given, and information is similarly lacking with respect to many of the sustaining programs included in network schedules since 1950 - particularly programs carried over the networks of the National Broadcasting Company and the Mutual Broadcasting System. In such cases, the compilers have been forced to attempt to classify programs largely on the basis of title, in combination with the day and hour of broadcast. It is hoped that these classifications have been correct in most instances.

The writer wishes to express his appreciation to the Association of National Advertisers for permission to use program rating figures provided by the Cooperative Analysis of Broadcasting for certain sponsored programs broadcast in the period between 1930 and 1935; to C. E. Hooper, Inc., and to the A. C. Nielsen Company for permission to use the rating figures of these two research organizations for programs broadcast more recently; and to Gerald F. Maulsby, Manager of Network Broadcasts for CBS Radio and to Grace Johnsen, director of Continuity Acceptance for the American Broadcasting Company, for the assistance provided by them in identifying some of the programs scheduled by their respective networks. The writer also wishes to express his very great appreciation to the score or more of graduate students in Radio and Television Programming at Ohio State University who, during the past five or six years, have assisted in assembling the materials presented in these pages. It is hoped that the program listings which have resulted from their efforts may be of some value to future historians of network broadcasting and to others who may in future years have need to trace the history of program development on the four national radio networks in the United States.

Harrison B. Summers

Columbus, Ohio  
January, 1958

In the following pages, listings are given of programs carried on the national radio networks during a selected week in January of each year from 1927 to 1956, inclusive. The week selected was in most cases either the second or third week in the month; in any case, it did not include New Year's Day, since both programming and listening on a holiday would not be 'normal.' The schedule for a single week has been used under the assumption that the programming for that week would be typical of that for the entire winter season of November through March - the period during which listening is usually at its peak - although of course, not all individual programs scheduled by networks at any time during the winter season would be included in the single week's schedule.

An attempt has been made to include in the list all programs ten minutes in length or longer, presented on either a sponsored or on a cooperative sponsorship basis, which were parts of regular program series - as well as all of the important or moderately important sustaining programs. Only those programs provided for broadcast between the hours of 8:00 a.m. and 11:00 p.m. on weekdays, or if sustaining, between the hours of 10:00 a.m. and 11:00 p.m. on Sundays, Eastern Standard Time, have been included. Five-minute programs, sponsored or unsponsored, have deliberately been omitted from the listings, with the exception of the five-minute Press-Radio News programs scheduled by the networks between 1934 and 1937, where the historical importance of such programs seemed to make their inclusion desirable.

The types of information given for each program or program series included in the listings are given in some detail below.

Program classifications. First, to aid in giving the reader an idea of the general nature of the various programs scheduled - and of the relative proportions of programs of each type carried each year - programs have been grouped in some thirty classifications based on structure and content. A separate listing is provided for programs broadcast during evening hours or during daytime hours on Sundays, and for ordinary daytime programs broadcast on weekdays. Most of the titles used for the various classifications are self-explanatory. However, a few require special consideration. 'Semi-Variety' has been used to include those programs which are primarily music, but which include a five-or-six minute segment of talk materials, or those primarily dramatic, but which include a five-or-six minute segment of music. 'Magazine-Type Variety' has been used to designate programs, usually several hours in length, of the type of NBC's Monitor, in which several types of material are inserted in a program which consists principally of live or recorded music. 'Concert Music' includes programs of 'serious' music, major programs of religious music, or programs presented by military bands; 'Musical Variety' programs of popular music in which - usually - a moderately large orchestra is featured. The term 'Disk Jockey Programs' is used only where the disk jockey pattern definitely is used; in some cases, programs consisting partly or largely of recorded music are classified as 'Musical Variety' or as 'Light Music' or occasionally as 'Concert Music.' A final classifi-

fication requiring some explanation is that of 'Human Interest Programs;' this heading is used for those programs usually involving audience participation, in which major emphasis is placed on human interest values.

It should be noted here once again that errors undoubtedly have been made in the classification of many of the programs listed, sometimes because of lack of accurate information, but occasionally because a particular program may not fit readily or completely into any of the thirty categories used.

Programs. Under each classification heading, programs falling within the category are listed in alphabetical order. In a number of cases, programs are listed not by the formal or official title, but under the name of the personality featured on that program - for example, You Bet Your Life is consistently entered under the title of Groucho Marx Quiz, with the actual title following. Where information is available, the program title is frequently followed by a notation of the form or content of the program, or by names of featured or supporting personalities or orchestras.

Sponsorship. Immediate preceding the program title, information is given concerning the sponsorship of the program. If the program is one with a single sponsor, the name of the sponsoring company or sometimes of the specific product advertised on the program is entered. A change from the name of a product to that of the sponsoring company from one year to another does not necessarily indicate any actual change in sponsorship; for example, Quiz Kids is sometimes listed as having been sponsored by Miles Laboratories, and sometimes by Alka Seltzer - a product of the same company. If the program was sponsored on a segment basis, like Breakfast Club or the daytime Authur Godfrey Time program, or if participating announcements for two or more sponsors or products were included in the program, the term 'Multi' has been used to indicate multiple sponsorship - a lack of space preventing the naming of the various sponsors individually. The term 'Co-op' indicates that the program was not sponsored on a network-wide basis, but was provided in such form that it could be made available for sponsorship by local sponsors, with commercial announcements inserted at pre-arranged places by local station announcers. Sustaining programs are identified by use of the initial letter 'S' in parentheses.

Particularly during early years of network operation, it was sometimes impossible to secure definite information concerning the sponsorship of programs. If a program could not be identified as being either sponsored or sustaining, or if the sponsor's identity could not be determined, the lack of information is indicated by use of a dash. Probably 90 per cent or more of the programs so labeled were not sponsored, but provided by the networks on a sustaining basis.

Seasons on air. Immediately following the program title, a figure is given in parentheses indicating the number of winter seasons the program in question is known to have been carried on network schedules. For example, a figure '4' in parentheses indicates that the program so labeled was on the air for its fourth network season in the season for which information is given.

The designation does not necessarily imply that the program was carried by a network for four consecutive seasons, or that it was on the schedules of the same network during each of its seasons on the air.

It's always possible that the 'seasons-on-the-air' figure may be too low - that the program referred to may have been on the air for a greater number of years than suggested by the figure given. That hardy perennial of homemakers' programs, Betty Crocker, for example, was not listed in certain years since it took the form of a five-minute program, or because the 'Betty Crocker' material was a segment of a longer program presented by the same sponsor. Similarly, in some cases, a program may not have been listed because it came after 11:00 o'clock at night - or because during the 'typical' week for a given year, it was cancelled for a special one-time broadcast. The figure shows not necessarily the number of seasons the program was actually on the air, but the number of seasons during which it was included in the listing of network programs during the selected week in January taken as a typical week.

In a number of cases, too, where the program is listed under the name of a particular featured entertainer, the figure in parentheses indicates simply that some program featuring that entertainer was included in the list of network programs for the number of years indicated - but not necessarily the same program, or even a program of the same kind. For example, Kate Smith first appeared on network schedules in a program of light music; a few years later, she was the featured personality acting as master of ceremonies of a variety program; still later, she was the personality featured in a five-times-a-week daytime 'talk' program. Since in each case, the program in which she was featured was broadcast under the 'Kate Smith' name, the figure in parentheses shows the number of seasons that some Kate Smith program was carried on a national network.

Network, program length, day, hour. Following the 'season-on-the-air' figure are a series of symbols representing the network and indicating the length of the program in minutes and the day and hour of the broadcast. In identifying networks, the letter 'C' is used to represent the Columbia Broadcasting System, and 'M' to represent the Mutual Broadcasting System. The letter 'N' up to and including the season of 1941-42 represents the Red Network of the National Broadcasting Company; over the same period, the letter 'B' represents the Blue Network of the National Broadcasting Company. Beginning with the season 1942-43, after the sale of the Blue Network to a new owner, 'A' is used to represent the American Broadcasting Company - the old Blue Network - and 'N' to represent the National Broadcasting Company.

Program length is given in minutes per broadcast. Time of broadcast is indicated by use of an abbreviation representing the day of the week, and a figure showing the hour at which the program was scheduled to begin - in Eastern Standard Time. If a program was broadcast more frequently than once a week, the symbols '2t,' '3t,' or '5t' are used to indicate the frequency of broadcast, per week. A small letter 'a' following the hour-of-broadcast figure indicates that the time is 'a.m.;" absence of such a letter that the program was broadcast in the afternoon or evening, Eastern Standard Time.

Ratings. The final item of information given for each program is a figure representing the program's 'rating', or the percentage of homes which, during the week selected or during a typical week in the same season, had sets tuned to that particular program. For instance, a rating figure of 14.0 indicates that 14 per cent of all homes in the United States - or at least of all homes in the several communities in which rating information was secured - had sets which were tuned to the program in question.

Ratings given for programs during the seasons 1929-30 through 1934-35 are those provided by the Cooperative Analysis of Broadcasting, the first program rating service to come into existence and the only one providing figures on program popularity during those years. The figures used are those which were published in the C.A.B. annual reports, and though programs listed for those years are programs on the air during January, the rating figures given by C.A.B. are usually those secured during either the first week in February or the first week in April, given by the research organization as 'typical' ratings for the season in question.

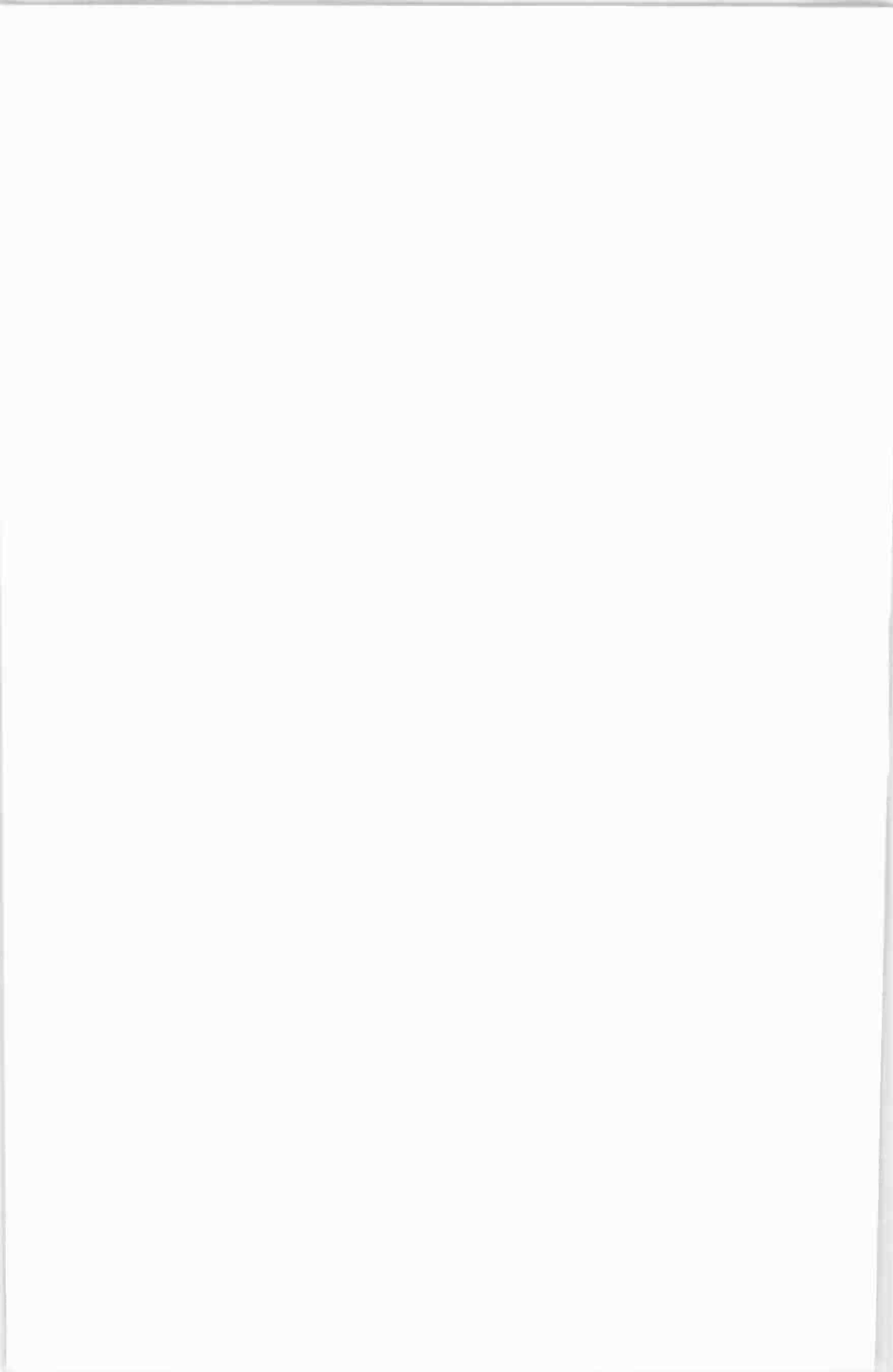
From 1935-36 through 1948-49, the rating information given is that provided by C. E. Hooper, Incorporated. Hooper ratings were based on coincidental telephone calls made in from 28 to 36 different major cities in which the programs rated were broadcast, and those given in this report were based on listening during the first week in January - New Year's Day not included - of the year indicated. Since the national Hooper rating service was sold to a competitor in 1949, the ratings of a third research organization - the A. C. Nielsen Company - have been used for the seasons 1949-50 through 1955-56. These represent the average audience per minute of the running time of the program (as do the ratings provided for earlier years by the Hooper organization), and are based on reports taken from mechanical recording devices attached to radio sets, with information given for either the second or the third full week in January of the year indicated. In the Nielsen ratings alone, the listening done by families in small towns or living in farming communities is taken into consideration.

While the ratings provided by any of the three research organizations are those for a single broadcast of each program listed, or an average of the broadcasts presented during some one week or at most, two weeks, they do provide a reasonably accurate index to the relative popularity of the various programs rated during the winter season during which those programs were carried on networks - and a comparison of the ratings received by the same program for each of the seasons during which it was broadcast will give a fairly accurate picture of the changes in the popularity of that program, over the years.

---

MAJOR NETWORK RADIO PROGRAMS - SEASON 1926-1927  
On Air January 1927

Sponsor	Program	Season on Air	Net, Day, Hour	Length, Hour	Rating
<u>General Variety</u> — Eveready Bat's	Eveready Hour	(1)	N 60 Tu	9:00	—
<u>Concert Music</u> — Atwater Kent	Atwater Kent Hour	(1)	N 60 Su	9:15	—
(S)	Boston Symphony Orchestra	(1)	B 120 Sa	8:15	—
(S)	Capitol Theater Concert	(1)	B 120 Su	7:20	—
Brunswick	Chicago Civic Opera	(1)	N 45 Fr	10:30	—
La France	La France Orchestra	(1)	N 30 Fr	9:30	—
Maxwell House	Maxwell House Hour	(1)	B 60 Th	9:00	—
(S)	Midweek Hymn Sing	(1)	N 30 Th	7:00	—
Iaulkite	National Symphony Orch; Walter Damrosch	(1)	N 60 Sa	9:00	—
Radio Corp'n	RCA Radiotrons; John Charles Thomas	(1)	B 60 We	9:00	—
<u>Musical Variety</u> — Atlantic & Pac	A & P Gypsies; string ensemble	(1)	N 60 Mo	9:00	—
Champion Plugs	Champion Spark Plug Hour	(1)	B 30 We	8:00	—
Cliquot Club	Cliquot Club Eskimos	(1)	N 30 Th	10:00	—
Coward Shoes	Coward Comfort Hour; familiar music	(1)	N 30 Th	8:00	—
Davis	Davis Saxophone Octette	(1)	N 30 We	8:30	—
Amazo Cook Oil	Don Amazio, Wizard; musical travelogue	(1)	B 30 Su	8:30	—
Goodrich Tires	Goodrich Zippers; banjo ensemble	(1)	N 60 Th	9:00	—
Hires Rootbeer	Hires Harvesters	(1)	N 30 Mo	8:30	—
Iodent	Iodent Program	(1)	B 30	no inf	—
Ipana	Ipana Troubadours	(1)	N 30 We	9:00	—
Royal Typow'r	Royal Music Makers	(1)	B 30	no inf	—
(S)	WEAF Musical Comedy Hour	(1)	N 60 Sa	8:00	—
<u>Light Music</u> — Wonder Bread	Jolly Wonder Bakers; quartette	(1)	N 30 Fr	9:30	—
Happiness Candy	Jones & Hare; songs, patter	(1)	N 30 Fr	8:00	—
—	The Vikings; male quartette	(1)	N 30 Tu	8:00	—
Smith Brothers	Trade & Mark; songs, patter	(1)	N 30 We	10:00	—
<u>News, Commentary</u> — (S)	Frederick Wm Wile; Political Situation	(1)	B 15 We	8:00	—
<u>Religious Talk Programs</u> — (S)	Men's Conference; Rev S Parkes Cadman	(1)	N 90 Su	4:00	—
(S)	St George Vesper Service	(1)	B 90 Su	4:00	—
(S)	Synagogue Service	(1)	N 30 We	7:00	—
(S)	Young People's Conf'ce; Rev Dan Poling	(1)	N 60 Su	3:00	—
<u>Miscellaneous Talk Programs</u> — Work-Whitehead	Auction Bridge Game; panel on bridge	(1)	N 30 Tu	10:00	—
Cook & Sons	Cook's Travelogue; travel talk	(1)	B 30 Su	8:30	—
<u>Daytime Homemakers' Talks</u> — General Mills	Betty Crocker; food talks	(1)	N 15 3:	10:40a	—



MAJOR NETWORK RADIO PROGRAMS - SEASON 1927-1928  
On Air January 1928

Sponsor	Program	Season on Air	Net, Day, Hour	Length, Hour	Rating
<u>Comedy Variety</u> --					
Sealey Mattress	Sealey Air Weavers; negro comedy, orch	(1)	N 30 Tu	8:30	--
Smith Brothers	Trade & Mark; comedy team, orch	(2)	N 30 Th	10:00	--
<u>General Variety</u> --					
Colliers Mag	Colliers Hour	(1)	B 60 Su	8:15	--
Emerson Drug	Emerson Effervescent Hour	(1)	C 30 Su	8:00	--
Eveready Bat's	Eveready Hour	(2)	N 60 Tu	9:00	--
<u>Concert Music</u> --					
Ampico	Ampico Hour of Music	(1)	B 30 Th	8:30	--
Atwater Kent	Atwater Kent Hour	(2)	N 60 Su	9:15	--
(S)	Capitol Theater Musicale	(2)	N 90 Su	7:30	--
(S)	Capitol Theater Symphony Orchestra	(1)	N 60 Su	12:00	--
Baulkite	Chicago Civic Opera	(2)	B 60 Tu	10:00	--
Cities Service	Cities Service Orchestra	(1)	N 60 Fr	8:00	--
Columbia Records	Columbia Phonograph Hour	(1)	C 60 We	10:00	--
Kolster Radios	Kolster Radio Hour	(1)	C 60 We	9:00	--
La Francoe	La Francoe Orchestra	(2)	N 30 Fr	9:30	--
Listerine	Listerine Hour	(1)	C 60 Tu	10:00	--
Maxwell House	Maxwell House Program; Richard Crooks	(2)	B 60 Th	9:00	--
(S)	Midweek Rymn Sing	(2)	N 30 Th	7:00	--
Radio Corp'n	National Symphony Orch; Walter Damrosch	(2)	B 60 Sa	8:00	--
(S)	New York Philharmonic Orchestra	(1)	C 120 Th	8:30	--
Palmolive Soap	Palmolive Hour	(1)	N 60 Fr	10:00	--
Philco Radios	Philco Hour; light operas	(1)	B 60 Sa	9:00	--
RCA Victor	RCA Victor Hour; John McCormack	(1)	B 60 Fr	10:00	--
Seiberling	Seiberling Singers	(1)	N 30 Tu	8:00	--
Stetson Hats	Stetson Parade; brass band	(1)	N 30 Su	6:45	--
Stromberg	Stromberg-Carlson Hour	(1)	B 60 Tu	8:00	--
<u>Musical Variety</u> --					
Atlantic & Pac	A & P Gypsies; string ensemble	(2)	N 60 Mo	8:30	--
Champion Plugs	Champion Sparkers	(2)	B 30 We	8:00	--
Cliquot Club	Cliquot Club Eskimos	(2)	N 30 Th	9:00	--
Coward Shoes	Coward Comfort Hour; familiar music	(2)	N 30 Th	7:30	--
Amazo Cook Oil	Don Amazio, Wizard; musical travelogue	(2)	B 30 Su	10:15	--
General Motors	General Motors Program	(1)	N 60 Mo	9:00	--
Ipana	Ipana Troubadours	(2)	N 30 We	9:00	--
(S)	Roxy and His Gang	(1)	B 60 Mo	7:30	--
Goodrich Tires	Silvertown Zippers; banjo ensemble	(2)	N 60 We	9:30	--
Whittall Rugs	Whittall Anglo-Persians; oriental music	(2)	N 60 Fr	9:00	--
Wrigley Gum	Wrigley Revue	(1)	B 60 Fr	9:00	--
<u>Light Music</u> --					
Diaphone	Acousticon Hour	(1)	N 30 Su	5:30	--
---	Breen & DeRoses; songs, patter	(1)	B 30 Tu	10:30	--
---	Gold Strand Group	(1)	B 30 Su	1:00	--
Hoover Vacuum	Hoover Sentinals; quartette	(1)	N 30 Tu	8:30	--
Jeddo Coal	Jeddo Highlanders	(1)	B 30 We	6:30	--
Happiness Candy	Jones & Bare; songs, patter	(2)	N 30 Fr	7:30	--
Armand	Lennox String Quartette	(1)	B 30 Su	7:45	--
(S)	Rise & Shine; songs, patter	(1)	B 30 Mo	9:00	--
Castoria	Rock-a-Bye Lady; songs	(1)	B 30 Fr	7:30	--
(S)	South Sea Islanders; Hawaiian music	(1)	N 30 Su	7:00	--
Scoony Oil	Scoonyans	(1)	N 30 We	7:30	--

(more)



## Network Radio Programs 1927-28

Light Music - cont'd --

Sylvania Tubes	Sylvania Foresters Quartette	(1)	B 30	We	8:30	--
(S)	Utica Jubilee Singers	(1)	B 15	Su	9:30	--
---	Vibrant Melodies	(1)	B 15	Su	9:45	--
White Rock	White Rock Saxophone Group	(1)	B 30	Fr	8:30	--

Informative Drama --

(S)	Biblical Dramas	(1)	N 30	Su	10:30	--
(S)	Great Moments in History	(1)	N 30	We	8:00	--

Light, Homey or 'Love Interest' Drama --

(S)	Main Street Sketches	(1)	C 45	Tu	8:15	--
---	Physical Culture Prince	(1)	N 15	Mo	7:45	--
True Story Mag	True Story Hour	(1)	C 60	Fr	9:00	--

News, Commentary --

(S)	David Lawrence; comment	(1)	N 15	Su	9:00	--
(S)	Frederick Wm Nile; Political Situation	(2)	B 15	We	7:45	--
(S)	H V Kaltenborn; Current Events	(1)	C 30	Tu	8:30	--

Public Affairs Talks, Forums --

(S)	Voters' Service	(1)	N 30	Tu	7:00	--
-----	-----------------	-----	------	----	------	----

Religious Talk Programs --

(S)	Men's Conference; Rev S Parkes Cadman	(2)	N 90	Su	4:00	--
(S)	National Church of Air; Rev H E Fosdick	(1)	B 30	Su	5:30	--
(S)	Synagogue Service	(2)	N 30	We	7:00	--
(S)	Young People's Conf'ce; Rev Dan Poling	(2)	N 60	Su	3:00	--

Miscellaneous Talk Programs --

Work-Whitehead	Auction Bridge Game; panel on bridge	(2)	N 30	Tu	10:00	--
Cook & Sons	Cook's Travelogue; travel talk	(2)	B 30	Su	6:00	--

Daytime Light Music --

(S)	Farnassus Trio	(1)	N - 10 times			--
-----	----------------	-----	--------------	--	--	----

Daytime Public Affairs Talks --

(S)	Foreign Policy Association Program	(1)	N 120	Sa	1:45	--
-----	------------------------------------	-----	-------	----	------	----

Daytime Homemakers' Talks --

General Mills	Betty Crocker; cooking talk	(2)	N 15	2t	11:00a	--
---	Lucille Buhl; beauty care	(1)	B 15	Tu	2:20	--
---	Mrs Julian Heath; cooking talk	(1)	B 15	5t	2:05	--
---	Overcraft Home Talks	(1)	N 15	We	11:30a	--
---	Radio Household Institute	(1)	N 15	5t	10:00a	--

Daytime Miscellaneous Talks --

(S)	Cheerio; inspirational talk, music	(1)	N 30	6t	8:30a	--
---	Dr Royal S Copeland; health talk	(1)	B 15	5t	10:00a	--

MAJOR NETWORK RADIO PROGRAMS - SEASON 1928-1929  
On Air January 1929

Sponsor	Program	Season on Air	Net, Day, Hour	Length, Hour	Rating
<u>Comedy Variety</u> —					
General Utills (S)	Majestic Theater Hour; Two Black Crows School Daze	(1) (1)	C 60 Su C 30 Tu	9:00 8:00	— —
<u>General Variety</u> —					
Colliers Mag	Colliers Hour	(2)	B 60 Su	8:15	—
Eveready Bat's	Eveready Hour	(3)	N 60 Tu	9:00	—
General Motors	General Motors Party; guests, orch	(2)	N 60 Mo	9:30	—
<u>Hillbilly, Minstrel Shows</u> —					
Dutch Masters	Dutch Masters Minstrels	(1)	B 30 Tu	9:30	—
<u>Concert Music</u> —					
Atwater Kent	Atwater Kent Hour	(3)	N 60 Su	9:15	—
Baulkite	Chicago Civic Opera	(3)	B 60 We	10:00	—
Cities Service	Cities Service Concert	(2)	N 60 Fr	8:00	—
DeForest Tubes	DeForest Audions Band; brass band	(1)	C 60 Su	10:00	—
Firestone Tires	Firestone Concert	(1)	N 30 Mo	8:00	—
Halsey Stuart	Halsey Stuart Concert	(1)	N 30 Th	10:00	—
Kolster Radios	Kolster Radio Hour	(2)	C 30 We	9:00	—
La Palina	La Palina Concert	(1)	C 30 Su	8:30	—
La Touraine	La Touraine Concert	(1)	N 30 Su	7:30	—
(S)	Major Bowes Capitol Theater Concert	(3)	N 90 Su	7:30	—
Maxwell House	Maxwell House Concert	(3)	B 30 Th	9:30	—
(S)	Midweek Hymn Sing	(3)	N 30 Th	7:00	—
(S)	New York Philharmonic Orchestra	(2)	C 120 Th	8:30	—
(S)	National Symphony Orch; Walter Damrosch	(3)	N 60 Sa	8:00	—
Old Co Coal	Old Company Program; R Werrenrath	(1)	N 30 Su	7:00	—
Palmolive Soap	Palmolive Hour	(2)	N 60 We	9:30	—
Philco Radios	Philco Hour; Jessica Dragonette	(2)	B 30 Fr	9:30	—
(S)	Roxy Symphonic Concert	(1)	B 60 Su	2:00	—
—	Savannah Liners Band; brass band	(1)	B 30 Tu	6:30	—
Stetson Hats	Stetson Parade; brass band	(2)	N 30 Su	6:00	—
Seiberling	Seiberling Singers; James Melton	(2)	N 30 Th	9:00	—
Sonora Radios	Sonora Hour	(1)	C 30 Th	9:30	—
<u>Musical Variety</u> —					
Atlantic & Pac	A & P Gypsies; string ensemble	(3)	N 60 Mo	8:30	—
Armstrong Rugs	Armstrong Quakers Orchestra	(1)	B 30 Fr	8:30	—
—	Automatic Disc Duo; orch	(1)	B 30 Mo	8:30	—
CoCo Paste	CoCo Couriers	(1)	C 30 Mo	8:30	—
Champion Plugs	Champion Sparkers	(3)	B 30 Th	8:30	—
Cliquot Club	Cliquot Club Eskimos; Harry Reser orch	(3)	N 30 Tu	10:00	—
Coward Shoes	Coward Comfort Hour; familiar music	(3)	N 30 Th	7:30	—
Dictograph	Dictograph Orchestra	(1)	N 30 Su	6:30	—
Dixie Cups	Dixie Circus; circus band, narrator	(1)	B 15 Fr	7:45	—
Bourjois	Evening in Paris	(1)	N 30 Fr	9:00	—
Freed Eismann	Freed Eismann Orchestradians	(1)	B 30 Tu	10:30	—
Forhan	Forhan's Song Shop	(1)	N 30 Mo	8:00	—
I J Fox	Fox Fur Trappers Orchestra	(1)	N 30 We	6:30	—
—	Gold Strand Orchestra	(2)	B 30 Su	1:00	—
Wrigley Gum	Guy Lombardo Orch; with Wendell Hall	(1)	C 60 Tu	11:00	—
Wonder Bread	Happy Wonder Bakers; quartette, orch	(2)	N 30 Th	7:00	—
Budson Motors	Budson Essex Challengers; choral group	(1)	B 30 Tu	10:00	—
Ingram	Ingram Shavers Orchestra	(1)	N 30 We	9:00	—
La Palina	La Palina Smoker	(1)	C 30 Fr	9:30	—

(more)

## Network Radio Programs 1928-29

Musical Variety - cont'd -

Lucky Strike	Lucky Strike Dance Orchestra	(1)	N 30	Sa	10:00	—
Michelin Tires	Michelin Hour	(1)	B 30	Tu	8:30	—
Prophylactic	Prophylactic Orchestra	(1)	N 30	Tu	8:30	—
(S)	Roxy and His Gang	(2)	B 60	Mo	7:30	—
Warner Brothers	Vitaphone Hour	(1)	C 30	Mo	9:30	—
Whittall Rugs	Whittall Anglo-Persians; oriental music	(3)	B 30	Su	6:30	—
Wrigley Gum	Wrigley Revue	(2)	B 30	Fr	9:00	—

Light Music -

Quaker Oats	Aunt Jemima; songs	(1)	C 30	Th	9:00	—
Up-Date Candy	Black Rock Boys; Brennan and Shaw	(1)	C 30	Tu	7:30	—
—	Breen & DeRose; songs, patter	(2)	B 30	We	8:00	—
—	Brome & Llewellyn; songs, patter	(1)	C 30	We	9:30	—
Francine	Enna Jettick Melodies	(1)	B 15	Su	8:00	—
E Jettick Shoes	Jeddo Highlanders	(2)	B 30	We	7:00	—
Jeddo Coal	Jones & Hare; songs, patter	(3)	N 30	Fr	7:30	—
Happiness Candy	Lehn & Fink Serenade	(1)	B 30	Th	8:00	—
Lehn & Fink	Landt Trio	(1)	B 30	Fr	7:00	—
—	Neapolitan Nights; vocals, accordion	(1)	B 30	Mo	9:00	—
—	Peerless Reproducers; quartette	(1)	N 30	Th	9:30	—
Interwoven	Pickard Family; songs, novelty orch	(1)	B 30	Fr	8:00	—
Raybestos	Raybestos Twins; songs, patter	(1)	N 30	Fr	6:30	—
Smith Brothers	Smith Brothers; Trade & Mark	(3)	B 30	We	9:00	—
(S)	South Sea Islanders; Hawaiian music	(2)	B 30	Su	5:00	—
Stromberg	Stromberg-Carlson Sextette	(2)	B 30	Tu	8:00	—
Sylvania Tubes	Sylvania Foresters; quartette	(2)	B 30	We	8:30	—
(S)	Utica Jubilee Singers	(2)	B 30	Su	9:15	—
Vick Chem	Vick Vaporub Quartette	(1)	C 15	Th	8:30	—

Informative Drama -

(S)	Biblical Dramas	(2)	N 30	Su	2:00	—
-----	-----------------	-----	------	----	------	---

Light, Homsy or 'Love Interest' Drama -

(S)	Hank Simmons Show Boat	(1)	C 60	Tu	9:00	—
Ph Culture Mag	Physical Culture Hour; dramas	(1)	C 30	Mo	9:00	—
—	Real Folks	(1)	B 30	Mo	9:30	—
—	Romance Isle	(1)	N 30	Sa	7:30	—
Scoony Oil	Scoonyland Sketches	(1)	N 30	Tu	7:30	—
—	Tales of a Wayside Inn	(1)	B 30	Th	10:00	—
Three-One Oil	Three-in-One Theater	(1)	B 30	Tu	9:00	—

Thriller Drama -

Gt Northern RR	Empire Builders (mid-West net only)	(1)	N 30	Mo	10:30	—
----------------	-------------------------------------	-----	------	----	-------	---

News, Commentary -

(S)	David Lawrence; Our Government	(2)	N 15	Su	9:00	—
(S)	Frederick Wm Wile; Political Situation	(3)	B 15	We	7:45	—

Public Affairs Talks, Forums -

(S)	Dr Julius Klein; World's Business	(1)	C 15	Sa	7:45	—
(S)	James G McDonald; International Affairs	(1)	N 15	Mo	7:30	—

Religious Talk Programs -

(S)	Jewish Hour	(1)	N 60	Su	3:00	—
(S)	Men's Conference; Rev S Parkes Cadman	(3)	N 60	Su	4:00	—
(S)	National Church of Air; Rev H E Fosdick	(2)	B 30	Su	5:30	—
(S)	Synagogue Service	(3)	N 30	We	7:00	—
(S)	Young People's Conf'ce; Rev Dan Poling	(3)	B 60	Su	3:00	—

Miscellaneous Talk Programs —

Cook & Sons Cook's Travelogue; travel talks (3) B 30 Mo 7:00 —

Daytime Concert Music —

Radio Corp'n RCA Educational Hour; Walter Damrosch (1) B 60 Fr 11:00a —

Daytime Light Music —

Citrus Growers Florida Citrus Music (1) N 30 Fr 5:00 —  
 Jewel Tea Jewel Tea Program; music, recipes (1) C 30 Tu 10:30a —  
 — Jolly Bill and Jane (1) N 25 6t 5:30 —  
 (S) Parnassus Trio (2) N - 10 times —  
 — Rastus and His Musical Menagerie (1) N 15 6t 8:00a —

Daytime Informative Drama —

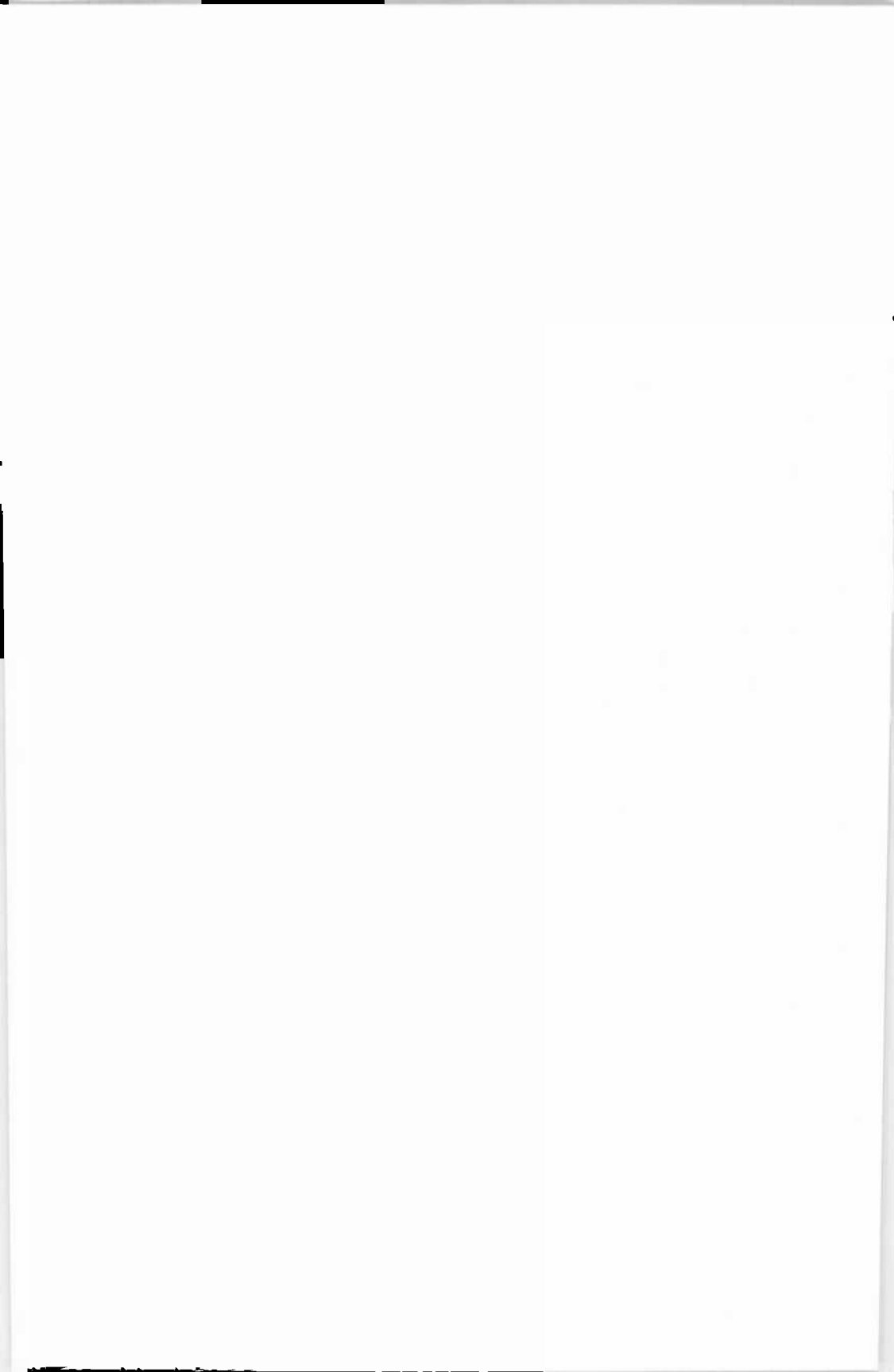
— Bands of History (1) N 15 Th 10:45a —

Daytime Homemakers' Talks —

— Dr D R Hodgdon; food talk (1) C 30 4t 5:00 —  
 — Forecast School of Cookery (1) B 30 4t 11:00a —  
 Multi Ida Bailey Allen; homemakers' talk (1) C 30 5t 10:00a —  
 (S) Mrs Julian Heath; cooking talk (2) B 15 5t 2:05 —  
 General Mills National Home Hour; with Betty Crocker (1) N 60 We 11:00a —  
 — Radio Household Institute (2) N 30 5t 11:15a —

Daytime Miscellaneous Talk Programs —

(S) Albert E Wiggam; Your Mind (1) N 15 Fr 4:00 —  
 Work-Whitehead Auction Bridge Game; panel on bridge (3) N 30 Tu 4:30 —  
 (S) Cheerio; inspirational talk, organ (2) N 15 6t 8:30a —  
 — Dr Royal S Copeland; health talk (2) B 30 4t 10:00a —  
 Montg'y Ward Farm and Home Hour (1) B 30 5t 1:00 —  
 — Teeth, Health, Happiness (1) N 15 Fr 10:45a —  
 — Tomorrow's Baby; Mary Norris (1) C 50 5t 10:30a —



MAJOR NETWORK RADIO PROGRAMS - SEASON 1929-1930  
On Air January 1930

15

Sponsor	Program	Season on Air	Net, Length, Day, Hour	Rating
<u>Comedy Variety</u> —				
(S)	Cuckoo Hour; Ray Knight MC	(1)	B 30 We 9:30	—
Henry George	Henry George Program; negro comedy, orch	(1)	C 30 Mo 8:00	—
General Utils	Majestic Theater Hour; Two Black Crows	(2)	C 60 Su 9:00	—
(S)	Mit Mit Hour	(1)	C 30 Sa 9:00	—
Smith Brothers	Smith Brothers Program; Trade & Mark, orch	(4)	B 30 Th 9:00	—
<u>General Variety</u> —				
Colliers Mag	Colliers Hour	(3)	B 60 Su 8:15	—
Eveready Bat's	Eveready Hour	(4)	N 30 Tu 9:00	—
RCA Victor	RCA Victor Hour; 2 orchs, sketch, guests	(1)	N 60 Th 10:00	—
<u>Hillbilly, Minstrel Shows</u> —				
Dutch Masters	Dutch Masters Minstrels	(2)	B 30 Sa 9:30	—
<u>Semi-Variety</u> —				
Champion Plugs	Champion Sparkers; orch, sports interview	(4)	B 30 Th 8:30	—
General Elect	GE Program; Damrosch symphony, F Gibbons	(1)	N 60 Sa 9:00	—
—	Headline Hunter; Floyd Gibbons, orch	(1)	N 30 We 10:30	—
<u>Concert Music</u> —				
Atwater Kent	Atwater Kent Hour	(4)	N 60 Su 9:15	—
Abrasives	Carborundum Hour; concert orch	(1)	C 60 Tu 7:00	—
(S)	Cathedral Hour; choral music	(1)	C 60 Su 4:00	—
Baulkite	Chicago Civic Opera	(4)	B 60 Sa 10:00	—
Cities Service	Cities Service Orch; Jessica Dragonette	(3)	N 60 Fr 8:00	—
(S)	Columbia Symphony Orchestra	(1)	C 30 Mo 10:30	—
Edison Elect	Edison Electric Orchestra	(1)	B 30 Mo 9:00	—
Firestone Tires	Firestone Concert; Vaughn de Leath	(2)	N 30 Mo 8:00	—
General Motors	General Motors Program; concert orch	(1)	N 30 Mo 9:30	—
Halsey Stuart	Halsey Stuart Concert; Chicago Symphony	(2)	N 30 We 9:00	—
Jack Frost	Jack Frost Melody Moments	(1)	N 30 Th 9:30	—
Kolster Radios	Kolster Radio Hour	(3)	C 30 We 10:00	—
La Palina	La Palina Rhapsodizers	(2)	C 30 Su 8:00	—
(S)	Major Bowes Capitol Family	(4)	N 60 Su 7:30	—
(S)	Midweek Hymn Sing	(4)	N 30 Th 7:00	—
Mobiloil	Mobiloil Concert; James Melton, E Rappe	(1)	N 30 We 8:00	—
—	Paramount Symphony Orchestra	(1)	C 60 Sa 10:00	—
Philco Radios	Philco Concert Orchestra	(3)	C 30 Th 10:00	—
Pure Oil	Pure Oil Brass Band	(1)	B 30 Tu 8:00	—
R Keith Orph	RKO Hour; Leo Reisman orch	(1)	N 60 Tu 10:30	—
Stromberg	Rochester Symphony Orchestra	(1)	B 30 Mo 10:00	—
(S)	Roxy Symphonic Concert	(2)	B 60 Su 2:00	—
(S)	Russian Cathedral Choir	(1)	N 30 Su 11:15	—
(S)	Salt Lake Tabernacle Choir	(1)	B 30 Mo 6:00	—
(S)	Sunday at Seth Parkers; hymn sing	(1)	N 30 Su 10:45	—
Westinghouse	Westinghouse Salute	(1)	B 30 We 7:30	—
<u>Musical Variety</u> —				
Atlantic & Pac	A & P Gypsies; string ensemble	(4)	N 60 Mo 8:30	—
Armour Pack'g	Armour Orchestra	(1)	B 60 Fr 9:30	—
Armstrong Rugs	Armstrong Quakers; Orchestra	(2)	B 30 Fr 10:00	—
Libby Pack'g	Around the World; musical travelogue	(1)	B 30 Tu 8:30	—
Atwater Kent	Atwater Kent Dance Orchestra	(1)	B 60 Th 10:00	—
—	Ben Bernie Orchestra	(1)	B 30 Fr 8:00	—
Blackstone	Blackstone Program; F Crunit, J Sanderson	(1)	C 30 Tu 8:00	—

(more)

## Network Radio Programs 1929-30

Musical Variety - cont'd -

CeCo Paste	CeCo Couriers	(2)	C 30	Mo	8:30	—
Chase Sanborn	Chase & Sanborn Choral Orchestra	(1)	N 30	Su	8:30	—
Cliquot Club	Cliquot Club Eskimos; Harry Reser orch	(4)	N 30	Tu	10:00	—
Coward Shoes	Coward Comfort Hour; familiar music	(4)	N 30	Th	7:30	—
Dixie Cups	Dixie Circus; circus band, narrator	(2)	B 30	Fr	7:30	—
Bourjois	Evening in Paris	(2)	C 30	Mo	9:30	—
Robert Burns	Guy Lombardo Orchestra	(2)	C 30	Mo	10:00	—
Wonder Bread	Happy Wonder Bakers; quartette, orch	(3)	N 30	Tu	9:30	—
Howard Clothes	Howard Fashion Plate Orchestra	(1)	C 30	Fr	7:30	—
—	Ingraham Orchestra	(1)	C 30	Fr	7:00	—
Ipana	Ipana Troubadours	(3)	B 30	Mo	8:30	—
Jeddo Coal	Jeddo Highlanders; Milton Cross, orch	(3)	N 30	We	7:00	—
La Palina	La Palina Smoker	(2)	C 30	We	9:30	—
—	Laundryland Lyrics	(1)	N 30	Sa	8:30	—
Lucky Strike	Lucky Strike Dance Orch; B & Rolfe orch	(2)	N 60	Sa	10:00	—
Maxwell House	Maxwell House Melodies; trio, orch	(1)	B 30	Th	9:30	—
Johnson & J'n	Musical Melodrama	(1)	B 30	Tu	9:00	—
Palmolive Soap	Palmolive Hour; Paul Oliver, Olive Palmer	(1)	N 60	We	9:30	—
Old Gold	Paul Whiteman Orchestra	(3)	C 60	Tu	9:00	—
Fl Peanuts	Planters Pickers	(1)	N 30	Fr	10:00	—
(S)	Roxy and His Gang	(3)	B 60	Mo	7:30	—
Fleischmann	Rudy Vallee Orchestra	(1)	N 60	Th	8:00	—
—	Savannah Liners Orchestra	(2)	B 30	Tu	6:30	—
Sonora Radios	Sonotron Orchestra	(2)	C 30	Su	8:30	—
Studebaker	Studebaker Champions	(1)	N 30	Su	10:15	—
Sylvania Tubes	Sylvania Foresters; quartette, orch	(3)	B 30	We	8:30	—
Purity Bread	Voices from Filmland	(1)	C 30	Mo	7:30	—
Whittall Rugs	Whittall Anglo-Persians; oriental music	(4)	N 30	Mo	10:00	—
Williams	Williams Oilomatics	(1)	B 30	Tu	10:00	—
Yeast Foam	Yeast Foamers Orchestra	(1)	B 30	We	8:00	—

Light Music -

Diograph	Acousticon Program	(2)	C 30	Su	6:30	—
—	American Home Banquet	(1)	N 30	St	6:30	—
Baldwin Pianos	Baldwin Program; quartette, piano	(1)	B 30	Su	7:30	—
—	Breen & DeRose; songs, patter	(3)	B 15	Fr	7:15	—
Brunswick	Bremer E Tully; songs	(1)	C 30	Fr	10:00	—
Davey Tree	Davey Program; quartette, organ	(1)	N 30	Su	5:00	—
—	Duo Disk Duo; vocal team, piano	(1)	B 30	Su	4:30	—
E Jettick Shoes	Enna Jettick Melodies	(2)	B 15	Su	8:00	—
—	Jesse Crawford at Organ; Paul Small, songs	(1)	C 30	Su	10:00	—
Interwoven	Jonas & Hare; songs, patter	(4)	B 30	Fr	9:00	—
—	Landt Trio; songs	(2)	B 15	Tu	7:15	—
—	Lanny Ross, songs; instrumental trio	(1)	N 15	Sa	11:00	—
Lehn & Fink	Lehn and Fink Serenade; piano duo	(2)	B 30	Th	8:00	—
—	Melody Musketeers	(1)	N 30	Mo	7:00	—
—	Neapolitan Nights; vocals, accordion	(2)	B 30	We	10:00	—
Old Co Coal	Old Company Songalogue; tenor, quartette	(1)	N 30	Su	6:30	—
—	Pickard Family; songs, novelty orch	(2)	B 30	Sa	8:00	—
Raybestos	Raybestos Twins; songs, patter	(2)	N 30	Fr	7:30	—
—	Richard Maxwell; tenor	(1)	B 30	Mo	9:00	—
Seiberling	Seiberling Singers; quartette	(3)	N 30	Th	9:00	—
—	South Sea Islanders; Hawaiian music	(3)	B 15	Su	11:15	—
—	Stars of Melody	(1)	B 30	Th	7:30	—
—	Theremin Ether Wave Music	(1)	B 15	Sa	7:15	—
General Mills	Wheaties Quartette	(1)	C 30	We	8:00	—

Informative Drama -

Durant	Durant Heroes of the World; biographies	(1)	N 30	Su	7:00	—
--------	---	-----	------	----	------	---

Light, Honey or 'Love Interest' Drama --

	Famous Loves	(1)	B 15	Fr	8:45	--
(S)	Hank Simmons Show Boat	(2)	C 30	We	11:00	--
Littman	Mountainville	(1)	C 30	Mo	7:00	--
Fh Culture Mag	Physical Culture Hour	(2)	C 30	Mo	9:00	--
--	Polly Preston's Adventures	(1)	B 15	Tu	7:45	--
Vaseline	Real Folks	(2)	B 30	Mo	9:30	--
(S)	Rise of the Goldbergs	(1)	B 15	We	7:15	--
(S)	Silver Flute	(1)	B 30	Sa	8:30	--
Socony Oil	Soconyland Sketches	(2)	N 30	Tu	7:30	--
--	True Romances	(1)	C 30	Tu	8:30	--
--	True Story Hour	(2)	C 60	Fr	9:00	--
--	Wilbur Coon Players	(1)	B 15	We	7:45	--

Comedy Drama --

Pepsodent	Amos 'n' Andy	(1)	B 15	5t	7:00	--
Brown Shoes	Buster Brown and Tige; from comic strip	(1)	C 30	Fr	8:00	--
Graybar Elect	Mr and Mrs; from comic strip	(1)	C 30	Tu	10:00	--
--	Penrod	(1)	B 30	Su	9:45	--

Thriller Drama --

Gt Northern RR	Empire Builders	(2)	B 30	Mo	10:00	--
Bay State Fish	Forty Fathom Trawlers	(1)	C 30	We	8:30	--
--	True Detective Mysteries	(1)	C 30	Th	9:00	--

News, Commentary --

(S)	Elliot Thurston; Washington News	(1)	N 15	Mo	7:45	--
(S)	Frederick Wm Wile; Political Situation	(4)	C 15	Th	8:15	--
(S)	H V Kaltenborn; Current Events	(2)	C 30	Mo	6:30	--
McKesson Drug	McKesson News Reel	(1)	C 30	Su	5:00	--

Public Affairs Talks, Forums --

--	Babson Finance Period	(1)	C 15	Sa	8:15	--
--	Dr Julius Klein; World's Business	(2)	C 15	Su	7:45	--
(S)	James G McDonald; International Affairs	(2)	N 15	Mo	7:30	--
(S)	National Forum	(1)	C 30	Th	10:30	--

Religious Talk Programs --

(S)	Back Home Hour; Billy Sunday	(1)	C 60	Sa	11:00	--
(S)	Jewish Hour	(2)	N 60	Su	3:00	--
(S)	Men's Conference; Rev S Parkes Cadman	(4)	N 60	Su	4:00	--
(S)	National Vespers; Rev Harry E Fosdick	(3)	B 30	Su	5:00	--
(S)	Young People's Conf'ce; Rev Dan Poling	(4)	B 60	Su	3:00	--

Miscellaneous Talk Programs --

Cook & Sons	Cook's Travelogue; travel talks	(4)	B 30	Su	7:00	--
Eversharp	Eversharp Penman; personality sketches	(1)	C 30	Fr	8:30	--

Daytime Concert Music --

(S)	NBC Music Appreciation Hour; W Damrosch	(1)	B 60	Fr	11:00a	--
(S)	Rochester Philharmonic Orchestra	(1)	B 60	Fr	3:15	--

Daytime Musical Variety --

R Keith Orph	RKO Program	(1)	N 30	Th	5:00	--
--------------	-------------	-----	------	----	------	----

Daytime Light Music --

--	Ann Leaf at the Organ	(1)	C 30	3t	2:30	--
Quaker Oats	Aunt Jemima Man	(1)	B 15	6t	8:00a	--
--	Jolly Bill and Jane	(2)	N 15	6t	8:00a	--
Oakite	Oakite Red Wings	(1)	C 30	Fr	9:30a	--



## Network Radio Programs 1929-30

<u>Daytime Prestige Drama</u> —					
(S)	Radio Guild Dramas; stage adaptations	(1)	B 60	We 4:00	—
<u>Daytime Light Drama</u> —					
(S)	Adventures of Helen and Mary	(1)	C 30	Sa 12:00	—
<u>Daytime Children's Programs</u> —					
(S)	Lady Next Door; children's stories	(1)	N 25	6t 5:30	—
Book House	Story Time; children's stories	(1)	C 15	3t 5:45	—
<u>Daytime Homemakers' Talks</u> —					
—	Barbara Gould; beauty talk	(1)	B 15	Th 10:45a	—
General Mills	Betty Crocker; food talk	(3)	N 15	2t 10:45a	—
DuBarry	DuBarry Beauty Talk	(1)	C 15	Th 11:30a	—
—	Forecast School of Cookery	(2)	B 30	3t 11:00a	—
—	Frances Ingraham; cooking talk	(1)	B 15	Tu 10:15a	—
Heinz Foods	Josephine Gibson; food talks	(1)	B 15	2t 10:45a	—
—	Mary Hale Martin; household talks	(1)	B 15	We 10:45a	—
General Mills	National Home Hour	(2)	N 30	2t 10:30a	—
C Bergfeld	Nell Vinick; beauty talk	(1)	C 15	Fr 11:00a	—
Multi	Radio Household Institute	(3)	N 15	Mo 11:15a	—
—	Women's Radio Institute	(1)	C 30	Tu 11:30a	—
<u>Daytime Miscellaneous Talk Programs</u> —					
Work-Whitehead	Auction Bridge Game; panel on bridge	(4)	N 30	Tu 4:30	—
(S)	Cheerio; inspirational talk, organ	(3)	N 30	5t 8:30a	—
Ceresota Flour	Dr Royal S Copeland; health talk	(3)	B 30	Sa 10:00a	—
(S)	Magic of Speech; Vida R Sutton	(1)	N 15	Th 3:15	—
(S)	National Farm & Home Hour (with USDA)	(1)	B 45	6t 1:15	—
(S)	Your Child; Grace Abbott	(1)	B 15	Th 11:00a	—

MAJOR NETWORK RADIO PROGRAMS - SEASON 1930-1931  
On Air January 1931

Sponsor	Program	Season on Air	Net, Length Day, Hour	CAB Rating
<u>General Variety</u> --				
(S)	Cuckoo Hour; with Ray Knight	(2)	B 30 Tu 10:30	-
Henry George	Ebony Twins; negro comedy, orch	(1)	C 30 Th 8:00	-
(S)	Henry George Program; negro comedy, orch	(2)	C 30 Tu 9:00	-
Smith Brothers	Nit Wit Hour; comedy monologues	(2)	C 30 Fr 10:30	-
	Smith Brothers Program; Trade & Mark, orch	(5)	B 15 We 7:45	-
<u>General Variety</u> --				
Camel	Camel Pleasure Hour	(1)	B 60 We 9:30	27.5
Colliers Mag	Colliers Hour; guests, dramatization, orch	(4)	B 60 Su 8:15	27.0
Iodent	Iodent Boys Club; dramatic sketch, orch	(1)	N 30 Su 7:00	-
R Keith Orpheum	RKO Theater; Phil Cook, D Appolon, orch	(1)	N 30 Fr 10:30	26.0
Fleischmann	Rudy Vallee Varieties; orch, guests	(2)	N 60 Th 8:00	36.5
<u>Semi-Variety</u> --				
Armour Pack'g	Armour Program; Irvin S Cobb, orch	(2)	B 30 Fr 9:30	23.0
Colonial Oil	Believe-It-or-Not Ripley; narrator, orch	(1)	N 30 Mo 7:30	-
H'hold Finance	Celebrities Program; interview, orch	(1)	B 30 Tu 9:00	-
Coca Cola	Coca Cola Hour; sports interview, orch	(1)	N 30 We 10:30	19.5
	Detroit Symphony; Edgar A Guest, poems	(1)	C 30 Su 9:30	-
Florsheim Shoes	Florsheim Frolics; talk, orch	(1)	N 30 Tu 8:30	-
General Elect	House of Magic; F Gibbons, Damrosch orch	(2)	N 60 Sa 9:00	25.0
Halsey Stuart	Old Counselor; investment talk, orch	(1)	N 30 We 9:00	15.0
<u>Concert Music</u> --				
Atwater Kent	Atwater Kent Hour; Frances Alda, soloist	(5)	N 60 Su 9:15	31.0
Abrabrasives	Carborundum Band; brass band	(1)	C 30 Sa 9:00	-
(S)	Cathedral Hour; choral music	(2)	C 60 Su 2:00	-
	Chicago Civic Orchestra	(1)	B 60 Sa 10:00	-
Cities Service	Cities Service Orchestra; J Dragonette	(4)	N 60 Fr 8:00	23.0
	Echoes of the Opera	(1)	B 60 Th 10:00	-
General Motors	General Motors Program; Frank Blaack orch	(2)	N 30 Mo 9:30	26.0
	Grand Opera Miniatures	(1)	C 30 Fr 8:00	-
(S)	Homer Rodeheaver Hymn Sing	(1)	N 15 2t 7:00	-
Jack Frost	Jack Frost Melody Moments	(2)	N 30 Th 9:30	-
McKesson	McKesson Musicale	(1)	N 30 Tu 9:00	-
(S)	Major Bowes Capitol Family	(5)	N 30 Su 8:00	-
Maxwell House	Maxwell House Concert; Frieda Heimpl	(4)	B 30 Th 9:30	13.0
(S)	Midweek Hymn Sing	(5)	N 30 Th 7:00	-
Mobiloil	Mobiloil Concert; Erno Rappe orch	(2)	N 30 We 8:30	16.5
(S)	New York Philharmonic Orch; A Toscanini	(3)	C 120 Su 3:00	-
Niagara Coal	Niagara Hudson Program	(1)	N 30 Th 7:30	-
Philco Radios	Philco Symphonic Hour	(4)	C 30 Tu 9:30	-
Pure Oil	Pure Oil Orchestra	(1)	B 30 Tu 8:00	19.0
RCA Victor	RCA Victor Concert Orchestra	(2)	N 30 Su 7:30	-
Stromberg	Rochester Civic Orchestra	(2)	B 30 Mo 10:00	18.0
(S)	Roxy Symphonic Concert	(3)	B 60 Su 11:00	-
(S)	Salt Lake Tabernaale Choir	(2)	B 30 Mo 6:15	-
(S)	Sunday at Seth Parkers; hymn sing	(2)	N 30 Su 10:45	15.0
Col Records	Voice of Columbia	(1)	C 60 Th 7:00	-
Weed Chains	Weed Concert Orchestra	(1)	C 30 Fr 8:30	-
Westinghouse	Westinghouse Salute	(2)	B 30 Tu 9:00	16.0
<u>Musical Variety</u> --				
Atlantic & Pac	A & P Gypsies; string ensemble	(5)	N 60 Mo 8:30	23.0
Aroo	Aroo Birthday Party; dramatic musicale	(1)	N 30 Th 9:00	19.5

(more)

## Network Radio Programs 1930-31

Musical Variety - cont'd -

Armstrong Rugs	Armstrong Quakers Orchestra	(3)	B 30	Fr	10:00	19.5
Benrus Watch	Benrus Orchestra	(1)	B 15	Tu	7:15	-
Blackstone	Blackstone Program; F Crumit, J Sanderson	(2)	N 30	Tu	8:00	17.0
Chase Sanborn	Chase & Sanborn Choral Orchestra	(2)	N 30	Su	8:30	21.0
Cliquot Club	Cliquot Club Eskimos; Harry Reser orch	(5)	N 30	Fr	9:00	21.5
Davey Tree	Davey Tree Hour; chorus, orch	(2)	N 30	Su	5:00	-
Dixie Cups	Dixie Circus; circus band, narrator	(3)	B 15	Sa	8:00	14.5
Bourjois	Evening in Paris	(3)	C 30	Mo	9:30	-
I J Fox	Fox Fur Trappers Orchestra	(2)	C 30	Su	6:00	-
Fuller Brush	Fuller Brush Orchestra	(1)	B 30	Sa	8:30	14.0
Robert Burns	Guy Lombardo Orchestra	(3)	C 30	Mo	10:00	-
Wonder Bread	Happy Wonder Bakers; quartette, orch	(4)	N 15	Tu	9:30	15.5
Howard Clothes	Howard Fashion Plate Orchestra	(2)	C 30	Su	6:30	-
Ipana	Ipana Troubadours	(4)	B 30	Mo	8:30	-
Interwoven	Jones & Hare; songs, patter, with orch	(5)	B 30	Fr	9:00	22.0
Lucky Strike	Lucky Strike Dance Orchestra; B A Rolfe	(3)	N 60	3t	10:00	27.8
Ludens	Ludens Orchestra	(1)	B 30	We	8:30	-
Maytag Washers	Maytag Dance Orchestra	(1)	B 30	Mo	9:00	16.5
Can Pacific RR	Musical Crusaders	(1)	B 30	Su	4:15	-
Necoo Candy	Necoo Candy Party	(1)	C 30	Su	7:30	-
Nestle Choc	Nestle Choccolateers; Frances Williams	(1)	B 30	Fr	8:00	-
Para-Publix	Paramount Playhouse; musicale	(1)	C 30	Tu	10:30	7.0
Palmolive Soap	Palmolive Hour; Paul Oliver, Olive Palmer	(4)	N 60	We	9:30	24.5
(S)	Roxy and His Gang	(4)	B 45	Mo	7:45	-
Salada Tea	Salada Salon Orchestra	(1)	B 30	Th	8:30	-
---	Savannah Liners Orchestra	(3)	B 15	Tu	6:30	-
---	Savino Tone Pictures	(1)	C 30	Th	9:00	-
Kaffe Hag	Slumber Music	(1)	B 30	Su	10:30	-
La Palina	Smoke Dreams; La Palina Smoker	(3)	C 30	We	9:30	12.0
Studebaker	Studebaker Champions; Jean Goldkette orch	(2)	N 30	Su	10:15	13.0
---	Symphonic Rhythm Makers	(1)	N 30	Mo	10:30	-
Yeast Foam	Yeast Foamers Orchestra	(2)	B 30	We	8:00	13.0

Light Music -

(S)	Ann Leaf at the Organ	(2)	C 30	We	9:00	-
---	Dixie Spiritual Singers	(1)	C 30	Sa	8:00	-
E Jettick Shoes	Enna Jettick Melodies	(3)	B 15	Su	8:00	18.0
E Jettick Shoes	Enna Jettick Songbird	(1)	N 15	Fr	9:30	-
Florsheim Shoes	Florsheim Sunday Feature	(1)	B 15	Su	4:00	-
Fr Five Shoes	Friendly Five Footnotes	(1)	B 15	Th	7:45	-
Royal Typew'r	Jesse Crawford, organ; Royal Duotones	(2)	C 30	Su	10:00	-
---	Landt Trio; songs	(3)	N 15	Sa	8:00	-
---	Lanny Ross; with instrumental trio	(2)	N 15	Su	11:00	-
---	Little Jack Little; piano, songs	(1)	B 15	Su	1:45	-
---	Morton Downey; tenor	(1)	C 15	4t	7:00	-
Vapex	Musical Doctors; songs, patter	(1)	B 30	Sa	9:30	-
---	Natural Bridge Revue	(1)	B 15	Fr	8:45	-
Pennzoil	Pennzoil Pete	(1)	B 15	Su	10:15	-
Quaker Oats	Phil Cook, the Quaker Man; songs, patter	(1)	B 15	5t	7:30	16.1
Billiken Shoes	Pickard Family; songs, novelty orch	(3)	B 15	Sa	7:45	-
Old Co Coal	Old Company Songalogue; tenor, quartette	(3)	N 30	Fr	7:30	-
Radio Corp'n	Radiotron Varieties	(1)	N 15	2t	8:15	-
---	Roth String Quartette	(1)	N 30	Su	3:00	-
Barbasol	Singin' Sam, the Barbasol Man	(1)	C 15	2t	8:15	-
(S)	Southernaires Quartette; spirituals	(1)	N 30	Su	10:30a	-
(S)	South Sea Islanders; Hawaiian music	(4)	B 15	Su	9:15	-
Tastyeast	Tastyeast Jesters	(1)	B 15	3t	7:15	-
---	Three Bakers; songs, patter	(1)	C 30	Mo	9:00	-

## Network Radio Programs 1930-31

Light, Honey or 'Love Interest' Dramas —

—	Aunt Lulu's Adventures	(1)	B 15	Tu	9:00	-
—	Careless Love	(1)	N 15	2t	9:45	-
Campana Balm	First Nighter	(1)	B 30	Th	8:00	-
—	Gloria Gny's Affairs	(1)	B 15	We	6:30	-
—	Goldbergs, The	(2)	B 15	Sa	7:30	-
(S)	Bank Simmons Show Boat	(3)	C 60	Sa	10:00	-
(S)	Moonshine and Honeysuckle	(1)	N 30	Su	2:00	-
—	Polly Preston's Adventures	(2)	B 15	Tu	7:45	-
Vaseline	Real Folks	(3)	B 30	Mo	9:30	19.0
(S)	Silver Flute	(2)	N 30	Sa	8:30	-
Socony Oil	Soconyland Sketches	(3)	N 30	Tu	7:30	11.5
Socony Oil	Tales of a Wayside Inn	(2)	B 30	We	10:30	-

Comedy Drama —

Pepsodent	Amos 'n' Andy	(2)	B 15	6t	7:00	53.4
Brown Shoes	Buster Brown and Tige; from comic strip	(2)	B 15	Fr	7:45	-
Graybar Elect	Mr and Mrs; from comic strip	(2)	C 15	Tu	10:00	-
—	Raising Junior	(1)	B 15	6t	6:00	-
Goodrich Tires	Uncle Abe and David	(1)	N 15	4t	6:45	12.0

Thriller Drama —

Pacific Borax	Death Valley Days	(1)	B 30	Tu	9:30	-
—	Detective Story Program	(1)	C 30	Th	9:30	-
Gt Northern RR	Empire Builders	(3)	B 30	We	10:00	18.0
Ken-L Ration	Rin-Tin-Tin Thriller	(1)	B 15	Sa	8:15	-
G Wash Coffee	Sherlock Holmes	(1)	N 30	Mo	10:00	-

News, Commentary —

(S)	Charles Fleisher; comment	(1)	C 15	Su	10:45a	-
(S)	David Lawrence; Our Government	(3)	N 15	Su	9:00	-
(S)	Frederick Wm Wile; Political Situation	(5)	C 15	Tu	7:15	-
(S)	H V Kaltenborn; Current Events	(3)	C 15	Mo	7:00	-
(S)	H V Kaltenborn; Editing the News	(3)	C 15	3t	8:30	-
(S)	In the Nation's Capital	(1)	N 15	Mo	8:15	-
Mt Digest Mag	Lowell Thomas; news	(1)	B 15	5t	6:45	15.8
(S)	William S Hard; Back of the News	(1)	N 15	We	7:45	-

Public Affairs Talks, Forums —

(S)	Dr Julius E Klein; World's Business	(3)	C 15	Su	6:30	-
(S)	James G McDonald; International Affairs	(3)	N 15	Mo	7:15	-
(S)	Merle Thorpe; How's Business	(1)	N 15	Mo	8:00	-
(S)	National Forum	(2)	C 30	Sa	9:30	-

Religious Talk Programs —

(S)	Back Home Hour; Billy Sunday	(2)	C 60	Su	11:00	-
(S)	Catholic Hour	(1)	N 60	Su	6:00	-
Little Flower	Father Charles E Coughlin	(1)	C 60	Su	7:00	-
Lutheran Laymen	Lutheran Hour; Rev Walter A Maier	(1)	C 30	Th	10:00	-
(S)	National Radio Pulpit; Rev S Parkes Cadman	(5)	N 60	Su	4:00	-
(S)	National Vespers; Rev Harry E Fosdick	(4)	B 60	Su	5:00	-
(S)	National Youth Conference	(5)	B 60	Su	3:00	-

Miscellaneous Talk Programs —

Listerine	Bobby Jones; golf talks	(1)	N 15	We	8:00	-
Cook & Sons	Cook's Travelogue; travel talks	(5)	B 30	Su	6:30	-
E Adams	Evangeline Adams; astrology program	(1)	C 15	3t	7:30	-
—	Floyd Gibbons; World Adventures	(1)	B 15	Su	9:30	-
Hamilton Watch	Hamilton Watchman	(1)	C 15	Th	8:45	-
—	Heywood Brown	(1)	C 15	5t	6:45	-
—	Tony Wons Scrapbook; poetry reading	(1)	C 15	Su	10:00	-

## Network Radio Programs 1930-31

Daytime Concert Music —

(S)	NBC Music Appreciation Hour; W Damrosch	(2)	B 60	Fr 11:00a	-
-----	---	-----	------	-----------	---

Daytime Light Music —

—	Breen & DeRose; songs, patter	(4)	N 15	4t 2:15	-
Brazilian-Amer	Coffee Time; marimba band	(1)	B 30	Th 5:00	-
Bond Bread	Crumit & Sanderson; songs, patter	(1)	C 15	Fr 10:15a	-
Quaker Oats	Gene & Glenn; songs, patter	(1)	N 15	6t 8:00a	5.1
Lava Soap	George, the Lava Man; songs, patter	(1)	B 15	Th 1:15	0.8
Old Dutch	Irene Beasley; Old Dutch Girl	(1)	C 15	3t 8:30a	-
—	Jolly Bill and Jane	(3)	B 15	6t 7:45a	1.1
—	Little Jack Little; piano, songs	(1)	B 15	We 1:45	-
—	Morning Minstrels	(1)	C 15	2t 8:30a	-
Pertussin	Pertussin Playboys; songs	(1)	B 15	3t 8:15a	-
Pond's Cream	Pond's Afternoon Tea	(1)	N 15	Tu 5:00	-
—	Ray Perkins; songs	(1)	B 15	Fr 10:00a	-
—	Sunny Side Up	(1)	N 15	We 11:45a	-
F & P Syrup	Vermont Lumberjacks; male quartette	(1)	B 15	6t 8:30a	-

Daytime Comedy Talk Programs —

—	East & Dumke; Sisters of the Skillet	(1)	B 15	6t 2:45	-
---	--------------------------------------	-----	------	---------	---

Daytime Prestige Drama —

(S)	Radio Guild Dramas; stage adaptations	(2)	B 60	Fr 4:00	-
-----	---------------------------------------	-----	------	---------	---

Daytime Informative Drama —

(S)	American School of the Air	(1)	C 30	5t 2:30	-
-----	----------------------------	-----	------	---------	---

Daytime Light Drama —

(S)	Adventures of Helen and Mary	(2)	C 30	Sa 10:15a	-
-----	------------------------------	-----	------	-----------	---

Daytime Children's Programs —

Book House	Bookhouse Story Time; children's stories	(2)	C 30	3t 5:00	-
Maltine	Maltine Story Time; children's stories	(1)	B 30	Mo 4:00	-

Daytime Hollywood Gossip Programs —

Rinso Soap	Rinso Talkie Time; movie gossip	(1)	N 15	2t 5:30	-
------------	---------------------------------	-----	------	---------	---

Daytime Homemakers' Programs —

—	Barbara Gould; beauty talk	(2)	C 15	Th 10:45a	1.3
—	Beatrice Mabie	(1)	B 15	2t 10:15a	-
General Mills	Betty Crocker; cooking talk	(4)	N 15	2t 10:30a	2.3
Edna W Hopper	Edna Wallace Hopper; beauty talk	(1)	B 15	We 3:00	-
Edna W Hopper	Edna Wallace Hopper; beauty talk	(1)	N 15	2t 2:30	-
—	Everyday Beauty	(1)	C 15	2t 9:45a	-
Wildroot	Elizabeth May; Wildroot beauty chat	(1)	N 15	We 10:45a	-
—	Forecast School of Cookery; Mrs A N Goudiss	(3)	B 30	3t 11:00a	-
—	Frances Ingraham; beauty talk	(2)	B 15	Tu 10:15a	1.9
—	Jean Carroll	(1)	N 15	Mo 10:30a	-
—	Jean Wadsworth	(1)	N 15	We 11:00a	-
Heinz Foods	Josephine Gibson; food talks	(2)	B 15	2t 10:45a	1.4
Libby Pack'g	Libby Program; food talk	(1)	B 15	Th 10:00a	-
—	Mary Hale Martin; household period	(2)	B 15	We 10:00a	-
—	Miss M-I-T-Fine	(1)	C 15	Sa 8:30a	-
Multi	Mrs Julian Heath; cooking talk	(3)	B 15	5t 10:00a	-
General Foods	National Home Hour	(3)	N 15	Fr 10:00a	-
—	Nell Vinick; beauty talks	(2)	C 15	We 10:00a	-
O'Cedar Polish	O'Cedar Time	(1)	C 15	Tu 10:30a	-
Atlantic & Pac	Our Daily Food	(1)	B 15	6t 8:45a	-

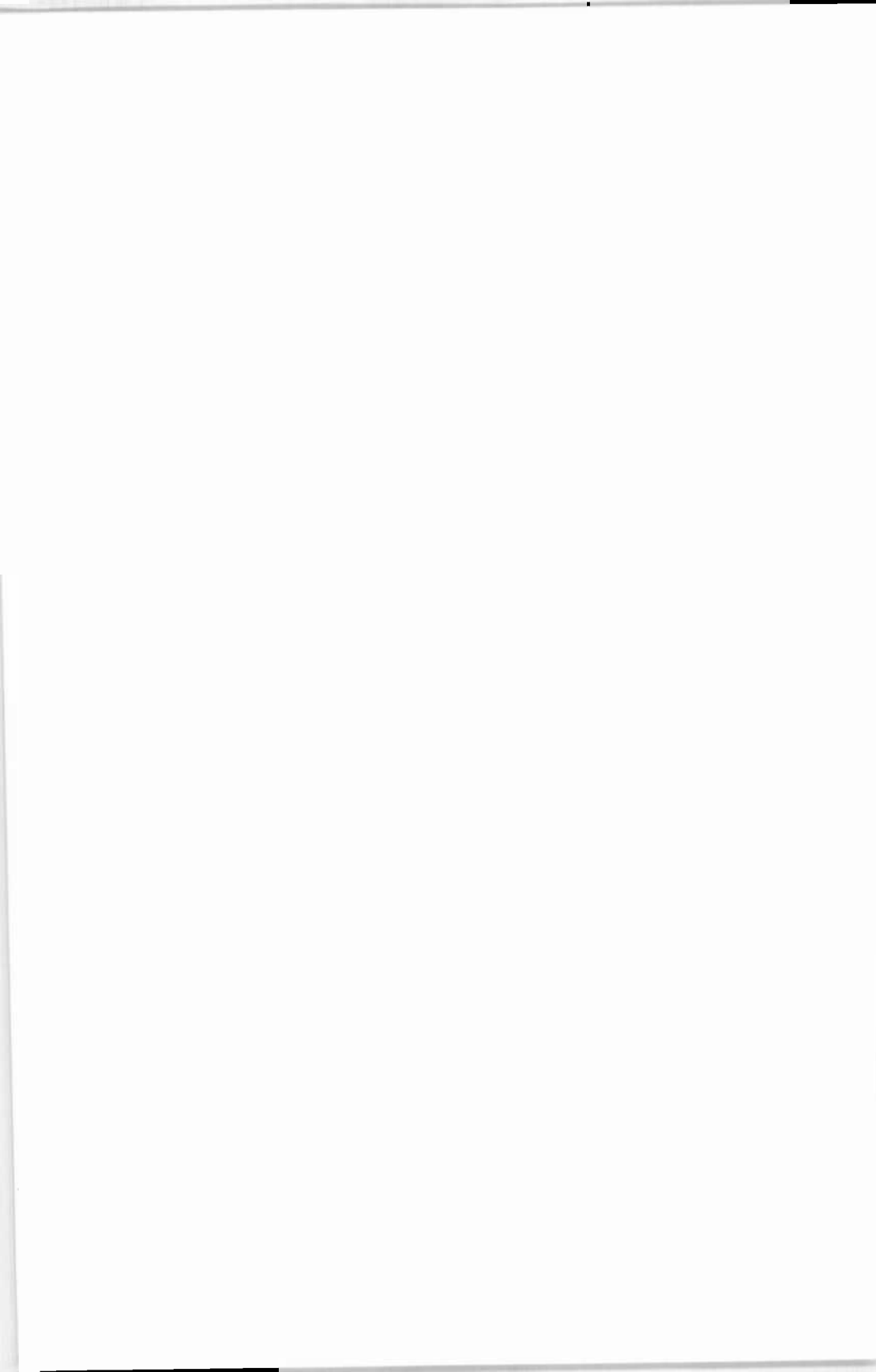
(more)

Daytime Homemakers' Programs - cont'd -

<u>Atlantic &amp; Pac</u>	Our Daily Food	(1)	N 15	6t	9:45a	2.3
—	Peggy Winthrop Talks	(1)	B 15	3t	8:15a	-
Multi	Radio Homemakers Club; Ida Bailey Allen	(3)	C 60	3t	10:00a	3.3
Multi	Radio Household Institute	(4)	N 15	5t	11:15a	1.5
—	Winifred S Carter; cooking talk	(1)	B 15	Mo	10:45a	-
—	Winifred S Carter; cooking talk	(1)	C 15	Fr	11:15a	-
—	Winifred S Carter; cooking talk	(1)	N 15	Sa	10:30a	-

Daytime Miscellaneous Talk Programs -

<u>Work-Whitehead</u>	Auction Bridge Game; panel on bridge	(5)	N 30	Tu	4:30	-
(S)	Cheerio; inspirational talks, organ	(4)	N 30	6t	8:30a	9.0
<u>Ceresota Flour</u>	Dr Royal S Copeland; health talk	(4)	N 15	Th	10:00a	-
—	Emily Post; talk on etiquette	(1)	C 15	2t	10:15a	-
—	Louise Rice; character analysis	(1)	B 15	Th	11:30a	-
(S)	Maglo of Speech; Vera R Sutton	(2)	N 30	Th	4:00	-
—	Mouth Health; Marley R Sherris	(1)	B 15	Tu	8:15a	-
—	Mouth Health; Marley R Sherris	(1)	C 15	Th	8:15a	-
(S)	National Farm & Home Hour (with USDA)	(2)	B 60	6t	12:30	4.0
—	Tony Wons Scrapbook; poetry reading	(1)	C 15	6t	8:00a	-
(S)	Your Child; Grace Abbott	(2)	N 15	Tu	11:00a	-



MAJOR NETWORK RADIO PROGRAMS - SEASON 1931-1932  
On Air January 1932

25

Sponsor	Program	Season on Air	Net, Day, Hour	Length, Hour	CAB Rating
<u>Comedy Variety</u> --					
(C)	Cuokoo Hour; with Ray Knight	(3)	B 15 Sa	10:15	-
Chase Sanborn	Eddie Cantor Show; Rubinoff orch	(1)	N 60 Su	8:00	28.9
<u>General Variety</u> --					
Colliers Mag	Colliers Hour; guests, dramatization, orch	(5)	B 30 Su	8:15	-
Iodent	Iodent Boys Club; dramatic sketch, orch	(2)	N 30 Su	7:30	-
R Keith Orphum	RKO Theater; guest entertainers, orch	(2)	N 30 Fr	10:30	-
Fleischmann	Rudy Vallee Varieties; guests, orch	(3)	N 60 Th	8:00	24.7
<u>Hillbilly, Minstrel Shows</u> --					
Dutch Masters	Dutch Masters Minstrels	(3)	B 30 Sa	9:30	-
<u>Semi-Variety</u> --					
Esso Oil	Artz Orchestra; W Wilson, impersonator	(1)	B 15 3t	6:30	-
E'hold Finance	Believe-It-or-Not Ripley; orch	(2)	B 15 2t	7:45	10.7
Coca Cola	Celebrities Program; interview, orch	(2)	B 30 Mo	9:00	4.2
La Geraldine	Coca Cola Hour; G Rice interviews, orch	(2)	N 30 We	10:00	12.7
Florsheim Shoes	Ed Sullivan, gossip; with dance orch	(1)	C 15 Tu	8:45	1.5
Hart Schaffner	Florsheim Frolics; overseas talk, orch	(2)	N 30 Su	4:00	-
Linit	Hart-Schaffner-Marx Program; E C Hill, orch	(1)	C 30 Th	10:00	3.6
Lucky Strike	Linit Bath Club; interviews, orch	(1)	C 15 5t	8:00	4.9
Shur-On	Lucky Strike Orchestra; with W Winchell	(4)	N 60 3t	10:00	19.6
Halsey Stuart	Musical Showmen; talk, quartette, orch	(1)	B 30 Su	4:30	-
General Motors	Old Counselor; investment talk, orch	(2)	N 30 We	9:00	2.9
Bayuk	Parade of States; talk, orch	(1)	N 30 Mo	9:30	-
	Personalities Program; Frazier Hunt, orch	(1)	B 30 Tu	9:30	-
	Stag Party; talk, vocals, orch	(1)	B 30 Su	9:15	4.1
<u>Concert Music</u> --					
General Motors	Buick Concert; Olga Albini	(1)	N 30 Su	9:45	14.6
Abrasives	Carborundum Band; brass band	(2)	C 30 Sa	9:00	-
(S)	Cathedral Hour; choral music	(3)	C 30 Su	1:00	-
	Chicago Civic Opera	(5)	B 30 Sa	9:00	-
	Chicago Civic Orchestra	(2)	N 30 Sa	8:00	-
Cities Service	Cities Service Orchestra; J Dragonette	(5)	N 60 Fr	8:00	18.2
	Ernest Hutchinson, pianist; concert orch	(1)	C 30 Su	10:30	-
Firestone Tires	Firestone Concert; Lawrence Tibbett, orch	(3)	N 30 Mo	8:30	21.9
General Electric	General Electric Concert; R Crooks, orch	(1)	N 30 Su	5:30	-
Goodyear Tires	Goodyear Program; Pryor's band	(1)	N 30 Sa	9:00	11.8
	Grand Opera Miniatures	(2)	C 30 Su	6:30	-
Jack Frost	Jack Frost Melody Moments	(3)	B 30 We	8:30	4.8
McKessca	McKesson Concert Orchestra	(2)	N 30 Tu	9:00	8.8
(S)	Major Boys Capitol Family	(6)	N 60 Su	11:30a	-
(S)	Midweek Hymn Sing	(6)	N 15 Tu	7:00	-
Mobiloil	Mobiloil Concert; Erno Rappe orch	(3)	N 30 We	9:30	-
(S)	New York Philharmonic Orchestra	(4)	C 120 Su	3:00	-
(S)	Roxy Theater Concert; Fred Waring orch	(4)	C 30 Su	9:00	-
(S)	St Louis Symphony Orchestra	(1)	C 30 Su	12:00	-
Goodyear Tires	Sousa's Band; brass band	(1)	N 30 We	8:30	11.8
(S)	Sunday at Seth Parkers; hymn sing	(3)	N 30 Su	10:45	23.4
(S)	Symphonic Hour; Walter Damrosch orch	(1)	B 60 Su	1:15	-
<u>Musical Variety</u> --					
Atlantic & Pac	A & P Gypsies; string ensemble	(6)	B 30 Th	10:00	7.2
Atlantic & Pac	A & P Gypsies; string ensemble	(6)	N 30 Mo	9:00	14.8

(more)



## Network Radio Programs 1931-32

Musical Variety - cont'd -

(S)	Abe Lyman Orchestra	(1)	C 30	Su	10:00	-
Bayer Asperin	Album of Familiar Music; Frank Munn	(1)	N 30	Su	9:15	11.5
Prince Albert	Alice Joy; Van Loan orch	(1)	N 15	6t	7:30	6.7
Old Co Coal	American Singer; Wirges orch	(1)	N 30	Su	1:45	-
Armour Pack'g	Armour Program; Shields orch	(3)	B 30	Fr	9:30	14.5
Fabst Beer	Ben Bernie Orchestra	(2)	C 30	Tu	9:00	-
Blackstone	Blackstone Program; F Crumit, J Sanderson	(3)	B 30	Th	9:00	-
Blackstone	Blackstone Program; F Crumit, J Sanderson	(3)	N 30	Tu	8:00	14.9
Cliquot Club	Cliquot Club Eskimos; Harry Reser orch	(6)	N 30	Fr	9:00	15.9
Valspar	Club Valspar; Wirgis orch	(1)	N 30	Sa	9:30	7.2
Carnation Milk	Contented Program; Fireside Singers	(1)	B 30	Mo	8:00	8.3
Parfum d'Or	Dance with Countess D'Orsay; Selvin orch	(1)	B 30	Sa	8:30	6.9
Davey Tree	Davey Tree Hour; chorus, organ	(3)	N 60	Su	4:00	-
Arco	Dramatic Musicale	(2)	N 30	Th	9:00	-
Bourjois	Evening in Paris	(4)	C 30	Mo	9:30	4.9
General Mills	Gold Medal Express	(1)	B 30	Mo	9:00	-
General Mills	Gold Medal Fast Freight	(1)	C 30	We	9:00	7.2
Robert Burns	Guy Lombardo Orchestra	(4)	C 30	Mo	10:00	14.7
Simonize	Kogan Orchestra	(1)	B 30	Su	5:30	3.1
Campbell Soups	Lanin Orchestra	(1)	N 15	5t	7:15	-
Fond's Cream	Leo Reisman Orchestra	(1)	N 30	Fr	9:30	6.5
Ludens	Ludens Novelty Orchestra	(1)	C 30	Su	8:15	1.6
Maxwell House	Maxwell House Program; Lanny Ross, orch	(5)	B 30	Th	9:30	-
Maytag Washers	Maytag Dance Orchestra	(2)	B 30	Mo	9:00	-
Camel	Morton Downy Show; tenor and orch	(2)	C 15	6t	7:45	-
Chesterfield	Nat Shilkret Orchestra; Alexander Gray	(1)	C 15	5t	10:30	-
Nestle Choc	Nestle Chocolaters; Buddy Rogers, orch	(2)	B 30	Fr	8:00	6.4
Barbasol	Old Singing Master; quartette, orch	(1)	B 30	Su	10:15	9.1
Pontiac Motors	Paul Whiteman's Orchestra	(2)	B 30	Fr	10:00	19.1
Del L&W Coal	Radio Revue	(1)	C 60	Su	5:30	-
Swift Pack'g	Rubinoff Orchestra	(1)	N 30	Fr	10:00	-
---	Russ Colombo Orchestra	(1)	B 15	3t	10:00	-
Kaffe Hag	Slumber Music	(2)	B 30	Su	9:45	-
---	Street Singer; with orch	(1)	C 30	Fr	9:00	-
Investors	Sunday Bright Spots; Pettis orch	(1)	N 15	Su	2:15	-
---	Three Bakers; vocal trio, orch	(2)	B 30	We	9:30	8.2
Jo-Cur	Waves of Melody; Arden orch	(1)	B 15	2t	10:45	-
Lady Esther	Wayne King Orchestra	(1)	N 30	Su	3:00	-
Wonder Bread	Wonder Program; chorus, orch	(1)	N 60	Su	4:30	-
Yeast Foam	Yeast Foamers; Sammy Kaye orch	(3)	B 30	Su	2:30	-

Light Music -

---	Art Jarrett; songs	(1)	C 15	2t	6:45	-
---	Bing Crosby; songs	(1)	C 15	5t	7:15	6.9
Boscul	Boscul Program; Frances Alda	(1)	B 15	Fr	7:15	-
Baker Choc	Boswell Sisters; songs	(1)	C 15	3t	7:30	12.6
---	Connie Boswell; songs	(1)	C 15	2t	6:30	-
---	Dixie Spiritual Singers	(2)	B 15	Th	8:00	-
E Jettick Shoes	Enna Jettick Melodies; Jane Froman	(4)	B 15	Mo	7:30	7.2
---	Heel Ruggers Harmonies	(1)	B 15	Tu	8:30	-
Kissproof	Hollywood Nights; tenor	(1)	B 15	We	10:45	4.0
---	Jack Miller; songs	(1)	C 15	3t	10:45	-
(S)	Jesse Crawford; organ music	(3)	N 30	3t	11:30	-
La Palina	Kate Smith; songs	(1)	C 15	4t	8:30	14.3
---	Landt Trio; songs; with Ray Knight	(4)	B 15	Th	6:30	-
---	Mills Brothers Quartette	(1)	C 15	2t	9:00	11.8
Pinex	Mountaineers Music	(1)	N 15	5t	6:30	-
Louis Phillippe	Paris Night Life	(1)	B 15	2t	10:45	2.1

(more)

Light Music - cont'd -

-----	Pickard Family; songs, novelty oroh	(4)	B 15	Th	8:30	-
-----	Ralph Kerbery, the Dream Singer	(1)	N 15	Su	11:15	-
-----	Ray Perkins; songs	(2)	B 15	2t	6:30	5.4
Ioyeast	Reis & Dunn; songs, patter	(1)	C 15	2t	6:15	-
Barbasol	Singin' Sam	(2)	C 15	3t	8:15	9.9
(S)	Southernaires; negro quartette, spirituals	(2)	N 30	Su	10:00a	-
(S)	South Sea Islanders; Hawaiian music	(5)	B 15	Su	11:15	-
-----	Street Singer	(1)	C 15	2t	10:45	-
Tastycast	Tastycast Jesters; songs, patter	(2)	B 15	3t	7:15	-
Smith Brothers	Trade & Mark; songs, patter	(6)	B 15	Fr	8:30	-
Smith Brothers	Trade & Mark; songs, patter	(6)	C 15	Sa	9:30	-
-----	Vaughn de Leath; songs	(1)	C 15	2t	6:15	-
F & P Syrup	Vermont Lumberjacks; male quartette	(2)	N 15	2t	7:00	-

Comedy Talk Programs -

-----	East & Dumke; Sisters of the Skillet	(2)	B 15	3t	8:45	7.3
-----	Stoopnagle & Budd	(1)	C 15	3t	8:45	-

Informative Drama -

Frostilla	Behind the Mike; behind scenes in radio	(1)	C 15	Mo	9:15	-
-----	March of Time; dramatized news	(1)	C 30	Fr	8:30	-

Light, Homoy or 'Love Interest' Drama -

Ess-o Oil	Big Time	(1)	N 30	We	8:00	-
-----	Careless Love	(2)	B 15	Su	2:15	-
Campana Balm	First Nighter	(2)	B 30	Tu	9:00	13.7
Vaseline	Friendship Town	(1)	B 30	Fr	9:00	-
(S)	Land o' Make Believe	(1)	C 60	Su	9:00a	-
Love Story Mag	Love Stories	(1)	C 15	Th	9:30	10.8
True Story Mag	Mary and Bob	(1)	N 30	Tu	8:30	18.6
(S)	Moonshine and Honeysuckle	(2)	N 90	Su	2:30	-
Log Cabin	Real Folks	(4)	C 30	Su	5:00	9.1
Socony Oil	Soconyland Sketohes	(4)	N 30	Mo	8:00	5.7
(S)	Tales of the Emerald Isle	(1)	N 30	Su	12:30	-

Comedy Drama -

Pepsodent	Amos 'n' Andy	(3)	B 15	6t	7:00	38.1
Wheatena	Raising Junior	(2)	B 15	6t	6:00	6.5
Swift Pack'g	Stebbins Boys	(1)	N 15	5t	6:45	13.3

Thriller Drama -

Scott Emulsion	Count von Luckner's Adventures	(1)	C 30	Su	9:30	-
Feenamint	Danger Fighters	(1)	B 30	Sa	8:00	10.9
Pacific B-rax	Death Valley Days	(2)	B 30	Mo	8:30	13.4
Eno Salts	Eno Crime Club (half Tue, half Wed)	(1)	C 30	2t	9:30	22.8
Ken-L Ration	Rin-Tin-Tin Thriller	(2)	B 15	Th	8:15	5.6
Hatchmacher	Shadow, The	(1)	C 30	Tu	10:00	-
G Wash Coffee	Sherlock Holmes	(2)	B 30	We	9:00	-
G Wash Coffee	Sherlock Holmes	(2)	N 30	Th	9:30	17.7
-----	With Canada's Mounted	(1)	B 30	Mo	10:30	-

Women's Serial Drama -

Super Suds	Clara, Lu and Em	(1)	B 15	5t	10:30	-
Pepsodent	Goldbergs, The (once-a-week previously)	(3)	N 15	6t	7:45	25.7
Wrigley Gum	Myrt and Marge	(1)	C 15	5t	7:00	-

News, Commentary -

(S)	David Lawrence; Our Government	(4)	N 15	Su	9:00	-
-----	--------------------------------	-----	------	----	------	---

(more)

## Network Radio Programs 1931-32

<u>News, Commentary - cont'd -</u>					
	Frederick Landis; Hoosier Editor	(1)	C 15	Sa	8:30 -
(S)	H V Kaltenborn; Current Events	(4)	C 15	Mo	6:00 -
Strauss Baking	H V Kaltenborn; Editing the News	(4)	C 15	2t	7:30 -
Lit Digest Mag	Lowell Thomas; news	(2)	B 15	5t	6:45 18.9
(S)	Raymond Clapper; Washington news summary	(1)	C 15	Sa	7:00 -
(S)	William S Hard; Back of the News	(2)	B 15	Tu	7:45 -
<u>Public Affairs Talks, Forums -</u>					
(S)	Dr Julius E Klein; World's Business	(4)	C 15	Su	7:00 -
(S)	Gleason Archer; Law and Society	(1)	N 15	Sa	7:15 -
(S)	James G McDonald; World Today	(4)	N 15	Th	6:30 -
(S)	Merle Thorpe; Business Talk	(2)	B 15	Th	7:45 -
(S)	National Radio Forum	(1)	N 30	Mo	10:00 -
(S)	Voters' Service Talks	(1)	B 30	Tu	8:00 -
<u>Religious Talk Programs -</u>					
(S)	CBS Church of the Air	(1)	C 30	Su	10:00a -
(S)	CBS Church of the Air	(1)	C 30	Su	2:30 -
(S)	Catholic Hour	(2)	N 30	Su	6:00 -
(S)	National Radio Pulpit; Rev S Parkes Cadman	(6)	N 30	Su	8:30 -
(S)	National Vespers; Rev Harry E Fosdick	(5)	B 30	Su	5:00 -
(S)	National Youth Conference	(6)	B 30	Su	3:00 -
<u>Miscellaneous Talk Programs -</u>					
	Cream of Wheat Angelo Patri; Your Child	(1)	C 15	Th	8:45 -
	Fr Five Shoes Aviation News	(1)	C 15	Fr	9:45 -
	Cook & Sons Cook's Travelogue; Malcolm LaPrade	(6)	B 15	Su	4:00 -
(S)	Our American Schools	(1)	N 30	Su	6:30 -
	Sigmund Spaeth; Tune Detective	(1)	B 15	We	10:15 -
<u>Daytime Concert Music -</u>					
	Metropolitan Opera broadcasts	(1)	N 135	Sa	3:15 -
(S)	NBC Music Appreciation Hour; V Damrosch	(3)	B 50	Fr	11:00a -
(S)	NY Philharmonic Children's Concert	(4)	C 60	Sa	11:00a -
(S)	Salt Lake Tabernacle Choir	(3)	B 30	Fr	2:45 -
<u>Daytime Musical Variety -</u>					
	Fred Waring Orchestra and Chorus	(1)	N 30	Mo	9:15a -
General Elect	GE Home Circule; baritone, orch	(1)	N 15	5t	12:00N -
	Keys to Happiness; with Sigmund Spaeth	(1)	N 30	Sa	11:30a -
<u>Daytime Light Music -</u>					
	Ann Leaf at the Organ	(3)	C 15	2t	2:15 -
	Art Jarrett; songs	(1)	C 15	Fr	3:30 -
	Jad Salts Aunt Jemima; songs	(2)	C 15	3t	2:00 -
	Ben Alley; tenor	(1)	C 15	5t	11:45a -
Knox Gelatine	Breen & DeRose; Sparkling Music	(5)	N 15	5t	var -
	Chuck, Ray and Gene; trio, organ	(1)	B 15	6t	9:30a -
Bond Bread	Frank Crumit & Julia Sanderson; songs	(2)	C 30	Fr	10:15a -
Quaker Oats	Gene & Glenn; songs, patter	(2)	N 15	6t	8:00a -
Old Dutch	Irene Beasley, Old Dutch Girl; songs	(2)	C 15	3t	8:45a -
Fitch Shampoo	Jack Brooks; the Fitch professor	(1)	C 15	Fr	11:00a -
	Jolly Bill and Jane	(4)	B 15	5t	7:45a -
	Landt Trio; songs	(4)	B 15	6t	8:00a -
	Merry Men Quartette	(1)	B 15	6t	12:00N -
	Old Pappy; songs	(1)	B 15	5t	5:30 -
Quaker Oats	Phil Cook, the Quaker Man; songs, patter	(2)	B 15	6t	8:15a -
	Pollock & Lawnhurst; songs	(1)	B 15	4t	9:15a -
	Reis & Dunn; songs, patter	(1)	C 15	Th	5:45 -

<u>Daytime Prestige Drama</u> —						
(S)	Radio Guild Dramas	(3)	B 60	Fr	4:15	-
<u>Daytime Informative Drama</u> —						
(S)	American School of the Air	(2)	C 30	5t	2:30	-
<u>Daytime Light Drama</u> —						
(S)	Adventures of Helen and Mary	(3)	C 30	Sa	10:30a	-
Westolox	Big Ben Dream Dramas	(1)	N 15	2t	10:45a	-
---	Two Seats in the Balcony	(1)	N 30	Sa	10:45a	-
<u>Daytime Comedy Drama</u> —						
Sherwin W'ns	Keeping Up with Daughter	(1)	N 15	We	11:00a	-
Phillips	Skippy; comedy serial drama	(1)	N 15	6t	5:15	-
<u>Daytime Thriller Drama</u> —						
Ovaltine	Little Orphan Annie; serial	(1)	B 15	6t	5:45	-
<u>Daytime Comedy Talk Programs</u> —						
---	Cindy & Sam; patter	(1)	N 15	2t	10:30a	-
Blue Moon	Cuokoo Skit; Ray Knight	(1)	N 15	Sa	5:30	-
---	Laugh Club; Tom Brennie	(1)	B 15	6t	9:00a	-
---	Miracles of Magnolia; negro monologue	(1)	B 15	6t	9:45a	-
Swift Pack'g	Pat Barnes	(1)	B 15	6t	12:15	-
(S)	Smackouts; Jim and Marian Jordan	(1)	B 15	5t	12:00N	-
<u>Daytime Children's Programs</u> —						
---	Lady Next Door; children's stories	(2)	N 15	5t	5:00	-
Wrigley Gum	Lone Wolf Tribe	(1)	C 15	3t	5:45	-
---	Salty Sam; children's songs	(1)	C 15	3t	5:30	-
Kellogg	Singing Lady; children's songs, stories	(1)	B 15	Mo	5:00	-
Kreml	Uncle Ollie and His Gang	(1)	C 15	3t	5:30	-
<u>Daytime Public Affairs Talks</u> —						
(S)	Foreign Policy Association luncheon	(2)	N 75	Sa	2:00	-
<u>Daytime Homemakers' Programs</u> —						
---	Barbara Gould; beauty talk	(3)	C 15	Th	10:45a	-
General Mills	Betty Crocker; cooking talk	(5)	N 15	2t	10:45a	-
Moore Paints	Betty Moore; home decoration talk	(1)	N 15	Fr	4:00	-
Edna W Hopper	Edna Wallace Hopper; beauty talk	(2)	C 15	We	3:00	-
Wildroot	Elizabeth May; Wildroot beauty chat	(2)	N 15	We	10:30a	-
---	Everyday Beauty	(2)	B 15	2t	9:15a	-
---	Frances Ingraham; beauty talk	(3)	B 15	Tu	11:30a	-
Sterro	Jane Grant; food talk	(1)	N 15	We	10:15a	-
---	Molly Gibson; fashion talk	(1)	B 15	We	2:45	-
Kelvinator	Mrs A M Goudiss; cooking talk	(1)	B 15	4t	11:00a	-
Davis Baking	Mystery Chef; cooking talk	(1)	B 15	2t	10:45a	-
Davis Baking	Mystery Chef; cooking talk	(1)	C 15	We	11:15a	-
---	Mrs Julian Heath; food talk	(4)	B 15	5t	2:00	-
---	Nell Vinick; beauty talk	(3)	C 15	We	11:00a	-
Atlantic & Pac	Our Daily Food	(2)	B 15	6t	10:30a	-
Atlantic & Pac	Our Daily Food	(2)	N 15	6t	9:45a	-
---	Radio Column; Mrs Blake cooking talk	(1)	N 15	6t	10:00a	-
Multi	Radio Homemakers' Club; Ida Bailey Allen	(4)	C 15	2t	10:00a	-
Multi	Radio Household Institute	(5)	N 15	3t	11:15a	-
---	Ruth Jordan; beauty talk	(1)	B 15	We	11:45a	-
---	Woman's Review	(1)	N 60	5t	3:00	-

## Network Radio Programs 1931-32

Daytime Miscellaneous Talk Programs —

	Back of the Scenes in Radio	(1)	C 15	2t	9:45a	-
(S)	Cheerio; inspirational talk, organ	(5)	M 30	6t	8:30a	-
Ceresota Flour	Dr Royal S Copeland; health talk	(5)	C 15	Th	10:00a	-
Ceresota Flour	Dr Royal S Copeland; health talk	(5)	N 15	3t	var	-
	Emily Post; talk on etiquette	(2)	B 15	Mo	4:00	-
(S)	Magic of Speech; Vida R Sutton	(3)	N 30	Tu	4:00	-
(S)	Mouth Health; Marley R Sherris	(2)	B 15	We	5:15	-
(S)	National Farm & Home Hour (with USDA)	(3)	B 60	6t	12:30	-
(S)	Tony Wons Scrapbook; poetry reading	(2)	C 15	6t	9:30a	-
	Your Child; Katherine Lenroot	(3)	N 15	Tu	11:00a	-

MAJOR NETWORK RADIO PROGRAMS - SEASON 1932-1933  
On Air January 1933

31

Sponsor	Program	Season on Air	Net, Length, Day, Hour	CAB Rating
<u>Comedy Variety</u> --				
Chevrolet	Al Jolson Program; Silver orch	(1)	N 30 Fr 10:00	22.0
Robert Burns	Burns and Allen; Guy Lombardo orch	(1)	C 30 We 9:30	33.3
Armour Pack'g	East & Dumke; Stokes orch	(3)	B 30 Fr 9:30	20.5
Chase Sanborn	Eddie Cantor Program; Rubinoff orch	(2)	N 60 Su 8:00	58.6
Texaco Oil	Ed Wynn - Firs Chief; Don Vorhies orch	(1)	N 30 Tu 9:30	44.8
Lintit	Fred Allen - Knight of Bath; Katzman orch	(1)	C 30 Su 9:00	-
Chesterfield	Howard & Shelton; Hayton orch	(1)	C 15 Zt 9:00	-
Canada Dry	Jack Benny Program; Ted Weems orch	(1)	C 30 Th 8:00	-
Lucky Strike	Jack Pearl • Baron Munchausen; orch	(1)	N 60 Th 10:00	47.2
St'd Brands	Ken Murray Program; the Royal Vagabond	(1)	N 30 We 8:00	-
Esso Oil	Marx Brothers; comedy, orch	(1)	B 30 Mo 7:30	22.1
Pontiac Motors	Stoopnagle & Budd; comedy team, orch	(2)	C 30 Th 9:30	10.7
<u>General Variety</u> --				
Lucky Strike	Lucky Strike Program; W O'Keefe, drama	(1)	N 60 Th 10:00	-
Maxwell House	Maxwell House Show Boat; sketch, variety	(1)	N 60 Th 9:00	34.6
General Motors	Oldsmobile Program; G Van, E Shutta, orch	(1)	N 30 Sa 9:30	-
Centaur	Pages of Romance; vocals, sketch, orch	(1)	B 30 Su 5:30	-
Fleischmann	Rudy Wallace Varieties; guest variety	(4)	N 60 Th 8:00	33.9
Squibb Drugs	Squibb Program; sketch, F Black orch	(1)	N 30 Su 4:30	-
<u>Hillbilly, Minstrel Shows</u> --				
Barbasol	Carson Robison's Buckaroos; Western music	(1)	B 15 Fr 7:15	-
Edgeworth	Corn Cob Pipe Club	(1)	N 30 We 10:00	7.7
(S)	Little German Band	(1)	B 30 Sa 6:00	-
Sinclair Oil	Sinclair Wiener Minstrels	(1)	B 30 Mo 9:00	22.7
<u>Semi-Variety</u> --				
Conoco Oil	Arden Orchestra; H Rose, comedian	(1)	C 30 Su 2:15	-
H'hold Finance	Conoco Program; Carveth Wells talk, orch	(1)	N 30 We 10:30	7.2
General Motors	Musical Memories; Edgar Guest poems, orch	(1)	B 30 Tu 9:00	7.4
Pond's Cream	Parade of Statess; narrator, orch	(2)	B 30 Th 7:30	-
	Pond's Program; Mrs F D Roosevelt, orch	(1)	N 30 Fr 9:30	6.9
<u>Concert Music</u> --				
(S)	Andre Kostelanetz Orchestra; Mary Eastman	(1)	C 30 Su 8:15	-
(S)	Boston Symphony Orchestra	(2)	B 120 Sa 8:15	-
Abrasives	Carborundum Band; brass band	(3)	C 30 Sa 9:30	-
(S)	Cathedral Hour; soloists, orch	(4)	C 30 Su 6:30	3.1
(S)	Chicago A Capella Choir; Noble Cain, dir	(1)	B 30 Su 4:00	-
Cities Service	Cities Service Orchestra; J Dragonette	(6)	N 60 Fr 8:00	23.3
(S)	Cleveland Symphony Orchestra	(1)	N 60 Su 1:30	-
(S)	Ernest Hutchinson, pianist; concert orch	(2)	C 30 Su 10:30	-
Firestone Tires	Firestone Concert; Lawrence Tibbett, orch	(4)	N 30 Mo 8:30	-
(S)	Frank Black Concert Orchestra	(1)	N 30 Sa 9:00	-
General Elect	General Electric Concert; guest vocalists	(2)	N 30 Su 9:00	-
Jack Frost	Jack Frost Melody Moments; Pasternak orch	(4)	B 30 Mo 9:30	11.9
(S)	Major Bowes Capitol Family	(7)	N 60 Su 11:15a	-
(S)	Midweek Hymn Sing	(7)	N 15 Tu 7:00	-
(S)	New York Philharmonic Orchestra	(5)	C 120 Su 3:00	-
(S)	Our American Music	(1)	B 30 Su 3:00	-
(S)	Philadelphia Symphony Orchestra	(1)	C 30 Tu 10:00	-
(S)	Radio City Music Hall; Erno Rappe orch	(1)	B 60 Su 12:15	-
(S)	Salt Lake Tabernacle Choir	(4)	C 30 Su 12:00	-
(S)	Sunday at Seth Parkers; hymn sing	(4)	N 30 Su 10:45	16.5
Spool Cotton	Threads of Happiness; Kostelanetz orch	(1)	C 15 Tu 9:15	-
	Walt Smith Concert Band; brass band	(1)	C 30 Su 7:15	-

Musical Variety --

Atlantic & Pac	A & P Gypsies; string music; Frank Parker	(7)	N 30	Mo	9:00	12.6
Sterling Drug	Abe Lyman Orchestra	(2)	C 15	3t	8:45	3.3
Bayer Asperin	Album of Familiar Music	(2)	N 30	Su	9:00	12.2
(S)	Balalaika Orchestra	(1)	N 30	Sa	7:15	-
Pabst Beer	Ben Bernie Orchestra	(3)	N 30	Tu	9:00	33.7
Chesterfield	Bing Crosby, songs; Hayton orch	(2)	C 15	2t	9:00	-
Blackstone	Blackstone Plantation; Crumit & Sanderson	(4)	N 30	Tu	8:00	19.3
---	California Melodies	(1)	C 30	Tu	9:30	-
Cliquot Club	Cliquot Club Eskimos; Harry Reser orch	(7)	N 30	Fr	9:00	8.6
Carnation Milk	Contented Program; quartette, orch	(2)	N 30	Mo	10:00	19.6
Tydol Oil	Freddy Martin Orch; Travelers Quartette	(1)	C 15	3t	7:30	-
---	Freddy Rich Orchestra	(1)	C 30	3t	10:30	-
Lucky Strike	Lucky Strike Dance Orchs; T Weems, V Lopez	(5)	N 60	Sa	10:00	18.7
Dr Lyons	Manhattan Merry-go-round	(1)	B 30	Su	3:30	10.2
Woodbury Soap	Morton Downey; with Belasco orch	(3)	B 30	We	9:30	5.6
Nestle Choc	Nestle Chocolateers; Phil Spitalny orch	(3)	B 30	Fr	8:00	3.5
Pennzoil	Parade of Melody; Harry Sosnik orch	(3)	B 30	Fr	8:00	4.8
Buick Motors	Paul Whiteman Orchestra	(3)	N 30	Mo	9:30	-
Del L&W Coal	Radio Musical Revue; Earle orch	(2)	C 30	Su	5:30	-
(S)	Rhythmic Concert; Paul Whiteman orch	(1)	B 45	Su	6:30	-
---	Russ Colombo Orchestra	(2)	B 15	2t	6:15	-
Chesterfield	Ruth Etting, songs; Hayton orch	(1)	C 15	2t	9:00	-
Sealed Power	Sealed Power Show; Koestner orch	(1)	B 30	Su	6:00	-
(S)	Southernaires; spirituals, orch	(3)	N 30	Su	12:30	-
Esso Oil	Tabloid Operetta	(1)	C 30	Th	10:00	-
---	Tito Guizar, songs; Gaucho orch	(1)	C 30	Su	11:00	-
Lady Esther	Wayne King Orchestra; waltzes	(2)	N 30	Su	3:00	-
Lady Esther	Wayne King Orchestra; waltzes	(2)	N 30	Tu	8:30	10.7
Yeast Foam	Yeast Foamers Orchestra; G Agnew orch	(4)	B 30	Su	2:30	-

Light Music --

---	Alice Joy, songs; Ramblers trio	(2)	B 15	2t	10:00	-
---	Baby Rose Marie; songs	(1)	B 15	Su	12:00	-
---	Betty Boop; songs	(1)	B 15	Fr	6:30	-
---	Boswell Sisters; songs	(2)	C 15	2t	10:00	-
---	Gertrude Neisen; songs	(1)	C 15	Fr	6:30	-
---	Jack Fulton; songs	(1)	B 15	2t	8:30	-
---	Jackie Heller; tenor	(1)	N 15	2t	7:00	-
Iodent	Jane Froman; songs	(1)	N 15	Su	4:00	-
---	Jane Froman; songs	(1)	N 15	3t	7:00	-
---	Jesse Crawford; organ music	(4)	B 30	3t	11:30	-
La Palina	Kate Smith; songs	(2)	C 15	3t	8:00	12.6
---	Lanny Ross; songs	(3)	N 15	Fr	10:45	-
Wildroot	Lawhurst & Siegel; songs, piano	(1)	N 15	Su	5:45	-
---	Little Jack Little; piano and songs	(2)	C 15	Su	6:15	-
P & Gamble	Mills Brothers; quartette	(2)	C 15	2t	9:15	-
---	Minneville Harmonica Band	(1)	N 15	Su	7:00	-
---	Morton Downey; tenor	(2)	C 15	2t	10:00	-
Monarch Foods	Mystery Tenor	(1)	B 15	Su	2:00	-
(S)	Pickens Sisters; songs	(1)	B 15	Sa	10:45	-
---	Pickens Sisters; songs	(1)	N 15	Su	7:30	-
E Jettick Shoes	Enna Jettick Melodies; Ramona, songs	(5)	B 15	Mo	6:30	-
---	Reis & Dunn; songs, patter	(2)	C 15	2t	6:15	-
Vick Chem	Romantic Eachelor	(1)	C 15	We	9:15	3.8
Barbasol	Singin' Sam	(3)	C 15	3t	8:15	7.2
Acne Paint	Smiling Ed McConnell	(1)	C 15	Su	2:00	-
(S)	Songs of the Church	(1)	B 15	Th	6:30	-
---	Street Singer	(2)	C 15	Sa	7:45	-

(more)

Light Music - cont'd -

Tastyeast	Tastyeast Jesters	(3)	B 15	Mo	7:15	-
Smith Brothers	Trade & Mark; songs, patter	(7)	C 15	Fr	8:00	-
Smith Brothers	Trade & Mark; songs, patter	(7)	N 15	Su	7:45	-
—	Vaughn DeLeath; songs	(2)	C 15	2t	6:30	-
Musterole	Whispering Jack Smith; songs	(1)	C 15	2t	8:00	-

Informative Drama -

St'd Brands	Great Moments in History	(2)	B 30	Su	7:30	7.9
Time Mag	March of Time; dramatized news	(2)	C 30	Fr	8:30	-

Light, Honey or 'Love Interest' Drama -

Westolox	Big Ben Dream Dramas	(2)	N 15	Su	5:15	-
Listerine	Country Doctor	(1)	B 15	3t	8:45	-
Esso Oil	Esso Theater Dramas	(1)	B 30	We	7:30	-
Campana Balm	First Nighter; Don Ameche	(3)	B 30	Fr	9:00	21.5
—	John Henry, Black Giant; negro sketch	(1)	C 30	Su	8:00	-
Ex Lax	Magic Voice; Elsie Fitz, Nick Dawson	(1)	C 15	2t	8:15	-
(S)	Moonshine and Honeysuckle	(3)	N 30	Su	2:30	12.4
—	Romance	(1)	N 15	Su	10:30	-
U Central Life	Roses and Drums; DeWolf Hopper	(1)	C 30	Su	5:00	-
—	Sheer Romance	(1)	B 15	We	6:30	-
Soony Oil	Soonyland Sketches	(5)	N 30	Mo	8:00	-

Comedy Drama -

Pepsodent	Amos 'n' Andy	(4)	B 15	5t	7:00	29.4
Lavoris	Easy Aces; Goodman Ace	(1)	C 15	3t	10:15	12.1
Atlantic & Pac	Maude and Cousin Bill	(1)	B 15	3t	6:00	1.7
Wheatens	Wheatenville Sketches; Ray Knight	(1)	N 15	5t	7:15	-

Thriller Drama -

Kellogg	Buck Rogers	(1)	C 15	5t	7:15	8.0
Diamond Salt	Captain Diamond's Adventures	(1)	B 30	Th	8:00	3.4
Esso Oil	Charlie Chan; Walter Connolly	(1)	B 30	Fr	7:30	14.5
Pacific Borax	Death Valley Days	(3)	B 30	Th	9:00	11.0
Eno Salts	Eno Crime Club (two 30-m installments)	(2)	B 30	2t	8:00	13.5
Campana Balm	Fu Manchu Mysteries	(1)	C 30	Mo	8:30	16.8
Swift Pack'g	Howard Thurston, the Magician	(1)	B 15	2t	8:45	3.4
Bourjois	Mysteries of Paris	(1)	C 30	Mo	9:30	-
(S)	Orange Lantern	(1)	B 30	Su	10:30	-
—	Red Adams	(1)	B 30	Su	8:30	-
Ken-L Ration	Rin-Tin-Tin Thriller	(3)	B 15	Th	8:30	4.3
(S)	Secret Service Spy Stories	(1)	N 30	Su	1:00	-
Del L&W Coal	Shadow, The	(2)	N 30	We	8:30	13.4
G Wash Coffee	Sherlock Holmes	(3)	B 30	We	9:00	21.4

Women's Serial Drama -

Pepsodent	Goldbergs, The	(4)	N 15	5t	7:45	16.3
Kelcyns	Just Plain Bill	(1)	C 15	5t	6:45	9.7
Wrigley Gum	Myrt and Marge	(2)	C 15	5t	7:00	24.2

News, Commentary -

Philco Radios	Boake Carter; news	(1)	C 15	5t	7:45	9.9
(S)	David Lawrence; Our Government	(5)	N 15	Su	10:15	8.3
(S)	Edwin C Hill; Human Side of News	(1)	C 15	3t	10:30	18.7
(S)	Frederick Wm Nile; Political Situation	(6)	C 15	Sa	7:00	-
(S)	H V Kaltenborn; Current Events	(5)	C 15	3t	6:00	-
Sun Oil	Lowell Thomas; Today's News	(3)	N 15	Su	5:00	-
Sun Oil	Lowell Thomas; news	(3)	B 15	5t	6:45	16.0
(S)	William S Hard; Back of the News	(3)	N 15	Tu	6:45	-



## Network Radio Programs 1932-33

Public Affairs Talks, Forums —

(S)	Congress; talks by members of Congress	(1)	B 30	Tu	7:15	-
(S)	Gleason Archer; <i>Laws and Society</i>	(2)	B 15	Sa	6:30	-
(S)	James G McDonald; <i>World Today</i>	(5)	N 15	Sa	7:45	-
(S)	Merle Thorpe; <i>business talk</i>	(3)	B 15	Sa	7:15	-
(S)	National Radio Forum	(2)	N 30	Mo	10:30	-

Religious Talk Programs —

(S)	CBS Church of the Air	(2)	C 30	Su	10:00a	-
(S)	Catholic Hour	(3)	N 30	Su	6:00	-
(S)	National Radio Pulpit; Rev S Parkes Cadman	(7)	N 30	Su	3:30	-
(S)	National Vespers; Rev Harry E Fosdick	(6)	B 30	Su	5:00	-
(S)	National Youth Conference	(7)	B 30	Su	4:30	-

Broadway and Hollywood Gossip Programs —

Lehn & Fink	D W Griffith's Hollywood; movie gossip	(1)	B 15	2t	10:00	-
Jergens Lotion	Walter Winchell; Broadway gossip	(1)	B 15	Su	9:30	11.5

Miscellaneous Talk Programs —

Horlick Malt	Adventures in Health; Dr H N Bundeson	(1)	B 15	2t	8:30	2.8
Cream of Wheat	Angelo Patri; <i>Your Child</i>	(2)	C 15	Su	7:45	2.5
Sharp-Dohme	Devils, Drugs, Doctors; medical talk	(1)	B 15	Su	7:15	-
—	Edna St Vincent Millay; poetry	(1)	B 15	Su	11:15	-
—	George Rector's Cooking School	(1)	B 15	Th	6:00	-
(S)	Our American Schools	(2)	N 30	Su	6:30	-
Atlantic & Pac	Our Daily Food	(3)	B 15	Fr	6:00	-
—	Sigmund Spaeth; <i>Tune Detective</i>	(2)	B 15	Tu	10:15	-
—	Tom Terris; <i>Vagabond Adventures</i>	(1)	N 15	Su	12:15	-

Daytime Comedy Variety —

(S)	Kaltenmeyer's Kindergarten	(1)	B 30	We	4:00	-
-----	----------------------------	-----	------	----	------	---

Daytime Concert Music —

(S)	Buffalo Civic Symphony Orchestra	(1)	N 60	Sa	4:00	-
(S)	Eastman School of Music Symphony	(1)	B 45	Th	4:00	-
(S)	Hartford Pop Concert	(1)	N 30	We	4:00	-
(S)	Metropolitan Opera Broadcasts	(2)	B 120	Sa	2:30	-
(S)	NBC Music Appreciation Hour; W Damrosch	(4)	N 60	Fr	11:00a	6.0
(S)	NY Philharmonic Children's Concert	(5)	C 75	Sa	11:00a	-

Daytime Musical Variety —

—	Nothing but the Truth; Alex McQueen, orch	(1)	B 15	5t	9:45a	-
---	---	-----	------	----	-------	---

Daytime Light Music —

—	Aunt Jemima; songs	(3)	C 15	2t	2:00	-
—	Ben Alley; tenor	(2)	C 15	3t	11:15a	-
—	Bill & Ginger; songs	(1)	C 15	2t	8:45a	-
—	Breen & DeRose; songs, patter	(6)	N 15	5t	var	-
—	Claude W Moyer; hillbilly songs	(1)	N 15	3t	9:45a	-
—	Colorado Cowboys; Western music	(1)	B 30	Fr	4:30	-
(S)	Happy Jack Turner; songs	(1)	B 15	6t	10:30a	-
—	John Fogarty; tenor	(1)	B 15	3t	10:00a	-
—	Johnny Marvin; tenor	(1)	N 15	6t	12:00N	-
—	Little Jack Little; songs, piano	(2)	B 15	3t	8:00a	-
—	Little Jack Little; songs, piano	(2)	C 15	6t	9:15a	-
—	Morin Sisters	(1)	B 15	2t	3:45	-
—	Follock & Longhurst; songs	(2)	B 15	5t	12:15	-
—	Reis & Dunn; songs, patter	(2)	C 15	4t	9:45a	-

(more)

<u>Daytime Light Music</u> - cont'd -			
---	Rhythm Kings	(1)	C 30 Sa 3:30 -
---	Rhythm Kings	(1)	C 30 3t 9:30a -
(S)	Southernaires; negro quartette	(3)	N 15 Mo 5:45 -
---	Tito Guizar; Latin American music	(1)	C 15 Tu 4:00 -
<u>Daytime Prestige Drama</u> -			
(S)	Radio Guild Dramas	(4)	B 60 Mo 4:00 -
(S)	Revolving Stage	(1)	N 60 Mo 2:00 -
<u>Daytime Informative Drama</u> -			
(S)	American School of the Air	(3)	C 30 5t 2:30 -
<u>Daytime Light Drama</u> -			
(S)	Adventures of Helen and Mary	(4)	C 30 Sa 10:30a -
---	Famous Loves	(1)	N 15 Fr 3:15 -
---	Girl Who Lives Next Door	(1)	N 15 3t 2:15 -
<u>Daytime Comedy Drama</u> -			
General Mills	Skippy	(2)	C 15 6t 5:30 -
<u>Daytime Thriller Drama</u> -			
---	Bobby Benson's Adventures	(1)	C 15 3t 5:00 -
Dromedary	Desert Caravan	(1)	B 15 3t 5:15 -
Davis Baking	Flying Family	(1)	N 15 3t 5:30 -
Ovaltine	Little Orphan Annie	(2)	B 15 6t 5:45 -
<u>Daytime Women's Serial Drama</u> -			
General Mills	Betty and Bob	(1)	B 15 5t 3:00 5.7
Colgate	Clara, Lu and Em	(2)	B 15 5t 10:15a -
Folger Coffee	Judy and Jane (Midwest only)	(1)	N 15 5t ? -
(S)	Vio and Sade	(1)	B 15 6t 9:30a -
<u>Daytime Comedy Talk Programs</u> -			
(S)	Smackouts; Jim and Marian Jordan	(2)	B 15 5t 12:00N -
(S)	Wife Saver; Allen Prescott	(1)	B 15 3t 8:00a -
<u>Daytime Children's Programs</u> -			
(S)	Dr Doollittle; children's drama	(1)	B 15 2t 5:15 -
---	Don Lang; animal stories	(1)	C 15 3t 5:45 -
Wrigley Gum	Lone Wolf Tribe	(2)	C 15 3t 5:45 -
General Foods	Paul Wings; the Story Man	(1)	N 15 3t 5:15 -
---	Lady Next Door; children's stories	(3)	N 15 4t 4:45 -
Maltax	Safety Soldiers	(1)	N 15 2t 5:45 -
Ralston	Secretary Hawkins	(1)	N 15 3t 5:45 -
Kellogg	Singing Lady; children's stories, songs	(2)	B 15 5t 5:30 -
<u>Daytime News, Commentary</u> -			
---	Ann Hard; Current Events	(1)	N 15 5t 9:15a -
(S)	Ben Adams; Next Week's News	(1)	B 15 Mo 2:30 -
<u>Daytime Public Affairs Talks</u> -			
(S)	Foreign Policy Association luncheon	(3)	N 75 Sa 1:45 -
<u>Daytime Homemakers' Talks</u> -			
B Gould	Barbara Gould; beauty talk	(4)	C 15 Th 10:45a -
General Mills	Betty Crocker; cooking talk	(6)	N 15 2t 10:45a -
---	Frances Lee Barton; cooking talk	(1)	N 15 2t 11:15a -
Best Foods	Ida Bailey Allen; cooking school	(1)	C 15 2t 10:45a -

(more)

## Network Radio Programs 1932-33

Daytime Homemakers' Talks - cont'd

Davis Baking	Mystery Chef; recipes	(2)	N 15	2t	10:00a	-
Multi	Radio Household Institute	(6)	N 15	3t	11:15a	-
—	Women's Review	(2)	N 30	5t	3:30	-

Daytime Miscellaneous Talk Programs —

—	Bill Schudt's Interviews	(1)	C 15	We	4:45	-
(S)	Cheerio; inspirational talk, organ	(6)	N 30	6t	8:30a	-
—	Elsie Mae Gordon; characterizations	(1)	B 15	Mo	11:15a	-
DuPont Chem	Emily Post; talk on etiquette	(3)	B 15	2t	10:45a	-
(S)	Farm Forum Program	(1)	B 30	Sa	1:30	-
—	Hazzard's Health Talk	(1)	C 15	Fr	12:45	-
—	Health Talk	(1)	C 15	6t	9:30a	-
(S)	Magic of Speech; Vida R Sutton	(4)	N 30	Fr	2:00	-
Calcoident	Mouth Health; Marley R Sherris	(3)	B 15	Tu	9:45a	-
(S)	National Farm & Home Hour (with USDA)	(4)	B 60	6t	12:30	-
Int'l Silver	Tony Wons; poetry	(3)	C 15	6t	9:00a	-
(S)	Your Child; Katherine Lenroot	(4)	N 15	Tu	11:00a	-

MAJOR NETWORK RADIO PROGRAMS - SEASON 1933-1934  
On Air January 1934

37

Sponsor	Program	Season on Air	Net, Length Day, Hour	CAB Rating
<u>Comedy Variety</u> —				
(S)	Al Pearce and His Gang	(1)	B 30 Sa 6:00	-
White Owl	Burns and Allen; Guy Lombardo orch	(2)	C 30 We 9:30	30.2
Chase Sanborn	Eddie Cantor Program; Rubinoﬀ orch	(3)	N 60 Su 8:00	50.2
Texaco Oil	Ed Wynn, Fire Chief; Don Vorhees orch	(2)	N 30 Tu 9:30	31.6
Sal Hepatica	Fred Allen Program; F Grofe orch	(2)	N 30 We 9:30	18.5
—	George Jessel Show; Mildred Bailey, orch	(1)	C 30 Tu 9:30	-
Chevrolet	Jack Benny Program; Frank Black orch	(2)	N 30 Su 10:00	25.3
Royal Gelatin	Jack Pearl, 'Baron Munchausen'; orch	(2)	N 30 We 8:00	18.0
Fleischmann	Joe Penner Program; Ozzie Nelson orch	(1)	C 30 Su 7:30	35.2
Swift Pack'g	Olson & Johnson; Harry Sosnik orch	(1)	C 30 Fr 10:00	-
Armour Pack'g	Phil Baker Program; Frank Shields orch	(1)	B 30 Fr 9:30	27.1
Pontiac Motors	Stoopnagle & Budd Show; Renard orch	(3)	C 15 2t 9:15	-
Nestle Choc	Walter O'Keefe Program; Don Bestor orch	(1)	B 30 Tu 8:00	10.7
—	Wheeler & Woolsey; Nat Shilkret orch	(1)	B 30 Su 10:30	-
Gulf Oil	Will Rogers 'Gulf Headliner'; Coleman orch	(1)	B 30 Su 9:00	17.8
<u>General Variety</u> —				
Frigidaire	Cruise of the Seth Parker; Phillips Lord	(1)	N 30 Tu 10:00	-
Maxwell House	Maxwell House Show Boat; drama, variety	(2)	N 60 Th 9:00	45.9
Kraft Cheese	Paul Whiteman Revue; Al Jolson, guests	(4)	N 60 Th 10:00	29.9
Fleischmann	Rudy Vallee Varieties; guests	(5)	N 60 Th 8:00	39.0
<u>Hillbilly, Minstrel Shows</u> —				
(S)	Bavarian Band	(1)	B 15 Tu 8:45	-
Edgeworth	Corn Cob Pipe Club	(2)	N 30 We 10:00	10.3
Alka Seltzer	National Barn Dance	(1)	B 60 Sa 10:30	11.3
Sinclair Oil	Sinclair Wiener Minstrels	(2)	B 30 Mo 9:00	25.1
<u>Semi-Variety</u> —				
Fabst Beer	Ben Bernie Orchestra; guest entertainers	(4)	N 40 Tu 9:00	26.5
Buick Motors	Buick Program; Robert Benchley, orch	(2)	C 15 2t 9:15	-
(S)	Cheerio Musicale; talk, music	(1)	N 15 Tu 6:45	-
Maltex	Command Performance; Dale Carnegie, orch	(1)	N 30 Su 1:30	-
Sterling Drug	Hollywood Show; Abe Lyman orch, talk	(1)	C 30 Su 2:30	4.8
Flough	Musical Cruise; Tony Caboosh, Lopez orch	(1)	B 30 We 10:00	7.3
H'hold Finance	Musical Memories; Edgar Guest, orch	(2)	B 30 Tu 9:00	9.2
Hudson Motors	Saturday Party; Robert Ripley, Rolfe orch	(1)	N 60 Sa 10:00	9.8
Del Monte Foods	Ship of Joy; Captain Hugh Dobbs, orch	(1)	N 30 Mo 9:30	13.7
Gold Dust	Silver Dust Serenade; Phil Cook, orch	(1)	C 15 3t 7:30	3.2
—	Ted Weems Orch; R Werrenrath, guests	(1)	B 30 Su 7:00	-
Underwood	Underwood Hour; Wm Lyons Phelps, orch	(1)	C 30 Th 8:30	-
<u>Special Unclassified</u> —				
(S)	Elder Michaux Congregation; negro church	(1)	C 30 Sa 7:00	-
<u>Concert Music</u> —				
Am Rolling	Armo Iron Master; brass band	(1)	B 30 Fr 10:00	-
(S)	Boston Symphony Orchestra	(3)	N 105 Sa 8:15	-
Cadillac Motors	Cadillac Symphony Orchestra	(1)	B 60 Su 6:00	-
(S)	Canadian Grenadiers Band; brass band	(1)	B 30 Su 2:30	-
Abrasives	Carborundum Band; brass band	(4)	C 30 Sa 9:30	-
Castoria	Castoria Program; Spaulding, Tibault, orch	(1)	C 30 We 8:30	13.1
Hoover Vacuum	Chicago A Capella Choir; Noble Cain, dir	(2)	N 30 Su 2:30	-
Cities Service	Cities Service Concert; J Dragonette	(7)	N 60 Fr 8:00	21.3
Firestone Tires	Firestone Concert; Daly orch	(5)	N 30 Mo 8:30	17.3

(more)

## Network Radio Programs 1933-34

Concert Music - cont'd --

Lehn & Fink	Hall of Fame; Lily Pons, N Shilkret orch	(1)	N 30	Su	10:30	11.9
Jack Frost	Jack Frost Melody Moments; Pasternak orch	(5)	B 30	Mo	9:30	10.7
(S)	Major Bowes Capitol Family	(8)	N 60	Su	11:15a	8.4
(S)	Midweek Hymn Sing	(8)	N 15	Tu	6:30	-
(S)	Minneapolis Symphony Orchestra	(1)	N 30	Su	11:30	10.9
(S)	New York Philharmonic Orchestra	(6)	C 120	Su	3:00	19.4
Chesterfield	Philadelphia Symphony Orchestra	(2)	C 15	6t	9:00	11.5
(S)	Radio City Music Hall	(2)	B 60	Su	12:30	-
(S)	Salt Lake Tabernacle Choir	(5)	C 30	Su	12:00	-
(S)	St Louis Symphonio Choir	(1)	B 30	Tu	6:00	-
Linit	Seven Star Revue; Nino Martini, Rappe Orch	(1)	C 60	Su	9:00	-

Musical Variety --

Atlantic & Pac	A & P Gypsies; Harry Horlick orch	(8)	N 30	Mo	9:00	9.0
Bayer Asperin	Album of Familiar Music; Frank Munn, orch	(3)	N 30	Su	9:30	17.8
American Oil	American Revue; Ethel Waters, Denny orch	(1)	C 30	Su	7:00	10.3
---	Balalaika Orchestra	(2)	B 30	Su	10:30	-
Woodbury Soap;	Bing Crosby Program; Mills Brothers, orch	(3)	C 30	Mo	8:30	25.1
Bisodol	Broadway Melodies; Helen Morgan, orch	(1)	C 30	Su	2:00	-
(S)	California Melodies	(2)	C 30	Th	9:30	-
Crazy Water	Carefree Carnival; G Arnold, Commodores	(1)	N 30	Su	2:00	-
Carnation Milk	Contented Program; quartette, orch	(3)	N 30	Mo	10:00	9.9
Bond Bread	Crumit & Sanderson; songs, orch	(3)	C 30	Su	5:30	-
Dill's Best	Dill's Best Program; orch	(1)	N 30	Sa	6:45	-
Pepsco-Junis	Eddie Duchin Orchestra	(1)	B 30	2t	9:30	8.4
Pepsodent	Eddie Duchin Orchestra	(1)	B 30	Sa	9:30	8.4
Ex Lax	Ex Lax Big Show; G Niesen, I Jones orch	(1)	C 30	Mo	9:30	10.9
I J Fox	Fox Fur Trappers Orchestra	(3)	N 15	Tu	7:30	-
Old Gold	Fred Waring Orchestra and Chorus	(2)	C 30	We	10:00	17.4
Father John	Gems of Melody; vocals, orch	(1)	N 15	Su	2:45	-
Camel	Glen Gray Orchestra; Camel Caravan	(1)	C 30	2t	10:00	9.4
Wonder Bread	Happy Wonder Bakers; trio, Green orch	(5)	C 15	3t	8:00	5.5
Ipana	Ipana Troubadours	(5)	N 30	We	9:00	-
Philip Morris	Leo Reisman Orchestra	(2)	N 30	Tu	8:00	7.1
Dr Lyons	Manhattan Merry-go-Round; Rodenich orch	(2)	N 30	Su	9:00	11.8
Bourjois	Nat Shilkret Orchestra	(2)	C 30	Su	8:00	-
Wesson Cook Oil	Pedro Via Orchestra	(1)	N 30	Fr	10:30	-
Cutex	Phil Harris Orchestra; Leah Ray, vocals	(1)	B 30	Fr	9:00	12.7
Princess Pat	Princess Pat Program; Morin Sisters, orch	(1)	B 30	Mo	8:00	-
Realsilk	Silken Strings	(1)	B 30	Su	8:00	5.9
Hills Drops	Songs My Mother Sang; Renard orch	(1)	C 30	Su	6:00	-
Smith Brothers	Songs You Love; Nat Shilkret orch	(1)	B 15	Su	9:45	-
(S)	Southernaires Quartette; spirituals, orch	(4)	B 30	Su	10:00a	-
Spartan Radio	Spartan Hour; Frances Langford, orch	(1)	N 30	Su	3:30	-
Sterling Drug	Waltz Time; Abe Lyman orch	(1)	N 30	Fr	9:00	10.9
Lady Esther	Wayne King Orchestra	(3)	C 30	Mo	10:00	17.4
Lady Esther	Wayne King Orchestra	(3)	N 30	Su	3:00	17.4
Lady Esther	Wayne King Orchestra	(3)	N 30	2t	8:30	17.4
(S)	Xavier Cugat Orchestra	(1)	N 30	5t	6:00	-
Yeast Foam	Yeast Foamers; Jan Garber orch	(5)	B 30	Su	3:30	-
Worcester Salt	Zoel Parenteau Dance Orchestra	(1)	C 15	Fr	6:45	1.1

Light Music --

Tastycast	Baby Rose Marie; songs	(2)	B 15	2t	var	5.5
(S)	Ben Atley; tenor	(3)	C 15	Su	10:30a	-
Djer Kiss	Cyrena Van Gordon; songs	(1)	B 15	Mo	6:30	-
---	Elizabeth Lennox; songs	(1)	N 30	Su	2:00	-
Wheatena	Happy Minstrel	(1)	C 15	3t	6:45	-

(more)

Light Music - cont'd -

Humphreys	Home Circle	(1)	N 15	Su	12:15	-
---	Irene Beasley; songs	(3)	B 15	We	6:30	-
---	Irene Beasley; songs	(3)	N 15	2t	6:30	-
---	Jack and Loretta Clemens	(1)	N 15	Sa	7:45	-
---	Jan Peeroe; operatic tenor	(1)	N 15	We	6:45	-
Wildroot	Lawnhurst & Siegel; songs, piano	(2)	N 15	Su	4:15	-
O English Wax	Lazy Dan, the Minstrel Man	(1)	C 30	Su	1:30	-
---	Mildred Bailey; songs	(1)	C 15	Sa	6:15	-
---	Morton Downey; tenor	(3)	C 15	Th	8:00	-
Tydol Oil	Music on the Air; Travelers ensemble	(1)	C 15	3t	7:30	2.8
---	Pickens Sisters	(2)	B 15	We	11:00	-
Pepto-Mangan	Playboys Trio	(1)	C 15	Su	10:45a	-
Molle	Shirley Howard, songs; with Jesters Trio	(1)	N 15	3t	7:30	1.9
Acme Paint	Smiling Ed McConnell; songs	(2)	C 15	Su	6:30	1.7
Feenamint	Three X Sisters	(1)	B 15	2t	6:30	-
Brillo	Tito Guizar; Latin-American songs	(2)	C 15	2t	var	-
Smith Brothers	Trade & Mark; songs, patter	(8)	C 15	Sa	8:45	-
Fitch Shampoo	Wendell Ball; songs	(1)	N 15	Su	7:45	4.9

Human Interest Programs -

General Foods	Byrd Expedition Broadcasts	(1)	C 30	Sa	10:00	19.1
True Story Mag	Court of Human Relations	(1)	N 45	Su	7:00	10.1
Wasey	Voice of Experience; advice program	(1)	C 15	Tu	8:30	5.7

Prestige Drama -

Ponds Cream	Ponds Players; Maude Adams, Young orch	(1)	N 30	Fr	9:30	-
-------------	--	-----	------	----	------	---

Informative Drama -

Cream of Wheat	Dramas of Childhood; Angelo Patri	(1)	C 30	Su	10:00	3.9
Remington Rand	March of Time; dramatized news	(3)	C 30	Fr	8:30	-
Notex	Romance of Science	(1)	N 15	Su	5:15	-

Light, Homey or 'Love Interest' Drama -

Westolox	Big Ben Dream Dramas	(3)	N 15	Su	5:00	-
Wheatene	Bill Bachelor Sketches	(1)	N 15	5t	7:15	-
Spratt	Dog Dramas; Albert Payson Terhune	(1)	B 15	Su	4:00	-
Campana Balm	First Nighter	(4)	N 30	Fr	10:00	28.0
Campana Balm	Grand Hotel	(1)	B 30	Su	5:30	-
Welch Juice	Irene Rich Dramas	(1)	B 15	2t	var	2.6
Kentucky Winner	One Man's Family	(1)	N 30	Sa	11:00	-
Princess Pat	Princess Pat Players	(1)	B 30	Su	4:30	-
U Central Life	Roses and Drums; DeWolfe Hopper	(2)	C 30	Su	5:00	-
Socony Oil	Soconyland Sketches	(6)	N 30	Mo	8:00	-
Luxor	Talkie Picture Time; scenes from movies	(1)	N 30	Su	5:30	-

Comedy Drama -

Pepsodent	Amos 'n' Andy	(5)	B 15	5t	7:00	30.3
Health Prods	Potash and Perlmutter	(1)	B 15	3t	7:30	-

Thriller Drama -

Health Prods	Bar X Days	(1)	B 30	Su	2:00	-
Hecker H-O	Bobby Benson's Adventures	(2)	C 15	5t	6:15	8.7
Cocomaalt	Buck Rogers	(2)	C 15	4t	6:00	8.6
Diamond Salt	Captain Diamond's Adventures	(2)	B 30	Th	8:00	-
Scott	Circus Days	(1)	N 15	2t	7:30	-
Woodbury Soap	Dangerous Paradise	(1)	B 15	2t	8:30	-
Pacific Borax	Death Valley Days	(4)	B 30	Th	9:00	14.7
Eno Salts	Eno Crime Clues (two 30-m installments)	(3)	B 30	2t	8:00	17.9

(more)

## Network Radio Programs 1933-34

Thriller Drama - cont'd -

Del L&Y Coal	Little Italy	(1)	C 15	2t	6:45	-
Beechnut	Red Davis	(1)	B 15	3t	8:45	-
Ken-L Ration	Rin-Tin-Tin Thriller	(4)	C 15	Su	7:45	1.4
G Wash Coffee	Sherlock Holmes	(4)	N 30	Mo	10:30	-
---	Submarine G-10; ship dramas	(1)	N 15	Su	4:00	-
Jeddo Coal	Treasure Island	(1)	B 15	3t	7:15	-
Sloan Linament	Warden Lawes; at Sing Sing	(1)	B 30	We	9:00	-

Women's Serial Drama --

Pepsodent	Goldbergs, The	(5)	N 15	5t	7:45	13.2
Kolynos	Just Plain Bill	(2)	C 15	5t	7:15	9.1
Wrigley Gum	Myrt and Marge	(3)	C 15	5t	7:00	18.5

News, Commentary --

Philco Radios	Boake Carter; news	(2)	C 15	5t	7:45	8.1
Barbasol	Edwin C Hill; Human Side of News	(2)	C 15	5t	8:15	11.5
(S)	Frederick Wm Wile; Political Situation	(7)	C 15	Sa	6:30	-
(S)	George R Holmes; Washington News	(1)	N 15	We	6:30	-
(S)	H V Kaltenborn; Current Events	(6)	C 15	2t	var	-
(S)	John B Kennedy; Looking Over the Week	(1)	N 15	2t	11:00	-
Sun Oil	Lowell Thomas; news	(4)	B 15	5t	6:45	30.7
(S)	News Reports	(1)	C 15	6t	10:30	-
(S)	Sunday Overseas Pickup	(1)	C 15	Su	1:45	-

Public Affairs Talks, Forums --

(S)	University of Chicago Round Table	(1)	N 30	Su	12:30	-
-----	-----------------------------------	-----	------	----	-------	---

Religious Talk Programs --

(S)	CBS Church of the Air	(3)	C 30	Su	10:00a	-
(S)	CBS Church of the Air	(3)	C 30	Su	1:00	-
(S)	Catholic Hour	(4)	N 30	Su	6:00	1.6
(S)	National Radio Pulpit; Rev S Parkes Cadman	(8)	N 30	Su	10:00a	-
(S)	National Vespers; Rev Harry E Fosdick	(7)	B 30	Su	5:00	-
(S)	Religion in the News; Stanley High	(1)	N 15	Sa	7:15	-
(S)	Religious Program; Rev W H Foulkes	(1)	B 30	Su	1:30	-

Broadway and Hollywood Gossip Programs --

Ralston	Madame Sylvia; Hollywood gossip	(1)	N 15	2t	10:30	-
Jergens Lotion	Walter Winchell; Broadway gossip	(2)	B 15	Su	9:30	11.6

Miscellaneous Talk Programs --

Horlick Malt	Adventures in Health; Dr H N Bundeson	(2)	B 15	2t	6:30	1.5
---	Alexander Wollcott; The Town Crier	(1)	C 15	2t	9:15	-
(S)	Andrew Kelly; Horse Sense Philosopher	(1)	N 15	Mo	6:45	-
---	Dr R H Baker; astrology	(1)	B 15	Fr	11:15	-
(S)	Our American Schools	(3)	N 30	Su	6:30	-
(S)	Stamp Club; Captain Tim Healy	(1)	B 15	3t	6:30	-

Daytime General Variety --

(S)	Breakfast Club; Don McNeill (midwest)	(1)	B 60	6t	9:00a	-
-----	---------------------------------------	-----	------	----	-------	---

Daytime Concert Music --

(S)	Cleveland Symphony Orchestra	(2)	C 120	Sa	2:30	-
(S)	Curtis Institute Musicale	(1)	C 45	Th	3:45	-
(S)	Eastern School of Music Symphony	(2)	B 45	Th	3:15	-
Lucky Strike	Metropolitan Opera Broadcasts	(3)	BN 195	Sa	2:00	-
(S)	NBC Music Appreciation Hour; W Damrosch	(5)	B 60	Fr	11:00a	7.5

(more)

Daytime Concert Music - cont'd -

(S)	NY Philharmonic Children's Concert	(6)	C 60	Sa	11:00a	-
(S)	Philadelphia Symphony; Leopold Stokowski	(2)	C 90	Fr	2:30	-
(S)	Rochester Civic Orchestra	(3)	B 60	Tu	3:00	-

Daytime Light Music -

---	Al Barnard; songs	(1)	N 15	Tu	11:45a	-
---	Alice Joy; songs	(3)	B 15	3t	4:15	-
---	Ann Leaf at the Organ	(4)	C 15	4t	2:00	-
Mueller	Bill & Ginger; songs	(2)	C 15	5t	10:00a	-
---	Bradley Kincaid; songs	(1)	N 15	6t	9:30a	-
---	Brecn & DeRose; songs, patter	(7)	N 15	6t	10:00a	-
Crazy Water	Commodores Quartette; Gene Arnold, narr	(1)	B 15	2t	12:00N	-
Crazy Water	Commodores Quartette; Gene Arnold, narr	(1)	N 15	2t	12:00N	-
---	Edward McHugh; the Gospel Singer	(1)	B 15	3t	10:00a	-
---	Fields & Hall; songs	(1)	N 15	We	11:45a	-
---	Fireside Songs	(1)	B 15	2t	12:15	-
---	Frank Banta; piano	(1)	N 15	2t	9:00a	-
Admiracion	Freddy Miller; songs	(1)	C 15	Fr	11:15a	-
Wheatena	Happy Minstrel; songs	(1)	C 15	2t	4:45	-
---	Hawaiian Ensemble	(1)	N 30	Mo	5:00	-
Bumphreys	Home Circle; light music	(1)	N 15	3t	10:15a	-
---	Jack and Loretta Clemens	(1)	N 15	4t	4:30	-
---	Johnny Marvin; tenor	(2)	N 15	5t	12:15	-
---	Landt Trio and White	(5)	N 15	6t	9:15a	-
---	Macy and Small; songs	(1)	N 15	Mo	4:00	-
---	Merry Macs; quartette	(1)	B 15	6t	1:45	-
Sweetheart Soap	Morin Sisters	(2)	B 15	Tu	11:15a	-
(S)	Morin Sisters	(2)	B 15	We	5:00	-
---	Mountaineers Music; hillbilly songs	(1)	N 15	2t	5:45	-
---	Ozark Mountaineers; hillbilly songs	(1)	B 15	4t	11:00a	-
Pepto-Mangan	Playboys Trio	(1)	C 15	2t	1:15	-
---	Pollock & Lawnhurst; songs	(3)	N 15	3t	12:00	-
---	Ray Heatherton; songs	(1)	N 15	2t	3:15	-
---	Reis & Dunn; songs, patter	(3)	C 15	3t	var	-
---	Ruth Lyons; soprano	(1)	B 15	4t	2:45	-
Acme Paint	Smiling Ed McConnell	(2)	C 15	We	12:30	-
---	Story Singer	(1)	N 15	Fr	10:30a	-
---	Tito Guizar; Latin-American music	(2)	C 15	We	5:45	-
(S)	Wendell Hall; songs	(1)	B 15	4t	12:45	-

Daytime Human Interest Programs -

Wasey	Voice of Experience; advice program	(1)	C 15	6t	12:00	-
-------	-------------------------------------	-----	------	----	-------	---

Daytime Prestige Drama -

(S)	Radio Guild Dramas	(5)	B 60	Th	3:00	-
(S)	Revolving Stage	(2)	N 60	Mo	2:00	-

Daytime Informative Drama -

(S)	American School of the Air	(4)	C 30	5t	2:30	-
-----	----------------------------	-----	------	----	------	---

Daytime Light Drama -

(S)	Adventures of Helen and Mary	(5)	C 30	Sa	10:30a	-
-----	------------------------------	-----	------	----	--------	---

Daytime Comedy Drama -

Jad Salts	Easy Aces; Goodman Ace	(2)	C 15	4t	1:30	-
Phillips	Skippy	(3)	C 15	5t	5:00	-



## Network Radio Programs 1933-34

Daytime Thriller Drama —

General Mills	Jack Armstrong	(1)	C 15	6t	5:30	-
Ovaltine	Little Orphan Annie	(3)	B 15	6t	5:45	7.0
Ralston	Tom Mix	(1)	N 15	3t	5:30	-

Daytime Women's Serial Drama —

Bisquick	Betty and Bob	(2)	B 15	5t	4:00	8.1
Supersuds	Clara, Lu and Em	(3)	B 15	5t	10:15a	-
Edna W Hopper	Helen Trent	(1)	C 15	5t	2:15	-
Folger Coffee	Judy and Jane (Midwest only)	(2)	N 15	5t	?	-
Louis Phillippe	Little French Princess	(1)	C 15	4t	1:00	-
Oxydol	Ma Perkins	(1)	N 15	5t	3:00	-
Battle Creek	Painted Dreams	(1)	C 15	4t	1:45	-
Pillsbury	Today's Children	(1)	B 15	5t	10:30a	-
(S)	Vic and Sade	(2)	B 15	6t	1:30	-

Daytime Comedy Talk Programs —

(S)	Babes in Hollywood	(1)	B 15	4t	5:15	-
—	Dr Doolittle	(2)	N 15	2t	5:30	-
—	John Martin; stories for children	(1)	N 15	Mo	4:15	-
—	Lady Next Door; children's stories	(4)	N 15	3t	4:45	-
Kellogg	Singing Lady; songs, children's stories	(3)	B 15	5t	5:30	-
(S)	Tattered Man; children's drama	(1)	N 15	Tu	4:45	-
Jello	Wizard of Oz	(1)	N 15	3t	5:45	-

Daytime Homemakers' Talks —

General Mills	Betty Crocker; cooking talks	(7)	N 15	2t	10:45a	-
Moore Paint	Betty Moore; home decorations	(2)	N 15	We	11:30a	-
General Foods	Frances Lee Barton; cooking talk	(2)	N 15	Th	11:15a	-
—	Ida Bailey Allen; cooking talk	(2)	C 15	Th	10:15a	-
Borden Milk	Jane Ellison; recipes	(1)	C 15	We	11:45a	-
Mar-o-Oil	Joan Morrow; beauty talk	(1)	C 15	2t	1:15	-
Heinz Foods	Josephine Gibson; food talks	(3)	B 15	3t	10:00a	-
Pillsbury	Mary Ellis Ames; cooking talk	(1)	C 15	3t	11:00a	-
Davis Baking	Mystery Chef	(3)	B 15	2t	9:00a	-
Davis Baking	Mystery Chef	(3)	C 15	2t	9:45a	-
Sweetheart Soap	Ruth Jordan; beauty talk, music	(2)	B 15	Th	10:30a	-
—	Woman's Review	(3)	N 30	5t	3:30	-

Daytime Miscellaneous Talk Programs —

(S)	Cheerio; inspirational talk, organ	(7)	N 30	6t	8:00a	-
—	Health Talk	(1)	B 15	Mo	5:00	-
—	Health Talk	(2)	C 15	Th	11:45a	-
—	John Brewster; poetry reading	(1)	N 15	We	3:15	-
(S)	Magic of Speech; Vida R Sutton	(5)	N 30	Fr	2:00	-
—	Mouth Health; Marley R Sherris	(4)	B 15	Tu	4:15	-
(S)	National Farm and Home Hour (with USDA)	(5)	B 60	6t	12:30	-
Louden	Stamp Club	(1)	C 15	Th	5:45	-
Johnson's Wax	Tony Wons; poetry	(4)	C 15	5t	11:30a	2.6
(S)	Your Child	(5)	N 15	Tu	11:15a	-

MAJOR NETWORK RADIO PROGRAMS - SEASON 1934-1935  
On Air January 1935

Sponsor	Program	Season on Air	Net, Day, Hour	Length, Hour	CAB Rating
<u>Comedy Variety</u> —					
Borden Milk	Beatrice Lillie Show; Ferrin orch	(1)	B 30 Fr	9:00	11.7
Ex Lax	Blook & Sully Program; Lud Gluskin orch	(1)	C 30 Mo	9:30	15.6
Emerson Drug	Bob Hope Show; Al Goodman orch, interviews	(1)	B 30 Fr	8:30	-
White Owl	Burns and Allen Program	(3)	C 30 We	9:30	19.6
Texaco Oil	Ed Wynn, Fire Chief; Eddie Duchin orch	(3)	N 30 Tu	9:30	25.8
Sal Hepatica	Fred Allen; Hayton orch, amateur revue	(3)	N 60 We	9:00	32.0
Conoco Oil	Harry Richman Show; Jack Denny orch	(1)	B 30 We	10:30	-
Jello	Jack Benny Program; Don Bestor orch	(3)	B 30 Su	7:00	36.4
Colgate	Joe Cook Show; C Thibault, Goodman orch	(1)	N 30 Mo	9:30	-
Fleischmann	Joe Penner Program	(2)	B 30 Su	7:30	30.3
Armour Pack'g	Phil Baker Program; Belasco orch	(2)	B 30 Fr	9:30	22.5
Camel	Walter O'Keefe Program; Glen Gray orch	(2)	C 30 2t	var	11.4
Gulf Oil	Will Rogers Program; Coleman orch	(2)	C 30 Su	7:30	20.5
<u>General Variety</u> —					
Campbell Soups	Hollywood Hotel; Dick Powell MC	(1)	C 60 Fr	9:30	17.5
Hudson Motors	Kate Smith Revue; guest entertainers	(3)	C 30 Mo	8:30	15.0
Dr Lyons	Manhattan Merry-go-Round; comic, guests	(3)	N 30 Su	9:00	11.8
Maxwell House	Maxwell House Show Boat; Lanny Ross	(3)	N 60 Th	9:00	37.3
Kraft Cheese	Paul Whiteman Revue; orch, guests	(5)	N 60 Th	10:00	22.5
Castoria	Roxy Revue	(1)	C 45 Sa	8:00	14.9
Fleischmann	Rudy Vallee Varieties; guest entertainers	(6)	N 60 Th	8:00	38.5
<u>Amateur or Talent Contest Variety</u> —					
Feenamint	National Amateur Night; Ray Perkins	(1)	C 30 Su	6:00	5.4
<u>Hillbilly, Minstrel Shows</u> —					
Molle	Molle Minstrels	(1)	N 30 Th	7:30	5.7
Alka Seltzer	National Barn Dance	(2)	B 60 Sa	9:30	16.8
Dill's Best	Pick and Pat, negro comics; Bonime orch	(1)	N 30 Fr	9:30	10.6
Sinclair Oil	Sinclair Wiener Minstrels	(3)	B 30 Mo	9:00	20.8
<u>Semi-Variety</u> —					
Pabst Beer	Ben Bernie Orchestra; guests	(5)	N 30 Tu	9:00	23.2
Maltex	Command Performance; Dale Carnegie, orch	(2)	N 30 Su	1:00	-
Cream of Wheat	Cream of Wheat Program; A Wolloott, orch	(1)	C 30 Su	7:00	10.8
Johnson's Wax	Johnson's Wax Program; Tony Wons, orch	(1)	N 30 Su	5:30	-
Pinaud	Lilac Time; Arthur Murray lessons, orch	(1)	C 30 Sa	6:00	4.1
H'hold Finance	Musical Memories; Edgar Guest, orch	(3)	B 30 Tu	7:30	6.8
Eno Salts	Penthouse Party; Mark Hellinger, orch	(1)	B 30 We	8:30	3.9
Mabelline	Penthouse Serenade; beauty talk, orch	(1)	N 30 Su	3:30	1.9
Rexall Drugs	Rhythm Symphony; DeWolfe Hopper; orch	(1)	N 30 Su	4:00	-
Swift Pack'g	Swift Hour; Wm Lyons Phelps, Romberg orch	(1)	N 60 Sa	8:00	17.5
<u>Chester Music</u> —					
Chesterfield	Andre Kostelanetz Orchestra	(2)	C 30 3t	9:00	10.9
(S)	American in Music; J Howard, narrator	(1)	B 30 Mo	10:30	-
Am Rolling	Armoo Iron Master; brass band	(2)	N 30 Su	6:30	2.6
Cadillac Motors	Cadillac Symphony orchestra; Bruno Walter	(2)	B 60 Su	8:00	9.9
Cities Service	Cities Service Concert; Jessica Dragonette	(8)	N 60 Fr	8:00	19.8
Firestone Tires	Firestone Concert; Richard Crooks, orch	(6)	Mo	8:30	16.0
Ford Motors	Ford Sunday Evening Hour; Detroit Symphony	(1)	C 60 Su	9:00	15.3
Hill Drops	Hammerstein's Music Hall	(1)	C 30 Su	2:30	2.1
Hoover Vacuum	Hoover Sentinals; Mme Schumann-Heink, orch	(2)	N 30 Su	5:00	23.5
(S)	Major Bowes Capitol Family	(9)	N 45 Su	11:30a	-

(more)

## Network Radio Programs 1934-35

Concert Music - cont'd -

(S)	Midweek Hymn Sing	(9)	N 15	Tu	6:15	-
(S)	New York Philharmonic Orchestra	(7)	C 120	Su	3:00	-
Chase Sanborn	Opera Guild Opera Broadcasts; Deems Taylor	(1)	N 60	Su	8:00	18.4
Packard Motors	Packard Program; G Martinelli, orch	(1)	B 30	Tu	8:30	18.0
Coca Cola	Pause that Refreshes; Frank Black orch	(1)	N 30	Fr	10:30	11.5
Pontiac Motors	Pontiac Program; Jane Froman, F Black orch	(1)	N 30	Su	10:00	8.4
(S)	Radio City Music Hall	(3)	B 60	Su	12:30	-
Radio Corp'n	Radio City Party	(1)	B 30	Sa	9:00	12.7
(S)	Salt Lake Tabernacle Choir	(6)	C 30	Su	12:00N	-
(S)	St Louis Symphony Orchestra	(2)	N 60	Mo	11:30	-
Vick Chem	Vick Open House; Grace Moore, concert orch	(1)	B 30	Tu	9:00	15.8
Vince	Vince Program; John McCormack, Daly orch	(2)	B 30	We	9:30	10.2

Musical Variety -

Atlantic & Pac	A & P Gypsies; Harry Horlick orch	(9)	N 30	Mo	9:00	14.0
Bayer Asperin	Album of Familiar Music; Frank Munn, tenor	(4)	N 30	Su	9:30	11.5
Palmolive Soap	Beauty Box Theater; operettas	(1)	N 60	Tu	10:00	25.8
Outdoor Girl	Beauty Parade; V Arden orch	(1)	C 30	Sa	7:30	3.4
Woodbury Soap	Bing Crosby Program; Boswell Sisters, orch	(4)	C 30	Tu	9:00	15.5
Bisodol	Broadway Varieties; chorus, orch	(2)	C 30	We	8:30	4.9
(S)	California Melodies	(3)	C 30	Su	8:30	-
(S)	Canadian Concert	(1)	B 30	Tu	9:30	-
Crazy Water	Carefree Carnival; Gene Arnold	(2)	B 30	Mo	8:30	7.0
Hinds Cream	Club Romance; C Thibault, Voorhees orch	(1)	C 30	Su	8:00	8.1
Carnation Milk	Contented Program	(4)	N 30	Mo	10:00	13.1
—	Continental Varieties	(1)	B 30	Su	4:00	-
Bond Bread	Crumit & Sanderson; orch	(4)	C 30	Su	5:30	-
Life Savers	Diane; tabloid musical comedy	(1)	C 15	2t	8:00	2.3
I J Fox	Fox Fur Trappers Orchestra	(4)	N 15	Mo	7:30	-
Ford Motors	Fred Waring Orchestra and Chorus	(3)	C 60	Th	9:30	16.9
—	George Olson Orchestra	(1)	B 30	Sa	8:30	-
P & Gamble	Gibson Family; serialized musical comedy	(1)	N 60	Sa	9:30	19.1
Flough	Guy Lombardo Orchestra	(5)	N 30	We	10:00	23.5
Wrigley Gum	Harry Reser Orchestra	(1)	N 15	Su	4:30	1.0
Lint	Hour of Charm; Phil Spitalny Girl orch	(1)	C 30	Th	8:00	4.7
Chevrolet	Isham Jones Orchestra; Tito Guizar	(1)	C 30	Tu	9:30	6.9
North'n Yeast	Jan Garber Supper Club	(1)	B 30	Mo	8:00	7.7
Log Cabin	Lanny Ross; Harry Salter orch	(4)	B 30	We	8:30	11.1
Bayer Asperin	Lavender and Old Lace; Frank Munn, tenor	(1)	C 30	Tu	8:00	7.7
Philip Morris	Leo Reisman Orchestra	(3)	N 30	Tu	8:00	6.7
Nat'l Biscuit	Let's Dance; Cugat, Goodman, Murray orchs	(1)	N 180	Sa	10:30	19.8
Ludens	Ludens Revue; Ambrister orch	(1)	C 15	Sa	8:45	-
Bab-O	Mary Small Surprise Party	(1)	N 30	Su	1:30	-
Phillips	Melodiana; Abe Lyman orch	(1)	C 30	Tu	8:30	7.4
Vick Chem	Mildred Bailey; Plantation Echoes, orch	(2)	B 15	3t	7:15	5.0
Carlsbad	Morton Downey; Sinatra orch	(4)	B 30	Su	4:30	5.6
Esso Oil	O'Flynn's, The; musical drama	(1)	C 30	Fr	10:30	2.2
Grove Labs	Pat Kennedy; Art Kassel orch	(1)	C 15	Su	1:45	1.1
—	Ruth Etting; Red Nichols orch	(2)	B 15	Th	7:45	-
Real Silk	Silken Strings; Previn orch	(2)	B 30	Su	9:00	9.5
Smith Brothers	Songs You Love; Nat Shilkret orch	(2)	N 30	Sa	9:00	9.2
Studebaker	Studebaker Champions; Richard Himber orch	(3)	C 60	Sa	9:00	5.9
Studebaker	Studebaker Champions; Richard Himber orch	(3)	N 30	Mo	8:00	6.0
Vick Chem	Vick Program; Donald Novis, F Martin orch	(1)	C 30	Su	5:00	-
Phillips	Waltz Time; Abe Lyman orch	(2)	N 30	Fr	9:00	12.5
Lady Esther	Wayne King Orchestra	(4)	C 30	2t	10:00	12.7
Lady Esther	Wayne King Orchestra	(4)	N 30	2t	8:30	12.7
(S)	Xavier Cugat Orchestra	(2)	N 15	5t	6:00	-

Light Music —

Pepto Mangon	Anthony Frame, tenor; poetry	(1)	B 15	Su	2:00	-
Bumphreys	Breen & DeRose; songs, patter	(8)	N 15	Su	10:30a	1.0
Crazy Water	Commodores Quartette; Gene Arnold, narr	(2)	N 30	Su	2:30	-
(S)	Dick Liebert; organ	(1)	B 15	Fr	8:15	1.6
Am Radiator	Fireside Recital; Sigurd Nilssen, bass	(1)	N 15	Su	7:30	1.4
—	Fray & Braggiotti; piano team	(1)	C 15	Mo	10:45	-
Father John	Gems of Melody	(2)	B 30	Th	7:15	3.6
—	Gould & Shefter; piano team	(1)	N 15	We	7:30	-
Venida	Jack and Loretta Clemens	(2)	N 15	Su	11:45a	1.1
Ken-L Ration	Jackie Heller; tenor	(2)	B 15	Mo	10:00	4.0
—	Jerry Cooper; baritone	(1)	C 15	Tu	7:30	-
—	Jesse Crawford; organ	(5)	N 15	2t	11:15	-
—	Jesters Trio	(4)	B 15	Th	8:15	-
O English Wax	Lazy Dan, the Minstrel Man	(2)	C 30	Su	2:00	-
Pinex	Little Jack Little; songs, piano	(3)	C 15	Su	1:30	2.7
—	Martha Means; songs	(1)	N 15	Su	7:00	-
—	Nick Lucas; songs	(1)	C 15	Th	7:30	-
—	Pickens Sisters; songs	(3)	B 15	3t	var	-
—	Ranch Boys	(1)	N 15	3t	6:15	-
Acme Paint	Smiling Ed McConnell	(3)	C 15	Su	6:30	2.7
(S)	Southernaires Quartette; spirituals	(5)	B 30	Su	10:00a	-
—	Three X Sisters; songs	(2)	B 10	3t	6:30	-
—	Tim & Irene	(1)	B 30	Tu	10:30	-
Brillo	Tito Guizar; Latin American music	(3)	C 15	Su	12:30	-
—	Vaughn DeLeath	(3)	N 15	Tu	7:45	-
Fitch Shampoo	Wendell Hall; songs	(2)	N 15	Su	7:45	3.2
Ironized Yeast	Whispering Jack Smith	(2)	N 15	3t	7:15	2.5

Human Interest Programs —

Grapenuts	Byrd Expedition Broadcasts	(2)	C 30	We	10:00	-
True Story Mag	Court of Ruman Relations; A L Alexander	(2)	C 30	Fr	8:30	11.15
—	Heart Throbs of the Hills	(1)	B 30	Su	6:00	-
Wasey	Voice of Experience; advice program	(2)	C 15	Su	6:45	4.7

Prestige Drama —

Lux Soap	Lux Radio Theater; movie adaptations	(1)	B 60	Su	2:30	17.1
Royal Gelatin	Mary Pickford Dramas	(1)	N 30	We	8:00	22.5

Informative Drama —

(S)	Great Literature	(1)	B 30	Sa	11:00	-
Montg'y Ward	Immortal Dramas; Bible stories	(1)	N 30	Su	2:00	4.3
Time Mag	March of Time; dramatized news	(4)	C 30	Fr	9:00	20.9

Light, Homay or 'Love Interest' Drama —

Westclox	Big Ben Dream Dramas	(4)	N 15	Su	4:45	-
Whsatena	Bill Bachelor Sketches	(2)	N 15	5t	6:45	5.6
Spratt	Dog Dramas; Albert Payson Terhune	(2)	B 15	Su	5:45	-
Campana Balm	First Nighter	(5)	N 30	Fr	10:00	20.5
Tastyeast	Gigantic Pictures	(1)	B 30	Su	12:00	1.1
Campana Balm	Grand Hotel	(2)	B 30	Su	6:30	14.4
Welch Juice	Irene Rich Dramas	(2)	B 15	Fr	8:00	5.3
—	Motion Picture Dramas	(1)	B 30	Sa	8:00	-
Northw'n Yeast	Northwestern Chronicles	(1)	B 30	Mo	9:30	-
Kentucky Winner	One Man's Family	(2)	N 30	We	10:30	-
Princess Pat	Princess Pat Players	(2)	B 30	Mo	9:30	9.9
U Central Life	Roses and Drums; DeWolfe Hopper	(3)	B 30	Su	5:00	-
Luxor	Sally of the Talkies	(1)	N 30	Su	3:00	-

## Network Radio Programs 1934-35

Comedy Drama —

Pepsodent	Amos 'n' Andy	(6)	B 15	5t	7:00	22.6
(S)	Grummits, The	(1)	N 15	2t	11:00	-
Alka Seltzer	Uncle Ezra's Radio Station	(1)	N 15	3t	7:45	2.3

Thriller Drama —

Black Chamber	(1)	N 15	2t	7:15	2.0
Hecker H-O	(3)	C 15	5t	6:15	7.9
Cocoonalt	(3)	C 15	4t	6:00	8.9
Woodbury Soap	(2)	B 15	3t	7:45	12.1
Pacific Borax	(5)	B 30	Th	9:00	15.8
Eno Salts	(4)	B 30	Tu	8:00	16.4
—	(1)	M 30	3t	8:00	-
Beechnut	(2)	B 15	3t	8:00	14.3
(S)	(2)	N 30	Su	11:00	-
Del L&W Coal	(3)	C 25	2t	6:30	7.6
G Wash Coffee	(5)	B 30	Su	9:45	7.4
Sloan Linament	(2)	B 30	We	9:00	11.6
—	(1)	M 30	Mo	9:30	-

Women's Serial Drama —

Kolynos	Just Plain Bill	(3)	C 15	5t	7:15	8.6
Wrigley Gum	Myrt and Marge	(4)	C 15	5t	7:00	16.5
Gold Dust	O'Neills, The	(1)	C 15	3t	7:30	5.3

News, Commentary —

Philco Radios	Boake Carter; news	(3)	C 15	5t	7:45	18.9
Barbasol	Edwin C Hill; Human Side of the News	(3)	C 15	3t	8:15	16.4
(S)	George R Holmes; Washington News	(2)	N 15	Fr	11:00	-
(S)	H V Kaltenborn; Current Events	(7)	C 15	Fr	6:30	-
—	John B Kennedy; news	(2)	N 15	Su	7:15	-
Sun Oil	Lowell Thomas; news	(5)	B 15	5t	6:45	23.1
(S)	Press-Radio News	(1)	B 5	6t	6:30	-
(S)	Press-Radio News	(1)	N 5	6t	6:30	-
(S)	Sunday Overseas Pickups	(2)	C 15	Su	12:45	-

Public Affairs Talks, Forums —

(S)	Child Labor Amendment Discussions	(1)	C 15	2t	var	-
(S)	Fireside Talks; by national leaders	(1)	B 30	Su	10:30	-
Liberty Mag	Forum of Liberty; E C Hill, guest speakers	(1)	C 30	Th	8:30	7.2
(S)	National Radio Forum; talks	(3)	N 30	Mo	10:30	-
(S)	University of Chicago Round Table	(2)	N 30	Su	12:30	-
Crusaders	Voice of the Crusader	(1)	C 15	2t	10:45	-
(S)	World Court Talks	(1)	N 15	Su	10:30	-
(S)	Your Government	(1)	N 15	Tu	7:30	-

Religious Talk Programs —

(S)	CBS Church of the Air	(4)	C 30	Su	10:00a	-
(S)	CBS Church of the Air	(4)	C 30	Su	1:00	-
(S)	Catholic Hour	(5)	N 30	Su	6:00	2.6
(S)	Jewish Program	(1)	B 30	Fr	10:30	-
(S)	National Radio Pulpit; Rev S Parkes Cadman	(9)	N 30	Su	10:00a	-
(S)	National Vespers; Rev Harry E Fosdick	(8)	B 30	Su	3:30	-
(S)	Religion in the News	(2)	N 15	Sa	7:00	-
(S)	Religious Program; Rev Dan Poling	(2)	B 30	Su	1:30	-

Sports News, Interviews —

Shell Oil	Eddie Dooley; Sport Talks	(1)	C 15	Sa	6:30	3.3
Briggs	Thornton Fisher; sports talk	(1)	N 15	Sa	6:45	3.3

Broadway and Hollywood Gossip Programs —

Tangoe	Jimmy Fidler; Hollywood gossip	(1)	B 15	We	10:00	3.1
Ry-Krisp	Madame Sylvia; Hollywood gossip	(2)	B 15	We	10:15	1.8
Jergens Lotion	Walter Winchell; Broadway gossip	(3)	B 15	Su	9:30	13.8
(S)	William A Brady; theater reminiscences	(1)	C 15	2t	10:30	-

Miscellaneous Talk Programs —

(S)	Art in America	(1)	B 15	Sa	8:00	-
Morrell Pack'g	Bob Becker; talks about dogs	(1)	B 15	Su	2:15	-
Cook & Sons	Cook's Travelogues; Malcolm LaPrade	(7)	B 15	Su	5:30	1.3
(S)	Education in the News	(1)	B 15	We	6:00	-
Soony Oil	Great Bridge Feud	(1)	C 30	Sa	7:00	-
General Elect	J A Moffitt; The American Home	(1)	N 15	Su	12:15	-
Wrigley Gum	Margaret Brainard; beauty talk	(1)	C 15	3t	6:45	-
(S)	Public Health Talks	(1)	C 15	Mo	10:30	+
(S)	Your Job; job opportunities	(1)	N 15	Th	6:15	-

Daytime Comedy Variety —

—	Al Pearce and His Gang	(2)	B 15	2t	5:00	-
—	East & Dumke; B A Rolfe orch	(3)	N 30	3t	8:00a	-

Daytime General Variety —

(S)	Breakfast Club; Don McNeill	(2)	B 60	6t	9:00a	-
—	Cobina Wright Variety Hour	(1)	C 45	Mo	3:00	-
RCA Victor	Radio City Matinee; R Vallee orch, guests	(1)	B 60	We	2:00	-

Daytime Concert Music —

(S)	Chicago A Capella Choir; Noble Cain	(3)	B 30	Tu	4:30	-
(S)	Curtis Institute Musicale	(2)	C 45	We	4:15	-
(S)	Eastman School of Music Symphony	(3)	B 45	Th	3:15	-
Listerine	Metropolitan Opera Broadcasts	(4)	BN 190	Sa	1:50	-
(S)	NBC Music Appreciation Hour; W Damrosch	(6)	B 60	Fr	11:00a	-
(S)	Rochester Civic Orchestra	(4)	B 60	We	4:30	-

Daytime Musical Variety —

—	Kate Smith Matinee; vocals, orch	(3)	C 45	We	3:00	-
Grove Labs	Pat Kennedy; vocals with Art Kassel orch	(1)	C 15	3t	1:45	-

Daytime Light Music —

—	Al and Lee Reiser; piano team	(1)	N 15	We	2:45	-
Caray Soap	Barry McKinley; Dreams Come True	(1)	N 15	3t	3:30	-
Mueller	Bill & Ginger; songs	(3)	C 15	5t	10:45a	-
—	Bradley Kincaid; songs	(2)	N 15	4t	8:00a	-
Rumphreys	Breen & DeRose; songs, patter	(8)	N 15	3t	10:30a	-
—	Edward McHugh, the Gospel Singer	(2)	B 15	3t	10:15a	-
—	Fats Waller; piano	(1)	C 15	Mo	4:15	-
—	Fields & Hall; songs	(2)	B 15	5t	12:00N	-
—	Gould & Shefter; piano team	(1)	N 15	Th	2:45	-
—	Grace and Eddie Albert	(1)	B 15	5t	11:00a	-
—	Herman & Banta; xylophone, piano	(1)	B 15	2t	10:45a	-
—	Jackie Heller; tenor	(2)	B 15	2t	5:15	-
—	Jesters Trio	(4)	N 15	2t	4:30	-
—	Johnny Marvin; tenor	(3)	N 10	5t	10:05a	-
—	Landt Trio and White	(6)	B 15	6t	8:45a	-
Pinex	Little Jack Little; songs, piano	(3)	C 15	We	1:30	-
—	Morin Sisters; songs	(3)	B 15	Fr	12:15	-
—	Ranch Boys; songs	(1)	B 15	Sa	5:45	-
—	Richard Maxwell; hymns	(1)	B 15	Mo	2:45	-
—	Vass Family; songs	(1)	N 15	Sa	11:15a	-
—	Vaughn DeLeath; songs	(3)	N 15	We	2:30	-

## Network Radio Programs 1934-35

Daytime Human Interest Programs —

Wasey Voice of Experience; advice program (2) C 15 5t 12:00 -

Daytime Comedy Talk Programs —

— East & Dunker; Sisters of the Skillet (3) B 15 3t 4:15 -  
 — Honeyboy & Sassafras; negro comedy (1) N 15 6t 12:15 -  
 — Smackouts; Marian and Jim Jordan (4) B 15 6t 10:00a -  
 — Wife Saver; Allen Prescott (3) N 15 Tu 9:45a -

Daytime Prestige Drama —

(S) Radio Guild Dramas (6) B 60 Mo 3:00 -

Daytime Informative Drama —

(S) American School of the Air (5) C 30 5t 2:30 -  
 (S) Stones of History (1) N 30 Th 2:00 -

Daytime Light Drama —

(S) Adventures of Helen and Mary (6) C 30 Sa 10:30a -

Daytime Comedy Drama —

Jad Salts Easy Aces; Goodman Ace (3) C 15 5t 3:45 -  
 Karo Syrup Gumps, The (1) C 15 5t 12:15 -  
 Phillips Skippy (4) C 15 5t 5:15 -

Daytime Thriller Drama —

General Mills Jack Armstrong (2) C 15 5t 5:30 -  
 Ovaltine Little Orphan Annie (4) B 15 5t 5:45 -  
 Libby Pack'g Og, Son of Fire (1) C 15 3t 5:00 -  
 — Robinson Crusoe, Junior (1) C 15 2t 5:45 -  
 Balston Tom Mix (2) N 15 3t 5:15 -

Daytime Women's Serial Drama —

General Mills Betty and Bob (3) B 15 5t 4:00 -  
 Supersuds Clara, Lu and Em (4) N 15 5t 10:15a -  
 Edna W Hopper Helen Trent (2) C 15 5t 2:15 -  
 — Home Sweet Home (1) B 15 5t 1:45 -  
 Louis Phillipe Little French Princess (2) C 15 5t 2:00 -  
 Oxydol Ma Perkins (2) N 15 5t 3:15 -  
 Kleenex Mary Marlin (1) N 15 5t 12:00N 4.9  
 Del L&W Coal Peggy's Doctor (1) N 15 3t 1:15 -  
 Pillsbury Today's Children (2) B 15 5t 10:30a -  
 P & Gamble Vic and Sade (3) N 15 5t 3:00 5.8

Daytime Children's Programs —

— Harry Swan; stories for children (1) B 15 Mo 4:15 -  
 — John Martin; children's stories (2) N 15 Mo 3:45 -  
 — Lady Next Door; children's stories (5) N 15 5t 4:45 -  
 Kellogg Singing Lady; songs, children's stories (4) B 15 5t 5:30 -

Daytime Broadway or Hollywood Gossip —

Norwich Dental Wallace Butterworth; radio gossip (1) C 15 3t 12:30 -

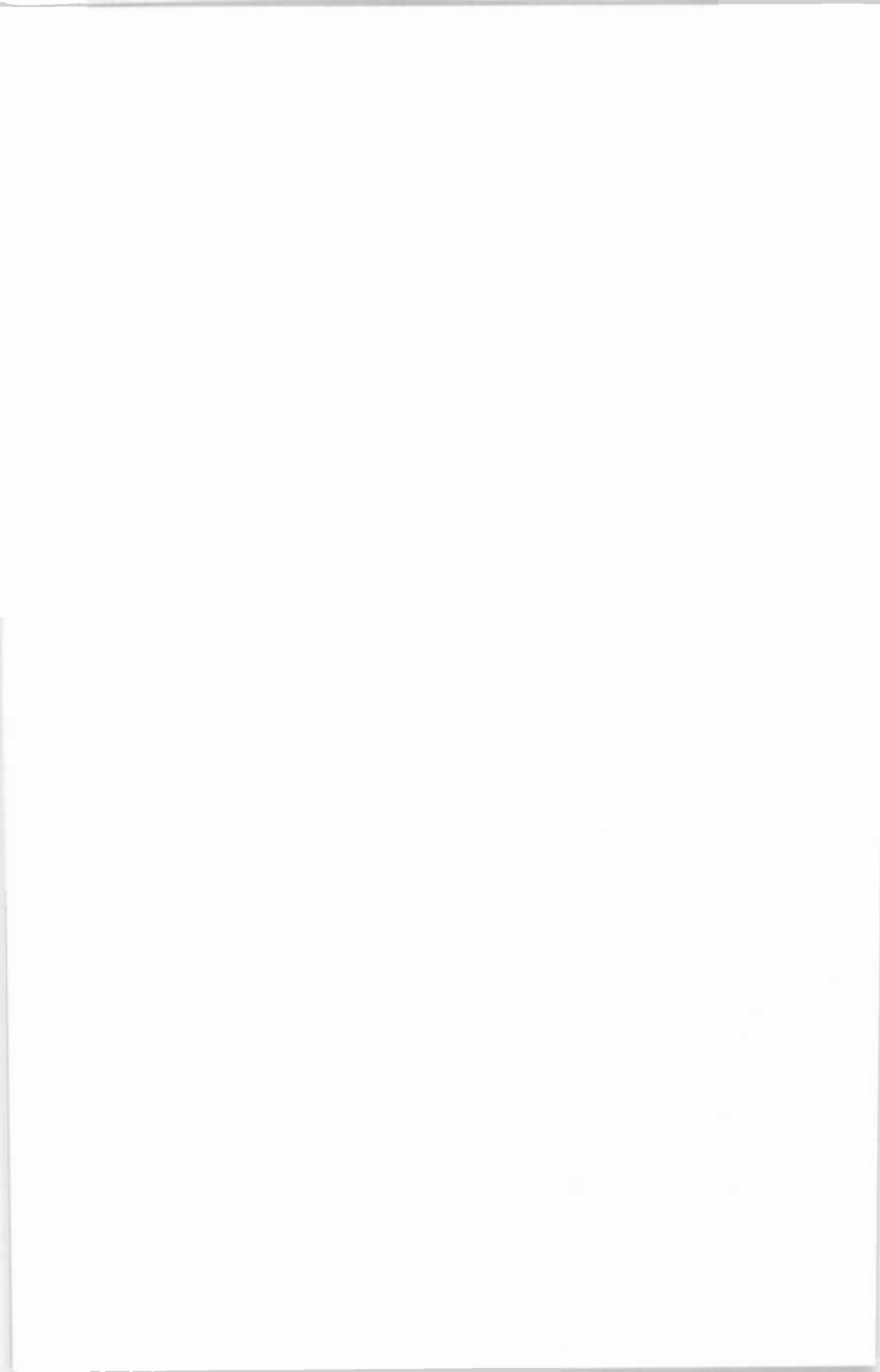
Daytime Homemakers' Programs —

General Mills Betty Crocker; cooking talk (8) N 15 2t 10:45a -  
 Moore Paint Betty Moore; home decoration (3) C 15 We 11:30a -  
 General Foods Frances Lee Barton; Kitchen Party (3) N 30 Fr 2:30 -  
 (S) Ida Bailey Allen; homemakers' talks (3) C 15 Th 10:45a -  
 Borden Milk Jane Ellison; recipes (2) N 15 We 11:45a -  
 Pillsbury Mary Ellis Ames; Cooking Closeups (2) C 15 We 11:00a -  
 — Woman's Review (4) N 30 5t 4:00 -

Daytime Miscellaneous Talk Programs —

(S)	Cheerio; inspirational talk, organ	(8)	N 30	6t	8:30a	-
(S)	Dr Joseph Jastrow; Your Mind	(1)	N 15	We	3:45	-
(S)	Education and Radio; Ben Darrow	(1)	N 15	Th	5:00	-
(S)	Federation of Women's Clubs talks	(1)	B 15	Fr	4:45	-
(S)	Health Talk	(2)	B 15	Tu	5:00	-
(S)	Homespun; Rev H W Foulkes; inspiration	(1)	N 15	We	11:30a	-
(S)	Magic of Speech; Vida R Sutton	(6)	N 30	Fr	2:00	-
(S)	National Farm and Home Hour (with USDA)	(6)	B 60	6t	12:30	-
(S)	Nellie Revelle; talk, interviews	(1)	N 15	Fr	5:30	-
(S)	Our American Schools	(4)	B 30	Sa	5:30	-
(S)	Science Talk	(1)	C 15	Tu	5:30	-
Ivory Soap	Stamp Club; Captain Tim Healy	(2)	N 15	3t	5:45	-
Roque Cheese	Story Behind the Song	(1)	C 15	2t	1:30	-
Johnson's Wax	Tony Wons; poetry	(5)	B 15	5t	11:15a	-
(S)	Your Child; Dr Ella Oppenheimer	(6)	N 15	Tu	11:15a	-





MAJOR NETWORK RADIO PROGRAMS - SEASON 1935-1936  
On Air January 1936

51

Sponsor	Program	Season on Air	Net, Length, Day, Hour	Hooper Rating
<u>Comedy Variety</u> —				
Shell Oil	Al Jolson; Shell Chateau Program	(2)	N 30 Sa 9:30	20.9
Pepsodent	Al Pearce and His Gang	(3)	B 30 Fr 9:00	6.1
Atlantic Oil	Bob Hope Program; Red Nichols orch	(2)	C 30 Sa 7:00	7.0
Campbell Soups (S)	Burns and Allen Program; Renard orch	(4)	C 30 We 8:30	23.0
Febeco	Cuckoo Hour; Ray Knight	(4)	B 30 Mo 10:00	-
Johnson's Wax	Eddie Cantor Program	(4)	C 30 Su 7:00	16.1
Sal Hepatica	Fibber McGee and Molly	(1)	B 30 Mo 8:00	6.6
Jello	Fred Allen Program; Town Hall Tonight	(4)	N 60 We 9:00	22.2
Texaco Oil	Jack Benny Program	(4)	B 30 Su 7:00	26.8
Gulf Oil	Jimmy Durante; Jumbo Fire Chief	(1)	N 30 Tu 9:30	4.1
—	Phil Baker Program; Gulf Headliner	(3)	C 30 Su 7:30	20.4
Camel	Stoopnagle & Budd; Frank Black orch	(4)	B 30 Su 2:00	-
—	Walter O'Keefe Program; Glen Gray orch	(3)	C 30 2t 9:00	7.9
<u>General Variety</u> —				
Atlantic & Pac	All Star Program; Lois Long, guests	(1)	C 60 Sa 8:00	-
American Can	Ben Bernie Orchestra; guest entertainers	(6)	B 30 Tu 9:00	13.3
Kraft Cheese	Bing Crosby Program; Bob Burns, guests	(5)	N 60 Th 10:00	14.8
Campbell Soups	Hollywood Hotel; Dick Powell, MC	(2)	C 60 Fr 9:00	13.7
Maxwell House	Maxwell House Show Boat; Lanny Ross	(4)	N 60 Th 9:00	21.1
Fleischmann	Rudy Vallee Varieties; guest entertainers	(7)	N 60 Th 8:00	28.2
<u>Amateur or Talent Contest Variety</u> —				
—	Amateur Revue	(1)	B 15 Fr 7:45	-
Chase Sanborn	Major Bowes Amateur Hour	(1)	N 60 Su 8:00	45.2
Bromo Seltzer	N T G and Girls; showgirl amateur hour	(1)	N 30 Tu 9:00	4.3
Feenamint	National Amateur Night; Ray Perkins MC	(2)	C 30 Su 6:00	-
<u>Hillbilly, Minstrel Shows</u> —				
Edgeworth	Corn Cob Pipe Club	(3)	N 30 Sa 10:30	1.7
Alka Seltzer	National Barn Dance	(3)	B 30 Sa 9:30	6.3
Dill's Best	Pick and Pat; negro comics, orch	(2)	C 30 Mo 8:30	15.9
Sinclair Oil	Sinclair Wiener Minstrels	(4)	B 30 Mo 9:00	7.4
<u>Semi-Variety</u> —				
—	Believe-It-or-Not Ripley; O Nelson orch	(3)	B 30 Su 7:30	19.6
—	Echoes of New York; sketch, Bonime orch	(1)	N 60 Sa 6:30	-
Int'l Harvester	Harve & Esther; T Bergman, comic, orch	(1)	C 30 Th 8:00	2.3
—	Lou Little; sports talk, Hall orch	(1)	M 30 Sa 8:00	-
Socony Oil	Red Horse Tavern; Eleanor Powell, O Perkins	(1)	C 30 Fr 8:00	7.1
—	Tex O'Reilly Adventure Stories; orch	(1)	M 30 Tu 11:00	-
H'hold Finance	Welcome Valley; E Guest (was Mus Memories)	(4)	B 30 Tu 8:30	7.8
<u>Concert Music</u> —				
Chesterfield	Andre Kostelanetz Orchestra; Lily Pons	(3)	C 30 We 9:00	7.2
Chesterfield	Andre Kostelanetz Orchestra; Nino Martini	(3)	C 30 Sa 9:00	6.4
Am Rolling (S)	Armoo Iron Master; brass band	(3)	B 30 We 8:30	0.7
Abrasives	Boston Symphony Orchestra	(3)	B 60 Sa 8:15	-
Cities Service (S)	Cartorundum Band; brass band	(5)	C 30 Sa 7:30	4.8
Firestone Tires	Cities Service Concert; Jessica Dragonette	(9)	N 60 Fr 8:00	10.0
Ford Motors	Cleveland Symphony Orchestra	(3)	N 30 Su 4:30	-
General Motors	Firestone Concert; Richard Crooks	(7)	N 30 Mo 8:30	10.4
Kolynos	Ford Sunday Evening Hour	(2)	C 60 Su 9:00	8.1
—	General Motors Concert; Leopold Stokowski	(2)	N 60 Su 10:00	9.9
—	Hammerstein Music Hall	(2)	N 30 Mo 8:00	8.7

(more)

## Network Radio Programs 1935-36

Concert Music - cont'd -

(S)	Major Bowes Capitol Family	(10)	N 60	Su 11:30a	-
	Metropolitan Opera Auditions	(1)	N 30	Su 3:30	-
(S)	Midweek Hymn Sing	(10)	N 15	Tu 6:15	-
(S)	Minneapolis Symphony Orchestra	(2)	N 25	Th 11:35	-
(S)	Music and American Youth; Music Clubs	(1)	N 30	Su 10:30a	-
(S)	New York Philharmonic Orchestra	(8)	C 120	Su 3:00	-
Packard Motors	Packard Program; Lawrence Tibbett	(2)	C 30	Tu 8:30	9.6
(S)	Radio City Music Hall	(4)	B 60	Su 12:30	-
(S)	Rochester Philharmonic Orchestra	(2)	B 30	Th 8:30	-
Chevrolet	Rubinfoff Orchestra	(1)	N 30	Sa 9:00	14.6
(S)	Salt Lake Tabernacle Choir	(7)	C 30	Su 12:00	-
	Sinfonietta; Alfred Wallenstein	(1)	M 30	We 9:30	-
(S)	Sunday at Seth Parkers; hymn sing	(5)	B 30	Su 10:30	-
Swift Pack'g	Swift Studio Party; Romberg orch	(2)	N 30	Tu 10:00	8.3
Vick Chem	Vick Open House; Grace Moore, orch	(2)	N 30	Mo 9:30	12.7
Vinco	Vinco Program; J McCormack, J C Thomas	(3)	B 30	We 10:00	4.2

Musical Variety -

Atlantio & Fao	A & P Gypsies; Harry Horlick orch	(10)	N 30	Mo 9:00	7.7
Bayer Asperin	Album of Familiar Music; Frank Munn	(5)	N 30	Su 9:30	7.8
Palmolive Soap	Beauty Box Theater; operettas	(2)	C 60	Sa 8:00	10.7
(S)	Bob Crosby Orchestra	(1)	B 15	Fr 8:15	-
Bisodol	Broadway Varieties; V Arden orch	(3)	C 30	Fr 8:30	4.3
(S)	California Melodies	(4)	C 30	Sa 10:00	-
Cliquot Club	Cliquot Club Eskimos; Harry Reser orch	(8)	N 30	Su 3:00	-
Kellogg	College Prom; Red Nichols orch	(1)	B 30	Fr 8:30	5.6
Carnation Milk	Contented Program	(5)	N 30	Mo 10:00	9.5
Bond Bread	Crumit & Sanderson; orch	(5)	C 30	Su 5:30	-
Bourjois	Evening in Paris	(5)	B 30	Mo 8:30	2.3
	Freddy Martin Orchestra	(2)	M 30	Su 7:15	-
Ford Motors	Fred Waring Orchestra and Chorus	(4)	B 30	Fr 9:30	8.9
Ford Motors	Fred Waring Orchestra and Chorus	(4)	C 60	Tu 9:30	14.0
Esoo Oil	Guy Lombardo Orchestra	(6)	C 30	Mo 8:00	11.9
Alemite	Horace Heidt's Brigadiers	(1)	C 30	Th 10:00	5.2
	Horace Heidt Orchestra	(1)	M 30	Su 8:30	-
	Jan Garber Orchestra	(2)	M 30	Su 6:30	-
Standard Ind	Jack Hylton's Orchestra	(1)	C 30	Su 10:30	9.0
Bayer Asperin	Lavender and Old Lace; Abe Lyman orch	(2)	C 30	Su 5:00	-
Philip Morris	Leo Reisman Orchestra	(4)	N 30	Tu 8:00	7.8
	Leo Reisman Orchestra	(4)	M 30	Th 9:00	-
Dr Lyons	Manhattan Merry-go-Round	(4)	N 30	Su 9:00	11.2
Phillips	Melodiana; Abe Lyman orch	(2)	C 30	Tu 8:00	6.5
General Elect	Melody Master	(1)	N 30	Su 11:00	-
Woodbury Soap	Morton Downey; Paul Whiteman orch	(5)	B 15	Su 9:45	9.4
Mapelline	Penthouse Serenade; V Arden orch	(1)	N 30	Su 2:00	-
Coca Cola	Ray Noble Orchestra; Connie Boswell	(1)	C 30	We 9:30	5.5
Life Savers	Rendesvous; Men About Town, Lucas orch	(1)	B 30	We 8:00	4.5
	Richard Himber Orchestra	(1)	N 15	Su 5:45	-
Studebaker	Studebaker Champions; R Himber orch	(4)	C 30	Fr 10:00	8.6
	Ted Fiorita Orchestra	(1)	M 30	Sa 8:30	-
Phillips	Waltz Time; Abe Lyman orch	(3)	N 30	Fr 9:00	6.0
Lady Esther	Wayne King Orchestra	(5)	C 30	2t 10:00	8.8
Lady Esther	Wayne King Orchestra	(5)	N 30	2t 8:30	11.0
Lucky Strike	Your Hit Parade	(1)	N 60	Sa 8:00	13.3

Light Music -

(S)	Alma Kitchell; contralto	(1)	N 10	Sa 6:35	-
Bumphreys	Breen & DeRose; songs, patter	(9)	N 15	Su 1:45	-

(more)

Light Music - cont'd -

	Charioters Quartette	(1)	M 15	Su	10:00	-
(S)	Dick Liebert; organ	(2)	B 15	2t	7:45	-
(S)	Dorothy Lamour; songs	(1)	B 10	3t	11:05	-
Am Radiator	Fireside Recital; Sigurd Nilssen, bass	(2)	N 15	Su	7:30	0.4
	Gould & Shefter; piano team	(2)	N 15	Mo	7:45	-
	Jack Beroh; songs	(1)	M 15	Su	1:00	-
	Jack Fulton; tenor	(2)	N 30	Su	5:00	-
Atlantic & Pac	Kat: Smith; songs	(4)	C 15	3t	7:30	11.1
O English Wax	Lazy Dan, the Minstrel Man	(3)	C 15	Fr	7:15	5.9
(S)	Mary Small; songs	(2)	B 15	Fr	6:15	-
Fitch Shampoo	Morin Sisters; Sunset Dreams	(4)	N 15	Su	7:45	2.7
Krueger Beer	Musical Toast; Buddy Clark	(1)	C 15	2t	7:15	2.9
Angelus	Paris Night Life	(1)	C 15	We	7:15	2.2
	Phil Cook; Landt Trio & White	(3)	B 15	2t	7:45	-
	Pickard Family; songs	(5)	M 30	3t	9:00	-
Pinex	Pine Mountain Boys	(1)	B 30	Su	3:15	-
Barbasol	Singin' Sam; the Barbasol Man	(4)	C 15	Mo	7:30	5.9
Acme Paint	Smiling Ed McConnell; songs	(4)	C 15	Su	6:30	-
(S)	Southernaires Quartette; spirituals	(6)	B 30	Su	10:00a	-
	Tommy McLaughlin; songs	(1)	M 15	2t	9:00	-
Fitch Shampoo	Wendell Hall; songs, patter	(3)	B 15	Tu	10:00	4.0

Human Interest Programs -

True Story Mag	Court of Human Relations; A L Alexander	(3)	N 30	Fr	9:30	6.0
	Inquiring Reporter; interviews	(1)	M 15	Su	2:00	-
	Marriage Problems; forum	(1)	M 30	We	10:00	-
Molle	Sidewalk Interviews (later, Vox Pop)	(1)	N 30	Su	2:30	-
Kreml	Voice of Experience; advice program	(3)	C 15	Su	6:45	-

Comedy Talk Programs -

	Tom Powers; monologist	(1)	N 15	Th	7:45	-
--	------------------------	-----	------	----	------	---

Prestige Drama -

Sanka Coffes	Helen Hayes Theater	(1)	B 30	Tu	9:30	10.3
Hinds Cream	Leslie Howard Theater	(1)	C 30	Su	2:00	-
Lux Soap	Lux Radio Theater; movie adaptations	(2)	C 60	Mo	9:00	13.6

Informative Drama -

DuPont Chem	Cavalcade of America; historical dramas	(1)	C 30	We	8:00	6.3
Remington Rand	March of Time; dramatized news	(5)	C 15	5t	10:30	23.5

Light, Homey or 'Love Interest' Drama -

Westolox	Big Ben Dream Dramas	(5)	N 15	Su	5:00	-
(S)	Cinema Theater	(1)	B 30	We	9:00	-
Campana Balm	First Nighter	(6)	N 30	Fr	10:00	22.2
Campana Balm	Grand Hotel	(3)	B 30	Su	6:30	-
	Home Town Dramas	(1)	B 15	Sa	7:15	-
Welch Juics	Irene Rich Dramas	(3)	B 15	Fr	8:00	7.4
L C Smith	Nins to Five	(1)	B 15	Th	7:15	2.0
Royal Gelatin	One Man's Family	(3)	N 30	We	8:00	14.5
Princess Pat	Princess Pat Players	(3)	B 30	Mo	9:30	4.0
U Central Life	Roses and Drums; DeWolfe Hopper	(4)	B 30	Su	5:00	-
	Vanished Voices	(1)	C 25	2t	6:35	-
(S)	Voices of the City	(1)	N 15	We	7:45	-

Comedy Drama -

Pepsodent	Amos 'n' Andy	(7)	N 15	5t	7:00	22.6
	Billy and Betty	(1)	N 15	3t	6:45	-

(more)

## Network Radio Programs 1935-36

Comedy Drama - cont'd -

Anacin	Easy Aces	(4)	B 15	3t	7:00	6.2
Horlick Malt	Lum and Abner	(1)	B 15	5t	7:30	10.8
---	O'Malley Family	(1)	M 15	3t	8:15	-
Alka Seltzer	Uncle Ezra's Radio Station	(2)	N 15	3t	7:15	10.3

Thriller Drama -

Hecker H-O	Bobby Benson's Adventures	(4)	C 15	3t	6:15	-
Cream of Wheat	Buck Rogers	(4)	C 15	5t	6:00	-
Pacific Borax	Death Valley Days	(6)	B 30	Th	9:00	7.6
Eno Salts	Eno Crime Clues	(5)	B 30	Tu	8:00	12.4
Palmolive	Gang Busters	(1)	C 30	We	10:00	14.9
---	Lone Ranger	(2)	M 30	3t	7:30	-
Sloan Linament	Warden Lawes; at Sing Sing	(3)	B 30	We	9:30	7.8
---	Witch's Tale	(2)	M 30	Tu	10:00	-

Women's Serial Drama -

Wrigley Gum	Myrt and Marge	(5)	C 15	5t	7:00	9.9
-------------	----------------	-----	------	----	------	-----

Children's Programs -

Wheatena	Popeye, the Sailor	(1)	N 15	3t	7:15	12.2
----------	--------------------	-----	------	----	------	------

News, Commentary -

Philco Radios	Boake Carter; news, comment	(4)	C 15	5t	7:45	17.5
(S)	Cornelius Vanderbilt Jr; comment	(1)	N 30	Su	1:30	-
---	Drew Pearson - Robert Allen	(1)	M 15	2t	7:45	-
(S)	Edwin C Hill; news	(4)	N 15	3t	7:30	-
(S)	Frederick Wm Wile; Political Situation	(8)	C 15	Sa	6:00	-
Scott	Gabriel Heatter; news, comment	(1)	B 15	Su	5:45	-
---	Gabriel Heatter; news, comment	(1)	M 15	4t	8:00	-
(S)	George H Holmes; Washington News	(3)	N 15	Fr	11:00	-
(S)	H V Kaltenborn; Edits the News	(8)	C 25	Fr	6:35	-
Sun Oil	Lowell Thomas; news	(6)	B 15	5t	6:45	-
(S)	Press-Radio News	(2)	B 5	6t	6:30	-
(S)	Press-Radio News	(2)	C 5	6t	6:30	-
(S)	Press-Radio News	(2)	M 5	6t	6:30	-
(S)	Press-Radio News	(2)	N 5	6t	6:30	-
(S)	Sunday Overseas Pickups	(3)	C 15	Su	12:45	-

Public Affairs Talks, Forums -

(S)	America's Town Meeting; George V Denny	(1)	B 60	Th	9:30	-
(S)	Mutual Forum Hour	(1)	M 30	Su	3:00	-
(S)	University of Chicago Round Table	(3)	N 30	Su	12:30	-
Crusaders	Voice of the Crusader; Fred G Clark	(2)	M 15	Th	7:45	-

Religious Talk Programs -

(S)	CBS Church of the Air	(5)	C 30	Su	10:00a	-
(S)	CBS Church of the Air	(5)	C 30	Su	1:00	-
(S)	Catholic Hour	(6)	N 30	Su	6:00	-
(S)	Message of Israel	(1)	B 30	Sa	7:30	-
(S)	National Radio Pulpit; Rev S Parkes Cadman	(10)	N 30	Su	10:00a	-
(S)	National Vespers; Rev Harry E Fosdick	(9)	B 30	Su	4:00	-
(S)	Religion in the News; Walter S VanKirk	(3)	N 15	Sa	6:45	-
(S)	Religious Program; Rev H N Holmes	(3)	B 30	Su	1:30	-

Sports News, Interviews -

---	John Tunis; sports talk	(1)	B 15	Th	6:15	-
---	Stan Lomax; sports program	(1)	M 15	7t	7:00	-
Wildroot.	Ted Rusing; sports talk, quartette	(1)	C 15	Mo	7:15	3.2
---	Thornton Fisher; sports talk	(2)	N 15	Sa	7:00	-

Broadway and Hollywood Gossip Programs —

Tangee	Jimmy Fidler; Hollywood gossip	(2)	B 15	We	10:30	4.4
—	Sam Taylor; Hollywood gossip	(1)	M 15	Sa	7:15	—
Jergens Lotion	Walter Winchell; Broadway gossip	(4)	B 15	Su	9:30	19.2

Miscellaneous Talk Programs —

—	Andrew F Kelly; Horse Sense Philosopher	(2)	M 15	3t	9:15	—
Morrell Pack'g	Bob Becker; talks about dogs	(2)	B 15	Su	5:30	—
Ivory Soap	Captain Tim Healy's Adventures	(1)	B 15	3t	7:15	2.6
(S)	Education in the News	(2)	N 15	Mo	7:30	—
—	Lampighter; Jacob Tarshish	(1)	M 30	Su	2:30	—
—	Michael Strange; readings	(1)	M 30	Su	9:30	—
Wonder Bread	News of Youth	(1)	C 15	3t	6:15	—
(S)	Ted Malone; Between the Bookends, poetry	(1)	C 15	Su	1:45	4
Better Speech	Your English	(1)	B 15	Su	3:00	—

Daytime Comedy Variety —

Pepsodent	Al Pearce and His Gang	(3)	N 30	2t	5:00	—
Quaker Oats	Kaltenmeyer's Kindergarten	(2)	N 30	Sa	5:30	—

Daytime General Variety —

(S)	Breakfast Club; Don McNeill	(3)	B 60	6t	9:00a	—
-----	-----------------------------	-----	------	----	-------	---

Daytime Concert Music —

(S)	Cincinnati Conservatory Symphony	(1)	C 60	Sa	11:00a	—
(S)	Curtis Institute Musicale	(3)	C 45	We	4:00	—
(S)	Metropolitan Opera Broadcasts	(5)	BN 225	Sa	1:45	—
(S)	NBC Music Appreciation Hour; W Damrosch	(7)	B 60	Fr	11:00a	—
(S)	Rochester Civic Orchestra	(5)	B 30	Tu	1:45	—
(S)	Rochester Civic Orchestra	(5)	B 60	We	3:00	—

Daytime Light Music —

Mueller	Bill & Ginger; songs	(4)	C 15	3t	10:30a	—
Bumphreys	Breen & DeRose; songs, patter	(9)	N 15	3t	10:30a	—
—	Clark Dennis; tenor	(1)	B 15	Fr	2:30	—
—	Dot & Will; songs	(1)	B 15	4t	1:15	—
—	Gale Page; songs	(1)	B 15	3t	1:30	—
—	Gould & Shoffer; piano team	(2)	N 15	Tu	2:45	—
—	Edward McHugh; the Gospel Singer	(3)	B 15	5t	10:45a	—
—	Grace and Eddie Albert	(2)	B 15	3t	11:00a	—
—	Grace & Scotty	(1)	N 15	2t	9:00a	—
—	Happy Jack Turner; songs	(2)	N 15	6t	8:15a	—
—	Herman & Banta; xylophone, piano	(2)	B 15	5t	10:45a	—
—	Hymns of All Churches; Jos Emerson choir	(1)	M 15	5t	9:00a	—
Knox Gelstin	Jack Berch and His Boys	(1)	B 15	Fr	10:15a	—
—	Landt Trio & White	(7)	B 15	5t	8:45a	—
—	Merry Maos	(2)	B 15	5t	var	—
—	Montana Slim	(1)	C 15	3t	9:45a	—
Piso Syrup	Ralph Kerbery; the Dream Singer	(2)	M 15	2t	var	—
—	Ranch Boys; songs	(2)	B 15	5t	4:15	—
—	Simkins Boys; songs, comedy	(1)	B 15	6t	12:00N	—
—	Society of Ancient Instruments	(1)	N 30	We	2:00	—
—	South Sea Islanders; Hawaiian music	(6)	N 30	Mo	1:30	—
—	Texas Cowboys	(1)	N 15	2t	12:15	—
—	Tito Guizar; Latin-American music	(4)	C 15	3t	3:15	—
—	Vass Family; songs	(2)	N 15	Sa	10:15a	—
—	Vaughn de Leath; songs	(4)	N 15	6t	10:00a	—
—	Virginia Verrall; songs	(1)	C 15	Mo	5:15	—
—	Ward & Muzzy; piano team	(1)	B 15	Fr	4:30	—
—	Wendell Hall; songs, comedy	(3)	B 15	5t	var	—

## Network Radio Programs 1935-36

Daytime Human Interest Programs —

—	Allie Lowe Miles; love problem advice	(1)	M 30	2t	3:30	-
—	Dramatized Fan Mail	(1)	C 45	2t	9:00a	-
(S)	Nellie Revell; interviews	(2)	B 15	Tu	3:00	-
Krem!l	Voice of Experience; advice program	(3)	C 15	5t	12:00N	-

Daytime Comedy Talk Programs —

—	Honeyboy & Sassafra; negro comedy	(2)	N 15	2t	12:15	-
—	Wife Saver; Allen Prescott	(4)	N 15	2t	9:00a	-

Daytime Prestige Drama —

(S)	Radio Guild Dramas	(7)	B 60	Th	4:30	-
-----	--------------------	-----	------	----	------	---

Daytime Informative Drama —

(S)	American School of the Air	(6)	C 30	5t	2:30	-
-----	----------------------------	-----	------	----	------	---

Daytime Light Drama —

(S)	Adventures of Helen and Mary	(7)	C 30	Sa	10:30a	-
-----	------------------------------	-----	------	----	--------	---

Daytime Thriller Drama —

—	Dick Tracy	(1)	M 15	4t	5:45	-
—	Flash Gordon	(1)	M 15	4t	5:30	-
General Mills	Jack Armstrong	(3)	C 15	5t	5:30	-
Taste Bread	Omar, the Mystic	(1)	M 25	5t	5:05	-
Ralston	Tom Mix	(3)	N 15	3t	5:30	-

Daytime Women's Serial Drama —

—	Backstage Wife	(1)	M 15	5t	9:45a	-
General Mills	Betty and Bob	(4)	B 15	5t	4:00	-
Mohawk Rugs	Five Star Jones	(1)	C 15	5t	12:45	-
—	Forever Young	(1)	N 15	5t	3:00	-
—	Girl Alone	(1)	N 15	5t	4:30	-
—	Goldbergs, The	(6)	C 15	5t	5:45	-
—	Grandpa Burton	(1)	N 15	3t	4:45	-
—	Happy Hollow	(1)	C 15	5t	2:15	-
Chipso	Home Sweet Home	(2)	N 15	5t	10:15a	-
Kolynos	Just Plain Bill	(4)	C 15	5t	11:45a	-
Oxydol	Ma Perkins	(3)	M 15	5t	11:30a	-
Oxydol	Ma Perkins	(3)	N 15	5t	3:15	-
Kleenex	Mary Marlin	(2)	C 15	5t	12:30	-
—	Molly of the Movies	(1)	M 15	5t	3:00	-
Jad Salts	Mrs Wiggs of the Cabbage Patch	(1)	C 15	5t	11:30a	-
Ivory Soap	O'Neills, The	(2)	N 15	5t	3:45	-
Pillsbury	Today's Children	(3)	B 15	5t	10:30a	-
Crisco	Vio and Sade	(4)	N 15	5t	3:30	-

Daytime Children's Programs —

Kellogg	Singing Lady; songs, children's stories	(5)	B 15	5t	5:30	-
Bond Bread	Terry and Ted	(1)	C 15	5t	5:00	-

Daytime News, Commentary —

(S)	News and Markets	(1)	N 15	6t	1:00	-
(S)	Press-Radio News	(2)	B 5	6t	10:00a	-
(S)	Press-Radio News	(2)	C 5	6t	9:55a	-
(S)	Press-Radio News	(2)	N 5	6t	10:00a	-

Daytime Homemakers' Talks —

General Mills	Betty Crocker; cooking talk	(9)	N 15	2t	10:45a	-
(S)	Ida Bailey Allen; homemakers' talk	(4)	N 15	2t	11:00a	-

(more)

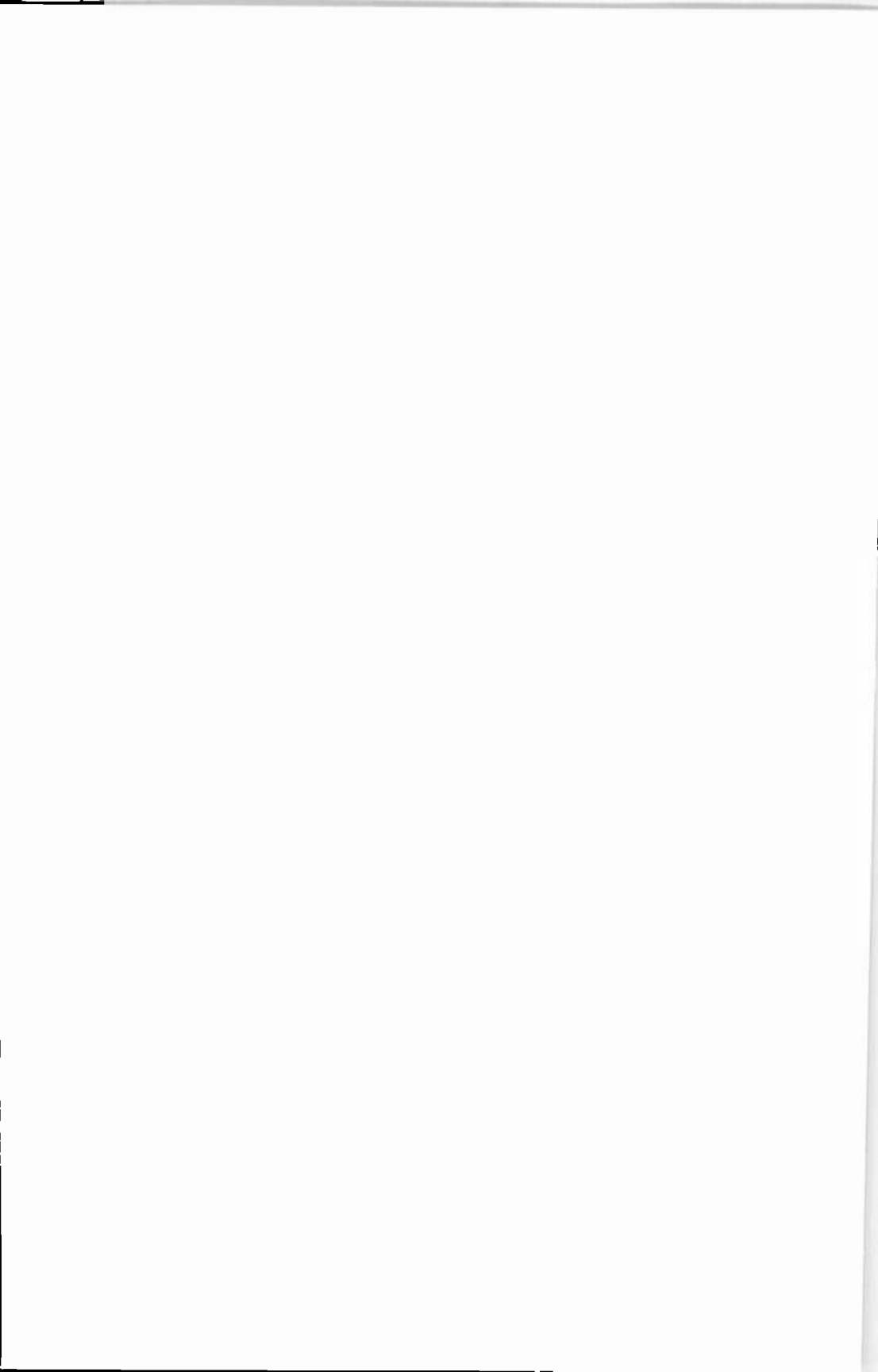
Daytime Homemakers' Programs - cont'd --

Heinz Foods	Josephine Gibson; food talk	(4)	C 15	3t	10:00a	-
Pillsbury	Mary Ellis Ames; Cooking Closeups	(3)	C 15	2t	11:00a	-
(S)	Mystery Chef; recipes	(4)	N 15	2t	10:30a	-
---	Women's Review	(5)	N 30	5t	4:00	-

Daytime Miscellaneous Talk Programs --

(S)	Cheerio; inspirational talk, organ	(9)	N 30	6t	8:30a	-
---	Dr Arthur J Payne; psychology	(1)	M 15	3t	2:00	-
(S)	Dr W W Bauer; AMA health talk	(1)	N 30	Fr	5:00	-
---	Ely Culbertson; bridge lessons	(1)	N 15	Th	2:30	-
---	Emily Post; talks on etiquette	(4)	B 30	Ke	4:30	-
(S)	Homespun; Rev H W Foulkes; inspiration	(2)	B 15	We	11:15a	-
---	Lamplighter; Jacob Tarshish	(1)	M 15	5t	11:15a	-
(S)	Magic of Speech; Vera R Sutton	(7)	N 30	Fr	2:00	-
(S)	National Farm and Home Hour (with USDA)	(7)	B 60	6t	12:30	-
(S)	Our American Schools	(5)	N 15	Sa	11:00a	-
(S)	Ted Malone; Between the Bookends; poetry	(1)	C 15	5t	2:00	-
(S)	Your Child; US Children's Bureau	(7)	N 15	Tu	11:30a	-





MAJOR NETWORK RADIO PROGRAMS - SEASON 1936-1937  
On Air January 1937

59

Sponsor	Program	Season on Air	Net, Length, Day, hour	Hooper Rating
<u>Comedy Variety</u> --				
Lifebuoy Song	Al Jolson; guests	(3)	C 30 Tu 8:30	19.1
Ford Motors	Al Pearce and His Gang	(4)	C 30 Tu 9:00	8.0
	Beatrice Lillie Program	(2)	B 30 We 8:00	-
Campbell Songs	Burns and Allen Program	(5)	C 30 We 8:30	24.0
Texaco Oil	Eddie Cantor Program	(5)	C 30 Su 8:30	29.1
Spud	Ed Wynn Program	(4)	B 30 Sa 8:00	11.5
Johnson's Wax	Fibber McGee and Molly	(2)	N 30 Mo 8:00	13.0
Sal Hepatica	Fred Allen; Town Hall Tonight	(5)	N 60 We 9:00	20.6
Jello	Jack Benny Program	(5)	N 30 Su 7:00	28.6
Camel	Jack Oakie's College	(1)	C 60 Tu 9:30	9.5
Raleigh	Jack Pearl Program	(3)	B 30 Mo 9:30	5.8
Shell Oil	Joe Cook; Shell Chateau	(2)	N 60 Sa 9:30	12.4
Cocomalt	Joe Penner Program	(3)	C 30 Su 6:00	-
Gulf Oil	Phil Baker Program	(4)	C 30 Su 7:30	18.6
	Ray Knight Cuckoo Program; Orch	(1)	M 30 Su 6:00	-
Nat'l Biscuit	Ruth Broderick-Victor Moore; Twin Stars	(1)	B 30 Fr 9:30	3.3
Min Tapioca	Stoopnagle & Budd; D Voorhees Orch	(5)	B 30 Su 5:30	-
<u>General Variety</u> --				
American Can	Ben Bernie; guests	(7)	B 30 Tu 9:30	10.6
Kraft Cheese	Bing Crosby; Bob Burns, T Dorsey Orch	(6)	N 60 Th 10:00	22.4
Iodent	Dress Rehearsal	(1)	B 30 Su 4:30	-
Packard Motors	Fred Astaire Program; C. Butterworth	(1)	N 60 Tu 9:30	12.8
Campbell Soups	Hollywood Hotel	(3)	C 30 Fr 9:00	19.1
Atlantic & Pac	Kate Smith Bandwagon; guests	(5)	C 60 Th 8:00	12.2
Maxwell House	Maxwell House Show Boat; Lanny Ross	(5)	N 60 Th 9:00	11.1
Royal Gelatin	Rudy Vallee Varieties; guests	(8)	N 60 Th 8:00	15.7
<u>Amateur or Talent Contest Programs</u> --				
Chrysler Motors	Major Bowes Amateur Hour	(2)	C 60 Th 9:00	23.2
<u>Hillbilly, Minstrel Shows</u> --				
Log Cabin	Dude Ranch; Louise Massey	(1)	B 30 Tu 8:00	5.3
Alka Seltzer	National Barn Dance	(4)	B 60 Sa 9:00	6.3
	Negro Variety Show	(1)	B 30 Mo 10:00	-
Dill's Best	Pick & Pat; Negro comedians, Orch	(3)	C 30 Mo 8:30	13.9
<u>Semi-Variety</u> --				
Fleischmann	Believe-It-or-Not Ripley; O Nelson Orch	(4)	B 30 Su 7:30	13.7
Dr Lyons	Broadway Merry-go-Round; Fannie Brice	(1)	B 30 We 8:00	6.3
(S)	Echoes of New York; drama, variety	(2)	B 60 Su 6:00	-
Nash Motors	Nash Program; Floyd Gibbons; V Lopez Orch	(1)	C 30 Sa 9:00	9.4
Oldsmobile	Plantation Party; Irwin S Cobb, Orch	(1)	N 30 Sa 10:30	-
Real Silk	Real Silk Program; Edin C Hill, Orch	(1)	B 30 Su 9:45	5.4
H'hold Finance	Weloome Valley; Edgar A Guest, Orch	(5)	B 30 Tu 8:30	5.6
<u>Concert Music</u> --				
Chesterfield	Andre Kostelanetz Orchestra; Nino Martini	(4)	C 30 We 9:00	9.2
Am Rolling	Armo Iron Master; brass band	(4)	B 30 Tu 10:00	1.7
Abrasives	Carborundum Band; brass band	(6)	C 30 Sa 7:30	3.8
Cities Service	Cities Service Concert; Bourdon Orch	(10)	N 60 Fr 8:00	7.9
Firestone Tires	Firestone Concert; R. Crooks, M. Speaks	(8)	N 30 Mo 8:30	10.6
Ford Motors	Ford Sunday Evening Hour; J C Thomas	(3)	C 60 Su 9:00	10.1

(more)

Concert Music - cont'd -

General Motors	General Motors Concert; E. Rappe orch	(3)	N 30	Su 10:00	6.0
Kolynos	Hammerstein Music Hall	(3)	C 30	Tu 8:00	7.7
	Helen Traubel; orch	(1)	B 30	Su 7:00	-
Radio Corp'n	Magic Key of RCA; Phila Symph'y, guests	(1)	B 60	Su 2:00	-
(S)	Major Bowes Capitol Family	(11)	C 60	Su 11:30a	-
Ry-Krisp	Marion Talley; orch	(1)	N 30	Su 5:00	-
Sherwin W'ms	Metropolitan Opera Auditions	(2)	N 30	Su 3:00	-
(S)	Music and American Youth; Music Clubs	(2)	N 30	Su 10:30a	-
(S)	New York Philharmonic orchestra	(9)	C 120	Su 3:00	-
Bank Service	Philadelphia Symphony orchestra	(3)	C 30	Fr 10:00	3.2
(S)	Radio City Music Hall	(5)	B 60	Su 12:30	-
(S)	Rochester Philharmonic orchestra	(3)	B 60	Th 8:30	-
Chevrolet	Rubinfoff Orchestra; Jan Peerce, tenor	(2)	C 30	Su 6:30	-
(S)	Salt Lake Tabernacle Choir	(8)	C 30	Su 12:30	-
(S)	Sinfonietta; Alfred Wallenstein	(2)	M 60	Tu 10:00	-
Vick Chem	Vick Open House; Nelson Eddy	(3)	C 30	Su 8:00	14.6

Musical Variety -

Bayer Aspirin	album of Familiar Music	(6)	N 30	Su 9:30	4.1
Palmolive Soap	Beauty Box Theater; operettas	(3)	C 30	We 9:30	6.8
Bisodol	Broadway Varieties; Vio Arden orch	(4)	C 30	Fr 8:00	5.4
Carnation Milk	Contented Program; Frank Black orch	(6)	N 30	Mo 10:00	3.4
Barnsdall Bil	Courteous Colonels; Lud Gluskin orch	(1)	C 30	Sa 10:30	-
Int'l Silver	Freddie Martin Orchestra	(3)	N 30	Su 4:00	-
Bond Bread	Guy Lombardo Orchestra	(7)	C 30	Su 5:30	-
	Guy Lombardo Orchestra	(7)	M 30	Th 8:30	-
Chesterfield	Hal Kemp Orchestra; K Thompson Singers	(1)	C 30	Fr 8:30	8.3
Auto Lite	Horace Heidt Brigadiers	(2)	C 30	Mo 8:00	5.8
	Horace Heidt Orchestra	(2)	M 30	Su 9:00	-
General Elect	Hour of Charm; Phil Spitalny Girl orch	(2)	B 30	Su 8:00	-
Phillip Morris	Leo Reisman Orchestra	(5)	N 30	Tu 8:00	9.8
Dr Lyons	Manhattan Merry-go-Round; Sanella orch	(5)	N 30	Su 9:00	5.5
	Meredith Willson Orchestra	(1)	N 30	We 10:30	-
	Morton Gould Orchestra	(1)	M 30	Su 8:00	-
MaBelline	Penthouse Serenade; Vio Arden orch	(2)	N 30	Su 1:30	-
	Ray Block Orchestra	(1)	N 30	Mo 10:30	-
Sealtest	Saturday Evening Party	(1)	N 30	Sa 6:00	5.3
Pet Milk	Saturday Night Serenade; H Barlow orch	(1)	C 30	Sa 6:30	2.6
Woodbury Soap	Shep Fields Orchestra; Frank Parker	(1)	B 30	Su 9:15	9.4
Aome Paint	Smiling Ed McConnell; Clark orch	(5)	N 30	Su 5:30	-
Studebaker	Studebaker Champions; R Humber orch	(5)	N 30	Mo 9:30	4.2
Phillips	Sweetest Love Songs	(1)	B 30	Mo 8:30	1.9
Hormel Pack'g	Swing with Strings	(1)	C 30	Sa 6:45	-
Armin	Ted Weems Orchestra	(1)	M 30	Su 12:30	-
Ford Motors	Universal Rhythm; R Chandler orch	(1)	B 30	Fr 9:00	1.6
Phillips	Waltz Time; Abe Lyman orch	(4)	N 30	Fr 9:00	6.6
Lady Esther	Wayne King Orchestra	(6)	C 30	Mo 10:00	10.6
Lady Esther	Wayne King Orchestra	(6)	N 30	Tu 8:30	8.0
Lucky Strike	Your Hit Parade; Harry Salter orch	(2)	C 30	Sa 10:00	9.5
Lucky Strike	Your Hit Parade; Harry Salter orch	(2)	N 30	We 10:00	13.9

Light Music -

Rumphrey	Breen & DeRose; songs, patter	(10)	B 15	Su 10:15a	-
	Charioteers Quartette	(2)	M 15	Mo 8:15	-
(S)	Fray & Braggiotti; piano team	(2)	N 15	Mo 7:45	-
Am Radiator	Fireseed Recital; Sigurd Nilssen, bass	(3)	N 15	Su 7:30	3.5
(S)	Ink Spots; Negro quartette	(1)	B 15	We 11:15	-
(S)	Jerry Cooper; baritons	(2)	N 15	We 7:45	-
	Landt Trio and White	(8)	N 15	Su 2:00	-

(more)

Light Music - cont'd -

	Mary Small; songs	(3)	B 15	Mo	7:00	-
Fitch Shampoo	Morin Sisters; Sunset Dreams	(5)	N 15	Su	7:45	1.9
Erueger Beer	Musical Toast; Buddy Clark	(2)				
Wrigley Gum	Poetic Melodies; Jack Fulton, tenor	(1)	C 15	4t	7:00	2.1
	Ralph Kirbery, the Dream Singer	(3)	B 15	2t	7:45	-
	Revelers Quartette	(1)	B 10	3t	6:35	-
Barbasol	Singin' Sam	(5)	B 15	Fr	8:15	7.9
Smith Brothers	Songs You Love; tenor, soprano	(3)	N 30	Su	1:00	-
	Southernaires Quartette; spirituals	(7)	N 30	Su	12:00	-
Allegheny	Stainless Steel Show; Mario Cozzi	(1)	B 15	Fr	7:15	1.2
Tastyeast	Tastyeast Jesters	(5)	B 15	3t	7:15	3.7
	Three X Sisters	(3)	N 15	2t	6:30	-
	Tito Guizar; Latin-American songs	(5)	C 15	Sa	6:30	-
	Virginia Verrill; songs	(2)	C 15	Fr	10:45	-

Quiz Programs -

	Old Time Spelling Bee	(1)	M 30	Su	8:30	-
	Professor Quiz	(1)	C 30	Su	7:00	-
G Wash Coffee	Uncle Jim's Question Bee	(1)	B 30	Sa	7:30	9.3

Human Interest Programs -

Gillette	Community Sing; M Berle, W Hall, MCs	(1)	C 45	Su	10:00	7.3
True Story Mag	Court of Human Relations; A L Alexander	(4)	N 30	Fr	9:30	9.4
	Hollywood Interviews	(1)	M 15	We	8:00	-
Ponds Cream	Husbands and Wives; Allie Lowe Miles	(1)	B 30	Tu	9:30	6.3
	Our Neighbors; interviews	(1)	B 30	Su	1:30	-
Wasey	Voice of Experience; advice program	(4)	N 15	2t	7:15	9.3
Molle	Vox Pop; Sidewalk Interviews	(2)	N 30	Tu	9:00	9.0
Chase Sanborn	Want to Be Actor; H McGuarrie MC	(1)	N 60	Su	8:00	12.8
Calumet	We, the People; Gabriel Heater MC	(1)	B 30	Su	5:00	-

Prestige Drama -

Bayer Aspirin	Ethel Barrymore Theater	(1)	B 30	We	8:30	4.8
Sanka Coffee	Helen Hayes Theater	(2)	B 30	Mo	8:00	7.4
Lux Soap	Lux Radio Theater	(3)	C 60	Mo	9:00	25.1

Informative Drama -

DuPont Chem	Cavalcade of America; historical drama	(2)	C 30	We	8:00	5.9
(S)	Columbia Workshop; experimental drama	(1)	C 30	Sa	8:30	-
Time Mag	March of Time; dramatized news	(6)	C 30	Th	10:30	-
(S)	Men of Destiny; dramatized biography	(1)	M 30	Su	2:30	-
(S)	Tales of the Opera	(1)	B 30	We	10:30	-
(S)	World is Yours; Smithsonian program	(1)	N 30	Su	11:30a	-

Light, Honey or 'Love Interest' Drama -

	Dreams of Long Ago	(1)	B 30	Su	8:30	-
Campana Balm	First Nighter	(7)	N 30	Fr	10:00	15.8
Campana Balm	Grand Hotel; Les Tremaine	(5)	N 30	Su	3:30	-
Welch Juice	Irene Rich Dramas	(4)	B 15	Fr	8:00	6.7
Tenderleaf Tea	One Man's Family	(4)	N 30	We	8:00	14.8
Princess Pat	Princess Pat Players; Tale of Today	(4)	N 30	Su	6:30	-
Loose Wiles	Snow Village	(1)	N 30	Sa	9:00	4.8
	Your Unseen Friend	(1)	C 30	Su	5:00	-

Comedy Drama -

Pepsodent	Amos 'n' Andy	(8)	N 15	5t	7:00	18.3
	Billy and Betty	(2)	N 15	4t	7:45	-
Anacin	Easy Aces	(5)	B 15	3t	7:00	6.2

(more)

Comedy Drama - cont'd -

	Grummts, The	(2)	M 30	Fr	8:30	-
	Johnson Family	(1)	M 15	5t	6:00	-
	Lum and Abner	(2)	B 15	5t	7:30	9.0
Horlick Malt	Ma and Pa	(1)	C 15	3t	7:15	4.1
Atlantic Oil	Mortimer Gooch	(1)	C 15	Fr	7:00	3.5
Wrigley Gum	Popeye, the Sailor	(2)	C 15	3t	7:15	10.2
Wheatena	Uncle Ezra's Radio Station	(3)	B 15	3t	7:15	10.7
Alka Seltzer						

Thriller Drama -

(S)	Bishop and the Gargoyle	(1)	B 30	Mo	9:00	-
Diamond Salt	Cape Diamond Light; sea stories	(1)	B 30	Su	3:00	-
Pacific Borax	Death Valley Days	(7)	B 30	Fr	8:30	5.8
Mennen	Famous Jury Trials	(1)	M 30	Mo	10:00	-
Palmolive Soap	Gang Busters	(2)	C 30	We	10:00	15.0
	Junior G-Men	(1)	M 15	3t	6:30	-
	Lone Ranger	(3)	M 30	3t	7:30	-
Sil'cup Bread	Renfrew of the Mounted	(1)	C 15	5t	6:45	-
Wonder Bread	Thatcher Colt Mysteries	(1)	N 30	Su	2:30	-
Packer Soap	True Detective Mysteries	(2)	M 30	Tu	9:30	-
Detective Mag	Warden Lawes; at Sing Sing	(4)	N 30	Mo	9:00	7.7
Sloan Linament	Witch's Tale	(3)	M 30	Fr	10:00	-

News, Commentary -

Philco Radio	Boake Carter; news	(5)	C 15	5t	7:45	15.3
(S)	Bob Trout; Headlines and History	(1)	C 15	Su	1:45	-
	Dorothy Thompson; comment	(1)	B 15	Mo	7:15	-
(S)	Edwin C Hill; Human side of news	(5)	N 15	Fr	7:30	-
	Gabriel Heatter; news	(2)	M 15	Su	3:00	-
	Gabriel Heatter; news	(2)	M 15	Su	9:30	-
	Gabriel Heatter; news	(2)	M 15	4t	9:00	-
(S)	H V Kaltenborn; Edits the news	(9)	C 15	Su	10:45	-
(S)	Hendrik van Loon; comment	(1)	N 15	Tu	6:45	-
	James Healy; comment	(1)	N 15	Su	2:15	-
(S)	John B. Kennedy; news	(3)	N 15	Th	11:00	-
Sun Oil	Lowell Thomas; news	(7)	B 15	5t	6:45	-
	Press-Radio News	(3)	B 5	6t	6:30	-
	News and Sports Review	(*)	M 15	6t	6:45	-
	Raymond Gram Swing; news	(1)	M 15	Fr	9:00	-
(S)	Sunday Overseas Pickup	(4)	C 15	Su	1:30	-

Public Affairs Talks, Forums -

(S)	America's Town Meeting; Geo V Denny	(2)	B 60	Th	9:30	-
(S)	Mutual Forum Hour	(2)	M 30	Su	4:30	-
(S)	National Radio Forum; talks	(4)	B 30	Mo	10:30	-
(S)	University of Chicago Round Table	(4)	N 30	Su	12:30	-

Religious Talk Programs -

	CBS Church of the Air	(6)	C 30	Su	10:00a	-
	CBS Church of the Air	(6)	C 30	Su	1:00	-
(S)	Catholic Hour	(7)	N 30	Su	6:00	-
Gospel B'e'g	Messal Hour	(1)	M 60	Su	9:00a	-
(S)	Message of Israel	(2)	B 30	Sa	7:00	-
(S)	National Radio Pulpit; Rev Ralph Sockman	(11)	N 30	Su	10:00a	-
(S)	National Vespers; Rev Harry E Fosdick	(10)	B 30	Su	4:00	-
(S)	Religion in the News; Walter Van Kirk	(4)	N 15	Sa	6:45	-

Broadway and Hollywood Gossip Programs --

	Bide Dudley; theater interviews	(1)	M 15	Su	3:45	-
	Jimmy Fidler; Hollywood gossip	(3)	N 15	Tu	10:30	-
Jergens	Walter Winchell; Broadway gossip	(5)	B 15	Su	9:00	13.9

Sports News, Interviews --

	Bill Slater; sports talk	(1)	N 15	Mo	6:00	-
	Clem McCarthy, sports talk	(1)	N 15	2t	11:00	-
	Thornton Fisher, sports talk	(3)	N 15	Sa	7:45	-

Miscellaneous Talk Programs --

Granger	Alexander Wolcott; Town Crier	(3)	C 15	2t	7:30	4.7
	Belle Barte; astrology	(1)	M 15	Su	1:00	-
Cook & Sons	Cook Travelogue; Malcolm LaPrade	(8)	C 15	Su	2:45	-
	Education in the News	(3)	N 15	Mo	6:00	-
	Lamplighter; Jacob Tarshish	(2)	M 15	Su	2:00	-
(S)	New Poetry; A M Sullivan	(1)	M 30	Su	12:00	-
Wonder Bread	News of Youth	(2)	C 15	3t	6:15	-
(S)	Our American Schools	(6)	N 15	We	6:00	-
(S)	Science in the News	(1)	N 15	Tu	6:00	-

Daytime Comedy Variety --

(S)	Kaltenmeyer's Kindergarten	(3)	N 30	Sa	5:30	-
-----	----------------------------	-----	------	----	------	---

Daytime General Variety --

	Air Brakes	(1)	B 30	We	5:00	-
(S)	Breakfast Club; Don McNeill	(4)	B 60	6t	9:00a	-
Heinz Foods	Magazine of the Air; speakers, orch	(1)	C 30	3t	11:00a	-
---	Modern Romances; East & Dumke, guests	(1)	B 30	We	2:00	-

Daytime Concert Music --

(S)	Chicago & Capella Choir; Noble Cain	(4)	B 30	Th	5:00	-
(S)	Cincinnati Conservatory Symphony	(2)	C 90	Fr	3:00	-
(S)	Cleveland Symphony Orchestra	(4)	B 30	We	2:30	-
(S)	Metropolitan Opera broadcasts	(6)	B 230	Sa	1:40	-
(S)	NBC Music Appreciation Hour; W Damrosch	(8)	B 60	Fr	11:00a	-
(S)	New York Philharmonic Children's concert	(9)	C 60	Sa	11:00a	-
(S)	Rochester Civic Orchestra	(6)	B 60	Mo	3:00	-

Daytime Musical Variety --

Cadillac	Eddie Duchin Orchestra	(2)	N 30	Th	4:00	-
Mar-o-Oil	Henry Busse Orchestra	(1)	N 30	We	4:00	-
General Elect	Hour of Charm; Phil Spitalny Girl orch	(2)	N 30	Mo	4:00	-
Morrell Pack'g	Tea at Morrell's; Wabb orch	(1)	N 30	Tu	4:00	-

Daytime Light Music --

Bumphrey	Breen and DeRose; songs, patters	(10)	B 15	2t	5:45	-
---	Clark Dennis; tenor	(2)	B 15	Sa	10:45a	-
---	Dorothy Gordon; songs	(1)	C 15	3t	5:15	-
---	Dot and Will	(2)	B 15	3t	1:45	-
---	Eddie Albert; songs	(1)	N 15	Fr	9:45a	-
Ivory Soap	Edward McHugh; the Gospel Singer	(4)	B 15	5t	11:45a	-
---	Fields and Hall; songs	(3)	B 10	Sa	10:45a	-
---	Happy Jack Turner; songs	(3)	N 15	4t	1:45	-
General Mills	Hymns of All Churches; Joe Emerson Choir	(2)	C 15	5t	10:30a	-
---	Jack and Loretta Clemens	(3)	C 15	5t	9:15	-
---	Landt Trio and White	(8)	B 15	3t	8:45a	-

(more)

## Network Radio Programs 1936-37

<u>Daytime Light Music - cont'd -</u>					
---	Montana Slim	(2)	C 15	3t	8:45a -
---	Richard Maxwell; hymns	(2)	C 10	Tu	9:30a -
---	Ruth Lyon; soprano	(2)	B 15	2t	2:15 -
---	Shefter and Brenner; piano team	(1)	B 10	2t	10:05a -
---	Tito Guizar; Latin American songs	(5)	C 15	Tu	5:00 -
---	Vass Family; songs	(3)	N 15	Sa	10:15a -
---	Vaughn de Leath; songs	(5)	B 15	5t	1:30 -
---	Welcome Lewis; songs	(1)	M 15	Sa	2:30 -
<u>Day Human Interest Programs -</u>					
---	Allie Lowe Miles; love problems	(2)	M 30	3t	3:30 -
---	Personal Column	(1)	N 15	5t	2:45 -
---	Dramatized Fan Mail	(2)	C 15	Tu	9:00a -
Ereml	Voice of Experience; advice program	(4)	N 15	3t	11:45a -
<u>Daytime Comedy Talk Programs -</u>					
Knox Gelatin	East and Dumke; Sisters of Skillet	(4)	C 15	2t	11:15a -
---	Honeyboy and Sassafra; Negro comedy	(3)	B 15	2t	12:00 -
Sweetheart Soap	Wife Saver; Allen Prescott	(5)	N 15	2t	11:45a -
---	Wife Saver; Allen Prescott	(5)	C 10	2t	9:30 -
<u>Daytime Prestige Drama -</u>					
(S)	Radio Guild Dramas	(8)	B 60	Fr	4:00 -
<u>Daytime Informative Drama -</u>					
(S)	American School of the Air	(7)	C 30	5t	2:15 -
(S)	Call to Youth	(1)	B 15	Sa	12:00 -
(S)	Dramatized Literature	(1)	C 15	2t	4:00 -
<u>Daytime Light Dramas -</u>					
(S)	Adventures of Helen and Mary	(8)	C 30	Sa	10:30a -
---	Home Town	(1)	N 15	Sa	11:45a -
---	Old Homestead	(1)	B 15	3t	5:45 -
Dari-Rich	While the City Sleeps	(1)	N 15	2t	5:00 -
<u>Daytime Comedy Drama -</u>					
Lehn & Pink	Gumps, The	(2)	C 15	5t	12:00 -
<u>Daytime Thriller Drama -</u>					
---	Dick Tracy	(2)	M 15	5t	5:45 -
---	Inspector White of Scotland Yard	(1)	M 15	2t	5:30 -
General Mills	Jack Armstrong	(4)	N 15	5t	5:15 -
Ovaltine	Little Orphan Annie	(5)	N 15	5t	5:45 -
Ralston	Tom Mix	(4)	N 15	5t	5:15 -
(S)	Wilderness Road	(1)	C 15	5t	5:45 -
<u>Daytime Women's Serial Drama -</u>					
Spry	Aunt Jenny's Stories	(1)	C 15	5t	1:45 -
Old Dutch	Bachelor's Children	(1)	C 15	4t	9:45a -
Dr Lyons	Backstage Wife	(2)	N 15	5t	11:15a -
General Mills	Betty and Bob	(5)	C 15	5t	10:00a -
Rinso	Big Sister	(1)	C 15	5t	11:30a -
---	Dan Harding's Wife	(1)	N 15	5t	1:30 -
Bab-O	David Harum	(1)	N 15	5t	11:00a -
Cxydol	Five Star Jones	(2)	B 15	5t	10:15a -
Jergens Lotion	Follow the Moon	(1)	N 15	5t	4:30 -
Kellogg	Girl Alone	(2)	N 15	5t	12:00 -

(more)

Daytime Women's Serial Drama - cont'd -

Am Home Prods	Grandpa Burton	(2)	N 15	5t	4:45	-
	Helen Trent	(3)	C 15	5t	12:30	-
	Hope Adams Romance	(1)	M 15	5t	4:00	-
Louis Phillippe	John's Other Wife	(1)	N 15	5t	10:15a	-
Anacin	Just Plain Bill	(5)	N 15	5t	10:30a	-
Gold Medal	Love Story	(1)	M 15	5t	11:30a	-
Oxydol	Ma Perkins	(4)	N 15	5t	3:15	-
Kleenex	Mary Marlin	(3)	N 15	5t	12:15	-
Hinds Cream	Mary Sothern	(1)	M 15	5t	4:15	-
Ovaltine	Molly of the Movies	(1)	M 15	5t	3:00	-
Hill Drops	Mrs Wiggs of the Cabbage Patch	(2)	N 15	5t	10:00	-
Wrigley Gum	Myrt and Marge	(6)	C 15	5t	2:45	-
Ivory Soap	O'Neills, The	(3)	B 15	5t	11:00a	-
Ivory Soap	O'Neills, The	(3)	N 15	5t	3:45	-
Camay Soap	Pepper Young's Family	(1)	B 15	5t	10:30a	-
Camay Soap	Pepper Young's Family	(1)	N 15	5t	3:00	-
Jo-Cur	Rich Man's Darling	(1)	C 15	5t	12:45	-
Pillsbury	Today's Children	(4)	N 15	5t	10:45a	-
Crisco	Vio and Sade	(5)	B 15	5t	11:30a	-
Crisco	Vio and Sade	(5)	N 15	5t	3:30	-
	Way Down East	(1)	M 15	5t	2:45	-

Daytime Children's Programs -

Anacin	Junior Nurse Corps	(1)	C 15	3t	5:00	-
	Singing Lady; songs, children's stories	(6)	B 15	4t	5:30	-

Daytime News Programs -

Chipso	Adela Roberts St John; news	(1)	N 15	3t	9:45a	-
	Captain Tim Healy; news	(2)	B 15	5t	9:45a	-
	Gabriel Heatter; comment	(2)	M 15	6t	5:15	-
General Mills	John R Watkins; Who's who in the news	(1)	C 15	5t	10:45a	-
Pontiac Motors	Kathryn Cravens; News thru woman's eyes	(1)	C 15	3t	2:00	-
(S)	News	(*)	M 15	6t	12:30	-
(S)	News and Markets	(*)	N 15	6t	1:00	-
(S)	Press-Radio News	(3)	B 5	6t	10:00a	-
(S)	Press-Radio News	(3)	C 5	6t	9:40a	-

Daytime Homemakers' Talks -

General Mills	Betty Crocker; cooking talk	(10)	C 15	2t	10:15a	-
Moore Paint	Betty Moore; home decorating	(4)	N 15	Th	11:30a	-
National Ice	Eleanor Howe; Homemakers Club	(1)	C 15	2t	11:15a	-
Dr Lyons	How to be Charming	(1)	N 15	3t	11:30a	-
General Mills	Modern Cinderella	(1)	C 15	3t	10:15a	-
(S)	Mystery Chef; recipes	(5)	N 15	2t	11:30a	-

Daytime Miscellaneous Talks -

(S)	AMA Health Talks; Dr W W Bauer	(2)	B 30	Tu	5:00	-
(S)	American Education Forum	(1)	N 30	Mo	2:00	-
(S)	Book Reviews	(1)	N 30	Sa	4:30	-
(S)	Cheerio; inspirational talk, music	(10)	N 30	6t	8:30a	-
Lysol	Dr. Alan R Dafoe; child health talk	(1)	C 15	3t	11:45a	-
(S)	Dr. Arthur J Payne; psychology	(2)	M 15	2t	12:45	-
(S)	Federation of Women's Clubs talk	(2)	N 15	Tu	4:45	-
(S)	Hayden Planetarium; astronomy talk	(1)	C 15	Sa	5:30	-
(S)	Homespun; Rev Tim H Foulkes	(3)	B 15	We	12:15	-
(S)	Rumor in the News	(1)	B 15	2t	10:45a	-

(more)



## Network Radio Programs 1936-37

Daytime Miscellaneous Talks - cont'd -

Dr. Edwards	Lampighter; Jacob Tarshish	(2)	M 15	3t	9:30a	-
(S)	Magic of Speech; Vida R Sutton	(8)	B 30	Sa	11:30a	-
(S)	Malcolm Claire; stories	(1)	N 15	6t	8:00a	-
(S)	National Farm & Home Hour (with USDA)	(9)	B 60	6t	12:30	-
(S)	National P T A Talks	(2)	B 30	We	4:00	-
---	Neighbor Nell	(1)	B 15	3t	10:45a	-
Hinds Cream	Ted Malone; Between Bookends Poetry	(1)	C 15	5t	12:15	-
---	Victor Lindlehr; talks on diet	(1)	M 15	Mo	12:00	-

MAJOR NETWORK RADIO PROGRAMS - SEASON 1937-1938  
On Air January 1938

Sponsor	Program	Season on Air	Net, Length, Day, Hour	Hooper Rating
<u>Comedy Variety</u> —				
Lifebuoy Soap	Al Jolson Program	(4)	C 30 Tu 8:30	23.5
Ford Motors	Al Pearce and His Gang	(5)	C 30 Tu 9:00	16.7
Grapemuts	Burns & Allen; Ray Noble orch	(6)	N 30 Mo 8:00	27.5
Chase Sanborn	Charlie McCarthy Program; Don Ameche	(1)	N 60 Su 8:00	39.4
Texaco Oil	Eddie Cantor Program	(6)	C 30 We 8:30	23.1
Johnson's Wax	Fibber McGee and Molly	(3)	N 30 Mo 9:00	14.8
Maxwell House	Frank Morgan, Fannie Brice; Good News	(1)	N 60 Th 9:00	13.2
Sal Hepatica	Fred Allen Program; Van Steeden orch	(6)	N 60 We 9:00	20.5
—	George Jessel Program	(2)	M 30 Su 6:00	—
Jello	Jack Benny Program	(6)	N 30 Su 7:00	34.0
Log Cabin	Jack Haley Program	(1)	N 30 Sa 8:30	10.8
Camel	Jack Oakie Show; J Durante, Goodman orch	(2)	C 30 Tu 9:30	14.6
Cocomalt	Joe Penner Program	(4)	C 30 Su 6:00	16.1
(S)	Kaltenmeyer's Kindergarten	(4)	N 30 Sa 7:00	—
Gulf Oil	Phil Baker Program	(5)	C 30 Su 7:30	14.8
<u>General Variety</u> —				
US Rubber	Ben Bernie Orchestra; L Lehr, guests	(8)	C 30 We 9:30	12.6
Kraft Cheese	Bing Crosby Show; Bob Burns, M Auer	(7)	N 60 Th 10:00	23.1
Wrigley Gum	Double Everything; Al Shaw, Sam Lee	(1)	C 30 Su 6:30	6.6
Campbell Soups	Hollywood Hotel; Dick Powell MC	(4)	C 60 Fr 9:00	17.4
Lucky Strike	Hollywood Parade	(1)	N 60 We 10:00	11.0
Calumet	Kate Smith Hour; G Miller orch	(6)	C 60 Th 8:00	9.1
Packard Motors	Mardi Gras; Lanny Ross, Walter O'Keefe	(1)	N 60 Tu 9:30	12.6
—	Pat Barnes Barnstormers	(1)	M 30 Sa 8:00	—
Royal Gelatin	Rudy Vallee Varieties; guest entertainers	(9)	N 60 Th 8:00	22.0
(S)	Sunday Drivers	(1)	N 30 Su 3:30	—
<u>Amateur or Talent Contest Variety</u> —				
Chrysler	Major Bowes Amateur Hour	(3)	C 60 Th 9:00	22.2
<u>Billbilly, Minstrel Shows</u> —				
(S)	Minstrel Show	(1)	B 30 We 10:30	—
Alka Seltzer	National Barn Dance	(5)	B 60 Sa 9:00	9.4
Model Tobacco	Pick & Pat; Negro comedy team, orch	(4)	C 30 Mo 8:30	10.2
<u>Semi-Variety</u> —				
General Foods	Believe-It-or-Not Ripley; Rolfe orch	(5)	N 30 Sa 8:00	14.7
H'hold Finance	It Can Be Done; Edgar Guest, orch	(1)	B 30 Tu 8:30	2.8
—	John B. Kennedy; Mark Warnow orch	(4)	M 30 Mo 7:30	—
Heinz Foods	Magazine of the Air; Channing Pollock	(1)	C 30 Su 5:00	2.9
<u>Concert Music</u> —				
Chesterfield	Andre Kostelanetz Orch; Lawrence Tibbett	(5)	C 30 We 9:00	8.4
Am Rolling	Armco Iron Master; brass band	(5)	B 30 Su 3:30	3.3
Abrasives	Carborundum Band; brass band	(7)	C 30 Sa 7:30	3.2
Cities Service	Cities Service Orchestra; Lucille Manners	(11)	N 60 Fr 8:00	7.0
(S)	Cleveland Symphony Orchestra	(5)	B 60 We 9:00	—
(S)	Eastman School of Music Symphony	(4)	B 30 Th 9:00	—
Ford Motors	Ford Sunday Evening Hour	(4)	C 60 Su 9:00	8.3
Kolynos	Hammerstein's Music Hall	(4)	C 30 Fr 8:00	5.0
(S)	Home Symphony Orchestra; E LaPrade	(1)	N 30 Su 12:00	—
(S)	Indianapolis Symphony Orchestra	(1)	M 90 Su 9:30	—
(S)	Madrigal Singers; Negro chorus	(1)	M 30 Su 9:00	—

(more)

## Network Radio Programs 1937-38

Concert Music - cont'd -

Radio Corp'n	Magic Key of RCA; F Black symphony	(2)	B 60	Su	2:00	4.6
(S)	Major Bowes Capitol Family	(12)	C 45	Su	11:30a	-
Ry-Krisp	Marion Talley, soprano; orch	(2)	N 30	Su	5:00	5.5
Sherwin W'ms	Metropolitan Opera Auditions	(3)	B 30	Su	5:00	2.4
(S)	NBC Symphony Orchestra; Toscanini	(1)	N 90	Sa	10:00	-
(S)	New York Philharmonic Orchestra	(10)	C 120	Su	3:00	-
American Banks	Philadelphia Symphony Orchestra	(4)	B 60	Mo	9:00	2.2
—	Radio City Music Hall	(6)	B 60	Su	12:30	-
Sealtest	Rising Musical Stars; A Smallens	(1)	N 30	Su	10:00	3.6
(S)	Salt Lake Tabernacle Choir	(9)	C 30	Su	12:30	-
(S)	Sinfonietta; Alfred Wallenstein	(3)	M 30	Th	9:30	-
(S)	Symphonic Strings; A Wallenstein	(1)	M 30	Tu	10:30	-
Vick Chem	Vick Open House; W Evans, J McDonald	(4)	C 30	Su	7:00	5.0
Firestone Tires	Voice of Firestone; Richard Crooks	(9)	N 30	Mo	8:30	12.9

Musical Variety -

Bayer Aspirin	Album of Familiar Music	(7)	N 30	Su	9:30	6.9
Camel	Benny Goodman Orchestra	(1)	C 30	Tu	10:00	9.2
—	Broadway Melody Hour	(1)	M 30	We	8:00	-
Carnation Milk	Contented Program	(7)	N 30	Mo	10:00	4.7
Bond Bread	Guy Lombardo Orchestra	(8)	C 30	Su	5:30	12.6
Auto-Lite	Horace Heidt Orchestra	(3)	B 30	Tu	9:00	3.7
General Elect	Hour of Charm; Phil Spitalny Girl orch	(3)	N 30	Mo	9:30	8.7
—	Leo Reisman Orchestra and Chorus	(6)	N 30	Th	7:30	-
Dr Lyons	Manhattan Merry-go-Round	(6)	N 30	Su	9:00	5.4
—	Morton Gould Orchestra; Jack Arthur	(2)	M 30	Mo	8:00	-
Fleischmann	Ozzie Nelson Orchestra	(1)	B 30	Su	7:30	5.5
Chesterfield	Paul Whiteman Orchestra	(6)	C 30	Fr	8:30	9.9
—	Richard Hmber Orchestra	(1)	M 30	Tu	8:00	-
Philip Morris	Russ Morgan Orchestra	(1)	C 30	Sa	8:30	7.7
Philip Morris	Russ Morgan Orchestra	(1)	N 30	Tu	8:00	8.2
(S)	Ruth Lyon; Freddie Martin orch	(3)	B 30	Su	10:00	-
—	Sammy Kaye Orchestra	(1)	M 30	Su	8:30	-
Pet Milk	Saturday Night Serenade	(2)	C 30	Sa	9:30	4.8
Hormel Pack'g	Saturday Night Swing Club	(2)	C 30	Sa	7:00	-
Coca Cola	Song Shop; Frank Crummit orch	(1)	C 30	Fr	10:00	3.2
(S)	Spanish Revue	(1)	N 30	Sa	6:00	-
Raleigh	Tommy Dorsey Orchestra	(1)	B 30	Fr	9:30	3.8
Phillips	Waltz Time; Abe Lyman orch	(5)	N 30	Fr	9:00	6.1
Lady Esther	Wayne King Orchestra	(7)	C 30	Mo	10:00	5.7
Lady Esther	Wayne King Orchestra	(7)	N 30	2t	8:30	7.3
Lucky Strike	Your Hit Parade	(3)	C 60	Sa	10:00	13.4

Light Music -

(S)	Al and Lee Reiser; piano duo	(1)	N 15	Su	1:00	-
—	Art Tatum; piano	(1)	N 15	Fr	6:45	-
—	Barry McKinley; baritone	(1)	B 15	2t	7:45	-
—	Barry Wood; tenor	(1)	C 15	2t	6:45	-
—	Betty Grable and John Payne; songs	(1)	C 15	Fr	6:45	-
—	Charioteers Quartette	(3)	M 15	Su	9:45	-
—	Ink Spots; Negro quartette	(2)	B 15	2t	11:00	-
Wrigley Gum	Jack Fulton; Poetic Melodies	(4)	C 15	5t	7:00	2.4
—	Jean Sablon; songs	(1)	N 15	2t	7:45	-
—	Kiddoodlers Quartette	(1)	B 15	Tu	10:45	-
Acme Paint	Smiling Ed McConnell	(6)	B 15	Su	5:30	0.8
(S)	Southernaires Quartette; spirituals	(8)	B 30	Su	12:00	-
Tums	Vocal Varieties	(1)	N 15	2t	7:15	-

## Network Radio Programs 1937-38

Quiz Programs —

Lucky Strike	Melody Puzzles	(1)	B 30	Mo	8:30	3.6
Kelvinator	Professor Quiz	(2)	C 30	Sa	8:00	12.7
---	Spelling Bee	(1)	B 30	Sa	8:30	-
---	Uncle Jim's Question Bee	(2)	B 30	Sa	7:30	-

Human Interest Programs —

True Story Mag	Court of Human Relations; A K Alexander	(5)	N 30	Fr	9:30	7.9
---	Good Will Hour; John Anthony	(1)	M 30	Su	10:00	-
Hudson Motors	Hobby Lobby; Dave Elman	(1)	C 30	We	7:15	3.7
Fitch Shampoo	Interesting Neighbors; J Belcher	(1)	N 30	Su	7:30	8.7
---	Let's Visit; interviews	(1)	M 30	We	9:30	-
Molle	Vox Pop; Sidewalk Interviews	(3)	N 30	Tu	9:00	13.4
Sanka Coffee	We, the People; Gabriel Heatter	(2)	C 30	Th	7:30	5.9
Zenith Radios	Zenith Foundation; psych'l experiments	(1)	C 30	Su	10:00	3.5

Prestige Drama —

Woodbury Soap	Hollywood Playhouse	(1)	B 30	Su	9:00	10.9
Lux Soap	Lux Radio Theater	(4)	C 60	Mo	9:00	25.5

Informative Drama —

(S)	Brave New World; Latin American Series	(1)	C 30	Mo	10:30	-
DuPont Chem	Cavalcade of America; American history	(3)	C 30	We	8:00	7.4
(S)	Columbia Workshop; experimental drama	(2)	C 30	Sa	9:00	-
(S)	Epic of America	(1)	M 30	Su	8:00	-
---	Headlines; news dramatizations	(1)	M 15	2t	7:30	-
Time Mag	March of Time; dramatized news	(7)	B 30	Th	8:30	4.2
Energine	Radio News Reel	(1)	N 30	Su	3:00	5.6
(S)	World is Yours; Smithsonian program	(2)	N 30	Su	4:30	-

Light, Homey or 'Love Interest' Drama —

Modern Process	Dog Heroes	(1)	B 15	Su	4:45	-
Vaseline	Dr Christian; Jean Harsholt	(1)	C 30	Su	2:30	3.1
Campana Balm	First Nighter	(8)	N 30	Fr	10:00	10.5
Listerine	Grand Central Station	(1)	B 30	Fr	8:00	6.2
Campana Balm	Grand Hotel	(5)	B 30	Mo	8:30	11.4
---	Haven McQuarrie Sketches	(1)	N 30	Su	10:30	-
Welch Juice	Irene Rich Dramas	(5)	B 15	Su	9:45	6.1
Diamond Salt	On Broadway	(1)	B 30	Su	3:00	4.0
Tenderleaf Tea	One Man's Family	(5)	N 30	We	8:00	15.6
Princess Pat	Princess Pat Players; Tale of Today	(5)	N 30	Su	6:30	8.3
Bayer Aspirin	Second Husband; Helen Mencken	(1)	C 30	Tu	7:30	7.7
Pond Cream	Those We Love	(1)	B 30	Tu	8:00	2.2

Comedy Drama —

Campbell Soups	Amos 'n' Andy	(9)	N 15	5t	7:00	17.4
Anacin	Easy Aces	(6)	B 15	3t	7:00	7.0
Horlick Malt	Lum and Abner	(3)	B 15	3t	7:30	11.0
---	Tish	(1)	C 30	Mo	8:00	-
Alka Seltzer	Uncle Ezra's Radio Station	(4)	N 15	3t	7:15	11.2

Thriller Drama —

Egworth	Alias Jimmy Valentine	(1)	B 30	Tu	9:30	-
Rinso	Big Town; Edward C Robinson	(1)	C 30	Tu	8:00	15.0
Pacific Borax	Death Valley Days	(8)	B 30	Fr	8:30	9.5
---	Detective Stories	(1)	B 30	Su	8:00	-

(more)

## Network Radio Programs 1937-38

Thriller Drama - cont'd -

Palmolive Soap	Gang Busters	(3)	C 30	We	10:00	13.7
Silvercup Bread	Lone Ranger	(4)	M 30	3t	7:30	-
Bisdodol	Mr Keen; Tracer of Lost Persons	(1)	B 15	3t	7:15	7.5
Del L & W Coal	Shadow, The	(4)	M 30	Su	5:30	-
Packers Soap	Thatcher Colt Mysteries	(2)	N 30	Su	2:30	5.7
Sloan Linament	Warden Lawes; at Sing Sing	(5)	B 30	Mo	10:00	9.8

Children's Programs -

Pepsodent	Micky Mouse Theater	(1)	N 30	Su	5:30	8.4
-----------	---------------------	-----	------	----	------	-----

Sports Broadcasts -

Adam Hats	Madison Square Garden Boxing	(1)	B 30	Fr	10:00	-
-----------	------------------------------	-----	------	----	-------	---

News, Commentary -

Philco Radios	Boake Carter; news	(6)	C 15	3t	7:45	11.5
Pall Mall	Dorothy Thompson; comment	(2)	B 15	Tu	7:30	-
---	Dorothy Thompson; comment	(2)	N 15	Fr	10:45	-
Pepperell	Dr Karl Reiland; comment	(1)	B 15	Fr	7:15	1.2
---	Gabriel Heatter; news	(3)	M 15	5t	9:00	-
Bromo Quinine	General Hugh S Johnson; comment	(1)	B 15	Th	8:00	1.2
Bromo Quinine	General Hugh S Johnson; comment	(1)	B 15	2t	10:00	1.6
---	Henrik W Van Loon; comment	(2)	N 15	2t	7:30	-
Sun Oil	Lowell Thomas; news	(8)	B 15	5t	6:45	-
(S)	News	(6)	C 15	Su	1:30	-
---	Raymond Gram Swing; news	(2)	M 15	Fr	6:45	-
Jergens Lotion	Walter Winchell; comment	(6)	B 15	Su	9:30	13.8

Public Affairs Talks, Forums -

(S)	America's Town Meeting of the Air	(3)	B 60	Th	9:30	-
(S)	Mutual Forum Hour	(3)	M 30	Su	7:00	-
(S)	National Radio Forum; talks	(5)	B 30	Mo	10:30	-
(S)	Northwestern Reviewing Stand	(1)	M 30	Su	11:00a	-
(S)	University of Chicago Round Table	(5)	N 30	Su	12:30	-

Religious Talk Programs -

(S)	CBS Church of the Air	(7)	C 30	Su	10:00a	-
(S)	CBS Church of the Air	(7)	C 30	Su	1:00	-
(S)	Catholic Hour	(8)	N 30	Su	6:00	-
Gospel B'e'g	Gospel Hour	(2)	M 60	Su	9:00a	-
(S)	Message of Israel	(3)	B 30	Sa	7:00	-
(S)	National Radio Pulpit; Rev Ralph Sockman	(12)	N 30	Su	10:00a	-
(S)	National Vespers; Rev Harry E Fosdick	(11)	B 30	Su	4:00	-
(S)	Religion in the News	(5)	N 15	Sa	6:45	-

Sports News, Interviews -

---	Bill Stern; Sports Review	(1)	B 15	Su	11:45a	-
---	Stan Lonax; Sports	(2)	M 15	5t	7:00	-

Broadway or Hollywood Gossip Programs -

Old Gold	George McCall; Hollywood Gossip	(1)	C 15	2t	7:15	2.5
Bromo Seltzer	Harriet Parsons; Hollywood Gossip	(1)	B 15	We	8:30	2.0
Drene Shampoo	Jimmy Fidler; Hollywood Gossip	(4)	N 15	2t	10:30	-

Miscellaneous Talk Programs -

---	Arthur Godfrey; talk	(1)	M 15	Fr	8:00	-
Red Heart	Bob Becker; dog talks	(3)	N 15	Su	2:00	3.4
(S)	Cheerio; Words and Music	(11)	B 30	Su	10:30	-

(more)

Miscellaneous Talk Programs - cont'd -

Cook & Son	Cook's Travelogue; Malcolm LaPrade	(9)	N 15	Su	2:15	3.3
---	Dale Carnegie; talk	(1)	M 15	Fr	8:30	-
---	Dale Carnegie; interviews	(1)	N 15	Tu	10:45	-
(S)	Education in the News	(4)	N 15	Fr	6:00	-
(S)	Neighbor Nell	(2)	B 15	Su	11:15a	-
(S)	New Poetry; A M Sullivan	(2)	M 30	Su	2:30	-
(S)	Our American Schools; Belmont Farley	(7)	N 15	We	6:00	-
(S)	Science in the News	(2)	N 15	Tu	6:00	-
(S)	Tom Ferris; Letters from Abroad	(2)	N 15	Su	9:15a	-

Daytime General Variety -

(S)	Benay Venuta's Program	(1)	M 60	Sa	2:00	-
(S)	Breakfast Club; Don McNeill	(5)	B 60	6t	9:30	-
(S)	Club Matinee	(1)	B 60	5t	4:00	-

Daytime Concert Music -

(S)	Carnegie Tech Symphony Orchestra	(1)	M 30	Sa	1:30	-
(S)	Cincinnati Conservatory Symphony	(3)	C 30	Fr	3:00	-
(S)	Cincinnati Conservatory Symphony	(3)	C 60	Sa	11:00a	-
(S)	Greenfield Chapel Choir	(1)	C 30	We	8:30a	-
(S)	Metropolitan Opera Broadcasts	(7)	B 185	Sa	1:55	-
(S)	Music and American Youth; Music Clubs	(3)	N 30	Sa	11:30a	-
(S)	NBC Music Appreciation Hour; W Damrosch	(9)	B 60	Fr	2:00	-
(S)	Rochester Civic Orchestra	(7)	B 60	Mo	6:00	-
(S)	Rochester Civic Orchestra	(7)	B 30	Tu	1:45	-
(S)	Westminster Choir	(1)	C 30	Tu	3:00	-

Daytime Light Music -

---	Alice Joy; songs	(4)	M 15	2t	9:30a	-
---	Amanda Snow; songs	(1)	N 15	Sa	10:00a	-
Quaker Oats	Aunt Jemima; songs	(4)	B 15	5t	10:15a	2.3
Musterole	Carson Robison's Buckaroos	(2)	M 15	3t	1:15	-
---	Charloteers Quartette	(3)	N 15	Sa	10:15a	-
---	Deep River Boys	(1)	C 15	Fr	3:45	-
Ivory Soap	Edward McRugh, the Gospel Singer	(5)	B 15	5t	11:45a	-
---	Escorts and Betty; songs	(1)	N 15	5t	1:15	-
---	Frank Luther; songs	(1)	N 15	5t	9:15a	-
---	Grace and Scotty; songs	(1)	B 15	2t	8:45a	-
General Mills	Hymns of All Churches; Joe Emerson Choir	(3)	C 15	3t	1:15	-
---	Jack and Loretta Clemens; songs	(4)	B 15	3t	1:45	-
---	Landt Trio	(9)	N 15	Sa	9:45a	-
---	Lucille and Lanny; songs	(1)	B 15	2t	8:45a	-
---	Ranch Boys	(3)	N 15	Mo	2:30	-
---	Ruth Lyon; soprano	(3)	N 15	5t	1:30	-

Daytime Human Interest Programs -

---	Allie Lowe Miles; Love Problems	(3)	M 15	Fr	10:30	-
Silver Dust	Beatrice Fairfax; advice	(1)	M 15	4t	2:45	-
---	Dramatized Pan Pail	(3)	C 30	Mo	9:00	-
---	Marriage Clinic	(1)	M 30	Sa	10:00a	-
---	Myra Kingsley, astrologer; advice	(1)	M 15	5t	11:45a	-
---	Voice of Experience; advice program	(5)	M 15	5t	1:45	-

Daytime Prestige Drama -

(S)	Radio Guild Dramas	(9)	B 60	Fr	3:00	-
-----	--------------------	-----	------	----	------	---

Daytime Informative Drama -

(S)	American School of the Air	(8)	C 30	5t	2:30	-
-----	----------------------------	-----	------	----	------	---

## Network Radio Programs 1937-38

Daytime Comedy Drama --

Draino	Hello, Peggy	(1)	N 15	2t	11:45a	1.6
---	Johnson Family	(2)	M 15	5t	4:30	-

Daytime Thriller Drama --

---	Charlie Chan	(2)	M 15	5t	5:15	-
Quaker Oats	Dick Tracy	(3)	N 15	5t	5:00	6.8
(S)	Don Winslow of the Navy	(1)	B 15	5t	5:15	-
Wheatena	Jack Armstrong	(5)	N 15	5t	5:30	8.2
---	Junior G-Men	(1)	M 15	3t	5:45	-
Ovaltine	Little Orphan Annie	(6)	M 15	5t	5:30	-
Ovaltine	Little Orphan Annie	(6)	N 15	5t	5:45	7.9
Dari-Rich	Terry and the Pirates	(1)	N 15	3t	5:15	4.6
Ralston	Tom Mix	(5)	B 15	5t	5:45	6.4

Daytime Women's Serial Drama --

---	Arnold Grimm's Daughter	(1)	C 15	5t	1:30	-
Johnson's Wax	Attorney-at-Law	(1)	B 15	5t	10:30a	1.4
Spry	Aunt Jenny's Stories	(2)	C 15	5t	11:45a	5.5
Old Dutch	Bachelor's Children	(2)	C 15	5t	9:45a	-
Sterling	Backstage Wife	(3)	N 15	5t	11:15a	5.9
General Mills	Betty and Bob	(6)	C 15	5t	1:00	-
Rinso	Big Sister	(2)	C 15	5t	11:30a	6.3
Heinz Foods	Carol Kennedy's Romance	(1)	C 15	5t	11:15	2.8
---	Dan Harding's Wife	(2)	N 15	5t	9:45a	-
---	David Harum	(2)	M 15	5t	3:45	-
Bab-O	David Harum	(2)	N 15	5t	11:00a	6.6
Febeco	Follow the Moon	(2)	C 15	5t	5:00	3.6
Kellogg	Girl Alone	(3)	N 15	5t	12:00	-
---	Goldbergs	(7)	M 15	5t	8:45a	-
Oxydol	Goldbergs	(7)	C 15	5t	4:30	7.5
White Naphtha	Guilding Light	(1)	N 15	5t	3:45	6.9
Am Home Prods	Helen Trent	(4)	C 15	5t	12:30	-
Palmolive Soap	Hilltop House	(1)	M 15	5t	11:30a	-
Palmolive Soap	Hilltop House	(1)	C 15	5t	5:45	4.9
---	Houseboat Hannah	(1)	M 15	5t	2:30	-
Am Home Prods	John's Other Wife	(2)	N 15	5t	10:15a	3.4
Am Home Prods	Just Plain Bill	(6)	N 15	5t	10:30a	6.0
---	Kitty Keene	(1)	M 15	5t	2:00	-
Sterling Drugs	Lorenzo Jones	(1)	N 15	5t	4:00	5.6
Oxydol	Ma Perkins	(5)	C 15	5t	10:45a	4.9
Oxydol	Ma Perkins	(5)	N 15	5t	3:15	-
Quaker Oats	Margo of Castlewood	(1)	B 15	5t	10:00a	1.8
Ivory Flakes	Mary Marlin	(4)	B 15	5t	11:00a	6.1
Ivory Flakes	Mary Marlin	(4)	N 15	5t	4:15	10.4
Hinds Cream	Mary Sothern	(2)	C 15	5t	5:15	3.8
O English Wax	Mrs Wiggs of the Cabbage Patch	(3)	N 15	5t	10:00a	5.3
Super Suds	Myrt and Marge	(7)	C 15	5t	10:15a	4.5
---	Myrt and Marge	(7)	M 15	5t	11:15a	-
Ivory Soap	O'Neills, The	(4)	C 15	5t	2:15	4.7
Ivory Soap	O'Neills, The	(4)	N 15	5t	12:15	8.6
---	Our Gal Sunday	(1)	C 15	5t	12:45	-
---	Pepper Young's Family	(2)	M 15	5t	1:30	-
Canay Soap	Pepper Young's Family	(2)	B 15	5t	11:15a	3.9
---	Pepper Young's Family	(2)	N 15	5t	3:00	-
Wonder Bread	Pretty Kitty Kelly	(1)	C 15	5t	10:00a	5.6
---	Road of Life	(1)	C 15	5t	9:30a	-

(more)

Daytime Women's Serial Drama - cont'd -

Chipso	Road of Life	(1)	N 15	5t	4:45	7.1
---	Stella Dallas	(1)	N 15	5t	12:30	-
Colgate	Stepmother	(1)	C 15	5t	10:45a	5.0
Crisco	Vic and Sade	(6)	B 15	5t	11:30a	4.3
Crisco	Vic and Sade	(6)	N 15	5t	3:30	8.8
Pillsbury	Woman in White	(1)	N 15	5t	10:45a	8.0
---	Young Widder Jones	(1)	M 15	5t	4:00	-

Daytime Children's Programs -

Kellogg	Singing Lady; songs, children's stories	(7)	B 15	4t	5:30	3.8
---------	---	-----	------	----	------	-----

Daytime News Programs -

Lucky Strike	Edwin C Hill; Your News Parade	(6)	C 15	5t	12:15	6.2
---	Gabriel Heatter; news	(3)	N 15	2t	9:00a	-
Borden Milk	John B Hughes; Hughes Reel	(1)	N 15	5t	4:30	3.2
Pontiac Motors	Katherine Cravens; News thru woman's eyes	(2)	C 15	3t	2:00	-
(S)	Women and the News	(1)	N 15	3t	9:00a	-

Daytime Public Affairs Talks -

---	Quincy Wright; International Affairs	(1)	C 15	We	3:30	-
-----	--------------------------------------	-----	------	----	------	---

Daytime Religious Talk Programs -

(S)	Devotional Program	(1)	B 15	5t	12:00	-
-----	--------------------	-----	------	----	-------	---

Daytime Broadway or Hollywood Gossip -

---	Bide Dudley; theater talks	(2)	M 15	2t	12:15	-
General Mills	Hollywood News	(1)	C 15	5t	1:45	-

Daytime Homemakers' Programs -

General Mills	Betty Crocker; cooking talks	(11)	C 15	2t	1:15	-
Moore Paint	Betty Moore; home decorator	(5)	N 15	Mo	11:45a	-
National Ice	Homemakers Exchange	(1)	N 15	2t	11:30a	1.1
Phillips	How to be Charming	(2)	N 15	3t	11:30a	1.9
Mueller	Kitchen Calvacade; Crosby Paige	(1)	B 15	5t	10:45a	3.7
Pet Milk	Mary Lee Taylor; cooking talk	(1)	C 15	2t	11:00	1.7
Tapioca	Mary Margaret McBride; chatter	(1)	C 15	5t	12:00	-
---	Mystery Chef; recipes	(6)	N 15	2t	11:45a	-
---	Nell Vinick; beauty talks	(5)	M 15	2t	11:00a	-
Jour Living	Victor Lindlahr; diet talks	(2)	M 15	Th	12:00	-

Daytime Miscellaneous Talk Programs -

(S)	Academy of Medicine Health Talk	(1)	C 15	Tu	4:00	-
---	Arthur Godfrey; talks, organ music	(1)	C 30	3t	9:00a	-
(S)	Child Grows Up	(1)	B 15	Sa	10:30a	-
Lysol	Dr. Alan R Dafoe; child health talk	(2)	C 15	3t	4:45	3.4
Florida Citrus	Emily Post; etiquette	(5)	C 15	2t	10:30a	2.1
(S)	Federation of Women's Clubs Talks	(3)	B 30	Th	4:30	-
(S)	June Eynd, Alma Kitchell; talk it over	(1)	B 15	3t	2:15	-
---	Malcolm Claire; stories	(2)	N 15	6t	8:00a	-
(S)	National Farm and Home Hour (with USDA)	(9)	B 60	6t	12:30	-
(S)	National PTA Talks	(2)	B 30	We	4:30	-
(S)	Stamp Club; guest speakers	(3)	N 15	Sa	5:30	-
---	Ted Malone; Between the Book Ends	(2)	C 15	2t	4:15	-
Vick Chem	Tony Wons; poetry	(6)	C 15	3t	10:30a	2.0
(S)	Woman of Tomorrow	(1)	B 60	Sa	10:00a	-
---	Women in the News	(1)	M 15	5t	5:00	-
(S)	Your Health; AMA series; Dr W W Bauer	(3)	N 15	We	2:00	-





MAJOR NETWORK RADIO PROGRAMS - SEASON 1938-1939  
On Air January 1939

Sponsor	Program	Season on Air	Net, Length, Day, Hour	Hooper Rating
<u>Comedy Variety</u> —				
Lifbuoy Soap	Al Jolson Program; Lud Gluskin orch	(5)	C 30 Tu 8:30	16.8
Grapenuts	Al Pearce and His Gang	(6)	N 30 Mo 8:00	15.5
Pepsodent	Bob Hope Show	(3)	N 30 Tu 10:00	16.2
Chesterfield	Burns and Allen Program	(7)	C 30 Fr 8:30	18.6
Chase & Sanborn	Charlie McCarthy Show; D Amzche, guests	(2)	N 60 Su 8:00	35.1
Camel	Eddie Cantor Program; Fairchild orch	(7)	C 30 Mo 7:30	17.1
Johnson's Wax	Fibber McGee & Molly	(4)	N 30 Tu 9:30	16.7
Maxwell House	Frank Morgan-Fannie Brice Program	(2)	N 60 Th 9:00	20.2
Sal Hepatica	Fred Allen; Town Hall Tonight	(7)	N 60 We 9:00	18.1
Jello	Jack Benny Program	(7)	N 30 Su 7:00	31.4
Wonder Bread	Jack Haley Program; Ted Fiorito orch	(2)	C 30 Fr 7:30	7.7
Post Toasties	Joe E Brown Show; H Sosnik orch	(1)	C 30 Sa 7:30	10.7
Ruskies	Joe Penner Program; Pollock orch	(5)	C 30 Th 7:30	11.0
(S)	Kaltemeyer's Kindergarden	(5)	N 30 Sa 6:00	-
Ew'n Pineapple	Phil Baker Program; Andrews Sisters	(6)	C 30 Sa 9:00	11.9
Gnaker Oats	Tommy Riggs and Betty Lou; guests, orch	(1)	N 30 Sa 8:00	11.0
<u>General Variety</u> —				
Avalon	Avalon Variety; Red Foley, Red Skelton	(1)	N 30 Sa 7:00	6.6
Half & Half	Ben Bernie Orchestra; Lew Lehr, guests	(9)	C 30 Su 5:30	7.4
(S)	Benay Venuta's Program; guests	(2)	M 30 Su 4:30	-
Kraft Cheese	Bing Crosby Show; Bob Burns, Trotter orch	(8)	N 60 Th 10:00	24.5
—	Budd Hulick's Show	(1)	B 30 Mo 9:00	-
Vitalis	For Men Only; George Jessel, guests	(1)	N 30 Tu 8:30	5.3
Swansdown Flour	Kate Smith Hour; G Miller orch, guests	(7)	C 60 Th 8:00	16.7
Kellogg	Kellogg's Circle; Ronald Coleman, MC	(1)	N 60 Su 10:00	-
Radio Corp'n	Magic Key; guests, drama, concert orch	(3)	B 60 Su 2:00	6.1
Royal Gelatin	Rudy Vallee Varieties; guest entertainers	(10)	N 60 Th 8:00	16.4
(S)	Show of the Week	(1)	M 30 Su 6:30	-
(S)	Sunday Drivers; pop music, guests	(2)	N 30 Su 3:00	-
Texaco Oil	Texaco Star Theater; name MCs, guests	(1)	C 60 We 9:00	11.7
(S)	This is New York	(1)	C 60 Su 8:00	-
<u>Amateur or Talent Contest Variety</u> —				
Chrysler Motors	Major Bowes Amateur Hour	(4)	C 60 Th 9:00	19.0
<u>Fillbilly, Minstrel Show</u> —				
Musterole	Carson Robison and His Buckaroos	(3)	B 30 Mo 8:00	2.6
	Minstrel Show	(2)	B 30 Th 10:30	-
Alka Seltzer	National Barn Dance; Joe Kelly MC	(6)	B 60 Sa 9:00	9.3
Model Tobacco	Pick and Pat	(5)	C 30 Mo 8:30	11.0
Bugler Tobacco	Plantation Party; Whitey Ford MC	(1)	B 30 Fr 9:00	3.6
<u>Semi-Variety</u> —				
—	Cal Tinney, interviews; orch	(1)	B 30 Tu 10:00	-
H'Hold Finance	It Can Be Done; Edgar Guest, orch	(2)	C 30 We 10:00	3.4
Old Gold	Old Gold Program; R Benchley, A Shaw orch	(1)	C 30 Su 10:00	7.2
<u>Concert Music</u> —				
Am Rolling	Armco Iron Master; brass band	(6)	B 30 Su 3:00	2.1
Cities Service	Cities Service Concert; Lucille Manners	(12)	N 60 Fr 8:00	6.2
Ford Motors	Ford Sunday Evening Hour	(5)	C 60 Su 9:00	7.5
(S)	Major Bowes Capitol Family	(13)	C 60 Su 11:30a	-
Sherwin W'ns	Metropolitan Opera Auditions	(4)	B 30 Su 5:00	4.8
(S)	Music and American Youth	(4)	N 30 Su 10:30a	-

(more)

## Network Radio Programs 1938-39

Concert Music - cont'd -

(S)	NBC Symphony Orchestra; & Toscanini	(2)	B 90	Sa	10:00	-
(S)	New Friends of Music; orch, soloists	(1)	B 60	Su	6:00	-
(S)	New York Philharmonic Orchestra	(11)	C 120	Su	3:00	-
(S)	Radio City Music Hall	(7)	B 60	Su	12:00	-
(S)	Salt Lake Tabernacle Choir	(10)	C 30	Su	12:30	-
(S)	Sinfonietta; Alfred Wallenstein	(4)	M 30	Th	8:30	-
Vick Chem	Sunday at Seth Parkers	(5)	B 30	Su	7:30	7.8
(S)	Symphonic Strings; Alfred Wallenstein	(2)	M 30	Sa	8:30	-
Firestone Tires	Voice of Firestone	(10)	N 30	Mo	8:30	11.4
(S)	Westminster Choir	(2)	B 30	Mo	9:30	-

Musical Variety -

Bayer Aspirin	Album of Familiar Music	(8)	N 30	Su	9:30	3.2
(S)	Amanda Snow's Party; guests	(2)	B 30	Su	4:30	-
(S)	Around New York; Bonims orch	(1)	B 30	Tu	7:30	-
Camel	Benny Goodman Orch; J Mercer, M Tilton	(2)	C 30	Tu	9:30	9.5
Carnation Milk	Contented Program	(8)	N 30	Mo	10:00	5.9
Pall Mall	Eddie Duchin Orchestra	(3)	N 30	Mo	9:30	4.8
Fitch Shampoo	Fitch Bandwagon; guest orchestras	(1)	N 30	Su	7:30	9.0
Bromo Quinine	Fred Waring Orchestra and Chorus	(5)	N 30	Sa	8:30	9.0
Lady Esther	Guy Lombardo Orchestra	(9)	C 30	Mo	10:00	13.5
Lady Esther	Guy Lombardo Orchestra	(9)	N 30	Fr	10:00	8.0
General Elect	Hour of Charm; Phil Spitalny Girl orch	(4)	N 30	Mo	9:00	7.3
(S)	Irene Wicker; Musical Plays	(1)	N 30	Su	1:00	-
Dr Lyons	Manhattan Merry-go-Round	(7)	N 30	Su	9:00	10.0
	Morton Gould Orchestra	(3)	M 30	Tu	8:30	-
Wheeling Steel	Musical Steelmakers	(1)	M 30	Su	5:00	-
(S)	Operettas	(1)	B 30	Tu	8:00	-
Chesterfield	Paul Whiteman Orchestra	(7)	C 30	We	8:30	9.2
(S)	Percy Faith Concert Orchestra	(1)	M 30	We	9:30	-
Philip Morris	Russ Morgan Orchestra	(2)	C 30	Sa	8:00	9.0
Philip Morris	Russ Morgan Orchestra	(2)	N 30	Tu	8:00	8.2
Pet Milk	Saturday Night Serenade	(3)	C 30	Sa	9:30	9.7
(S)	Spanish Revue	(2)	N 30	Sa	6:00	-
(S)	Ted Fiorito Orchestra	(1)	M 30	Mo	8:00	-
Raleigh	Tommy Dorsey Orchestra	(2)	N 30	We	8:30	12.3
Phillips	Waltz Time; Abe Lyman orch	(6)	N 30	Fr	9:00	7.9
Lucky Strike	Your Hit Parade; Lanny Ross, orch	(4)	C 60	Sa	10:00	15.3

Light Music -

(S)	Barry McKinley; baritone	(3)	N 15	Su	2:30	-
(S)	Barry Wood; tenor	(2)	C 15	Su	10:45	-
Sweetheart Soap	Jack Berch; songs	(2)	N 15	2t	7:45	-
Gulden	Jesters Trio; J Gart, accordion	(6)	B 15	2t	6:30	-
	Rose Marie; songs	(3)	N 15	2t	6:30	-
Roi Tan	Sophie Tucker	(1)	C 15	3t	6:45	5.9
(S)	Southernaires Quartette; spirituals	(9)	B 30	Su	11:30a	-
(S)	Vivian Della Chiesa	(1)	N 15	Su	3:30	-
Tums	Vocal Varieties	(2)	N 15	2t	7:15	6.3

Quiz Programs -

Colgate	Ask-it Basket	(1)	C 30	We	7:30	9.4
Molle	Battle of the Sexes; Sanderson & Crumit	(1)	N 30	Tu	9:30	8.7
Lucky Strike	Kay Kyser's Kollege	(1)	N 60	We	10:00	18.0
Noxzema	Professor Quiz	(3)	C 30	Sa	8:30	12.4
Emergene	Spelling Bee	(2)	N 30	Su	5:30	6.1
Williams	Ture or False	(1)	B 30	Mo	10:00	6.3
G Wash Coffee	Uncle Jim's Question Bee	(3)	B 30	Sa	7:30	9.1
Philip Morris	What's My Name	(1)	M 30	Fr	8:00	-

Human Interest Programs —

Whigley Gum	Gateway to Hollywood	(1)	C 30	Su	6:00	8.3
Ironized Yeast	Good Will Hour; John J Anthony	(2)	M 60	Su	10:00	11.1
Fels Naphtha	Hobby Lobby; Dave Elman, Salter oroh	(2)	B 30	We	8:30	8.9
Wennen	People's Rally	(1)	M 30	Su	3:00	4.1
—	Radie Harris; interviews	(1)	M 15	Th	7:15	—
Kentucky Club	Vox Pop; interviews	(4)	N 30	Sa	9:00	7.4
Sanka Coffee	We, the People; Gabriel Heatter	(3)	C 30	Tu	9:00	16.2

Panel Quiz or Comedy Programs —

Canada Dry	Information, Please; Clifton Fadim	(1)	B 30	Tu	7:30	8.7
------------	------------------------------------	-----	------	----	------	-----

Prestige Drama —

(S)	Great Plays; first series	(1)	B 60	Su	1:00	—
Woodbury Soap	Hollywood Playhouse	(2)	B 30	Su	9:00	11.2
Lux Soap	Lux Radio Theater	(5)	C 60	Mo	9:00	27.0'
Campbell Soups	Orson Welles Mercury Theater	(1)	C 60	Fr	9:00	14.4
Gulf Oil	Screen Guild Players	(1)	C 30	Su	7:30	15.4
Int'l Silver	Silver Theater	(1)	C 30	Su	6:30	11.6

Informative Drama —

(S)	Americans All, Immigrants All	(1)	C 30	Su	2:00	—
DuPont Chem	Cavalcade of America	(4)	C 30	Mo	8:00	6.0
(S)	Columbia Workshop; experimental drama	(3)	C 30	Mo	10:30	—
(S)	Fables in Verse; A Kreymborg	(1)	N 15	Su	2:45	—
Time Mag	March of Time; dramatized news	(8)	B 30	Fr	9:30	—
(S)	Psychological Phenomena Dramas	(1)	M 30	Mo	10:00	—
(S)	World is Yours; Smithsonian series	(3)	N 30	Su	4:30	—

Light, Homey or 'Love Interest' Drama —

—	Aunt Fanny; drama	(1)	N 30	Su	2:00	—
—	Brent House	(1)	B 30	Sa	8:30	—
—	County Seat	(1)	C 15	5t	7:00	—
Corn Kix	Curtain Time	(1)	M 30	Fr	10:00	—
Thrive	Dog Heroes	(2)	B 15	Su	5:45	—
Vaseline	Dr Christian; Jean Hersholt	(2)	C 30	Tu	10:00	7.1
Campana Balm	First Nighter	(9)	C 30	Fr	8:00	15.0
Listerine	Grand Central Station	(2)	C 30	Fr	10:00	8.7
Welch Juice	Irene Rich Dramas	(6)	B 15	Su	9:45	9.0
True Story Mag	Mary and Bob	(2)	B 30	Tu	9:00	2.7
Tenderleaf Tea	One Man's Family	(6)	N 30	We	8:00	15.2
Princess Pat	Princess Pat Players; Tale of Today	(6)	N 30	Su	6:30	5.3
Bayer Aspirin	Second Husband; Helen Mencken	(2)	C 30	Tu	7:30	12.0
Pond Cream	Those We Love	(2)	B 30	Mo	8:30	6.9
—	Wings for the Martins	(1)	B 30	We	9:30	—

Comedy Drama —

Campbell Soups	Amos 'n' Andy	(10)	N 15	5t	7:00	14.4
Anacin	Easy Aces	(7)	B 15	3t	7:00	6.9
—	Johnson Family	(3)	M 15	5t	6:45	—
Postum	Lum and Abner	(4)	C 15	3t	7:15	6.9
Alka Seltzer	Uncle Ezra	(5)	N 30	Su	5:00	6.1
—	Uncle Ezra	(5)	N 15	2t	10:30	—

Thriller Drama —

Dr Lyons	Alias Jimmy Valentine	(2)	B 30	Mo	7:00	3.9
Rinso	Big Town; Edward G Robinson, C Trevor	(2)	C 30	Tu	8:00	18.9
Pacific Borax	Death Valley Days	(9)	N 30	Fr	9:30	7.7
(S)	Famous Jury Trials	(1)	M 30	We	10:00	—

(more)

## Network Radio Programs 1938-39

Thriller Drama - cont'd -

Palmolive Soap	Gang Busters	(4)	C 30	We	8:00	16.4
(S)	Green Hornet	(1)	M 30	2t	8:00	-
Kellogg	Howie Wing	(1)	C 15	5t	6:15	3.9
(S)	Lights Out	(1)	N 30	We	12:30a	-
Silvercup Brd	Lone Ranger	(5)	M 30	3t	7:30	-
Bisodol	Mr. Keen; Tracer of Lost Persons	(2)	B 15	3t	7:15	6.4
—	Renfrew of the Mounted	(2)	B 30	Sa	6:30	-
Del L & W Coal	Shadow, The	(5)	M 30	Su	5:30	-
—	True Detective Mysteries	(3)	M 15	Tu	10:00	-
Sloan Linament	Warden Lawes; at Sing Sing	(6)	B 30	Fr	8:00	6.1

Sports Broadcasts -

Adam Hats	Boxing Bouts	(2)	E 30	Fr	10:00	10.1
-----------	--------------	-----	------	----	-------	------

News Commentary -

(S)	Bob Trout; news	(2)	C 15	5t	6:30	-
(S)	Cesar Saerchinger; Behind the Headlines	(1)	N 15	Fr	10:45	-
Campbell Soups	Edwin C Hill; Human Side of the News	(7)	N 15	2t	7:15	8.0
(S)	Frank Singiser; news	(1)	M 15	Su	7:30	-
(C)	Fulton Lewis, Jr.; news and comment	(1)	M 15	5t	7:15	-
(S)	Gabriel Heatter; news	(4)	M 15	4t	9:00	-
(S)	H V Kaltenborn; comment	(10)	C 15	Su	10:30	-
Sun Oil	Lowell Thomas; news	(9)	B 15	5t	6:45	15.7
(S)	News Reports	(1)	M 15	6t	6:30	-
(S)	Norman Brokenshire; comment	(1)	M 15	Su	7:45	-
(S)	Raymond Gram Swing; news	(3)	M 15	Tu	7:15	-
Jergens Lotion	Walter Winchell; comment	(7)	B 15	Su	9:30	13.2

Public Affairs Talks, Forums -

(S)	American Forum of the Air	(4)	M 30	Su	8:00	-
(S)	American Viewpoints; ACLU series	(1)	C 15	Th	10:45	-
(S)	America's Town Meeting of the Air	(4)	B 60	Th	9:30	-
(S)	Capitol Opinions	(1)	C 15	Sa	10:45	-
(S)	National Radio Forum; talks	(6)	B 30	Mo	10:30	-
(S)	Northwestern Reviewing Stand	(2)	M 30	Su	11:00a	-
(S)	People's Platform; forum, Lyman Bryson	(1)	C 30	Su	7:00	-
(S)	University of Chicago Round Table	(6)	N 30	Su	12:30	-

Religious Talk Programs -

(S)	CBS Church of the Air	(8)	C 30	Su	10:00a	-
(S)	CBS Church of the Air	(8)	C 30	Su	1:00	-
(S)	Catholic Hour	(9)	N 30	Su	6:00	--
Gospel B'e'g	Gospel Hour	(3)	M 60	Su	9:00a	-
(S)	Message of Isarel	(4)	B 30	Sa	7:00	-
(S)	National Radio Pulpit; Rev Ralph Sockman	(13)	N 30	Su	10:00a	-
(S)	National Vespers; Rev Harry E Fosdick	(12)	B 30	Su	4:00	-
(S)	Religion in the News; Walter Van Kirk	(6)	N 15	Sa	6:45	-

Sports News, Interviews -

—	Bill Stern; sports talk	(2)	N 15	Th	6:30	-
Phillies	Sam Balter; Inside of Sports	(1)	M 15	3t	7:45	-
—	Stan Lomax; sports	(3)	M 15	6t	7:00	-

Broadway and Hollywood Gossip Programs -

Drene Shampoo	Jimmy Fidler; Hollywood Gossip	(5)	C 15	Tu	7:15	7.7
Drene Shampoo	Jimmy Fidler; Hollywood Gossip	(5)	N 15	Fr	7:15	12.1

Miscellaneous Talk Programs --

(S)	Adventures in Science; W Davis	(1)	C 15	Th	7:15	-
Red Heart	Bob Becker; dog talks	(4)	N 15	Su	3:45	3.7
(S)	Cheerio; readings, music	(12)	B 30	Su	10:30	-
Cook & Sons	Cook's Travelogue; Malcolm LaPrade	(10)	B 15	Su	5:30	-
Sensation	Don't You Believe It; Tom Slater	(1)	M 15	Th	7:30	-
	Emily Post; talk on etiquette	(6)	N 15	Tu	7:45	-
(S)	Lamplighter; Jacob Tarshish	(3)	M 15	Su	12:30	-
---	Malcolm Claire; stories	(3)	N 15	3t	6:15	-
---	Neighbor Nell	(3)	B 15	Su	11:15a	-
(S)	New Poetry; A M Sullivan	(3)	M 15	Su	2:45	-
(S)	Our American Schools; Belmont Farley	(8)	N 15	We	6:00	-
(S)	Science in the News	(3)	N 15	Mo	6:00	-
(S)	Science talk; Dr C L Fenton	(1)	B 15	Mo	7:45	-
(S)	Tom Terris; stories	(3)	N 15	Su	9:15a	-

Daytime General Variety --

(S)	Breakfast Club; Don McNeill	(6)	B 60	6t	9:00a	-
(S)	Club Matines	(2)	B 60	6t	4:00	-

Daytime Concert Music --

(S)	Cincinnati Conservatory Symphony	(4)	C 60	Sa	11:00a	-
(S)	Curtis Institute Recital	(4)	C 60	Mo	3:00	-
(S)	Eastman School of Music Symphony	(5)	N 30	Sa	11:30a	-
(S)	Greenfield Chapel Choir	(2)	C 15	We	8:30	-
(S)	Indianapolis Symphony Orchestra	(2)	C 60	We	3:00	-
---	Metropolitan Opera Broadcasts	(8)	N 180	Sa	2:00	-
(S)	NBC Music Appreciation Hour; W Damrosch	(10)	B 60	Fr	2:00	-
(S)	Rochester Civic Orchestra; Guy F Harrison	(8)	B 45	Mo	3:00	-
(S)	Rochester Civic Orchestra	(8)	B 30	Tu	1:30	-

Daytime Light Music --

(S)	Alma Kitchell; contralto	(2)	B 15	Mo	2:30	-
(S)	Amanda Snow; songs	(2)	B 15	Sa	10:15a	-
---	Barry McKinley; baritone	(3)	B 15	Fr	5:00	-
---	Bob Carroll; baritone	(1)	B 15	2t	10:30a	-
---	Breen and DeRose; songs, patter	(11)	B 15	5t	10:45a	-
---	Charioteers Quartette	(4)	N 15	Sa	10:45a	-
---	Deep River Boys	(2)	C 15	5t	8:15a	-
Ivory Soap	Edward McHugh, the Gospel Singer	(6)	N 15	4t	9:45a	2.9
---	Escorts and Betty	(2)	N 15	Th	1:15	-
---	Happy Jack Turner	(4)	N 15	5t	9:00a	-
---	Herman and Banta; xylophone and piano	(3)	B 15	Fr	9:45a	-
General Mills	Hymns of All Churches; Joe Emerson Choir	(4)	N 15	3t	2:45	5.8
---	Irene Beasley; songs	(4)	C 15	5t	2:00	-
---	Jack and Loretta Clements; songs	(5)	B 15	6t	8:45a	-
---	Judy and Lanny; songs	(1)	B 15	Mo	1:45	-
---	Kidoodlers; novelty quartette	(2)	B 15	Fr	9:30a	-
---	Milt Herth Trio	(1)	N 15	6t	8:00a	-
My-T-Fine	Mighty Shw	(1)	C 15	5t	5:45	1.1
---	Montana Slim	(3)	C 15	5t	9:15a	-
---	Red River Dave	(1)	M 15	Tu	12:00	-
---	Richard Maxwell; hymns	(3)	C 15	5t	9:00a	-
Acme Paint	Smiling Ed McConnell	(7)	B 15	2t	10:30a	3.1
(S)	Southernaires Quartette; spirituals	(9)	B 15	2t	12:00	-

## Network Radio Programs 1938-39

Daytime Human Interest Programs —

(S)	Children's Hobbies	(1)	B 30	Sa 11:30a	-
---	Marriage Clinic	(2)	M 30	Sa 10:00a	-
(S)	Marriage License Romances	(1)	M 15	3t 1:45	-
Lydia Pinkham	Voice of Experience	(6)	M 15	3t 1:45	2.0

Daytime Comedy Talk Programs —

---	Gene & Glenn; patter	(3)	N 15	6t 8:15a	-
---	Wife Saver; Allen Prescott	(6)	N 15	Fr 9:45a	-

Daytime Informative Drama —

(S)	Adventures in Reading	(1)	B 30	Mo 2:00	-
(S)	AMA Health Dramas; Dr W W Bauer	(4)	B 30	We 2:00	-
(S)	American School of the Air	(9)	C 30	5t 2:30	-
(S)	Ideas That Came True; Dr R G Reynolds	(1)	B 30	Th 2:00	-
(S)	Mutual School of the Air	(1)	M 30	Fr 10:00a	-
(S)	Science Dramas; Dr C L Fenton	(1)	B 30	Tu 2:00	-

Daytime Light Drama —

---	Four Corners Theater	(1)	C 30	Sa 10:30a	-
---	Peebles Takes Charge	(1)	B 15	3t 1:30	-

Daytime Thriller Drama —

---	Bert Lytell's Adventures	(1)	M 15	2t 9:15a	-
Puffed Wheat	Dick Tracy	(4)	N 15	5t 5:00	6.9
Kellogg	Don Winslow of the Navy	(2)	B 15	5t 5:30	3.1
Wheaties	Jack Armstrong	(6)	N 15	5t 5:30	6.8
Ovaltine	Little Orphan Annie	(7)	N 15	5t 5:45	5.3
Dari-Rich	Terry and the Pirates	(2)	B 15	3t 5:15	3.3
Ralston	Tom Mix	(6)	B 15	5t 5:45	3.2

Daytime Women's Serial Drama —

General Mills	Arnold Grimm's Daughter	(2)	N 15	5t 2:15	5.1
Spry	Aunt Jenny's Stories	(3)	C 15	5t 11:45a	5.7
Old Dutch	Bachelor's Children	(3)	C 15	5t 9:45a	6.2
Dr Lyons	Backstage Wife	(4)	N 15	5t 4:00	7.3
Wheaties	Betty and Bob	(7)	N 15	5t 2:00	5.8
Rinso	Big Sister	(3)	C 15	5t 11:30a	7.3
Oxydol	Central City	(1)	N 15	5t 10:00a	3.6
---	Dan Harding's Wife	(3)	N 15	5t 12:00	-
Bab-O	David Harum	(3)	N 15	5t 11:00a	5.7
Personal Fin	Doc Barclay's Daughters	(1)	C 15	5t 2:00	1.9
Quaker Oats	Girl Alone	(4)	N 15	5t 4:45	5.5
Oxydol	Goldbergs, The	(8)	C 15	5t 1:00	10.0
Am Home Prods	Helen Trent	(5)	C 15	5t 12:30	5.7
Kleenex	Her Honor, Nancy James	(1)	C 15	5t 12:15	4.1
Palmolive Soap	Hilltop House	(2)	C 15	5t 10:30a	6.9
Lava Soap	Houseboat Hannah	(2)	B 15	5t 10:45a	3.5
---	Into Tomorrow	(1)	B 15	5t 10:00a	-
Ward Baking	Jane Arden	(1)	B 15	5t 10:15a	1.3
Hill Drops	John's Other Wife	(3)	N 15	5t 10:15a	3.4
Calox	Joyce Jordan, Girl Interne	(1)	C 15	5t 9:30a	3.2
Kolynos	Just Plain Bill	(7)	N 15	5t 10:30a	4.8
Ivory Soap	Life Can Be Beautiful	(1)	C 15	5t 1:15	7.9
Phillips	Lorenzo Jones	(2)	N 15	5t 11:15a	4.3
Oxydol	Ma Perkins	(6)	N 15	5t 3:15	11.3
Ivory Soap	Mary Marlin	(5)	B 15	5t 11:00a	5.6

(more)

Daytime Women's Serial Drama - cont'd -

Ivory Soap	Mary Marlin	(5)	N 15	5t	3:00	9.6
Supersuds	Myrt and Marge	(8)	C 15	5t	10:15a	5.9
Ivory Soap	O'Neills, The	(5)	N 15	5t	12:15	8.5
Anacin	Our Gal Sunday	(2)	C 15	5t	12:45	-
Camay Soap	Pepper Young's Family	(3)	B 15	5t	11:30a	4.6
Camay Soap	Pepper Young's Family	(3)	N 15	5t	3:30	9.8
Wonder Bread	Pretty Kitty Kelly	(2)	C 15	5t	10:00a	6.5
Chipsco	Road of Life	(2)	C 15	5t	1:30	8.0
Chipsco	Road of Life	(2)	N 15	5t	11:45a	5.7
Wrigley Gum	Scattergood Baines	(1)	C 15	5t	11:15a	3.3
Phillips	Stella Dallas	(2)	N 15	5t	4:15	7.7
Colgate	Stepmother	(2)	C 15	5t	10:45a	4.0
Crisco	This Day is Ours	(1)	C 15	5t	1:45	5.0
Corn Kix	Those Happy Gilmans	(1)	N 15	5t	1:45	3.6
Bisquick	Valiant Lady	(1)	N 15	5t	2:30	5.4
Crisco	Vio and Sade	(7)	B 15	5t	11:15a	5.6
Crisco	Vio and Sade	(7)	N 15	5t	4:30	6.8
Pillsbury	Woman in White	(2)	N 15	5t	10:45a	5.3
Cal Aspirin	Young Widder Brown	(2)	N 15	5t	11:30a	3.7
Sealtest	Your Family and Mine	(1)	N 15	5t	5:15	4.9

Daytime Children's Programs -

(S)	Bright Idea Club; children's hobbies	(1)	B 30	Sa	11:30a	-
Wheatena	Dorothy Gordon; children's stories	(2)	M 15	3t	5:45	0.2
(S)	Once Upon a Time; children's drama	(1)	M 30	Sa	10:30a	-

Daytime Religious Talk Programs -

(S)	Devotional Program	(2)	N 15	5t	12:30	-
-----	--------------------	-----	------	----	-------	---

Daytime Broadway or Hollywood Gossip -

---	Bide Dudley, Theater Club	(3)	M 15	Mo	11:45a	-
-----	---------------------------	-----	------	----	--------	---

Daytime Homemaker's Programs -

General Mills	Betty Crocker; cooking talk	(12)	N 15	2t	2:45	5.2
Moore Paint	Betty Moore; home decorating	(6)	N 15	Sa	11:00a	-
Pet Milk	Mary Lee Taylor; cooking talks	(2)	C 15	2t	11:00a	3.3
La France	Mary Margaret McBride; chatter	(2)	C 15	3t	12:00	4.2

Daytime Miscellaneous Talk Programs -

(S)	American Education Forum	(1)	B 30	Sa	12:00	-
(S)	Child Grows Up; US Children's Bureau	(2)	B 15	Sa	10:45a	-
---	Fact Finder; Clara Smith	(1)	C 15	3t	11:00a	-
(S)	Federation of Women's Club Talks	(4)	N 15	Tu	1:30	-
---	Florence Hale; radio columnist	(1)	N 15	Sa	10:30a	-
(S)	Get Thin to Music; talk, music	(1)	M 15	5t	11:30a	-
Fleischman	Getting Most out of Life	(1)	B 15	5t	11:45a	1.3
Goodyear Tires	Goodyear Farm Service; area markets	(1)	B 15	5t	1:15	1.4
(S)	Hayden Planetarium Talks; H Adamson	(2)	C 30	Fr	5:30	-
(S)	June Hynd; Lets Talk it Over	(2)	N 15	3t	1:15	-
Diamond Salt	Kate Smith Talks	(7)	C 15	3t	12:00	3.3
---	Modern Living; Dr Parrish	(1)	M 15	3t	9:15a	-
(S)	National Farm and Home Hour (with USDA)	(10)	B 45	6t	12:30	-
---	Neighbor Nell	(3)	B 15	3t	12:15	-
---	Poetry and Philosophy	(1)	N 15	5t	9:15a	-
(S)	Stamp Club; Captain Tim Healy	(4)	N 15	Sa	5:15	-
(S)	Ted Malone; Between the Bookends	(3)	B 15	5t	3:45	-
---	Victor Lindlahr; diet talks	(3)	M 15	3t	12:00	-





MAJOR NETWORK RADIO PROGRAMS - SEASON 1939-1940  
On Air January 1940

83

Sponsor	Program	Season on Air	Net, Day, Hour	Length, Hour	Hooper Rating
<u>Comedy Variety</u> --					
Hawaiian Pine	Al Pearce and His Gang	(7)	C 30 We	8:00	13.7
Pepsodent	Bob Hope Program	(4)	N 30 Tu	10:00	25.0
Hinds Cream	Burns and Allen	(8)	C 30 We	7:30	15.8
Chase & Sanborn	Charlie McCarthy; Edgar Bergen	(3)	N 30 Su	8:00	34.6
Maxwell House	Fannie Brice "Baby Snooks" Program	(1)	N 60 Th	9:00	17.7
Johnson's Wax	Fibber McGee & Molly	(5)	N 30 Tu	9:30	30.8
Sal Hepatica	Fred Allen Program; Town Hall Tonight	(8)	N 60 We	9:00	16.6
Jello	Jack Benny Program	(8)	N 30 Su	7:00	34.1
Ward Baking	Joe Penner Program	(6)	B 30 Th	8:30	9.0
(S)	Kaltenmeyer's Kindergarten	(6)	N 30 Sa	6:00	-
Texaso Oil	Ken Murray Program; Texaso Star Theater	(1)	C 60 We	9:00	16.4
Quaker Oats	Milton Berle Program	(1)	N 30 Sa	8:30	11.8
Quaker Oats	Tommy Riggs and Betty Lou	(2)	N 30 Mo	8:00	13.1
<u>General Variety</u> --					
Alka Seltzer	Alec Templeton Time	(1)	N 30 Mo	9:30	10.6
Avalon	Avalon Variety Time; Cliff Arquette	(2)	N 30 We	8:30	10.2
Half & Half	Ben Bernie Orch; Lew Lehr, guests	(10)	C 30 Su	5:30	12.5
Kraft Cheese	Bing Crosby Program; Bob Burns	(9)	N 60 Th	10:00	23.3
Vitalis	For Men Only; George Jessel, guests	(2)	N 30 Th	8:00	10.3
Grapenuts	Kate Smith Hour; Abbott-Costello	(8)	C 60 Fr	8:00	19.6
(S)	Show of the Week	(2)	M 30 Su	6:30	-
(S)	Sunday Drivers	(3)	N 30 Su	9:30a	-
<u>Amateur or Talent Contest Variety</u> --					
Chrysler Motors	Major Bowes Amateur Hour	(5)	C 60 Th	9:00	21.6
<u>Billbilly, Minstrel Shows</u> --					
Kusterole	Carson Robison's Buckaroos	(4)	B 30 Fr	8:30	2.5
---	Minstrel Show	(1)	M 30 Tu	10:30	-
Model Tobacco	Model Minstrels; Howard & Shelton	(1)	C 30 Mo	8:30	13.8
Alka Seltzer	National Barn Dance	(7)	B 60 Sa	9:00	10.9
Bugler Tobacco	Plantation Party	(2)	B 30 Fr	9:00	5.3
<u>Semi-Variety</u> --					
Philip Morris	Breezing Along; Jack Smith, orch, drama	(1)	B 30 We	8:00	4.7
General Elect	Hour of Charm; Girl orch, speaker	(5)	N 30 Su	10:00	11.7
Philip Morris	Johnny Presents; variety 5-m drama	(1)	N 30 Tu	8:00	9.8
Wrigley Gum	Gene Autry; Western music, drama	(1)	C 30 Su	6:30	10.7
Corn Kix	Grouch Club; gripes, letters, orch	(1)	N 30 Su	6:30	13.7
Tums	Pot o' Gold; \$1000 giveaway, H Heidt orch	(1)	N 30 Tu	8:30	21.1
Palmolive Soap	Strange as it Seems; dramas, orch	(1)	C 30 Th	8:30	12.8
Raleigh	Uncle Walter's Dog House	(1)	N 30 Tu	10:30	-
<u>Concert Music</u> --					
Ethyl Gas	Andre Kostelanetz; Tune-Up Time	(6)	C 30 Mo	8:00	9.5
Cities Service	Cities Service Concert; Lucille Manners	(13)	N 60 Fr	8:00	9.2
Ford Motors	Ford Sunday Evening Hour	(6)	C 60 Su	9:00	13.1
(S)	Major Bowes Capitol Family	(4)	C 60 Su	11:30a	-
Sherwin W'ms	Metropolitan Opera Auditions	(5)	B 30 Su	5:30	4.1
(S)	NBC Symphony Orchestra; A Toscanini	(3)	B 60 Sa	10:00	-
(S)	NBC String Symphony; Frank Black	(1)	N 30 Su	2:00	-
(S)	New Friends of Music Concert	(2)	B 60 Su	6:00	-
(S)	New York Philharmonic Orchestra	(12)	C 120 Su	3:00	-

(more)

## Network Radio Programs 1939-40

Concert Music - cont'd -

(S)	Radio City Music Hall	(8)	B 60	Su	12:00	-
(S)	Rochester Civic Orchestra	(9)	B 30	Mo	9:00	-
(S)	Rochester Philharmonic Orch; Jose Iturbe	(4)	B 30	Th	9:00	-
(S)	Salt Lake Tabernacle Choir	(11)	C 30	Su	12:30	-
(S)	Sinfonietta; Alfred Wallenstein	(5)	M 30	Fr	8:30	-
(S)	Symphonic Strings	(3)	M 30	Sa	9:30	-
Firestone Tires	Voice of Firestone	(11)	N 30	Mo	8:30	12.1
(S)	Wings Over Jordan; Negro chorus, hymns	(1)	C 30	Su	9:30a	-

Musical Variety -

Bayer Aspirin	Album of Familiar Music; Frank Munn	(9)	N 30	Su	9:30	12.3
—	Andrew Sisters; Glenn Miller orch	(1)	C 15	We	10:00	6.2
(S)	Around New York; Bonima orch	(2)	B 30	Tu	7:30	-
—	Bob Crosby Orchestra	(2)	M 30	We	8:00	-
Camel	Bob Crosby Orchestra	(2)	N 30	Sa	10:00	12.1
Carnation Milk	Contented Program; Pasternak orch	(9)	N 30	Mo	10:00	7.4
Fitch Shampoo	Fitch Bandwagon; guest orchestras	(2)	N 30	Su	7:30	22.4
Chesterfield	Fred Waring Orchestra and Chorus	(6)	N 15	5t	7:00	11.5
—	Glenn Miller Orchestra	(1)	C 15	2t	10:00	6.2
Sohio Oil	George Olson Orchestra	(2)	B 30	Fr	10:30	-
Lady Esther	Guy Lombardo Orchestra	(10)	C 30	Mo	10:00	12.9
Lady Esther	Guy Lombardo Orchestra	(10)	N 30	Fr	10:00	10.5
(S)	Hawaiian Music	(1)	B 30	Su	8:30	-
(S)	Horse and Buggy Days	(1)	B 30	We	9:30	-
Dr Lyons	Manhattan Merry-go-Round	(8)	N 30	Su	9:00	14.3
—	Morton Gould Orchestra	(4)	M 30	Tu	8:30	-
Wheeling Steel	Musical Steelmakers	(2)	M 30	Su	5:00	4.2
(S)	Music from Hawaii	(1)	M 30	Sa	8:00	-
—	Raymond Scott Orchestra; Nan Wynn	(1)	C 30	Tu	9:30	-
—	Roy Shields Revue	(1)	B 30	2t	10:00	-
Sens'n Cig	Sammy Kaye Orchestra	(2)	N 30	Mo	7:30	8.0
Pet Milk	Saturday Night Serenade; S Kaye orch	(4)	C 30	Sa	9:45	8.7
—	Ted Fiorito Orchestra	(2)	M 30	Mo	8:30	-
Phillips	Waltz Time	(7)	N 30	Fr	9:00	8.8
Halco Shampoo	Wayne King Orchestra	(8)	C 30	Sa	8:30	11.0
Old Gold	Winton Orchestra	(1)	N 30	Mo	10:30	-
Col Records	Young Man With Band	(1)	C 30	Fr	10:30	-
Lucky Strike	Your Hit Parade; Barry Wood, Bonnie Baker	(5)	C 45	Sa	9:00	14.1

Light Music -

—	Charioteers Quartette	(5)	M 30	Sa	6:30	-
—	Dinah Shore; songs	(1)	B 15	Su	7:00	-
—	Felix Knight; tenor	(1)	N 30	Th	7:30	-
—	Four Clubmen; songs	(1)	C 15	Tu	10:45	-
—	John Gurney; baritone	(1)	B 30	Su	1:30	-
—	Josef Marais; African Trek	(1)	B 30	Fr	7:00	-
Thrive	Moylan Sisters	(1)	B 15	Su	5:00	-
—	Perole String Quartette	(1)	M 30	Su	12:00	-
—	Ray Perkins; piano, songs	(3)	B 15	Mo	6:30	-
—	Revelers Quartette	(2)	N 30	We	7:30	-
—	Rollini Trio	(1)	M 30	5t	6:30	-
(S)	Safety Songs; Irving Caesar	(1)	M 15	Su	12:30	-
Air Cond'g	Smiling Ed McConnell	(8)	B 15	Su	10:45a	-
—	Southernaires Quartette; spirituals	(10)	B 30	Su	11:30a	-
—	Ted Steele; songs	(1)	M 15	Fr	10:45	-
—	Vass Family; songs	(4)	B 15	Su	1:15	-

Platter Music -

(S)	Kay Kyser (recorded orchestra music)	(2)	M 60	Th	8:00	-
-----	--------------------------------------	-----	------	----	------	---

Quiz Programs —

Colgate	Ask-It-Basket	(2)	C 30	Th	8:00	15.7
—	Authors Quiz	(1)	M 30	Mo	8:00	—
Molle	Battle of the Sexes; Crumit-Sanderson	(2)	N 30	Tu	9:00	17.5
Kennen	Col Lemiel Stoopnagle; Quixie-Doodle	(1)	M 30	Fr	8:00	—
Mars Candy	Doctor I Q	(1)	N 30	Mo	9:00	11.8
—	Don't Forget	(1)	B 30	Fr	8:00	—
Lucky Strike	Kay Kyser's Kollege	(2)	N 60	We	10:00	21.2
—	Mystery History Quiz	(1)	M 30	Su	2:00	—
Philip Morris	Name Three Quiz	(1)	M 30	Sa	8:30	—
Teel	Professor Quiz	(4)	C 30	Fr	7:30	13.5
Tums	Quicksilver	(1)	B 30	We	8:30	5.3
Emergine	Spelling Bee; Paul Wing	(3)	N 30	Su	5:30	5.9
Williams	True or False	(2)	B 30	Mo	8:30	9.3
Oxydol	What's My Name	(2)	N 30	Sa	7:00	12.1
Sloan Linament	Youth vs Age	(1)	B 30	Su	8:30	4.6

Human Interest Programs —

Ironized Yeast	Court of Missing Heirs	(1)	C 30	Tu	8:30	6.8
Ironized Yeast	Good Will Hour; John J Anthony	(3)	M 60	Su	10:00	9.0
Glass Jar	I Want a Divorce	(1)	N 30	Su	3:00	—
Fels Naphtha	Hobby Lobby; Dave Elman MC	(3)	C 30	Su	5:00	14.0
Kentucky Club	Vox Pop; interviews	(5)	C 30	Th	7:30	10.8
Sanka Coffee	We, the People; interviews	(4)	C 30	Tu	9:00	16.9

Panel Quiz or Comedy Programs —

Canada Dry	Information, Please; Clifton Fadiman	(2)	B 30	Tu	8:30	12.3
------------	--------------------------------------	-----	------	----	------	------

Prestige Drama —

(S)	Great Plays; second series	(2)	B 60	Su	2:00	—
Woodbury Soap	Hollywood Playhouse	(3)	N 30	We	8:00	13.0
Lux Soap	Lux Radio Theater	(6)	C 60	Mo	9:00	26.9
Campbell Soups	Orson Wells; Campbell Playhouse	(2)	C 60	Su	8:00	12.8
Gulf Oil	Screen Guild Playhouse	(2)	C 30	Su	7:30	13.0
Int'l Silver	Silver Theater	(2)	C 30	Su	6:00	15.5

Informative Drama —

(S)	Art for Your Sake; Dr Bernard Meyers	(1)	N 30	Sa	7:30	—
DuPont Chem	Cavalcade of America; historical drama	(5)	B 30	Tu	9:00	6.5
(S)	Democracy in Action	(1)	C 30	Su	2:00	—
(S)	On Your Job; vocational series	(1)	N 30	Su	12:30	—
(S)	World is Yours; Smithsonian series	(4)	N 30	Su	4:30	—

Light, Honey or 'Love Interest' Drama —

—	Brent House	(2)	B 30	Tu	10:30	—
Vaseline	Dr Christian; Jean Hersholt	(3)	C 30	Fr	9:30	13.4
Campana Balm	First Nighter	(10)	C 30	Fr	9:30	17.1
Listerine	Grand Central Station	(3)	C 30	Fr	10:00	14.4
Campana Balm	Grand Hotel	(6)	C 30	Su	1:30	3.4
Raleigh	Home Town	(1)	N 30	Su	10:30	—
Welch Juice	Irene Rich Dramas	(7)	B 15	Su	9:30	8.6
—	Magic Waves	(1)	N 15	Fr	7:45	—
—	Nobody's Children	(1)	M 30	Su	4:00	—
Silvercup Brd	One of the Finest	(1)	B 30	2t	7:30	—
Tenderleaf Tea	One Man's Family	(7)	N 30	Su	8:30	26.7
Bayer Aspirin	Second Husband; Helen Mencken	(3)	C 30	Tu	7:30	11.3
Royal Gelatin	Those We Love	(3)	N 30	Th	8:30	11.3
—	Yesterday's Children	(1)	B 30	Fr	7:30	—

## Network Radio Programs 1939-40

Comedy Drama —

Jello	Aldrich Family	(1)	B 30	Tu	8:00	12.4
Campbell Soups	Amos 'n' Andy	(11)	C 15	5t	7:15	11.6
Camel	Blondie	(1)	C 30	Mo	7:30	11.4
Anacin	Easy Aces	(8)	B 15	3t	7:00	9.6
—	Li'l Abner	(1)	N 15	5t	6:45	—
Postum	Lum and Abner	(5)	C 15	3t	7:30	11.2
Woodbury Soap	Parker Family	(1)	B 15	Su	9:15	10.8

Thriller Drama —

Rinso	Big Town; Edward G Robinson	(3)	C 30	Tu	8:00	17.5
Pacific Borax	Death Valley Days	(10)	N 30	Sa	9:30	7.4
—	Ellery Queen	(1)	C 30	Su	10:00	—
Cue Mag	Gang busters	(5)	C 30	Sa	8:00	17.5
—	Green Hornet	(2)	B 30	2t	8:00	—
Fleischmann	I Love a Mystery	(1)	N 15	5t	7:15	11.2
Bond Bread	Lone Ranger	(6)	M 30	3t	7:30	—
Pepsodent	Mn District Attorney	(1)	B 30	Su	7:30	6.1
Bisodol	Mr. Keen; Tracer of Lost Persons	(3)	B 15	3t	7:15	6.7
Philip Morris	Philip Morris Playhouse; Crime Drama	(1)	C 30	Fr	9:00	14.9
—	Renfrew of the Mounted	(3)	B 30	Sa	6:30	—
Del L & W Coal	Shadow, The	(6)	M 30	Su	5:30	11.7
Bromo Quinine	Sherlock Holmes; Basil Rathbone	(6)	B 30	Mo	8:30	9.1
—	Sherlock Holmes	(6)	M 30	We	8:30	—
Wonder Bread	Sky Blazers; Col Roscoe Turner	(1)	C 30	Sa	7:30	6.8
—	Spy Stories	(1)	M 30	Th	9:30	—

Sports Broadcasts —

Adam Hat	Boxing Bouts	(3)	B 45	Fr	10:00	—
----------	--------------	-----	------	----	-------	---

News, Commentary —

(S)	Arthur Hale; news, comment	(1)	M 15	Su	9:30	—
(S)	Arthur Hale; news, comment	(1)	M 15	2t	9:00	—
(S)	Albert Warner, George Fielding Eliot	(1)	C 15	2t	6:30	—
(S)	CBS European News	(1)	C 15	5t	6:45	—
Co-op	Drew Pearson, Robert Allen	(2)	M 30	Su	6:00	—
American Oil	Edwin C Hill; news	(8)	C 15	6t	6:00	—
(S)	Elmer Davis; news, comment	(1)	C 15	3t	6:30	—
Co-op	Fulton Lewis Jr; news, comment	(2)	M 15	3t	10:30	—
(S)	Gabriel Heatter; comment	(5)	M 15	Su	7:45	—
(S)	Gabriel Heatter; news, comment	(5)	M 15	3t	9:00	—
—	John B Kennedy; news	(4)	M 15	2t	7:15	—
(S)	Leonard H Nason; comment	(1)	M 15	Mo	9:15	—
Sun Oil	Lowell Thomas; news	(10)	B 15	5t	6:45	15.0
(S)	Mutual News Reports	(2)	M 15	Su	7:30	—
(S)	Mutual News Reports	(2)	M 15	Su	10:00	—
(S)	Mutual Overseas War Report	(1)	M 15	Su	11:00	—
(S)	Mutual Overseas War Report	(1)	M 15	2t	9:15	—
(S)	NBC European News	(1)	N 15	Su	3:30	—
(S)	News Comments	(1)	B 15	Su	5:15	—
(S)	News from Europe	(1)	B 15	Su	7:15	—
—	Paul Schubert; news	(1)	M 15	We	9:15	—
Raleigh	Paul Sullivan; news	(1)	C 15	6t	11:00	—
White Owl	Raymond Gram Swing; news	(4)	M 15	5t	10:00	—
(S)	Sunday Overseas Pickup	(5)	C 30	Su	7:00	—
Jergens Lotion	Walter Winchell; news comment	(8)	B 15	Su	9:00	20.0
—	William Hillman; overseas report	(1)	B 15	Su	10:00	—

Public Affairs Talks, Forums —

(S)	American Forum of the Air; Theodore Granik	(5)	M 60	Su	8:00	-
(S)	America's Town Meeting; George V Denny	(5)	B 60	Th	9:30	-
(S)	Foreign Policy Association talks	(4)	B 15	Su	3:15	-
(S)	National Radio Forum; talks	(7)	B 30	Mo	10:30	-
(S)	Northwestern Reviewing Stand; forum	(3)	M 30	Su	11:30a	-
(S)	People's Platform; Lyman Bryson	(2)	C 30	Sa	7:00	-
(S)	Public Affairs Talks	(1)	C 15	We	10:15	-
(S)	University of Chicago Round Table	(7)	N 30	Su	2:30	-

Religious Talk Programs —

(S)	CBS Church of the Air	(9)	C 30	Su	10:00a	-
(S)	CBS Church of the Air	(9)	C 30	Su	1:00	-
(S)	Catholic Hour	(10)	N 30	Su	6:00	-
Gospel B'o'g	Gospel Hour; Old Fashioned Revival	(4)	M 60	Su	9:00a	-
Lutheran Laymen	Lutheran Hour; Rev Walter A Maier	(2)	M 30	Su	1:30	-
(S)	Message of Israel	(5)	B 30	Sa	7:00	-
(S)	National Radio Pulpit; Rev Ralph Sockman	(14)	N 30	Su	10:00a	-
(S)	National Vespers; Rev Harry E Fosdick	(13)	B 30	Su	4:00	-
(S)	Religion in the News; Walter Van Kirk	(7)	N 15	Sa	6:45	-

Sports News, Interviews —

—	Al Helfer; sports news	(1)	M 15	Su	11:00a	-
Colgate	Bill Stern; sports interviews	(3)	B 15	Su	9:45	4.3
—	Jack Miley; sports program	(1)	N 15	5t	6:15	-
—	Mel Allen; sports news	(1)	C 15	2t	6:15	-
Phillies Cigar	Sam Baltzer; Inside of Sports	(2)	M 15	3t	7:45	-
—	Stan Lomax; sports comment	(4)	M 15	6t	7:00	-

Broadway and Hollywood Gossip Programs —

(S)	George Fisher; Hollywood gossip	(1)	M 15	Sa	9:00	-
Sunkist	Hedda Hopper; Hollywood gossip	(1)	C 15	3t	6:15	5.4
Drene	Jimmy Fidler; Hollywood gossip	(6)	C 15	Tu	7:15	10.0

Miscellaneous Talk Programs —

Red Heart	Bob Becker; dog talks	(5)	N 15	Su	5:15	4.1
(S)	Cheerio; Words and Music	(13)	B 30	Su	10:30	-
(S)	Dr Frank Kingdon; Unsung Americans	(1)	M 15	2t	7:30	-
(S)	June Hynd's Guest Book	(3)	N 14	Th	6:00	-
—	Kaye Brinker; True to Life	(1)	M 15	3t	10:15	-
(S)	Lamplighter; Jacob Tarshish	(4)	M 15	Su	10:15a	-
(S)	Meet Edward Weeks; editor of Atlantic	(1)	B 30	Tu	9:30	-
(S)	Museum of Natural History talks	(1)	B 15	Tu	6:30	-
—	Stamp Talks; Captain Tim Healy	(5)	N 15	3t	6:30	-
(S)	Tom Terris; Letters from Abroad	(4)	N 15	Su	9:15a	-
(S)	What's Art to Me	(1)	C 30	Sa	6:30	-

Daytime General Variety —

—	Benay Venuta's Variety Program	(3)	M 30	Fr	5:30	-
(S)	Breakfast Club; Don McNeill	(7)	B 60	6t	9:00a	-
(S)	Club Matinee	(3)	B 60	6t	4:00	-

Daytime Concert Music —

(S)	Curtis Institute Recitals	(5)	C 30	Mo	4:00	-
(S)	Eastman School of Music Symphony	(6)	N 30	Sa	12:00	-
(S)	Greenfield Chapel Choir	(3)	C 15	2t	8:45a	-
(S)	Library of Congress Concert	(1)	C 60	Sa	3:00	-
(S)	Metropolitan Opera Broadcasts	(9)	B 210	Sa	2:00	-

(more)

## Network Radio Programs 1939-40

Daytime Concert Music - cont'd -

(S)	Philadelphia Symphony Children's Concert	(5)	C 60	Sa 11:00a	-
(S)	NBC Music Appreciation Hour; W Damrosch	(11)	B 60	Fr 2:00	-
(S)	Rochester Civic Orchestra	(9)	B 30	Tu 1:30	-

Daytime Light Music -

---	Al and Lee Reiser; piano duo	(2)	B 15	Sa 10:00a	-
---	Arthur Godfrey; songs	(2)	M 15	5t 9:00a	-
---	Betty and Buddy; songs	(1)	M 15	2t 9:15a	-
---	Charlotteurs Quartette	(5)	B 15	Sa 10:30a	-
---	Chase Twins; songs	(1)	B 15	4t 3:15	-
---	Deep River Boys	(3)	C 15	We 2:15	-
---	Edward McHugh, the Gospel Singer	(7)	N 15	3t 9:30a	-
---	Four Clubmen	(1)	C 15	2t 2:15	-
---	Happy Jack Turner	(5)	N 15	5t 8:45a	-
General Mills	Hymns of All Churches; Joe Emerson Choir	(5)	N 15	4t 2:45	5.7
Sweetheart Soap	Jack Berch and His Boys	(3)	B 15	3t 11:30a	4.7
---	Jack Berch; songs	(3)	M 15	2t 12:15	-
Franco-Amer	Lanny Ross; tenor	(5)	C 15	3t 11:00a	5.6
Bell-Ans	Red River Dave	(2)	M 15	2t 12:00	-
---	Richard Maxwell; hymns	(4)	C 15	4t 3:45	-
Taystee Bread	Smiling Ed McConnell	(8)	C 15	5t 4:45	8.2
Acme Paint	Smiling Ed McConnell	(8)	N 15	Sa 11:15a	-
---	Texas Jim Robertson	(1)	N 15	Sa 9:00a	-
---	Vass Family; songs	(4)	B 15	Mo 12:15	-
---	Vass Family; songs	(4)	N 15	Sa 11:00a	-

Daytime Human Interest Programs -

---	Marriage Clinic	(3)	M 30	Sa 10:00a	-
(S)	Nellie Revelle; interviews	(1)	B 15	Fr 12:00	-
Lydia Pinkham	Voice of Experience	(7)	M 15	3t 1:45	3.2

Daytime Comedy Talk Programs -

---	Gene and Glenn; patter	(4)	N 15	5t 8:30a	-
---	Phil Cook's Almanac	(3)	C 15	5t 8:30a	-
---	Wife Saver; Allen Prescott	(7)	B 15	Fr 8:15a	-

Daytime Informative Drama -

(S)	AMA Health Dramas	(5)	B 30	Th 4:30	-
(S)	Adventures in Reading	(2)	B 30	Mo 2:00	-
(S)	American School of the Air	(10)	C 30	5t 9:15a	-
(S)	Ideas That Came True; Dr R G Reynolds	(2)	B 30	Th 2:00	-
(S)	Ohio School of the Air	(1)	M 15	We 1:30	-
(S)	School of the Air	(2)	M 15	2t 2:45	-

Daytime Comedy Drama -

---	Johnson Family	(4)	M 15	5t 5:15	-
-----	----------------	-----	------	---------	---

Daytime Thriller Drama -

(S)	Bud Barton	(1)	B 15	5t 5:30	-
Wheaties	Jack Armstrong	(7)	N 15	5t 5:30	9.8
---	Little Orphan Annie	(8)	N 15	5t 5:45	6.6
Kellogg	Tom Mix	(7)	B 15	5t 5:45	5.7

Daytime Women's Serial Drama -

---	Affairs of Anthony	(1)	B 15	5t 3:15	-
Ivory Soap	Against the Storm	(1)	N 15	5t 11:30a	5.3
---	Alice Blair	(1)	M 15	5t 4:45	-
General Mills	Arnold Grizum's Daughter	(3)	N 15	5t 2:15	6.9

(more)

Daytime Women's Serial Drama — cont'd —

Spry	Aunt Jenny's Stories	(4)	C 15	5t	11:45a	6.8
Old Dutch	Bachelor's Children	(4)	C 15	5t	9:45a	6.2
Dr Lyons	Backstage Wife	(5)	N 15	5t	4:00	9.6
Bisquick	Betty & Bob	(8)	N 15	5t	2:00	5.5
Rinso	Big Sister	(4)	C 15	5t	11:30a	5.7
Corn Kix	Billy and Betty	(1)	C 15	5t	5:15	3.6
Campbell Soups	Brenda Curtis	(1)	C 15	5t	11:15a	5.7
Wheaties	By Kathleen Norris	(1)	C 15	5t	5:00	3.7
Ovaltine	Carters of Elm Street	(1)	N 15	5t	12:00	5.7
Bab-O	David Harum	(4)	N 15	5t	11:00a	9.0
Personal Fin	Doo Barclay's Daughters	(2)	C 15	5t	2:00	6.3
Supersuds	Ellen Randolph	(1)	N 15	5t	1:15	4.1
Quaker Oats	Girl Alone	(5)	N 15	5t	5:00	8.6
Oxydol	Goldbergs, The	(9)	C 15	5t	1:00	9.6
White Naphtha	Guiding Light	(2)	N 15	5t	11:45a	8.2
Am Home Prods	Helen Trent	(6)	C 15	5t	12:30	7.2
Palmolive Soap	Hilltop House	(3)	C 15	5t	10:30a	8.0
Bisodol	John's Other Wife	(4)	N 15	5t	10:15a	5.6
LaFrance	Joyce Jordan, Girl Interne	(2)	C 15	5t	3:00	3.8
Anacin	Just Plain Bill	(8)	N 15	5t	10:30a	6.2
Dreft	Kitty Keene	(1)	M 15	5t	8:30a	-
Ivory Soap	Life Can Be Beautiful	(2)	C 15	5t	1:15	7.3
Ivory Soap	Life Can Be Beautiful	(2)	N 15	5t	9:45a	5.5
Phillips	Lorenzo Jones	(3)	N 15	5t	4:30	7.7
Oxydol	Man I Married	(1)	N 15	5t	10:00	5.8
Chipso	Manhattan Mother	(1)	C 15	5t	4:30	2.9
Oxydol	Ma Perkins	(7)	N 15	5t	3:15	10.4
Ivory Soap	Mary Marlin	(6)	B 15	5t	10:30	2.9
Ivory Soap	Mary Marlin	(6)	N 15	5t	3:00	8.9
—	Meet Miss Julia	(1)	M 15	5t	5:00	-
Teel	Midstream	(1)	B 15	5t	10:45	2.2
Teel	Midstream	(1)	N 15	5t	5:15	8.4
Calumet	My Son and I	(1)	C 15	5t	2:45	5.7
Supersuds	Myrt and Marge	(9)	C 15	5t	10:15	6.9
Ivory Soap	O'Neills, The	(6)	N 15	5t	12:15	8.5
Dr Lyons	Orphans of Divorce	(1)	B 15	5t	3:00	1.8
Anacin	Our Gal Sunday	(3)	C 15	5t	12:45	9.3
Camay Soap	Pepper Young's Family	(4)	B 15	5t	11:00	4.0
Camay Soap	Pepper Young's Family	(4)	N 15	5t	3:30	9.4
Wonder Bread	Pretty Kitty Kelly	(3)	C 15	5t	10:00	6.5
Crisco	Right to Happiness	(1)	B 15	5t	10:15a	2.2
Chipso	Road of Life	(3)	C 15	5t	1:45	8.2
Chipso	Road of Life	(3)	N 15	5t	11:15a	7.2
Wrigley Gum	Scattergood Baines	(2)	C 15	5t	5:45	5.9
Kreml	Society Girl	(1)	C 15	5t	3:15	3.0
Phillips	Stella Dallas	(3)	N 15	5t	4:15	9.6
Colgate	Stepmother	(3)	C 15	5t	10:45a	6.1
Crisco	This Day is Ours	(2)	C 15	5t	1:30	6.5
Mueller	Thunder Over Paradise	(1)	B 15	5t	10:00a	-
Wheaties	Valiant Lady	(2)	N 15	5t	2:30	6.9
Crisco	Vic and Sade	(8)	N 15	5t	3:45	10.4
Prudential	When a Girl Marries	(1)	C 15	5t	12:15	5.6
Pillsbury	Woman in White	(3)	N 15	5t	10:45a	8.3
Octagon	Woman of Courage	(1)	C 15	5t	9:00a	3.7
—	Young Doctor Malone	(1)	B 15	5t	11:15a	-
Bayer Aspirin	Young Widder Brown	(3)	N 15	5t	4:45	7.0
Sealtest	Your Family and Mine	(2)	C 15	5t	2:30	4.9



## Network Radio Programs 1939-40

Daytime Children's Programs —

(S)	Bright Idea Club; children's hobbies	(2)	N 30	Sa 10:30a	-
(S)	Children's Dramas (Let's Pretend)	(1)	C 30	Sa 12:30	-
(S)	Irene Wicker; stories for children	(2)	B 15	4t 5:15	-

Daytime News Programs —

(S)	CBS World News Roundup; overseas pickups	(1)	C 15	6t 8:00a	-
(S)	Mutual Morning News Reports	(1)	M 15	6t 8:00a	-

Daytime Public Affairs Programs —

(S)	Columbia University Student Forum	(1)	M 30	Sa 1:30	-
-----	-----------------------------------	-----	------	---------	---

Daytime Religious Talk Programs —

(S)	Devotional Program	(3)	N 15	6t 12:30	-
-----	--------------------	-----	------	----------	---

Daytime Broadway or Hollywood Gossip —

Hornel Pack'g	It Happened in Hollywood	(1)	C 15	5t 5:30	5.7
---------------	--------------------------	-----	------	---------	-----

Daytime Homemakers' Programs —

—	Adelaide Hawley; homemaking talks	(1)	C 15	4t 8:45a	-
General Mills	Betty Crocker; cooking talks	(13)	N 15	Fr 2:45	6.0
—	Isabel Manning Hewson; Market Basket	(1)	N 15	3t 9:30a	-
Pet Milk	Mary Lee Taylor; cooking talks	(3)	C 15	2t 11:00a	3.8
—	Nell Vinick; beauty chats	(6)	M 15	3t 9:45a	-
(S)	Richard Kent; Traveling Chef	(1)	B 15	Tu 11:30a	-

Daytime Miscellaneous Talk Programs —

(S)	Adventures in Science	(2)	C 15	Th 4:15	-
(S)	Alma Kitchell; chats, interviews	(2)	B 30	We 1:30	-
(S)	American Education Forum	(2)	B 30	Sa 12:00	-
(S)	Book Reviews; J T Frederick	(1)	C 15	Tu 4:15	-
(S)	Child Grows Up; US Children's Bureau talk	(3)	B 15	Sa 10:45a	-
(S)	Columbia's Country Journal	(1)	C 30	Sa 12:00	-
(S)	Hayden Planetarium talks	(3)	M 15	Sa 11:15a	-
(S)	June Hynd; Let's Talk it Over	(3)	N 15	Th 1:30	-
—	Kate Smith Chats	(8)	C 15	5t 12:00	7.1
—	Lamplighter; Jacob Tarshish	(4)	M 15	Th 9:15a	-
(S)	National Farm and Home Hour (with USDA)	(11)	B 45	6t 12:30	-
(S)	National Press Club talks	(1)	N 45	Sa 1:45	-
(S)	Public Health Talks	(1)	N 15	Tu 1:00	-
(S)	Stamp Talks; Captain Tim Healy	(5)	N 15	Sa 1:15	-
(S)	Ted Malone, Between the Bookends; poetry	(4)	B 15	5t 3:45	-
—	Victor Lindlahr; talks on diet	(4)	M 30	3t 12:00	-

MAJOR NETWORK RADIO PROGRAMS - SEASON 1940-1941  
On Air January 1941

91

Sponsor	Program	Season on Air	Net, Day, Hour	Length, Hour	Hooper Rating
<b>Comedy Variety --</b>					
Camel	Al Pearce and His Gang	(8)	C 30	Fr 7:30	13.8
Pepsodent	Bob Hope Program	(5)	N 30	Tu 10:00	28.2
Hormel Pack'g	Burna & Allen Program	(9)	N 30	Mo 7:30	14.9
Chase & Sanborn	Charlie McCarthy Program	(4)	N 30	Su 8:00	32.2
Sal Hepatica	Eddie Cantor Program; Time to Smile	(8)	N 30	We 9:00	14.7
Johnson's Wax	Fibber McGee & Molly Program	(6)	N 30	Tu 9:30	27.4
Maxwell House	Frank Morgan-Fannie Brice Program	(3)	N 30	Th 8:00	23.4
Texaco Oil	Fred Allen; Texaco Star Theater	(9)	C 30	We 9:00	15.1
General Foods	Jack Benny Program	(9)	N 30	Su 7:00	36.2
<b>General Variety --</b>					
Miles Labs	Alec Templeton Time; Pat O'Malley	(2)	N 30	Fr 7:30	7.1
(S)	Army Show; from camps	(1)	B 30	Fr 8:00	-
Avalon	Avalon Variety Time	(3)	N 30	Mo 9:30	7.9
(S)	Basin Street Chamber Music Society	(1)	B 30	Mo 9:30	-
Bromo Seltzer	Ben Bernie Orchestra; guests, entertainers	(11)	B 30	Tu 8:00	10.2
Kraft Cheese	Bing Crosby Program; Bob Burns, orch	(10)	N 60	Th 9:00	18.6
(S)	Gay Nineties Revue; Beatrice Kay	(1)	C 30	Sa 7:30	-
Philip Morris	Johnny Presents; Variety	(2)	N 30	Tu 8:00	9.8
Grapenuts	Kate Smith Variety Hour	(9)	C 60	Fr 8:00	18.1
(S)	Little Ol' Hollywood	(1)	B 30	Sa 7:30	-
Sealtest	Rudy Vallee Varieties; John Barrymore	(11)	N 30	Th 10:00	17.2
Co-op	Show of the Week; Lionel Stander	(3)	M 30	Su 6:30	-
(S)	Sunday Drivers	(4)	N 30	Su 9:30a	-
(S)	This is Fort Dix	(1)	M 30	Su 2:00	-
<b>Amateur or Talent Contest Variety --</b>					
Chrysler Motors	Major Bowes Amateur Hour	(6)	C 60	Th 9:00	19.8
<b>Hillbilly, Minstrel Shows --</b>					
Miles Labs	National Barn Dance	(8)	N 30	Sa 9:00	11.2
Model Tobacco	Pipe Smoking Time; Fields & Hall	(1)	C 30	Mo 8:30	9.3
Bugler Tobacco	Plantation Party	(3)	N 30	We 8:30	9.6
Big Ben Clocks	Renfro Valley Folks	(1)	N 30	Mo 9:30	6.5
<b>Semi-Variety --</b>					
Wrigley Gum	Gene Autry; Western music, drama	(2)	C 30	Su 6:30	12.9
Tums	Pot o' Gold; \$1000 Giveaway, H Heidforch	(2)	B 30	Th 8:00	10.2
(S)	Uncle Walter's Dog House	(2)	N 30	Tu 10:30	-
<b>Concert Music --</b>					
Coca Cola	Andre Kostelanetz; Pause that Refreshes	(7)	C 30	Su 4:30	5.6
(S)	Chicago Theater of Air; operettas	(1)	M 60	Sa 10:00	-
Libby-Owen	Chicago Women's Symphony Orchestra	(1)	C 30	Su 5:00	4.5
Cities Service	Cities Service Concert	(14)	N 30	Fr 8:00	7.6
Ford Motors	Ford Sunday Evening Hour	(7)	C 60	Su 9:00	10.1
(S)	Greenfield Chapel Choir	(4)	C 15	Su 8:45a	-
(S)	Indianapolis Symphony Orchestra	(3)	C 30	Su 10:30	-
(S)	Major Bowes Capitol Family	(15)	C 60	Su 11:30a	-
Sherwin W'ns	Metropolitan Opera Auditions	(6)	N 30	Su 5:00	4.6
(S)	NBC String Symphony; Frank Black	(2)	N 30	Su 2:00	-
(S)	NBC Symphony Orchestra	(4)	B 85	Su 9:35	-
(S)	New Friends of Music Concert	(3)	B 60	Su 6:00	-
(S)	New York Philharmonic Orchestra; B Walter	(13)	C 90	Su 3:00	-

(more)

Concert Music - cont'd --

(S)	Radio City Music Hall	(9)	B 60	Su	12:00	-
(S)	Rochester Philharmonic Orchestra	(5)	B 30	Th	9:00	-
(S)	Salt Lake Tabernaole Choir	(12)	C 30	Su	12:30	-
(S)	Sinfonietta; Alfred Wallenstein	(6)	M 30	Th	9:30	-
(S)	Symphonic Strings	(4)	M 30	Fr	8:00	-
Bell System	Telephone Hour	(1)	N 30	Mo	8:00	9.7
(S)	U S Navy Band	(1)	M 30	Th	10:30	-
Firestone Tires	Voice of Firestone	(12)	N 30	Mo	8:30	10.3
(S)	Wings Over Jordan; Negro chorus, hymns	(2)	C 30	Su	9:30a	-

Musical Variety --

Bayer Aspirin	Album of Familiar Music	(10)	N 30	Su	9:30	11.5
(S)	Around New York; Bonims orch	(3)	B 30	We	7:30	-
Camel	Bob Crosby Orchestra	(3)	N 30	Th	7:30	7.3
(S)	Charlie Spivak Orchestra	(1)	N-15	3t	6:00	-
Carnation Milk	Contented Program	(10)	N 30	Mo	10:00	6.8
Fitch Shampoo	Fitch Bandwagon; guest orchestras	(3)	N 30	Su	7:30	17.8
Chesterfield	Fred Waring Orchestra and Chorus	(7)	N 15	5t	7:00	9.7
Chesterfield	Glenn Miller Orchestra	(2)	C 15	5t	10:00	6.8
General Elect	Hour of Charm; Phil Spitalny girl orch	(6)	N 30	Su	10:00	10.3
Franco American	Lanny Ross Program	(6)	C 15	5t	7:15	12.3
Dr Lyons	Manhattan Merry-go-Round	(9)	N 30	Su	9:00	9.6
(S)	Morton Gould Orchestra; Jimmy Shields	(5)	M 30	Tu	9:30	-
Wheeling Steel	Musical Steelmakers	(3)	M 30	Su	5:00	2.4
(S)	Roy Shields Revue	(2)	B 30	We	9:00	-
Pet Milk	Saturday Night Serenade	(5)	C 30	Sa	9:45	10.3
(S)	Song of Your Life; H Salter orch	(1)	B 30	Sa	9:00	-
(S)	Tommy Dorsey Orchestra	(3)	B 30	Th	8:30	-
Tums	Tums Treasure Chest; H Heidt orch	(1)	N 30	Tu	8:30	11.5
Phillips	Waltz Time; Abe Lyman orch	(8)	N 30	Fr	9:00	10.6
Cashmere	Wayne King Orchestra	(9)	C 30	Sa	8:30	11.0
(S)	Xavier Cugat Orchestra	(3)	N 30	Th	7:30	-
Lucky Strike	Your Hit Parade	(6)	C 45	Sa	9:00	15.9

Light Music --

(S)	Charioteers Quartette	(6)	M 15	Su	12:30	-
(S)	Golden Gate Quartette	(1)	N 15	Sa	10:30	-
(S)	Josef Marais; African Trek	(2)	B 30	Su	1:30	-
(S)	Luther-Layman Singers	(1)	B 15	Su	11:30a	-
Thrive	Moylan Sisters	(2)	B 15	Su	5:00	12.4
Vogt Scrapple	Olivio Santeron; boy yodler	(1)	B 15	Su	5:15	9.6
(S)	Southernaires Quartette; spirituals	(11)	B 30	Su	10:00a	-
(S)	Ted Steele; piano, novachord	(2)	C 15	Tu	6:15	-
Woodbury Soap	Tony Martin, songs	(1)	N 15	We	8:00	7.0
(S)	Vass Family	(5)	B 15	Sa	6:30	-

Quiz Programs --

Colgate	Ask-It Basket	(3)	C 30	Th	8:00	8.2
Molle	Battle of the Sexes	(3)	N 30	Tu	9:00	11.2
Corn Kix	Beat the Band	(1)	N 30	Su	6:30	10.5
Mennen	Col Lemuel Stoopnagle; Guixie-Doodle	(2)	C 30	Su	5:30	7.9
Mars Candy	Doctor I &	(2)	N 30	Mo	9:00	11.2
Feenamint	Double or Nothing	(1)	M 30	Su	6:00	7.9
Lucky Strike	Kay Kyser's Kollege	(3)	N 60	We	10:00	18.3
Wonder Bread	Marriage Club Quiz	(1)	C 30	Sa	8:00	9.1
Illinois Meat	Play Broadcast; quiz	(1)	M 30	Mo	8:00	4.9
Velvet Tobacco	Professor Quiz	(5)	C 30	Tu	9:30	7.1

(more)

Quiz Programs - cont'd -

(S)	Spin and Win	(1)	B 30	We	9:30	-
Eversharp	Take It or Leave It	(1)	C 30	Su	10:00	11.7
Williams	True or False	(3)	B 30	Mo	8:30	11.3
Spry	Uncle Jim's Question Bee	(4)	B 30	Tu	8:30	7.1
Griffin Polish	Who Knows	(1)	M 15	Mo	10:15	4.0

Human Interest Programs -

(S)	British Refugee Children Phone Calls	(1)	B 30	Su	10:30a	-
(S)	Contact Dave Elman	(1)	M 30	Sa	9:30	-
Ironized Yeast	Court of Missing Heirs	(2)	R 30	Tu	8:00	10.8
Nature's Rem	Fame and Fortune	(1)	B 30	Th	8:30	5.6
Ironized Yeast	Good Will Hour; John J Anthony	(4)	B 60	Su	10:00	8.7
Woodbury Soap	How Did You Meet	(1)	N 15	We	8:15	5.2
(S)	I Am an American; interviews	(1)	B 15	Su	12:15	-
Kentucky Club	Vox Pop; interviews	(6)	C 30	Th	7:30	11.9
Sanka Coffee	We the People; interviews	(5)	C 30	Tu	9:00	15.8
(S)	Where Are You From	(1)	M 30	We	8:00	-
Quaker Oats	Your Dream Come True	(1)	N 30	Su	5:30	4.9
Spuds	Your Happy Birthday	(1)	B 30	Fr	9:30	6.5

Comedy Audience Participation Programs -

Ivory Soap	Truth or Consequences; Ralph Edwards	(1)	N 30	Sa	8:30	18.4
------------	--------------------------------------	-----	------	----	------	------

Panel Quiz or Comedy Programs -

(S)	Can You Top This; story telling panel	(1)	M 30	Mo	9:30	-
Lucky Strike	Information, Please; Clifton Fadiman	(3)	N 30	Fr	8:30	15.0
Miles Labs	Quiz Kids; Joe Kelly	(1)	B 30	We	8:00	9.5

Comedy Talk Programs -

(S)	Henry Morgan	(1)	M 15	St	6:45	-
-----	--------------	-----	------	----	------	---

Prestige Drama -

DuPont Chem	Cavalcade of America	(6)	N 30	We	7:30	7.9
Oxydol	Everyman's Theater	(1)	N 30	Fr	9:30	8.0
(S)	Great Plays; third series	(3)	B 60	Su	3:00	-
Lipton Tea	Helen Hayes Theater	(3)	C 30	Su	8:00	14.4
Lux Soap	Lux Radio Theater	(7)	C 60	Mo	9:00	26.8
Gulf Oil	Screen Guild Playhouse	(3)	C 30	Su	7:30	16.2
Int'l Silver	Silver Theater	(3)	C 30	Su	6:00	14.0

Informative Drama -

(S)	Doctors at Work; AMA drama series	(6)	B 30	We	10:30	-
(S)	On Your Job	(2)	N 30	Su	1:30	-
(S)	Report to the Nation	(1)	C 30	Sa	6:00	-
(S)	Wings Over America	(1)	N 30	Su	12:30	-

Light, Honey or 'Love Interest' Drama -

11 Cent RR	Games of New Orleans	(1)	N 15	Su	3:30	-
Campbell Soups	Campbell Playhouse	(1)	C 30	Fr	9:30	15.7
Vaseline	Dr Christian; Jean Hersholt	(4)	C 30	We	8:30	15.2
Campana Balm	First Nighter	(11)	C 30	Tu	8:30	13.8
Rinso	Grand Central Station	(4)	B 30	Tu	9:00	8.4
Drene	Knickerbocker Playhouse	(1)	N 30	Sa	8:00	13.3
Energine	Manhattan at Midnight	(1)	B 30	We	8:30	7.5
Tenderleaf Tea	One Man's Family	(8)	N 30	Su	8:30	17.6
Philip Morris	Philip Morris Playhouse	(2)	C 30	Fr	9:00	8.7
Bayer Aspirin	Second Husband; Helen Mencken	(4)	C 30	Tu	7:30	10.3
Teel	Those We Love	(4)	C 30	Mo	8:00	10.8

<u>Comedy Drama</u> —								
General Foods	Aldrich Family	(2)	N 30	Th	8:30	26.3		
Campbell Soups	Amos 'n' Andy	(12)	C 15	Sa	7:00	11.9		
Camel	Blondie	(2)	C 30	Mo	7:30	12.7		
Anacin	Easy Aces	(9)	B 15	3t	7:00	8.0		
Lifebuoy Soap	Meet Mr Meek	(1)	C 30	We	7:30	10.0		
Woodbury Soap	Parker Family	(2)	B 15	Su	9:15	12.7		
Camel	Uncle Ezra	(6)	N 30	Sa	10:00	12.2		
<u>Thriller Drama</u> —								
Rinso	Big Town; Edward G. Robinson	(4)	C 30	We	8:00	18.3		
(S)	Bishop and the Gargoyle	(2)	B 30	Sa	8:30	-		
Palmolive Soap	City Desk	(1)	C 30	Th	8:30	6.6		
Philip Morris	Crime Doctor	(1)	C 30	Su	8:30	9.3		
Pacific Borax	Death Valley Days	(11)	B 30	Fr	8:30	10.1		
O Henry Candy	Famous Jury Trials	(2)	B 30	Mo	7:00	8.1		
Sloan Linament	Gangbusters	(6)	B 30	Fr	9:00	12.2		
Fleischmann	I Love a Mystery	(2)	B 30	Mo	8:00	10.0		
Carter	Inner Sanctum	(1)	B 30	Tu	9:30	2.4		
Ward Bread	Lone Ranger	(7)	M 30	3t	7:30	-		
Vitalis	Mr District Attorney	(2)	N 30	We	9:30	14.1		
Bi-So-Dol	Mr Keen	(4)	B 15	3t	7:15	7.4		
Beich	Peter Guill	(1)	M 30	Su	4:00	-		
Del L & W Coal	Shadow, The	(7)	M 30	Su	5:30	13.5		
Bromo Quinine	Sherlock Holmes	(7)	B 30	Su	8:30	10.2		
Wings	Wings of Destiny	(1)	N 30	Fr	10:00	10.5		
<u>Sports Broadcasts</u> —								
Adam Hats	Boxing Bouts	(4)	B 45	Fr	10:00	8.2		
<u>News, Commentary</u> —								
Richfield Oil	Arthur Hale; Confidentially Yours	(2)	M 15	2t	7:30	7.5		
United Airline	Boake Carter; news, comment	(7)	M 15	3t	8:30	6.0		
(S)	Cesar Saerohinger; Behind Headlines	(2)	N 15	Fr	6:00	-		
Co-op	Dorothy Thompson; comment	(3)	M 15	Su	8:45	4.4		
(S)	Edward G. Tomlinson; Latin America	(1)	B 15	Sa	6:45	-		
(S)	Edwin C. Hill; news	(9)	C 15	5t	6:00	-		
(S)	Elmer Davis; news	(2)	C 15	Sa	6:30	-		
Co-op	Fulton Lewis Jr; news, comment	(3)	M 15	5t	7:00	3.8		
Kreml	Gabriel Heatter; news, comment	(6)	M 15	2t	9:00	10.1		
Pure Oil	H V Kaltenborn; Edits the News	(11)	N 15	3t	7:45	16.2		
Remington Rand	John W Vandercook; Newsroom of Air	(1)	N 15	We	7:15	7.0		
Sun Oil	Lowell Thomas; news	(11)	B 15	5t	6:45	16.0		
US Brazil	News of the World	(1)	B 15	Su	7:00	2.4		
Raleigh	Paul Sullivan; news	(2)	C 15	5t	6:30	7.7		
White Owl	Raymond Gram Swing; news	(5)	M 15	5t	10:00	6.4		
Jergens Lotion	Walter Winchell; comment	(9)	B 15	Su	9:00	24.8		
Peter Paul	Wythe Williams; news	(1)	M 15	Su	7:45	4.1		
American Razor	Wythe Williams; news	(1)	M 15	2t	8:00	4.2		
<u>Public Affairs Talks, Forums</u> —								
(S)	American Forum of the Air; Theodore Granik	(6)	M 45	Su	8:00	-		
(S)	America's Town Meeting; George V Denny	(6)	B 60	Th	9:30	-		
(S)	Foreign Policy Association Talks	(5)	B 45	Su	2:15	-		
(S)	National Radio Forum; talks	(8)	B 30	Mo	10:30	-		
(S)	Northwestern Reviewing Stand; forum	(4)	M 30	Su	11:00a	-		
(S)	People's Platform; Lyman Bryson	(3)	C 30	Sa	7:00	-		
(S)	Public Affairs Talks	(2)	C 15	2t	10:15	-		

(more)

Public Affairs Talks, Forums - cont'd -

(S)	University of Chicago Round Table	(8)	N 30	Su	2:30	-
McFadden Pubs	Voice of Liberty	(2)	M 15	2t	9:00	7.3
Am Economic Fdn	Wake Up America; public affairs forum	(1)	M 45	Mo	9:15	2.4

Religious Talk Programs -

(S)	CBS Church of the Air	(10)	C 30	Su	10:00a	-
(S)	CBS Church of the Air	(10)	C 30	Su	1:00	-
(S)	Catholic Hour	(11)	N 30	Su	6:00	-
Lutheran Laymen	Lutheran Hour; Rev Walter A Maier	(3)	M 30	Su	1:30	-
(S)	Message of Israel	(6)	B 30	Sa	7:00	-
(S)	National Radio Pulpit; Rev Ralph Sookman	(15)	N 30	Su	10:00a	-
(S)	National Vespers; Rev Harry E Fosdick	(14)	B 30	Su	4:00	-
Gospel B'c'g	Old Fashioned Revival Hour (Gospel Hour)	(5)	M 60	Su	9:00	1.7
Bible Class	Radio Bible Class	(1)	M 30	Su	10:00a	-
(S)	Religion in the News; Walter Van Kirk	(8)	N 15	Sa	6:45	-
Young People	Young People's Church of the Air	(1)	M 30	Su	3:30	1.8

Sports News, Interviews -

Colgate	Bill Stern; Sports Newsreel	(4)	B 15	Su	9:45	5.2
Phillies Cigar	Sam Balter; Inside of Sports	(3)	M 15	3t	7:45	3.6

Broadway and Hollywood Gossip Programs -

Sunkist	Hedda Hopper; Hollywood Gossip	(2)	C 15	3t	6:15	7.7
---------	--------------------------------	-----	------	----	------	-----

Miscellaneous Talk Programs -

(S)	Alma Kitchell's Brief Case	(3)	B 15	Mo	6:30	-
(S)	American Education Forum	(3)	N 30	Mo	6:00	-
(S)	American Pilgrimage; Ted Malone	(1)	B 15	Su	2:00	-
Bird Products	American Radio Warblers; talk, birds	(1)	M 15	Su	1:15	5.0
(S)	Behind the Mike; Graham McNamee	(1)	B 30	Su	4:30	-
Red Heart	Bob Becker; Dog Stories	(6)	N 15	Su	3:45	4.4
(S)	CIO Labor Talks	(1)	C 30	Su	2:00	-
(S)	Invitation to Learning	(1)	C 30	Tu	10:30	-
(S)	Lamplighter; Jacob Tarshish	(5)	M 15	Su	10:15a	-
(S)	Meet Edward Weeks; editor of Atlantic	(2)	B 30	Tu	10:30	-
(S)	Orestes Caldwell; Radio Magic	(1)	B 15	Fr	7:45	-
(S)	Stamp Talks; Captain Tim Healy	(6)	N 15	3t	6:30	-
(S)	Tony Won's Scrapbook; poetry	(7)	N 15	Su	4:15	-

Daytime General Variety -

(S)	Breakfast Club; Don McNeill	(8)	B 60	5t	9:00a	-
(S)	Club Matinee	(4)	B 60	5t	4:00	-

Daytime Hillbilly Shows -

(S)	Brush Creek Follies	(1)	C 30	Sa	2:00	-
(S)	Hillbilly Champions	(1)	C 30	Sa	8:30a	-

Daytime Concert Music -

(S)	Cincinnati Conservatory Recitals	(1)	C 60	Sa	11:00a	-
(S)	Curtis Institute Recitals	(6)	N 30	Sa	5:30	-
(S)	Eastman School of Music Orchestra	(7)	N 30	Sa	12:00	-
(S)	Metropolitan Opera Broadcasts	(10)	B 180	Sa	2:00	-
(S)	NBC Music Appreciation Hour; W Damrosch	(12)	B 60	Fr	2:00	-
Squibb	Squibb Golden Treasury; Jan Peerce	(1)	C 15	5t	3:15	1.9
(S)	U S Army Band	(1)	B 30	Tu	2:30	-
(S)	U S Marine Band	(1)	B 30	Th	2:30	-
(S)	U S Navy Band	(1)	B 30	We	2:30	-

<u>Daytime Musical Variety</u> —						
(S)	Eddie Duchin Orchestra	(4)	C 30	Sa	5:30	-
Camel	Luncheon at the Waldorf	(1)	B 30	Sa	1:30	4.7
<u>Daytime Light Music</u> —						
(S)	Al and Lee Reiser; piano team	(3)	B 15	3t	8:15a	-
(S)	Arthur Godfrey; songs	(3)	M 15	3t	9:00a	-
Campbell Soups	Charlie and Jessie	(1)	C 15	3t	11:00a	3.8
(S)	Clark Dennis; tenor	(3)	B 15	5t	11:15a	-
(S)	Deep River Boys; quartette	(4)	N 15	2t	9:30a	-
(S)	Edward McHugh; The Gospel Singer	(8)	N 15	5t	9:45a	-
(S)	Happy Jack Turner	(6)	N 15	5t	9:00a	-
General Mills	Hymns of All Churches; Joe Emerson Choir	(6)	N 15	2t	2:00	4.8
(S)	Knights of the Road	(1)	N 15	5t	10:15a	-
(S)	Ray Perkins; song and piano	(4)	B 15	3t	8:30a	-
(S)	Smiling Ed McConnell	(9)	N 15	Sa	11:45a	-
(S)	Three Suns; instrumental trio	(1)	M 15	2t	5:30	-
(S)	Welcome Lewis; songs	(1)	C 30	Sa	10:00a	-
<u>Daytime Quiz Programs</u> —						
(S)	Consumers' Quiz	(1)	M 15	5t	12:45	-
<u>Daytime Comedy Talk Programs</u> —						
(S)	Gene and Glenn; comedy team	(5)	N 15	5t	8:15a	-
(S)	Josh Higgins	(1)	B 15	5t	10:00a	-
(S)	Wife Saver; Allen Prescott	(8)	B 15	Fr	8:15a	-
<u>Daytime Informative Drama</u> —						
(S)	American School of the Air	(11)	C 30	5t	9:00a	-
(S)	World is Yours; Smithsonian series	(5)	N 30	Sa	5:00	-
<u>Daytime Light Drama</u> —						
Shinola Polish	Lincoln Highway	(1)	N 30	Sa	10:00a	5.3
<u>Daytime Comedy Drama</u> —						
Co-op	Johnson Family	(5)	M 15	5t	5:00	-
<u>Daytime Thriller Drama</u> —						
Ovaltine	Captain Midnight	(1)	M 15	5t	5:45	5.7
Wheaties	Jack Armstrong	(8)	N 15	5t	5:30	8.8
(S)	King Arthur Jr	(1)	B 15	5t	5:00	-
(S)	Mandrake the Magician	(1)	M 15	3t	5:30	-
(S)	Superman	(1)	M 15	3t	5:00	-
Ralston	Tom Mix	(8)	B 15	5t	5:45	4.7
<u>Daytime Women's Serial Drama</u> —						
Ivory Soap	Against the Storm	(2)	N 15	5t	11:15a	6.0
Corn Kix	Arnold Grimm's Daughter	(4)	N 15	5t	2:15	5.2
Spry	Aunt Jenny's Stories	(5)	C 15	5t	11:45a	6.7
Old Dutch	Bachelor's Children	(5)	C 15	5t	9:45a	6.3
Dr Lyons	Backstage Wife	(6)	N 15	5t	4:00	6.6
(S)	Betty and Bob	(9)	N 15	5t	1:45	-
Rinso	Big Sister	(5)	C 15	5t	11:30a	6.3
Wheaties	By Kathleen Norris	(2)	C 15	5t	10:00a	5.7
Bab-O	David Harum	(5)	N 15	5t	11:45a	5.7
Supersuds	Ellen Randolph	(2)	N 15	5t	10:30	5.1
(S)	Friend in Deed	(1)	C 15	5t	3:30	-
Quaker Oats	Girl Alone	(6)	N 15	5t	5:00	4.9

(more)

Daytime Women's Serial Drama -- cont'd --

Oxydol	Goldbergs, The	(10)	C 15	5t	5:00	5.5
White Naphtha	Guiding Light	(3)	N 15	5t	10:45a	7.4
Edna W Hopper	Helen Trent	(7)	C 15	5t	12:30	8.2
Palmolive Soap	Hilltop House	(4)	C 15	5t	4:30	5.6
Swansdown	Home of the Brave	(1)	C 15	5t	2:45	4.3
Cal Aspirin	Honeymoon Hill	(1)	B 15	5t	3:15	2.8
Lava Soap	Houseboat Hannah	(3)	N 15	5t	10:00a	5.3
O English Wax	John's Other Wife	(5)	B 15	5t	3:30	3.3
LaFrance	Joyce Jordan	(3)	C 15	5t	2:15	7.0
Anacin	Just Plain Bill	(9)	B 15	5t	3:45	3.3
Maxwell House	Kate Hopkins	(1)	C 15	5t	4:45	3.5
Dreft	Kitty Keene	(2)	N 15	5t	11:30a	4.3
Ivory Soap	Life Can Be Beautiful	(3)	C 15	5t	1:00	9.3
Ivory Soap	Life Can Be Beautiful	(3)	N 15	5t	5:45	5.4
Softasilk	Light of the World; Bible dramatizations	(1)	N 15	5t	2:45	7.3
Dreft	Lone Journey	(1)	N 15	5t	5:15	5.2
Phillips	Lorenzo Jones	(4)	N 15	5t	4:30	5.5
Oxydol	Ma Perkins	(8)	N 15	5t	3:15	10.0
Oxydol	Man I Married	(2)	N 15	5t	11:00a	6.8
Campbell Soups	Martha Webster	(1)	C 15	5t	11:15a	4.8
Ivory Soap	Mary Marlin	(7)	B 15	5t	10:30a	3.9
Ivory Soap	Mary Marlin	(7)	N 15	5t	3:00	8.5
Clapps Food	Mother of Mine	(1)	B 15	5t	4:00	2.2
Supersuds	Myrt and Marge	(10)	C 15	5t	10:15	6.8
Ivory Soap	O'Neills	(7)	C 15	5t	5:15	5.8
Ivory Soap	O'Neills	(7)	N 15	5t	12:15	9.6
Dr Lyons	Orphans of Divorce	(2)	B 15	5t	3:00	3.2
Anacin	Our Gal Sunday	(4)	C 15	5t	12:45	8.3
Camay Soap	Pepper Young's Family	(5)	B 15	5t	10:45a	5.0
Camay Soap	Pepper Young's Family	(5)	N 15	5t	3:30	9.4
Post Flakes	Portia Faces Life	(1)	C 15	5t	4:00	3.5
Crisco	Right to Happiness	(2)	C 15	5t	1:30	8.1
Chipso	Road of Life	(4)	C 15	5t	1:45	9.2
Chipso	Road of Life	(4)	N 15	5t	11:30a	7.3
Wrigley Gum	Scattergood Baines	(3)	C 15	5t	5:45	5.2
Phillips	Stella Dallas	(4)	N 15	5t	4:15	7.7
Colgate	Stepmother	(4)	C 15	5t	10:30a	5.5
Duz	This Small Town	(1)	N 15	5t	10:00a	3.3
(S)	Thunder Over Paradise	(2)	B 15	5t	11:45a	-
Bisquick	Valiant Lady	(3)	N 15	5t	2:30	6.9
Crisco	Vic and Sade	(9)	B 15	5t	10:45a	4.7
Crisco	Vic and Sade	(9)	N 15	5t	3:45	8.2
Best Foods	We the Abbotts	(1)	C 15	5t	4:15	3.0
Prudential	When a Girl Marries	(2)	C 15	5t	12:15	6.6
Octagon	Woman of Courage	(2)	C 15	5t	10:45a	5.2
Camay Soap	Women in White	(4)	C 15	5t	1:15	8.8
Post Flakes	Young Dr Malone	(2)	C 15	5t	2:00	8.5
Bayer Aspirin	Young Widder Brown	(4)	N 15	5t	4:45	6.2

Daytime Children's Programs --

(S)	Bright Idea Club; children's hobbies	(3)	N 30	5a	10:30a	-
(S)	Irene Wicker; stories for children	(3)	B 15	5t	5:15	-
(S)	Let's Pretend; dramatized fairy tales	(2)	C 30	5a	1:00	-



## Network Radio Programs 1940-41

Daytime News Programs —

(S)	CBS World News Roundup; overseas pickups	(2)	C 15	6t	8:00a	-
(S)	Cedric Foster	(1)	M 15	5t	2:00	-
(S)	Mutual Morning News Reports	(2)	M 15	5t	8:00a	-
(S)	NBC World News Roundup; overseas pickups	(1)	N 15	5t	8:00a	-

Daytime Public Affairs Talks —

(S)	International House Forum	(1)	C 30	Sa	2:30	-
(S)	National Democratic Club Forum	(1)	M 30	Sa	2:30	-
(S)	People's Lobby; public affairs	(1)	N 90	Sa	1:00	-

Daytime Homemakers' Programs —

(S)	Adelaide Hawley; homemaking talks	(2)	C 15	5t	8:45a	-
General Mills	Betty Crocker; cooking talks	(14)	N 15	2t	2:00	4.3
(S)	Isabel Manning Hewson; Market Basket	(2)	N 15	3t	9:15a	-
Pet Milk	Mary Lee Taylor; cooking	(4)	C 15	2t	11:00a	3.2
(S)	Nell Vinick; beauty chats	(7)	C 15	2t	8:15a	-
(S)	Richard Kent; Traveling Cook	(2)	B 15	Th	2:15	-

Daytime Miscellaneous Talk Programs —

(S)	Adventures in Science	(3)	C 15	Th	3:45	-
(S)	Alma Kitchell's Journal	(3)	B 30	Tu	2:00	-
(S)	Columbia's Country Journal	(2)	C 30	Sa	12:00	-
(S)	Farm and Home Hour (with USDA - was Nat'l)	(12)	B 45	6t	12:30	-
(S)	First Offender	(1)	M 30	Sa	10:00a	-
Campbell Soups	Fletcher Wiley	(1)	C 15	5t	2:30	5.2
(S)	Hayden Planetarium talks	(4)	M 15	Sa	1:00	-
(S)	Ilka Chase; comments	(1)	B 15	Sa	1:30	-
Swansdown	Kate Smith Chats	(9)	C 15	5t	12:00	8.9
(S)	Man on the Farm	(1)	M 30	Sa	12:00	-
Florida Citrus	Mary Margaret McBride; chatter	(3)	C 15	5t	3:00	2.4
(S)	Men and Books	(1)	C 15	Sa	12:45	-
(S)	Ted Malone, Between the Bookends; poetry	(5)	B 15	5t	1:15	-
Hallmark Cards	Tony Wons; poetry	(7)	N 15	2t	1:15	3.2
(S)	Victor Lindlahr; talks on diet	(5)	M 15	2t	12:00	-

MAJOR NETWORK RADIO PROGRAMS - SEASON 1941-1942  
On Air January 1942

Sponsor	Program	Season on Air	Net, Length, Day, Hour	Hooper Rating
<u>Comedy Variety</u> --				
Camel	Al Pearce and His Gang	(9)	C 30 Fr 7:30	11.0
Campbell Soups	Bob Burns; the Arkansas Traveler	(1)	C 30 Tu 8:30	16.2
Pepsodent	Bob Hope Program	(6)	N 30 Tu 10:00	31.7
Swan Soap	Burns and Allen Program	(10)	N 30 Tu 7:30	19.3
Chase & Sanborn	Charlie McCarthy Program	(5)	N 30 Su 8:00	35.2
Shick Razors	Duffy's Tavern; Ed Gardiner	(1)	C 30 Th 8:30	6.7
(S)	Dumke & Budd; Studio X	(1)	N 30 Fr 10:30	-
Sal Hepatica	Eddie Cantor Program; Time to Smile	(9)	N 30 We 9:00	22.2
Johnson's Wax	Fibber McGee and Molly Program	(7)	N 30 Tu 9:30	33.3
Tums	Frank Fay Program	(1)	N 30 Th 8:30	16.2
Maxwell House	Frank Morgan-Fannie Brice Program	(4)	N 30 Th 8:00	28.9
Texaco	Fred Allen; Texaco Star Theater	(10)	C 60 We 9:00	14.4
Jello	Jack Benny Program	(10)	N 30 Su 7:00	31.0
—	Milton Berle Program	(2)	B 30 Fr 8:30	-
Raleigh	Red Skelton Show	(1)	N 30 Tu 10:30	26.0
<u>General Variety</u> --				
(S)	Anchors Away; Navy show	(1)	M 30 Su 2:00	-
(S)	Army Show; from camps	(2)	B 30 Th 8:30	-
(S)	Basin Street Chamber Music Society	(2)	B 30 Sa 9:00	-
Kraft Cheese	Bing Crosby Program; Kraft Music Hall	(11)	N 60 Th 9:00	21.1
Model Tobacco	Gay Nineties Revue; Beatrice Kay	(2)	C 30 Mo 8:30	18.1
Grapenuts	Kate Smith Hour	(10)	C 60 Fr 8:00	19.3
(S)	Little Ol' Hollywood	(2)	B 30 Fr 7:30	-
Old Gold	Old Gold Program	(1)	B 30 Mo 7:00	5.8
Sealtest	Rudy Vallee Variety Program	(12)	N 30 Th 10:00	19.6
Clark Candy	Service with a Smile	(1)	B 30 Th 8:30	2.8
(S)	This is Fort Dix	(2)	M 30 Su 1:00	-
Ballentine	Three Ring Time	(1)	M 30 Fr 9:30	5.0
<u>Amateur or Talent Contest Variety</u> --				
Chrysler Motors	Major Bowes Amateur Hour	(7)	C 60 Th 9:00	20.7
<u>Hillbilly, Minstrel Shows</u> --				
Prince Albert	Grand Ol' Opry	(1)	N 30 Sa 10:30	11.2
Miles Labs	National Barn Dance	(9)	N 60 Sa 9:00	10.0
Bugler Tobacco	Plantation Party	(4)	N 30 We 8:30	11.3
<u>Semi-Variety</u> --				
(S)	Believe-It-or-Not Ripley; oroh	(6)	B 30 Sz 10:00	-
(S)	Freedom's People; Negro in American Life	(1)	N 30 Su 12:30	-
Wrigley Gum	Gene Autry; western music, drama	(3)	C 45 Su 6:30	10.6
Philip Morris	Johnny Presents; variety, 5-m drama	(2)	N 30 Tu 8:00	13.4
Raleigh	Uncle Walter's Dog House	(3)	N 30 Fr 9:30	10.1
<u>Concert Music</u> --				
Bayer Aspirin	American Melody Hour	(1)	B 30 We 10:00	2.4
Coca Cola	Andre Kostelanetz; Pause that Refreshes	(8)	C 30 Su 4:30	8.0
Cities Service	Cities Service Concert; Lucille Manners	(15)	N 30 Fr 8:00	8.1
Ford Motors	Ford Sunday Evening Hour	(8)	C 60 Su 9:00	9.9
Celanese	Great Moments in Music	(1)	C 30 We 10:15	5.0
Sherwin W'ns	Metropolitan Opera Auditions	(7)	N 30 Su 5:00	5.0
(S)	NBC Symphony Orchestra	(5)	B 90 Sa 9:00	-
(S)	NBC Symphony Orchestra	(5)	B 60 Tu 9:30	-

(more)

## Network Radio Programs 1941-42

Concert Music - cont'd -

(S)	New York Philharmonic Orchestra	(14)	C 90	Su	3:00	-
Prudential	Prudential Family Hour	(1)	C 45	Su	5:00	9.4
(S)	Radio City Music Hall	(10)	B 60	Su	12:30	-
(S)	Rochester Civic Orchestra	(10)	B 30	Mo	7:30	-
(S)	Rochester Philharmonic Orch; C Thibault	(6)	B 30	We	10:00	-
(S)	Salt Lake Tabernacle Choir	(13)	C 30	Su	12:30	-
(S)	Sinfonietta; Alfred Wallenstein	(7)	M 30	Th	9:30	-
Squibb	Squibb Golden Treasury; Frank Parker	(2)	C 15	3t	6:30	8.1
(S)	Symphonic Strings	(5)	M 30	Su	7:00	-
Bell System	Telephone Hour	(2)	N 30	Mo	8:00	10.8
(S)	US Navy Band	(2)	M 30	Su	10:30	-
Firestone Tires	Voice of Firestone; Margaret Speaks	(13)	N 30	Mo	8:30	9.9
(S)	Wings over Jordan; Negro chorus, hymns	(3)	C 30	Su	10:30a	-

Musical Variety -

Bayer Aspirin	Album of Familiar Music	(11)	N 30	Su	9:30	11.6
(S)	California Melodies	(5)	M 30	Sa	8:30	-
(S)	Carmen Cavallero Orchestra	(1)	B 30	Sa	10:30	-
(S)	Chicago Theatre of the Air; operettas	(2)	M 60	Sa	9:00	-
Carnation Milk	Contented Program	(11)	N 30	Mo	10:00	5.5
(S)	David Rose Orchestra	(1)	M 30	We	9:30	-
Bristol Myers	Dinah Shore Program	(2)	B 15	Su	9:45	8.9
Fitch Shampoo	Fitch Bandwagon; guest orchestras	(4)	N 30	Su	7:30	19.8
Chesterfield	Fred Waring Orchestra and Chorus	(8)	N 15	5t	7:00	12.6
Chesterfield	Glenn Miller Orchestra	(3)	C 15	3t	10:00	7.6
Colgate	Guy Lombardo Orchestra	(11)	C 30	Sa	8:00	8.8
General Elect	Hour of Charm; Phil Spitalny girl orch	(7)	N 30	Su	10:00	10.8
Franco American	Lanny Ross Program	(7)	C 15	5t	7:15	10.6
Dr Lyons	Manhattan Merry-go-Round	(10)	N 30	Su	9:00	8.7
Dr Lyons	Monday Merry-go-Round	(1)	B 30	Mo	10:00	3.6
(S)	Morton Gould Orchestra	(6)	M 30	Tu	9:30	-
Wheeling Steel	Musical Steelmakers	(4)	B 30	Su	5:30	4.1
(S)	Percy Faith Orchestra	(2)	N 30	Mo	10:00	-
(S)	Roy Shields Revue	(3)	B 30	Su	8:00	-
(S)	Sammy Kaye Serenade	(3)	N 30	Su	2:00	-
Pet Milk	Saturday Night Serenade	(6)	C 30	Sa	9:45	11.7
(S)	Shep Fields Orchestra	(2)	M 30	Su	10:00	-
Coca Cola	Spotlight Bands	(1)	M 15	6t	10:15	4.9
(S)	Ted Steele Orchestra	(2)	B 30	Sa	8:30	-
Tums	Treasure Chest; H Heidt orch	(2)	N 30	Tu	8:30	12.2
Phillips	Waltz Time; A Lyman orch	(9)	N 30	Fr	9:00	9.8
Luxor	Wayne King Orchestra	(10)	C 30	Sa	7:30	10.1
Camel	Xavier Cugat Orchestra	(4)	N 30	Th	7:30	3.9
(S)	Xavier Cugat Rumba Revue	(4)	B 30	Tu	8:00	-
Lucky Strike	Your Hit Parade	(7)	C 45	Sa	9:00	17.4

Light Music -

(S)	Deep River Boys; Quartette	(5)	N 15	Su	9:15a	-
(S)	Ink Spots Quartette	(1)	N 15	We	7:45	-
Thrivo	Moylan Sisters	(3)	B 15	Su	5:00	8.2
Vogt Scrap	Olivio Santoro; child yodeler	(2)	B 15	Su	5:15	6.1
(S)	Ramona and the Tune Twisters	(1)	M 15	6t	10:45	-
(S)	Safety Songs; Irving Caesar	(2)	M 15	Su	12:30	-
(S)	Southernaires Quartette; spirituals	(12)	B 30	Su	10:30a	-
(S)	Three Suns; instrumental trio	(2)	N 15	4t	6:45	-

Network Radio Programs 1941-42

101

Quiz Programs --

Esso Oil	Auction Quiz	(1)	B 30	Fr	8:00	2.9
Molle	Battle of the Sexes	(4)	N 30	Tu	9:00	11.8
Mars Candy	Doctor I Q	(3)	N 30	Mo	9:00	11.0
Feenamint	Double or Nothing	(2)	M 30	Su	6:00	7.2
Lucky Strike	Kay Kyser's Kollege	(4)	N 60	We	10:00	22.2
(S)	National Mystery History Quiz	(2)	M 30	Sa	9:30	-
Eversharp	Take It or Leave It	(2)	C 30	Su	10:00	15.1
Williams	True or False	(4)	B 30	Mo	8:30	10.0
Fleishmann	What's My Name	(3)	M 30	Tu	8:00	7.8

Human Interest Programs --

Ironized Yeast	Court of Missing Heirs	(3)	C 30	Tu	8:00	11.9
Ironized Yeast	Goodwill Hour: John J Anthony	(5)	B 60	Su	10:00	9.4
Colgate	Hobby Lobby; Dave Elman	(4)	C 30	Sa	8:30	11.7
(S)	I Am an American; interviews	(2)	B 15	Su	12:15	-
Kentucky Club	Vox Pop: Parks Johnson, Warren Hull	(7)	C 30	Mo	8:00	14.6
General Foods	We, the People; interviews	(6)	C 30	Tu	9:00	17.7

Comedy Audience Participation Programs --

Proctor Gamble	Truth or Consequences; Ralph Edwards	(2)	N 30	Sa	8:30	14.6
----------------	--------------------------------------	-----	------	----	------	------

Panel Quiz or Comedy Programs --

(S)	Can You Top This; story-telling panel	(2)	M 30	Tu	8:30	-
Canada Dry	Information, Please; Clifton Fadiman	(4)	N 30	Fr	8:30	12.9
Miles Labs	Quiz Kids; Joe Kelly	(2)	B 30	We	8:00	9.0

Comedy Talk Programs --

(S)	Henry Morgan Program	(2)	M 15	St	6:45	-
-----	----------------------	-----	------	----	------	---

Prestige Drama --

(S)	Authors' Playhouse	(1)	M 30	Su	11:30	-
DuPont Chem	Cavalcade of America	(7)	N 30	Mo	7:30	11.9
(S)	Great Plays; fourth series	(4)	B 30	Su	2:00	-
Lipton Tea	Helen Hayes Theater	(4)	C 30	Su	8:00	12.6
Lever Brothers	Lux Radio Theater	(8)	C 60	Mo	9:00	30.8
Lady Esther	Orson Welles Theater	(3)	C 30	Mo	10:00	20.2
Gulf Oil	Screen Guild Playhouse	(4)	C 30	Su	7:30	14.2
Int'l Silver	Silver Theater	(4)	C 30	Su	6:00	15.1

Informative Drama --

(S)	America Preferred	(1)	M 30	Fr	9:30	-
Wrigley Gum	First Line of Defense	(1)	C 30	Th	10:15	5.5
(S)	Heirs of Liberty	(1)	N 15	Th	6:30	-
(S)	Listen, America	(1)	N 30	Su	3:30	-
Time Mag	March of Time; dramatized news	(9)	B 30	Th	8:00	5.8
(S)	Report to the Nation	(2)	C 30	Tu	9:30	-
(S)	World is Yours; Smithsonian series	(6)	N 30	Su	1:30	-

Light, Romcy or 'Love Interest' Drama --

Vaseline	Dr Christian; Jean Hersholt	(5)	C 30	We	8:30	14.7
Campana Balm	First Nighter	(12)	C 30	Fr	9:30	17.5
Proctor Gamble	Grand Central Station	(5)	N 30	Fr	7:30	13.1
Welch Juice	Irene Rich Dramas	(8)	B 15	Su	9:30	12.2
Proctor Gamble	Knickerbocker Playhouse	(2)	N 30	Sa	8:00	11.8
Energine	Manhattan at Midnight	(2)	B 30	We	8:30	8.6
St't Brands	One Man's Family	(9)	N 30	Su	8:30	20.0
Philip Morris	Philip Morris Playhouse	(3)	C 30	Fr	9:00	11.5
Sterling Drug	Second Husband	(5)	C 30	Tu	7:30	8.8

## Network Radio Programs 1941-42

Comedy Drama —

Postum	Aldrich Family	(3)	N 30	Th	8:30	30.9
Campbell Soups	Amos 'n' Andy	(13)	C 15	Su	7:00	11.5
Camel	Blondie	(3)	C 30	Mo	7:30	15.0
Quaker Oats	Brewster Boy	(1)	N 30	Mo	9:30	5.9
Mennen	Captain Flagg and Sergeant Quirt	(1)	B 30	Su	7:30	7.1
Anacin	Easy Aces	(10)	B 15	Su	7:00	7.5
Kraft Cheese	Great Gildersleeve	(1)	N 30	Su	6:30	12.7
Miles Labs	Lum and Abner	(6)	B 15	4t	6:30	5.9
Wonder Bread	Maudie's Diary	(1)	C 30	Th	7:30	10.0
Lifebuy Soap	Meet Mr Meek	(2)	C 30	We	7:30	13.5
Woodbury Soap	Parker Family	(3)	B 15	Su	9:15	16.4

Thriller Drama —

Rinso	Big Town; Edward G Robinson	(5)	C 30	We	7:30	17.0
(S)	Bulldog Drummond	(1)	M 30	Su	6:30	-
Philip Morris	Crime Doctor	(2)	C 30	Su	8:30	10.8
Pacific Brax	Death Valley Days	(12)	C 30	Th	8:00	6.7
(S)	Ellery Queen	(2)	N 30	Sa	7:30	-
O Henry Candy	Famous Jury Trials	(3)	B 30	Tu	9:00	5.9
Sloans Linament	Gangbusters	(7)	B 30	Fr	9:00	10.0
(S)	Green Hornet	(3)	B 30	Sa	8:00	-
(S)	Hot Copy	(1)	N 30	Sa	10:30	-
Fleischmann	I Love a Mystery	(3)	B 30	Mo	8:00	11.5
(S)	Inner Sanctum	(2)	B 30	Su	8:00	-
General Foods	Lone Ranger	(8)	M 30	Su	7:30	9.4
Canada Dry	Michael Piper	(1)	B 30	Fr	9:30	4.7
Vitalis	Mr District Attorney	(3)	N 30	We	9:30	19.7
Bisodol	Mr Keen; Tracer of Lost Persons	(5)	B 15	3t	7:15	5.6
Del L & W Coal	Shadow, The	(8)	M 30	Su	5:30	14.5
Bromo Quinine	Sherlock Holmes	(8)	N 30	Su	10:30	14.6
Woodbury Soap	Thin Man	(1)	N 30	We	8:00	12.0
Wings	Wings of Destiny	(2)	N 30	Fr	10:00	12.7

Sports Broadcasts —

(S)	Friday Night Fights	(5)	B 30	Fr	10:00	-
-----	---------------------	-----	------	----	-------	---

News, Commentary —

Richfield Oil	Arthur Hale; Confidentially Yours	(3)	M 15	3t	7:30	7.9
Phillies	Cal Tinney; Sizing Up the News	(2)	M 15	3t	8:00	6.0
(S)	Cedric Foster; news	(1)	M 15	2t	10:00	-
(S)	Cesar Saerohinger; Story behind Headlines	(2)	N 15	Su	11:15	-
Serutan	Drew Pearson-Robert Allen; comment	(3)	B 15	Su	6:30	8.6
(S)	Edward Tomlinson; Latin America	(2)	B 15	We	6:45	-
American Oil	Edwin C Hill; news	(10)	C 15	5t	6:00	-
(S)	Elmer Davis; comment	(3)	C 15	3t	6:30	-
Co-op	Fulton Lewis Jr; news, comment	(4)	M 15	5t	7:00	6.1
Kreml	Gabriel Heatter; news	(7)	M 15	5t	9:00	11.3
Barbasol	Gabriel Heatter; news	(7)	M 15	Su	8:45	9.7
Pure Oil	H V Kaltenborn; Edits the news	(12)	N 15	3t	7:45	17.5
(S)	Jay Sims; news	(1)	M 15	2t	11:00	-
Miles Labs	John W Vandercook; News of the World	(2)	N 15	5t	7:15	9.9
Sun Oil	Lowell Thomas; news	(12)	B 15	5t	6:45	20.1
(S)	Mark Hawley; news	(1)	C 15	5t	10:45	-
(S)	Paul V McNutt; comment	(1)	M 15	We	9:15	-
White Owl	Raymond Gram Swing; news	(6)	M 15	4t	10:00	7.6
(S)	Upton Close; news, comment	(1)	N 15	Su	1:00	-
(S)	Upton Close; news, comment	(1)	B 15	We	7:45	-
Jergens Lotion	Walter Winchell; comment	(10)	B 15	Su	9:00	33.1
Sanka Coffee	William L Shirer; news	(1)	C 15	Su	5:45	9.9
(S)	World Today; CBS news	(1)	C 15	6t	6:45	-

Public Affairs Talks, Forums —

(S)	American Forum of the Air; Theodore Granik	(7)	M 45	Su	8:00	-
(S)	America's Town Meeting; George V Denny	(7)	B 60	Th	9:00	-
(S)	Foreign Policy Association talks	(6)	B 15	Su	12:00	-
(S)	Mutual Forum	(1)	M 30	Su	3:30	-
(S)	National Radio Forum; talks	(9)	B 60	Mo	9:00	-
(S)	Northwestern Reviewing Stand; forum	(5)	M 30	Su	12:00	-
(S)	People's Platform; Lyman Bryson	(4)	C 30	Sa	7:00	-
(S)	Public Affairs Talks	(3)	C 15	We	10:15	-
(S)	University of Chicago Roundtable	(9)	N 30	Su	2:30	-
(S)	Wake Up, America; forum	(2)	B 60	Su	3:00	-

Religious Talk Programs —

(S)	CBS Church of the Air	(11)	C 30	Su	10:00a	-
(S)	CBS Church of the Air	(11)	C 30	Su	1:00	-
(S)	Catholic Hour	(12)	N 30	Su	6:00	-
Lutheran Laymen	Lutheran Hour; Rev Walter A Maier	(4)	M 30	Su	1:30	-
(S)	Message of Israel	(7)	B 30	Sa	7:00	-
(S)	Mutual Radio Chapel	(1)	M 30	Su	10:30a	-
(S)	National Radio Pulpit; Rev Ralph Sockman	(16)	N 30	Su	10:00a	-
(S)	National Vespers; Rev Harry E Fosdick	(15)	B 30	Su	4:00	-
Gospel B'c'g	Old Fashioned Revival Hour	(6)	M 60	Su	9:00	2.1
Bible Class	Radio Bible Class	(2)	M 30	Su	10:00a	-
(S)	Religion in the News; Walter Van Kirk	(9)	N 15	Sa	6:30	-
Voice Inc	Voice of Prophecy	(1)	M 30	Su	9:30a	-
Young People	Young People's Church of the Air	(2)	M 30	Su	8:00a	-

Sports News, Interviews —

Colgate	Bill Stern; Sports Newsreel	(5)	N 15	Sa	10:00	10.1
(S)	Bill Stern; sports news	(5)	B 15	5t	6:15	-
Phillies	Sam Balter; Inside of Sports	(4)	M 15	3t	7:45	3.2
(S)	Stan Lomax; sports comment	(5)	M 15	6t	7:00	-

Broadway and Hollywood Gossip Programs —

Marrow Oil	George Fisher; Hollywood gossip	(2)	M 15	Su	1:15	4.4
Sunkist Fruits	Hedda Hopper; Hollywood gossip	(3)	C 15	3t	6:15	6.2
Johnson & J'n	Voice of Broadway	(1)	C 15	Tu	6:15	5.6

Miscellaneous Talk Programs —

(S)	Americas Speak	(1)	M 30	Su	3:00	-
(S)	Behind the Mike	(2)	B 15	Su	4:30	-
Red Heart	Bob Becker; dog talks	(7)	N 15	Su	3:00	8.0
Pan American	Eleanor Roosevelt; chats	(1)	B 15	Su	6:45	7.8
Ralston	Elsa Maxwell; Party Line	(1)	B 15	Fr	10:00	5.6
(S)	Invitation to Learning	(2)	C 30	Su	11:30a	-
(S)	Sylvia Marlowe; Everyday Economics	(1)	N 15	Su	4:00	-
Hallmark Cards	Tony Wons Scrapbook; poetry	(8)	N 15	Su	4:15	6.4

Daytime General Variety —

Swift Pack'g	Breakfast Club; Don McNeill	(9)	B 60	6t	9:00a	3.9
(S)	Club Matinee	(5)	B 60	3t	4:00	-
(S)	New England Variety Show	(1)	N 15	Sa	10:45a	-
(S)	Show Shop; Ray Nelson MC	(1)	B 30	Sa	1:30	-

Daytime Hillbilly Shows —

(S)	Renfro Valley Folks	(2)	C 15	2t	3:30	-
-----	---------------------	-----	------	----	------	---

## Network Radio Programs 1941-42

Daytime Concert Music —

(S)	Cleveland Symphony Orchestra	(6)	C 60	Sa	5:00	-
(S)	Curtis Institute Recitals	(7)	C 30	3t	4:00	-
(S)	Eastman School of Music Symphony	(8)	N 30	Sa	12:00	-
(S)	Metropolitan Opera Broadcasts	(11)	B 210	Sa	2:00	-
(S)	New York Philharmonic Children's Concerts	(14)	C 60	Mo	3:45	-
(S)	US Army Band	(2)	B 30	2t	2:00	-
(S)	US Marine Band	(2)	C 30	Sa	10:00a	-
(S)	US Marine Band	(2)	N 45	Sa	1:45	-

Daytime Musical Variety —

(S)	Benny Goodman Orchestra	(2)	M 30	Sa	2:00	-
(S)	Glenn Miller Orchestra	(3)	M 60	Sa	5:00	-
(S)	Rex Maubin Orchestra	(1)	B 30	Sa	11:00a	-
(S)	Vic Arden Orchestra	(1)	N 30	Sa	11:30a	-
(S)	Vincent Lopez Orchestra	(1)	B 30	2t	2:00	-

Daytime Light Music —

(S)	Arthur Godfrey; songs	(4)	M 15	2t	12:15	-
Ex Lax	Arthur Tracy; The Street Singer	(1)	B 15	3t	4:00	1.9
(S)	Deep River Boys; quartette	(5)	N 15	5t	12:30	-
(S)	Clark Dennis; tenor	(4)	B 15	5t	10:00a	-
(S)	Edward McHugh; The Gospel Singer	(9)	N 15	5t	9:45a	-
(S)	Happy Jim Parsons	(1)	M 15	5t	4:30	-
General Mills	Hymns of All Churches; Joe Emerson Choir	(7)	C 15	3t	10:00a	2.6
(S)	Landt Trio	(10)	C 15	4t	4:30	-
Armour Pack'g	Treat Time; Buddy Clark	(1)	C 15	3t	11:00a	-

Daytime Quiz Programs —

(S)	Consumers Quiz	(2)	M 15	5t	10:30a	-
-----	----------------	-----	------	----	--------	---

Daytime Comedy Talk Programs —

(S)	Allen Prescott; the Wife Saver	(9)	N 15	Sa	10:30a	-
-----	--------------------------------	-----	------	----	--------	---

Daytime Informative Drama —

(S)	American School of the Air	(12)	C 30	5t	9:15a	-
(S)	Doctors at Work; AMA Health Dramas	(7)	N 30	Sa	5:00	-

Daytime Light Drama —

Shinola Polish	Lincoln Highway	(2)	N 30	Sa	11:00a	8.4
(S)	Stars Over Hollywood	(1)	C 30	Sa	12:30	-
Armstrong Rugs	Theater of Today	(1)	C 30	Sa	12:00	5.2

Daytime Comedy Drama —

(S)	James and I	(1)	C 30	Sa	10:30a	-
(S)	Johnson Family	(6)	M 15	5t	3:30	-

Daytime Thriller Drama —

Ovaltine	Captain Midnight	(2)	M 15	5t	5:45	5.0
(S)	Flying Patrol	(1)	B 15	5t	5:30	-
General Mills	Jack Armstrong	(9)	M 15	5t	5:30	6.5
(S)	Little Orphan Annie	(9)	M 15	5t	5:00	-
(S)	Mandrake, the Magician	(2)	M 15	5t	5:15	-
(S)	Secret City	(1)	B 15	5t	5:15	-
Ralston	Tom Mix	(9)	B 15	5t	5:45	5.3

Daytime Women's Serial Drama —

Ivory Soap	Against the Storm	(3)	N 15	5t	3:00	7.2
General Mills	Arnold Grim's Daughter	(5)	N 15	5t	2:45	6.2
Spry	Aunt Jenny's Stories	(6)	C 15	5t	11:45a	5.4
Colgate	Bachelor's Children	(6)	N 15	5t	10:15	5.7
(S)	Bachelor Mother	(1)	M 15	5t	4:15	-
Dr Lyons	Backstage Wife	(7)	N 15	5t	4:00	5.9
Duz	Bartons, The	(1)	N 15	5t	11:30a	6.1
Kleenex	Bess Johnson	(1)	N 15	5t	10:00a	5.9
Rinso	Big Sister	(6)	C 15	5t	12:15	7.9
Swan Soap	Bright Horizon	(1)	C 15	5t	11:30a	5.0
Bab-O	David Harum	(6)	N 15	5t	11:45a	5.5
Anacin	Front Page Farrell	(1)	M 15	5t	1:30	2.0
Oxydol	Goldbergs, The	(11)	C 15	5t	5:15	5.5
Am Home Prods	Helen Trent	(8)	C 15	5t	12:30	8.2
Ironized Yeast	Helping Hand	(1)	C 15	5t	3:00	1.7
Old Dutch	Helpmate	(1)	N 15	5t	10:30a	4.1
Cal Aspirin	Honeymoon Hill	(2)	B 15	5t	3:15	1.6
(S)	House in the Country	(1)	B 15	5t	10:30a	-
(S)	In Care of Aggie Horn	(1)	B 15	5t	2:45	-
(S)	Into the Light	(1)	B 15	5t	2:30	-
Bisodol	John's Other Wife	(6)	B 15	5t	3:30	2.5
La France	Joyce Jordan; Girl Interne	(4)	C 15	5t	2:15	6.1
Anacin	Just Plain Bill	(10)	B 15	5t	3:45	2.9
Maxwell House	Kate Hopkins	(2)	C 15	5t	2:45	4.4
Ivory Soap	Life Can be Beautiful	(4)	C 15	5t	1:00	9.0
General Mills	Light of the World; Bible dramatization	(2)	N 15	5t	2:00	5.7
Dreft	Lone Journey	(2)	N 15	5t	11:30a	6.5
Phillips	Lorenzo Jones	(5)	N 15	5t	4:30	7.2
Oxydol	Ma Perkins	(9)	N 15	5t	3:15	8.5
Campbell Soups	Man I Married	(3)	C 15	5t	11:15a	4.0
Ivory Soap	Mary Marlin	(8)	C 15	5t	5:00	3.6
Ivory Soap	Mary Marlin	(8)	N 15	5t	11:00a	7.7
Supersuds	Myrt and Marge	(11)	C 15	5t	10:15a	4.4
Wheaties	Mystery Man	(1)	N 15	5t	2:15	5.9
Ivory Soap	O'Neills, The	(8)	C 15	5t	5:30	5.3
Dr Lyons	Orphans of Divorce	(3)	B 15	5t	3:00	1.8
Anacin	Our Gal Sunday	(5)	C 15	5t	12:45	8.1
Camay Soap	Pepper Young's Family	(6)	N 15	5t	3:30	8.0
Post Bran	Portia Faces Life	(2)	N 15	5t	5:15	7.0
Crisco	Right to Happiness	(3)	N 15	5t	11:15a	7.0
Chipsco	Road of Life	(5)	C 15	5t	1:45	8.4
Chipsco	Road of Life	(5)	N 15	5t	10:45a	8.4
Wrigley Gum	Scattergood Baines	(4)	C 15	5t	5:45	4.6
Phillips	Stella Dallas	(5)	N 15	5t	4:15	6.7
Colgate	Stepmother	(5)	C 15	5t	10:30a	4.4
Wheaties	Stories America Loves	(1)	C 15	5t	9:45a	3.5
Wheaties	Valiant Lady	(4)	N 15	5t	2:30	6.5
Crisco	Vio and Sade	(10)	C 15	5t	1:30	7.0
Crisco	Vio and Sade	(10)	N 15	5t	3:45	6.7
Best Foods	We, the Abbots	(2)	N 15	5t	5:30	4.9
Calumet	When a Girl Marries	(3)	N 15	5t	5:00	7.0
Oxydol	Woman in White	(5)	C 15	5t	1:15	9.1
Octagon	Woman of Courage	(3)	C 15	5t	10:45a	4.7
Post Toasties	Young Dr. Malone	(3)	C 15	5t	2:00	7.1
Bayer Aspirin	Young Wilder Brown	(5)	N 15	5t	4:45	7.8



## Network Radio Programs 1941-42

Daytime Children's Programs --

(S)	Let's Pretend; dramatized fairy tales	(3)	C 30	Sa	11,30a	-
-----	---------------------------------------	-----	------	----	--------	---

Daytime News Programs --

(S)	Blue World News Roundup; overseas pickups	(1)	B 15	5t	8:00a	-
Land of Lakes	Boake Carter; news	(8)	M 15	3t	4:45	3.2
(S)	CBS World News Roundup; overseas pickups	(3)	C 15	6t	8:00a	-
Aspertine	John B Hughes; news	(2)	M 15	5t	12:00	3.7
(S)	Helen Hiatt; comment	(1)	B 15	5t	10:45a	-
Mueller	Mark Hawley; news	(1)	C 15	3t	4:45	1.9
(S)	Mutual Morning News Reports	(3)	M 15	6t	8:00a	-
(S)	NBC World News Roundup; overseas pickups	(2)	N 15	5t	8:00a	-
Vick Chem	News for Women	(1)	C 15	5t	3:15	2.2

Daytime Public Affairs Talks --

(S)	Columbia University Student Forum	(2)	M 30	Sa	3:00	-
(S)	Home Front Forum	(1)	N 15	Sa	3:15	-

Daytime Homemaker's Programs --

General Mills	Betty Crocker; food talks	(15)	C 15	2t	10:00a	2.6
(S)	Eleanor Nash; fashions	(1)	B 15	We	11:00a	-
(S)	Isabel Manning Hewson; Market Basket	(3)	N 15	5t	9:30a	-
Pet Milk	Mary Lee Taylor; cooking talk	(5)	C 15	2t	11:00a	3.1
(S)	Nell Vinick; beauty talk	(8)	C 15	2t	3:30	-
(S)	Richard Kent; Traveling Chef	(3)	B 15	Th	11:00a	-

Daytime Miscellaneous Talk Programs --

(S)	Adventures in Science	(4)	C 15	Sa	1:30	-
(S)	Alma Kitchell's Brief Case	(4)	B 15	2t	11:15a	-
(S)	Ask Young America	(1)	B 15	Sa	11:30a	-
(S)	Captain Tim Healy; Adventure Stories	(3)	B 15	5t	5:00	-
(S)	Child Care; US Children's Bureau Talks	(1)	B 15	2t	11:00a	-
(S)	Civilian Defense Talks	(1)	B 15	5t	12:15	-
(S)	Columbia's Country Journal	(3)	C 30	Sa	3:00	-
(S)	Columbia Home Talk Series	(1)	C 15	5t	3:45	-
(S)	Consumer Time	(1)	N 15	Sa	12:00	-
(S)	Dr Alfred C Walton; health	(1)	N 15	Sa	1:30	-
(S)	Farm and Home Hour (with USDA)	(13)	B 60	6t	12:30	-
Campbell Soups	Fletcher Wiley	(2)	C 15	5t	2:30	5.0
(S)	Garden Gate	(1)	C 30	Sa	9:30a	-
(S)	Ilka Chase; comments	(2)	N 15	Sa	12:30	-
Multi	Kate Smith Chats	(10)	C 15	5t	12:00	8.7
(S)	Living Literature	(1)	B 15	We	11:15	-
(S)	Man on the Farm	(2)	M 30	Sa	12:00	-
Multi	Mary Margaret McBride	(4)	N 15	5t	1:00	-
(S)	Men and Books	(2)	C 30	Sa	2:00	-
(S)	Ted Malone; Between the Bookends	(6)	B 15	3t	11:00a	-
(S)	Victor Lindlahr; diet talks	(6)	M 15	5t	9:15a	-

MAJOR NETWORK RADIO PROGRAMS - SEASON 1942-1943  
On Air January 1943

107

Sponsor	Program	Season on Air	Net, Day, Hour	Length, Hour	Hooper Rating
<u>Comedy Variety</u> —					
Camel	Abbott and Costello Program	(1)	N 30	Th 10:00	24.6
Colgate	Al Jolson Program	(6)	C 30	Tu 8:30	14.2
Lever Brothers	Bob Burns; the Arkansas Traveler	(2)	N 30	We 9:00	15.5
Pepsodent	Bob Hope Program	(7)	N 30	Tu 10:00	40.9
Lever Brothers	Burns and Allen Program	(11)	C 30	Tu 9:00	19.3
Camel	Camel Comedy Caravan	(1)	C 60	Fr 10:00	11.6
Chase & Sanborn	Charlie McCarthy Program	(6)	N 30	Su 8:00	34.8
(S)	Danny Thomas Show	(1)	A 30	Sa 7:00	-
Bristol Myers	Duffy's Tavern; Ed Gardiner	(2)	A 30	Tu 8:30	13.6
Bristol Myers	Eddie Cantor Program; Time to Smile	(10)	N 30	We 9:00	21.4
Johnson's Wax	Fibber McGee and Molly Program	(8)	N 30	Th 9:30	37.7
Maxwell House	Frank Morgan-Fannie Brice Program	(5)	N 30	Tu 8:00	27.5
Texaso Oil	Fred Allen; Texaso Star Theater	(11)	C 30	Su 9:30	21.6
Jello	Jack Benny Program	(11)	N 30	Su 7:00	33.9
Raleigh	Red Skelton Program	(2)	N 30	Tu 10:30	40.7
Lever Brothers	Tommy Riggs & Betty Lou	(3)	N 30	Fr 7:30	14.2
<u>General Variety</u> —					
(S)	Army Hour; from camps	(3)	N 60	Su 3:30	-
(S)	Basin Street Chamber Music Society	(3)	A 30	Mo 10:30	-
Kraft Cheese	Bing Crosby Program; Kraft Music Hall	(12)	N 30	Th 9:00	23.1
Cresta Blanca	Cresta Blanca Carnival	(1)	M 45	We 9:15	5.8
Model Tobacco	Gay Nineties Revue; Beatrice Kay	(3)	C 30	Mo 8:30	16.6
Philip Morris	Ginny Simms Show	(1)	N 30	Tu 8:00	18.4
General Foods	Kate Smith Hour	(11)	C 60	Fr 8:00	17.5
Hallmark Cards	Meet Your Navy	(1)	A 30	Fr 10:00	4.0
Sealtest	Rudy Vallee Variety Show	(13)	N 30	Th 9:30	23.8
Corn Products	Stage Door Canteen	(1)	C 30	Th 9:30	10.5
(S)	This is Fort Dix	(3)	M 30	Su 3:00	-
<u>Amateur or Talent Contest Variety</u> —					
Chrysler Motors	Major Bowes Amateur Hour	(8)	C 30	Th 9:00	16.2
<u>Hillbilly, Minstrel Shows</u> —					
Prince Albert	Grand Ol' Opry	(2)	N 30	Sa 10:30	9.7
Miles Labs	National Barn Dance	(10)	N 30	Sa 9:00	12.6
Bugler Tobacco	Plantation Party	(5)	N 30	Fr 9:30	11.5
<u>Semi-Variety</u> —					
Wrigley Gum	Gene Autry; Western Music, drama	(4)	C 30	Su 6:30	9.7
<u>Concert Music</u> —					
Bayer Aspirin	American Melody Hour	(2)	C 30	Tu 7:30	7.8
Coca Cola	Andre Kostelanetz; Pause that Refreshes	(9)	C 30	Su 4:30	7.6
(S)	Boston Symphony Orchestra	(4)	A 60	Sa 8:15	-
Cities Service	Cities Service Concert	(16)	N 30	Fr 8:00	7.0
Celanese	Great Moments in Music	(2)	C 30	We 10:00	4.0
Westinghouse	John Charles Thomas Program	(1)	N 30	Su 2:30	7.5
Sherwin W'ms	Metropolitan Opera Auditions	(8)	A 30	Su 6:30	4.5
(S)	NBC Symphony Orchestra	(6)	A 60	Su 5:00	-
Old Gold	Nelson Eddy Program	(1)	C 30	We 8:00	11.3
(S)	New York Philharmonic Orchestra	(15)	C 90	Su 3:00	-
Prudential	Prudential Family Hour	(2)	C 45	Su 5:00	9.3

(more)

Concert Music - cont'd --

(S)	Salt Lake Tabernacle Choir	(14)	C 30	Su 12:30	-
(S)	Symphonic Strings	(6)	M 30	Su 7:00	-
Bell System	Telephone Hour	(3)	N 30	Mo 9:00	10.8
Conti	Treasure Hour of Song	(1)	M 30	We 10:00	2.4
Firestone Tires	Voice of Firestone	(14)	N 30	Mo 8:30	11.6

Musical Variety --

Bayer Aspirin	Album of Familiar Music	(12)	N 30	Su 9:30	12.5
(S)	Benny Goodman Orchestra	(3)	M 30	Th 8:30	-
(S)	Chicago Theater of the Air; operettas	(3)	M 60	Sa 9:00	-
Carnation Milk	Contented Program	(12)	N 30	Mo 10:00	10.1
Bristol Myers	Dinah Shore Program	(3)	A 15	Fr 8:15	4.1
Fitch Shampoo	Fitch Bandwagon; guest orchestras	(5)	N 30	Su 7:30	22.5
Chesterfield	Fred Waring Orchestra and Chorus	(9)	N 15	5t 7:00	11.6
Amer Cigars	Gracie Fields Program	(1)	A 15	5t 10:15	4.2
Camel	Harry James Orchestra	(1)	C 15	3t 7:15	8.3
General Elect	Hour of Charm; Phil Spitalny girl orch	(8)	N 30	Su 10:00	10.4
Squibb	Keep Working, Singing, America	(1)	C 15	3t 6:30	4.6
Dr Lyons	Manhattan Merry-go-Round	(11)	N 30	Su 9:00	14.0
Wheelin' Steel	Musical Steelmakers	(5)	A 30	Su 5:30	2.9
Pet Milk	Saturday Night Serenade	(7)	C 30	Sa 9:45	9.8
Coca Cola	Spotlight Bands	(2)	A 30	6t 9:30	3.9
(S)	Ted Steele Orchestra	(3)	A 30	Sa 8:30	-
Raleigh	Tommy Dorsey Orchestra	(4)	N 30	We 8:30	10.0
Tums	Tums Treasure Chest; H Heidt orch	(3)	N 30	Tu 8:30	11.7
Phillips	Waltz Time; Abe Lyman orch	(10)	N 30	Fr 9:00	11.1
Dubonnet	Xavier Cugat Orchestra	(5)	M 30	We 8:30	-
Lucky Strike	Your Hit Parade	(8)	C 45	Sa 9:00	17.1

Light Music --

(S)	Ella Fitzgerald	(1)	A 15	Su 8:15	-
(S)	Korn Kobblers	(1)	A 15	4t 6:30	-
(S)	Moylan Sisters	(4)	A 15	Su 5:00	-
(S)	Safety Songs; Irving Caesar	(3)	M 15	Su 12:30	-
Barbasol	Singin' Sam	(6)	M 15	2t 8:00	3.8
(S)	Southernaires Quartette; spirituals	(13)	A 30	Su 10:30a	-

Quiz Programs --

Kolle	Battle of the Sexes	(5)	N 30	Tu 9:00	10.0
(S)	Better Half	(1)	M 30	Su 9:00	-
Tums	Crumit and Sanderson Quiz	(6)	C 30	Sa 8:00	8.8
Vitamins	Doctor I Q	(4)	N 30	Mo 9:30	13.7
White Labs	Double or Nothing	(3)	M 30	Fr 9:30	7.8
Lucky Strike	Kay Kyser's Kollege	(5)	N 60	We 10:00	26.2
Eversharp	Take It or Leave It	(3)	C 30	Su 10:00	21.3
Camel	Thanks to the Yanks; Bob Hawk	(1)	C 30	Fr 10:00	10.1
Williams	True or False	(5)	A 30	Mo 8:30	8.4

Ruman Interest Programs --

Ironized Yeast	Good Will Hour; John J Anthony	(6)	A 60	Su 10:00	9.3
Colgate	Hobby Lobby; Dave Elman	(5)	C 30	Sa 8:30	9.4
Bromo Seltzer	Vox Pop; Parks Johnson, Warren Hull	(8)	C 30	Mo 8:00	15.0
Gulf Oil	We, the People; interviews	(7)	C 30	Su 7:30	9.9

Comedy Audience Participation Programs --

Wings	People are Funny; Art Linkletter	(1)	N 30	Fr 10:00	15.6
P & Gamble	Truth or Consequences; Ralph Edwards	(3)	N 30	Sa 8:30	16.4

## Network Radio Programs 1942-43

Panel Quiz or Comedy Programs —

Colgate	Can You Top This; story telling panel	(3)	N 30	Sa	9:30	12.3
Lucky Strike	Information, Please; Clifton Fadiman	(5)	N 30	Fr	8:30	13.9
Miles Labs	Quiz Kids; Joe Kelly	(3)	A 30	Su	7:30	7.6

Comedy Talk Programs —

Shutter Candy	Col Lemuel Stoopnagle Stooperoos	(3)	C 15	Su	1:45	5.5
---------------	----------------------------------	-----	------	----	------	-----

Prestige Drama —

Philip Morris	Author's Playhouse	(2)	C 30	Fr	9:00	11.6
DuPont Chem	Cavalcade of America	(8)	N 30	Mo	8:00	13.0
Lever Brothers	Lux Radio Theater	(9)	C 60	Mo	9:00	27.0
(S)	Orson Welles Theater	(4)	C 30	Su	8:00	-
Lady Esther	Screen Guild Playhouse	(5)	C 30	Mo	10:00	20.9

Informative Drama —

Lookheed	Ceiling Unlimited	(1)	C 15	Mo	7:15	8.0
Wrigley Gum	First Line of Defense	(2)	C 30	Th	10:00	9.3
Time Mag	March of Time; dramatized news	(10)	N 30	Th	10:30	19.6
Campbell Soups	Radio Reader's Digest	(1)	C 30	Su	9:00	12.0
Philco Radios	Secret Weapon	(1)	C 15	Fr	7:15	4.8
(S)	This is Our Enemy	(1)	M 30	Su	10:30	-
(S)	Wings to Victory	(1)	A 30	Th	10:30	-

Light, Homey or 'Love Interest' Drama —

(S)	Chaplain Jim	(1)	A 30	Su	2:30	-
Vaseline	Dr Christian; Jean Hersholt	(6)	C 30	We	8:30	15.3
Campana Balm	First Nighter	(13)	M 30	Su	6:00	11.4
Welch Juice	Irene Rich Dramas	(9)	C 15	Su	6:15	6.7
Sterling Drugs	Manhattan at Midnight	(3)	A 30	We	8:30	7.1
Lever Brothers	Mayor of the Town; Lionel Barrymore	(1)	C 30	We	9:00	11.6
St'd Brands	One Man's Family	(10)	N 30	Su	8:30	16.7
General Foods	Those We Love	(5)	C 30	Su	2:00	6.4
Calif Fruit	Today at the Duncans	(1)	C 15	3t	6:15	4.1

Comedy Drama —

Proctor Gamble	Abie's Irish Rose	(1)	N 30	Sa	8:00	16.2
General Foods	Aldrich Family	(4)	N 30	Th	8:30	31.5
Campbell Soups	Amos 'n' Andy	(14)	C 15	5t	7:00	9.4
Camel	Blondie	(4)	C 30	Mo	7:30	17.0
Quaker Oats	Brewster Boy	(2)	C 30	Fr	9:30	13.9
Kraft Cheese	Great Gildersleeve	(2)	N 30	Su	6:30	18.0
Miles Labs	Lum and Abner	(7)	A 15	4t	8:15	5.4
Woodbury Soap	Parker Family	(4)	A 15	Su	9:15	10.3

Thriller Drama —

(S)	Bulldog Drummond	(2)	M 30	Su	6:30	-
Mail Pouch	Counterspy	(1)	A 30	Mo	9:00	8.1
Philip Morris	Crime Doctor	(3)	C 30	Su	8:30	11.3
Pacific Borax	Death Valley Days	(13)	C 30	Th	8:30	5.9
Bromo Seltzer	Ellery Queen	(3)	N 30	Sa	7:30	12.6
O Henry Candy	Famous Jury Trials	(4)	A 30	Tu	9:00	9.5
Sloans Linament	Gangbusters	(8)	A 30	Fr	9:00	12.6
(S)	Green Hornet	(4)	A 30	Su	4:30	-
Carter	Inner Sanctum	(3)	A 30	Su	8:30	13.3
Sterling Drugs	Lights Out	(2)	C 30	Tu	8:00	12.8
General Mills	Lone Ranger	(9)	A 30	3t	7:30	8.8
Jergens Lotion	Mr and Mrs North	(1)	N 30	We	8:00	16.6
Bristol Myers	Mr District Attorney	(4)	N 30	We	9:30	28.3

(more)

## Network Radio Programs 1942-43

Thriller Drama - cont'd -

Am Home Prods	Mr Keen; Tracer of Lost Persons	(6)	C 15	3t	7:45	6.9
Del L & W Coal	Shadow, The	(9)	M 30	Su	5:30	-
(S)	Suspense	(1)	C 30	Tu	9:30	-
General Foods	Thin Man	(2)	C 30	We	8:00	18.5

News, Commentary -

Richfield Oil	Arthur Hale; Confidentially Yours	(4)	M 15	3t	7:30	6.7
Bayuk Cigars	Cal Tinney; Sizing Up the News	(3)	M 15	3t	8:00	6.0
(S)	Cesar Saerohinger; Story behind Headlines	(3)	N 15	Su	11:00	-
Healthaids	Drew Pearson; comment	(4)	A 15	Su	7:00	5.9
Ford Motors	Earl Godwin; Watch World Go By	(1)	A 15	7t	8:00	6.2
(S)	Edward C Tomlinson; Latin America	(3)	A 15	Su	9:15	-
Int'l Silver	Edward R Murrow; news	(1)	C 15	Su	6:00	8.6
Johnson & J'n	Edwin C Hill; news	(11)	C 15	Tu	6:15	4.5
General Elect	Frazier Runt	(2)	C 15	3t	6:00	5.5
Co-op	Fulton Lewis, Jr.; news, comment	(5)	M 15	5t	7:00	7.9
Barbasol	Gabriel Heatter; news, comment	(8)	M 15	Su	8:45	7.9
Multi	Gabriel Heatter; news, comment	(8)	M 15	5t	9:00	10.0
Pure Oil	H V Kaltenborn; Edits the news	(13)	N 15	5t	7:45	17.5
(S)	Jay Sims; news	(2)	M 15	2t	11:00	-
Am Home Prods	John B Hughes; news	(2)	M 15	2t	10:00	5.1
Barbasol	John B Kennedy	(5)	C 15	2t	6:00	-
Miles Labs	John W Vandercook; News of the World	(3)	N 15	5t	7:15	9.8
Sun Oil	Lowell Thomas; news	(13)	A 15	5t	6:45	14.3
(S)	Mark Hawley; news	(2)	C 15	5t	11:00	-
General Cigar	Raymond Clapper; news	(1)	M 15	2t	10:00	3.9
Secony Oil	Raymond Gram Swing; news	(7)	A 15	4t	10:00	6.0
Lumbermen Ins	Upton Close; news, comment	(2)	M 15	Su	5:15	4.9
Jergens Lotion	Walter Winchell; comment	(11)	A 15	Su	9:00	16.6
General Foods	William L Shirer; news	(2)	C 15	Su	5:45	10.3
Shaeffer Pens	World News Parade	(1)	N 15	Su	3:15	7.8
Admiral Radios	World News Today; CBS News Roundup	(1)	C 30	Su	2:30	6.2

Public Affairs Talks, Forums -

(S)	American Forum of the Air; Theodore Granik	(8)	M 60	Su	8:00	-
(S)	America's Town Meeting; George V. Denny	(8)	A 60	Th	8:30	-
(S)	Mutual Forum	(2)	M 30	Su	3:30	-
(S)	National Radio Forum; talks	(10)	A 60	We	10:30	-
(S)	Northwestern Reviewing Stand; forum	(6)	M 30	Su	11:30a	-
(S)	People's Platform; Lyman Bryson	(5)	C 30	Sa	7:00	-
(S)	Public Affairs Talks	(4)	C 15	2t	10:30	-
(S)	University of Chicago Roundtable	(10)	N 30	Su	2:00	-
(S)	Wake Up, America; forum	(3)	A 30	Su	2:00	-

Religious Talk Programs -

(S)	CBS Church of the Air	(12)	C 30	Su	10:00a	-
(S)	CBS Church of the Air	(12)	C 30	Su	1:00	-
(S)	Catholic Hour	(13)	N 30	Su	6:00	-
(S)	Hour of Faith	(1)	A 30	Su	11:30a	-
Lutheran Laymen	Lutheran Hour; Rev Walter A Maier	(5)	M 30	Su	1:30	2.2
(S)	Message of Israel	(8)	A 30	Sa	7:00	-
(S)	Mutual Radio Chapel	(2)	M 30	Su	11:00a	-
(S)	National Radio Pulpit; Rev Ralph Sockman	(17)	N 30	Su	10:00a	-
(S)	National Vespers; Rev Harry E Fosdick	(16)	A 30	Su	4:00	-
Gospel B'c'g	Old Fashioned Revival Hour	(7)	M 60	Su	7:00	2.4
Gospel B'c'g	Pilgrim Hour	(1)	M 60	Su	2:00	1.9
Bible Class	Radio Bible Class	(3)	M 30	Su	10:00a	-
(S)	Religion in the News; Walter Van Kirk	(10)	N 15	Sa	6:30	-
Voice Inc	Voice of Prophecy	(2)	M 30	Su	7:00	1.7
Young People	Young People's Church of the Air	(3)	M 30	Su	9:00a	-

Network Radio Programs 1942-43

111

Sports News, Interviews —

Colgate	Bill Stern; Sports Newsreel	(6)	N 15	Sa 10:00	8.4
(S)	Stan Lomax; sports comment	(6)	M 15	6t 7:00	-

Broadway and Hollywood Gossip Programs —

Carter Prods	Jimmy Fidler; Hollywood Gossip	(7)	A 15	Su 9:30	8.5
--------------	--------------------------------	-----	------	---------	-----

Miscellaneous Talk Programs —

(S)	Invitation to Learning	(3)	C 30	Su 11:30a	-
-----	------------------------	-----	------	-----------	---

Daytime General Variety —

Multi	Breakfast Club; Don McNeill	(10)	A 60	5t 9:00a	4.1
(S)	Mutual Matinee	(1)	M 120	5t 2:30	-
(S)	Spirit of 1943	(1)	C 30	Sa 2:30	-
(S)	Victory Hour; H S Victory Corps Program	(1)	A 30	Tu 2:30	-

Daytime Concert Music —

(S)	Cleveland Symphony Orchestra	(7)	C 60	Sa 5:00	-
(S)	Metropolitan Opera Broadcasts	(12)	A 90	Sa 2:00	-
(S)	NBC Symphony Orchestra	(6)	N 45	Sa 2:00	-
(S)	US Army Band	(3)	M 30	Sa 11:30a	-
(S)	US Marine Band	(3)	A 30	We 1:45	-

Daytime Musical Variety —

Wrigley Gum	Ben Bernie Orchestra	(12)	C 15	5t 5:45	5.3
(S)	Glen Gray Orchestra	(1)	M 45	Sa 5:00	-
(S)	Hal McIntire Orchestra	(1)	M 30	Sa 1:30	-
(S)	Hawaiian Music	(1)	C 30	Sa 3:30	-
(S)	Music of America	(1)	N 30	Sa 4:30	-
(S)	Pan-American Music	(1)	C 30	Sa 4:30	-

Daytime Light Music —

General Mills	Hymns of All Churches; Joe Emerson Choir	(8)	N 15	4t 2:45	4.5
---------------	--	-----	------	---------	-----

Daytime Informative Drama —

(S)	American School of the Air	(13)	C 30	5t 9:15a	-
(S)	Doctors at War; AMA drama series	(8)	N 30	Sa 5:00	-

Daytime Light Drama —

(S)	Stars Over Hollywood	(2)	C 30	Sa 2:30	-
Armstrong Rugs	Theater of Today	(2)	C 30	Sa 12:00	-

Daytime Thriller Drama —

Ovaltine	Captain Midnight	(3)	A 15	5t 5:45	5.0
(S)	Hop Harrigan	(1)	A 15	5t 5:15	-
General Mills	Jack Armstrong	(10)	A 15	5t 5:30	5.8
(S)	Sea Hound; Inter-American program	(1)	A 15	5t 5:00	-
(S)	Superman	(2)	M 15	5t 5:30	-

Daytime Women's Serial Drama —

Lever Brothers	Aunt Jenny's Stories	(7)	C 15	5t 11:45a	8.6
Cont'l Baking	Bachelor's Children	(7)	C 15	5t 10:45a	4.2
Sterling Drugs	Backstage Wife	(8)	N 15	5t 4:15	5.9
Lever Brothers	Big Sister	(7)	C 15	5t 12:15	8.9
Lever Brothers	Bright Horizon	(2)	C 15	5t 11:30a	5.8
Bab-O	David Harum	(7)	C 15	5t 3:00	3.3
Bab-O	David Harum	(7)	N 15	5t 11:45a	3.8

(more)

## Network Radio Programs 1942-43

Daytime Women's Serial Drama - cont'd --

Am Home Prods	Front Page Farrell	(2)	N 15	5t	5:45	4.4
Proctor Gamble	Goldbergs	(12)	C 15	5t	1:45	6.2
General Mills	Guilding Light	(4)	N 15	5t	2:30	6.2
Am Home Prod	Helen Trent	(9)	C 15	5t	12:30	8.4
Cudahy Pack'g	Helpmate	(2)	N 15	5t	10:30a	3.8
Sterling Drugs	Honeymoon Hill	(3)	C 15	5t	10:30a	4.1
General Foods	Joyce Jordan, M.D.	(5)	C 15	5t	2:15	5.6
Am Home Prod	Just Plain Bill	(11)	N 15	5t	5:30	6.5
General Mills	Kitty Foyle	(1)	C 15	5t	10:15a	5.7
Proctor Gamble	Life Can Be Beautiful	(5)	C 15	5t	1:00	7.5
General Mills	Light of the World; Bible dramatizations	(3)	N 15	5t	2:00	4.8
Proctor Gamble	Lone Journey	(3)	N 15	5t	10:45a	3.4
General Mills	Lonely Women	(1)	N 15	5t	2:15	5.0
Sterling Drugs	Lorenzo Jones	(6)	N 15	5t	4:30	7.2
Oxydol	Ma Perkins	(10)	C 15	5t	1:15	7.6
Oxydol	Ma Perkins	(10)	N 15	5t	3:15	6.9
Proctor Gamble	Mary Marlin	(9)	N 15	5t	3:00	6.6
St'd Brands	O'Neills, The	(9)	N 15	5t	10:15a	3.4
St'd Brands	Our Gal Sunday	(6)	C 15	5t	12:45	7.6
Proctor Gamble	Pepper Young's Family	(7)	C 15	5t	2:45	4.7
Proctor Gamble	Pepper Young's Family	(7)	N 15	5t	3:30	7.4
General Foods	Portia Faces Life	(3)	N 15	5t	5:15	8.4
Proctor Gamble	Right to Happiness	(4)	N 15	5t	3:45	7.5
Proctor Gamble	Road of Life	(6)	N 15	5t	11:00a	7.1
Sterling Drugs	Second Husband	(6)	C 15	5t	11:15a	3.6
Proctor Gamble	Snow Village	(1)	N 15	5t	11:30a	4.7
Sterling Drugs	Stella Dallas	(6)	N 15	5t	4:15	8.0
General Mills	Valiant Lady	(5)	C 15	5t	10:00a	5.4
Proctor Gamble	Vic and Sade	(11)	C 15	5t	1:30	6.7
General Foods	We Love and Learn	(1)	C 15	5t	2:30	4.8
General Foods	When a Girl Marries	(4)	N 15	5t	5:00	7.8
General Foods	Youngs Doctor Malone	(4)	C 15	5t	2:00	6.1
Sterling Drugs	Young Widder Brown	(6)	N 15	5t	4:45	8.6

Daytime Children's Programs --

(S)	Let's Pretend; dramatized fairy tales	(4)	C 30	Sa	1:00	-
(S)	Rainbow House	(1)	M 60	Sa	10:00a	-

Daytime News Programs --

(S)	ABC World News Roundup; overseas pickups	(2)	A 15	6t	8:00a	-
(S)	Alex Drier; news	(1)	N 15	Sa	5:45	-
Land of Lakes	Boake Carter; news	(9)	M 15	3t	12:00	3.6
(S)	CBS World News Roundup; overseas pickups	(4)	C 15	6t	8:00a	-
(S)	Cary Longmire; news	(1)	N 15	5t	1:45	-
(S)	Junior Newscaster	(1)	M 15	5t	5:45	-
(S)	H R Baukhage; news, comment	(1)	A 15	5t	1:00	-
(S)	Mutual Morning News Reports	(4)	M 15	5t	8:00a	-
(S)	NBC World News Roundup; overseas pickups	(3)	N 15	6t	8:00a	-
(S)	Prescott Robinson; news	(1)	M 15	Mo	2:30	-
(S)	Ray Porter; news	(1)	A 15	5t	10:15a	-
(S)	Robert St John; news	(1)	N 15	5t	10:00a	-

Daytime Homemaker's Programs --

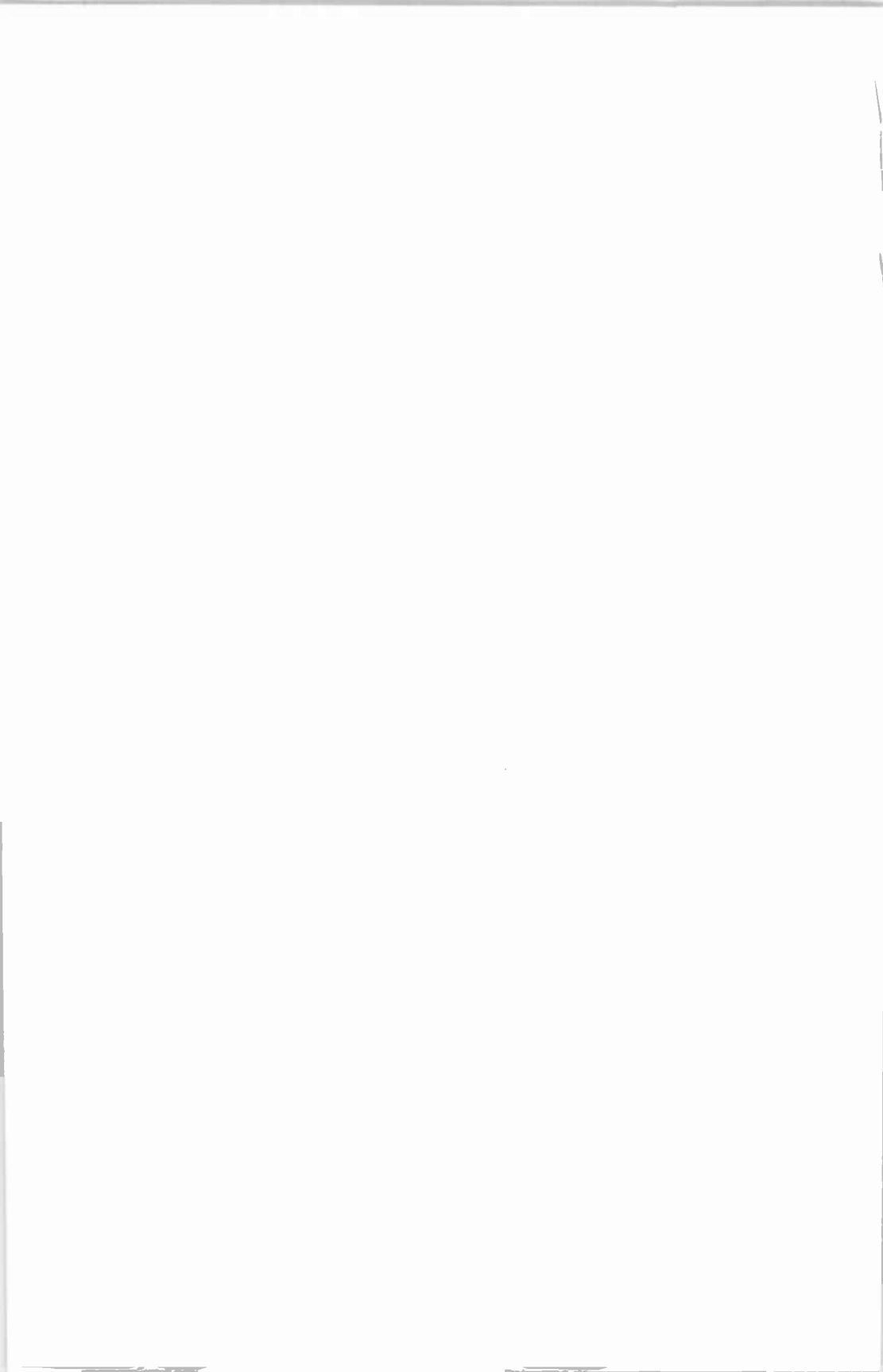
General Mills	Betty Crocker; cooking talks	(16)	N 15	Fr	2:45	4.0
(S)	Consumer Time	(2)	N 30	Sa	12:00	-
Mueller	Isabel Manning Hewson; market basket	(4)	A 15	6t	10:00a	2.1
Pet Milk	Mary Lee Taylor; cooking talks	(6)	C 15	2t	11:00a	2.3
Co-op	Mystery Chef; recipes	(7)	A 15	5t	2:15	-

Network Radio Programs 1942-43

Daytime Miscellaneous Talk Programs —

(S)	Columbia's Country Journal	(4)	C 30	Sa	1:00	-
(S)	Farm and Home Hour (with USDA)	(14)	A 30	6t	12:30	-
(S)	Garden Gate; gardening program	(2)	C 30	Sa	9:30a	-
General Foods	Kate Smith Chats	(11)	C 15	5t	12:00	7.6
(S)	Men and Books; panel on important books	(3)	C 30	Sa	2:00	-
(S)	Ted Malone; Between the Bockends, poetry	(7)	A 15	5t	11:00a	-





MAJOR NETWORK RADIO PROGRAMS - SEASON 1943-1944  
On Air January 1944

115

Sponsor	Program	Season on Air	Net, Day, Hour	Length	Hooper Rating
<u>Comedy Variety</u> —					
Camel	Abbott and Costello Program	(2)	N 30	Th 10:00	24.0
Dr Pepper	Al Pearce; Fun Valley	(10)	A 30	Su 4:00	5.3
Lever Brothers	Bob Burns; the Arkansas Traveler	(3)	N 30	Th 7:30	17.1
Pepsodent	Bob Hope Program	(8)	N 30	Tu 10:00	31.6
Lever Brothers	Burns and Allen Program	(12)	C 30	Tu 9:00	18.1
Chase & Sanborn	Charlie McCarthy Program; Edgar Bergen	(7)	N 30	Su 8:00	29.2
Bristol Myers	Duffy's Tavern; Ed Gardiner	(3)	A 30	Tu 8:30	12.2
Bristol Myers	Eddie Cantor Program	(11)	N 30	We 9:00	17.7
Johnson's Wax	Fibber McGee and Molly Program	(9)	N 30	Tu 9:30	31.9
Maxwell House	Frank Morgan-Fannie Brice Program	(6)	N 30	Th 8:00	22.5
Texaco Oil	Fred Allen Program; Texaco Star Theatre	(12)	C 30	Su 9:30	19.8
Pabst Beer	Groucho Marx Program; Blue Ribbon Town	(1)	C 30	Sa 8:00	11.4
General Foods	Jack Benny Program	(12)	N 30	Su 7:30	27.9
(S)	Jerry Lester Show	(1)	C 30	Su 8:00	-
Camel	Jimmy Durante-Garry Moore Program	(2)	C 30	Fr 10:00	13.8
Sealtest	Joan Davis-Jack Haley Program	(1)	N 30	Th 9:30	24.2
Colgate	Judy Canova Program	(1)	C 30	Tu 8:30	12.6
Old Gold	Monte Woolley Program; Sammy Kaye orch	(1)	C 30	We 8:00	8.7
(S)	Paul Winchell & Jerry Mahoney	(1)	M 30	Mo 9:30	-
Raleigh	Red Skelton Program	(3)	N 30	Tu 10:30	31.4
<u>General Variety</u> —					
(S)	Army Hour; from Army Camps	(4)	N 60	Su 3:30	-
Woodbury Soap	Basin Street Chamber Music Society	(4)	A 30	Su 9:15	9.4
Kraft Cheese	Bing Crosby Program; Kraft Music Hall	(13)	N 30	Th 9:00	22.2
(S)	Broadway Showtime	(1)	C 30	Mo 10:30	-
Mennen	Ed Sullivan Entertains	(1)	C 15	Mo 7:15	6.4
Auto Lite	Everything for the Boys	(1)	N 30	Tu 7:30	11.6
Model Tobacco	Gay Nineties Revue; Beatrice Kay	(4)	C 30	Mo 8:30	13.5
Philip Morris	Ginny Simms Program	(2)	N 30	Tu 8:00	13.7
General Foods	Kate Smith Variety Show	(12)	C 60	Fr 8:00	16.8
Hallmark Cards	Meet Your Navy	(2)	A 30	Fr 8:30	4.6
Philco Radios	Paul Whiteman Program; Radio Hall of Fame	(8)	A 60	Su 6:00	4.6
Corn Products	Stage Door Canteen	(2)	C 30	Fr 10:30	14.6
(S)	This is Fort Dix	(4)	M 30	Su 3:00	-
Radio-Corp'n	What's New	(1)	A 60	Sa 7:00	4.7
<u>Amateur or Talent Contest Variety</u> —					
Chrysler Motors	Major Bowes Amateur Hour	(9)	C 30	Th 9:00	10.2
<u>Hillbilly, Minstrel Shows</u> —					
Ford Motors	Early American Dance Music	(1)	A 30	Sa 8:00	4.4
Prince Albert	Grand Ol' Opry	(3)	N 30	Sa 10:30	11.5
Miles Labs	National Barn Dance	(11)	N 30	Sa 9:00	8.9
Helbros Watch	Pick and Pat Time	(6)	M 30	Tu 8:30	2.5
<u>Semi-Variety</u> —					
Pall Mall	Believe-it-or-Not Ripley; orch	(7)	M 15	5t 9:15	4.6
(S)	I Sustain the Wings; talk, music	(1)	N 30	Sa 11:30	-
<u>Concert Music</u> —					
Sterling Drugs	American Melody Hour	(3)	C 30	Tu 7:30	8.0
Allis Chalmers	Boston Symphony Orchestra	(5)	A 60	Sa 8:30	2.6
Coca Cola	Andre Kostlanetz; Pause that Refreshes	(10)	C 30	Su 4:30	8.1
Cities Service	Cities Service Concert	(17)	N 30	Fr 8:00	7.3

(more)

## Network Radio Programs 1943-44

Concert Music - cont'd -

(S)	Cleveland Symphony Orchestra	(8)	M 60	Su	9:00	-
Moose Lodge	Fireside Party	(1)	M 30	Su	5:00	2.6
Celanese	Great Moments in Music	(3)	C 30	We	10:00	5.1
Ford Motors	Greenfield Chapel Choir	(4)	A 15	Su	8:00	2.5
Westinghouse	John Charles Thomas; Young orch	(2)	N 30	Su	2:30	9.3
Carter Prods	Keepsakes; Dorothy Kirsten	(1)	A 30	Su	8:30	-
Sherwin W'ns	Metropolitan Opera Auditions	(9)	A 30	Su	4:30	3.0
Palmolive Soap	Million Dollar Band (brass band)	(1)	N 30	Sa	10:00	11.5
(S)	Music of the New World	(1)	N 30	Th	11:30	-
General Motors	NBC Symphony Orchestra	(7)	N 60	Su	5:00	5.4
US Rubber	New York Philharmonic Orchestra	(16)	C 90	Su	3:00	5.8
Prudential	Prudential Family Hour	(3)	C 45	Su	5:00	8.2
(S)	Salt Lake Tabernacle Choir	(15)	C 30	Su	12:00	-
Matchi belli	Stradivari Orchestra; Paul Lavalle	(1)	N 30	Su	12:30	5.5
(S)	Sinfonietta; Alfred Wallenstein	(8)	M 30	Tu	11:00	-
Bell System	Telephone Hour	(4)	N 30	Mo	9:00	-
Conti	Treasure Hour of Song	(2)	N 30	Th	9:30	2.7
Firestone Tires	Voice of Firestone	(15)	N 30	Mo	8:30	6.0

Musical Variety -

Sterling Drugs	Album of Familiar Music	(13)	N 30	Su	9:30	10.1
Lucky Strike	All Time Hit Parade	(1)	N 30	Fr	8:30	11.6
Old Gold	Bob Crosby Orchestra	(4)	N 30	Su	10:30	11.5
(S)	Chicago Theater of the Air; operettas	(4)	M 60	Sa	9:00	-
(S)	Connie Boswell Program	(2)	A 30	We	7:00	-
Carnation Milk	Contented Program	(13)	N 30	Mo	10:00	7.8
Birdseye	Dinah Shore Program	(4)	C 30	Th	9:30	8.6
Fitch Shampoo	Fitch Bandwagon	(6)	N 30	Su	7:30	15.8
Lever Brothers	Frank Sinatra Program	(1)	C 30	We	9:00	12.4
Chesterfield	Fred Waring Orchestra and Chorus	(10)	N 15	5t	7:00	8.6
Am Home Prods	Friday on Broadway; Renard orch, chorus	(1)	C 30	Fr	7:30	4.8
Chelseas	Guy Lombardo Orchestra	(12)	A 30	Su	10:00	3.1
Chesterfield	Harry James Orchestra	(2)	C 15	3t	7:15	8.3
Bourjois	Here's To Romance; Dick Haymes	(1)	C 30	Th	10:30	7.5
General Elect	Hour of Charm; Phil Spitalny girl orch	(9)	N 30	Su	10:00	9.0
Squibb	Lyn Murray Chorus and Orchestra	(1)	C 15	3t	6:15	2.8
Sterling Drugs	Manhattan Merry-go-Round	(12)	N 30	Su	9:00	11.0
Palmolive Soap	Million Dollar Band	(1)	N 30	Sa	10:00	11.5
Cresta Blanca	Morton Gould Orch; Cresta Blanca Carnival	(7)	C 30	We	10:30	4.7
Wheeling Steel	Musical Steelmakers	(6)	A 30	Su	5:30	4.5
(S)	Sammy Kaye Sunday Serenade	(4)	A 30	Su	1:30	-
Pet Milk	Saturday Night Serenade	(8)	C 30	Sa	9:30	9.5
Coca Cola	Spotlight Bands	(3)	A 30	5t	9:30	2.9
Phillips	Waltz Time; Abe Lyman orch	(11)	N 30	Fr	9:00	10.7
Dubonnet	Xavier Cugat Orchestra	(6)	M 30	We	8:30	5.9
Lucky Strike	Your Hit Parade	(9)	C 30	Sa	9:00	19.1

Light Music -

(S)	Barry Wood; tenor	(3)	N 30	Sa	10:00a	-
(S)	Jack Smith; songs	(1)	C 15	Tu	6:30	-
(S)	Kay Armen	(1)	A 15	Th	10:15	-
(S)	Moylan Sisters	(5)	A 15	Su	12:45	-
(S)	Perry Como Program	(1)	C 15	Su	7:15	-
(S)	Southernaires Quartette; spirituals	(14)	A 30	Su	10:30a	-
(S)	Sunny Skylar; songs	(1)	M 15	2t	10:15	-

Network Radio Programs 1943-44

117

Quiz Programs --

Energine	Battle of the Sexes	(6)	A 30	We	8:30	4.7
Raleigh	Beat the Band; Hildegard	(2)	N 30	We	8:30	10.6
Tums	Correction Please	(1)	C 30	Sa	10:00	7.7
Vitamins	Doctor I Q	(5)	N 30	Mo	9:30	-
White Labs	Double or Nothing	(4)	M 30	Fr	9:30	5.7
Lucky Strike	Kay Kyser's Kollege	(6)	N 60	We	10:00	22.2
Eversharp	Take It or Leave It	(4)	C 30	Su	10:00	20.2
Cancel	Thanks to the Yanks; Bob Hawk	(2)	C 30	Sa	7:30	11.2

Human Interest Programs --

Serutan	Alexander's Mediation Board	(1)	M 45	Su	8:00	4.1
Lehn & Pink	Blind Date; Arlene Francis	(1)	A 30	Mo	8:30	12.0
Clark Gum	Good Will Hour; John J Anthony	(7)	M 45	Su	10:15	4.8
Sherwin W'ms	Joseph Dunninger; mentalist	(1)	A 30	We	9:00	6.2
Adam Hat	Star for a Night	(1)	A 30	We	10:30	2.5
(S)	Trans-Atlantic Call	(1)	C 30	Su	12:30	-
Bromo Seltzer	Vox Pop; interviews	(9)	C 30	Mo	8:00	15.3
Gulf Oil	We, the People; interviews	(8)	C 30	Su	7:30	8.6

Comedy Audience Participation Programs --

Wings	People are Funny; Art Linkletter	(2)	N 30	Fr	9:30	12.1
Proctor & Gamble	Truth or Consequences; Ralph Edwards	(4)	N 30	Sa	8:30	15.9

Panel Quiz or Comedy Programs --

Colgate	Can You Top This; storytelling panel	(4)	N 30	Sa	9:30	12.4
Heinz Foods	Information, Please; Clifton Fadiman	(6)	N 30	Mo	10:30	9.2
(S)	It Pays to be Ignorant; Tom Howard	(1)	M 30	Mo	7:30	-
Miles Labs	Quiz Kids; Joe Kelly	(4)	A 30	Su	7:30	9.4

Prestige Drama --

(S)	Author's Playhouse	(3)	N 30	Fr	11:30	-
DuPont Chem	Cavalcade of America	(9)	N 30	Mo	8:00	11.5
Revlon	Gertrude Lawrence Theater	(1)	A 30	Su	10:00	4.1
Lever Brothers	Lux Radio Theater	(10)	C 60	Mo	9:00	-
Lady Esther	Screen Guild Players	(6)	C 30	Mo	10:00	19.0
Int'l Silver	Silver Theater	(5)	C 30	Su	6:00	9.4
(S)	Theater Guild Dramas	(1)	C 30	Tu	10:00	-

Informative Drama --

Sam'l Business	Abe Lincoln Story	(1)	M 30	Su	4:30	2.8
Wrigley Gum	America in the Air; Army Air Corps drama	(1)	C 30	Su	6:30	6.4
Lockheed	Ceiling Unlimited	(2)	C 30	Su	2:00	4.1
Wrigley Gum	First Line of Defense; Navy dramas	(3)	C 30	Th	10:00	5.3
Mut Benefit	Freedom of Opportunity	(1)	M 30	Fr	8:30	2.6
(S)	Human Adventure	(1)	M 30	Th	8:30	-
(S)	Land of the Free	(1)	N 30	Su	4:30	-
(S)	Man Behind the Gun	(1)	C 30	Sa	7:00	-
Time Mag	March of Time; dramatized news	(11)	N 30	Th	10:30	15.6
Campbell Soups	Radio Reader's Digest	(2)	C 30	Su	9:00	10.1
Electric Cos	Report to the Nation	(3)	C 30	Tu	9:30	5.1

Light, Homey or 'Love Interest' Drama --

Vaseline	Dr Christian	(7)	C 30	We	8:30	14.0
Campana Balm	First Nighter	(14)	M 30	Su	6:00	6.6
(S)	Hollywood Theater	(1)	A 30	Mo	10:30	-
Welch Juice	Irene Rich Dramas	(10)	C 15	Su	5:45	5.4
Esquire Polish	Little Show	(1)	M 15	Su	6:45	1.8
St'd Brands	One Man's Family	(11)	N 30	Su	8:30	14.4
Philip Morris	Philip Morris Playhouse	(4)	C 30	Fr	9:00	9.8
General Foods	Those We Love	(6)	N 30	Su	2:00	6.6

## Network Radio Programs 1943-44

Comedy Drama —

Proctor & Gamble	Abie's Irish Rose	(2)	N 30	Sa	8:00	11.6
General Foods	Aldrich Family	(5)	N 30	Th	8:30	26.9
Lever Brothers	Amos 'n' Andy	(15)	N 30	Fr	10:00	17.1
Camel	Blondie	(5)	C 30	Mo	7:30	16.3
Quaker Oats	Brewster Boy	(3)	C 30	Fr	9:30	13.0
Tums	Date with Judy	(1)	N 30	Tu	8:30	8.9
Anacin	Easy Aces	(11)	C 30	We	7:30	6.4
Kraft Cheese	Great Gildersleeve	(3)	N 30	Su	6:30	16.0
Campbell Soups	Jack Carson Show	(1)	C 30	We	9:30	9.9
American Meat	Life of Riley; William Bendix	(1)	A 30	Su	3:00	-
Miles Labs	Lum and Abner	(8)	A 15	4t	8:15	4.9
Bristol Myers	Parker Family	(5)	A 15	Fr	8:15	4.7

Thriller Drama —

Ironized Yeast	Big Town	(6)	C 30	Tu	8:00	12.1
(S)	Black Castle	(1)	M 15	2t	8:00	-
(S)	Bulldog Drummond	(3)	M 30	Su	3:30	-
(S)	Crisco Kid	(1)	M 30	Sa	8:30	-
Mail Pouch	Counterspy	(2)	A 30	Mo	9:00	-
Philip Morris	Crime Doctor	(4)	C 30	Su	8:30	15.1
Pacific Borax	Death Valley Days	(14)	C 30	Th	8:30	9.2
Bromo Seltzer	Ellery Queen	(4)	N 30	Sa	7:30	10.1
O Henry Candy	Famous Jury Trials	(5)	A 30	Tu	9:00	7.9
Sloans Linament	Gangbusters	(9)	A 30	Fr	9:00	11.0
O' Cedar Polish	Hot Copy	(2)	A 30	Su	3:30	3.5
Proctor & Gamble	I Love a Mystery	(4)	C 15	5t	7:00	7.5
Colgate	Inner Sanctum	(4)	C 30	Sa	8:30	12.2
General Mills	Lone Ranger	(10)	A 30	3t	7:30	8.7
Woodbury Soap	Mr and Mrs North	(2)	N 30	We	8:00	16.9
Bristol Myers	Mr District Attorney	(5)	N 30	We	9:30	22.9
Am Home Prod	Mr Keen	(7)	C 30	Th	7:30	7.6
(S)	Mysterious Traveler	(1)	M 30	Su	4:00	-
Molle	Mystery Theater	(1)	N 30	Su	9:00	10.8
Elgin Watch	Nero Wolfe	(1)	A 30	Fr	7:00	4.2
(S)	Nick Carter	(1)	M 30	Sa	7:00	-
Del L & W Coal	Shadow, The	(10)	M 30	Su	5:30	12.8
Petri Wine	Sherlock Holmes	(9)	M 30	Mo	8:30	9.9
Roma Wine	Suspense	(2)	C 30	Th	8:00	8.5
Quaker Oats	Terry and the Pirates	(3)	A 15	5t	6:15	4.9
General Foods	Thin Man	(3)	C 30	Su	10:30	15.4

News, Commentary —

Richfield Oil	Arthur Hale; Confidentially Yours	(5)	M 15	3t	7:30	3.8
Sinclair Oil	Arthur Hale; Confidentially Yours	(5)	M 15	3t	8:00	2.1
Phillies	Cal Tinney; Sizing Up the News	(4)	M 15	3t	8:00	4.6
Employers	Cedric Foster; news	(2)	M 15	Su	10:00	2.3
(S)	Dorothy Thompson; comment	(4)	A 15	Su	7:15	-
Serutan	Drew Pearson; comment	(5)	A 15	Su	7:00	6.4
Ford Motors	Earl Godwin; Watch World Go By	(2)	A 15	5t	8:00	4.9
(S)	Edward R. Murrow - from London	(2)	C 15	Su	11:30	-
(S)	Edward Tomlinson; Latin America	(4)	A 15	Sa	8:15	-
Johnson & J'n	Edwin C Hill; news	(12)	C 15	Tu	6:15	4.4
Co-op	Fulton Lewis, Jr; news, comment	(6)	M 15	5t	7:00	7.4
Loews Inc	Fulton Oursler; comment	(1)	M 15	5t	8:15	3.7
Barbasol	Gabriel Heatter; news, comment	(9)	M 15	Su	8:45	8.4
Multi	Gabriel Heatter; news, comment	(9)	M 15	5t	9:00	8.7
(S)	George Putnam; news	(1)	N 15	4t	6:00	-

(more)

News, Commentary -- cont'd --

Pure Oil	H V Kaltenborn; Edits the News	(14)	N 15	3t	7:45	14.2
(S)	John B Kennedy; news	(6)	A 15	5t	6:00	-
General Mills	John Gunther; comment	(1)	A 15	2t	10:00	4.1
Miles Labs	John W Vandercook; News of the World	(4)	N 15	5t	7:15	7.5
(S)	Leo Cherne; comment	(1)	M 15	Sa	10:45	-
O'Sullivan	Leon Henderson; comment	(1)	A 15	Sa	6:45	2.6
Sun Oil	Lowell Thomas; news	(14)	A 15	5t	6:45	13.7
(S)	Ned Calmer; news	(1)	C 15	4t	6:00	-
(S)	Paul Schubert; news	(2)	M 15	5t	10:30	-
(S)	Quincy Howe; comment	(1)	C 15	2t	6:00	-
General Cigar	Raymond Clapper; news	(2)	M 15	Th	10:00	3.0
Socony Oil	Raymond Gram Swing; news	(8)	A 15	4t	10:00	4.6
(S)	Royal Arch Gunnison; news	(1)	M 15	2t	10:00	-
Lumbermans	Upton Close; news, comment	(3)	N 15	Su	3:15	5.4
Jergens Lotion	Walter Winchell; comment	(12)	A 15	Su	9:30	22.4
(S)	Weekly War Journal; ABC News Roundup	(1)	A 30	Su	12:00	-
Williams	William L Shirer; news	(3)	C 15	Su	7:00	3.9
Shaeffer Pens	World News Parade	(2)	N 15	Su	4:15	6.7
Admiral Radios	World News Today; CBS News Roundup	(2)	C 30	Su	2:30	5.3
General Elect	World Today; CRS news	(2)	C 15	6t	6:45	4.7

Public Affairs Talks, Forums --

(S)	American Forum of the Air; Theodore Granik	(9)	M 45	Tu	9:30	-
(S)	America's Town Meetings; George V Denny	(9)	A 60	Th	8:30	-
(S)	Congress Speaks	(1)	C 30	Tu	10:30	-
(S)	Northwestern Reviewing Stand; forum	(7)	M 30	Su	11:30a	-
(S)	People's Platform; Lyman Bryson	(6)	C 30	Sa	6:15	-
Candy Council	Report on Rationing	(1)	N 15	Su	3:00	5.0
(S)	University of Chicago Roundtable	(11)	N 30	Su	1:30	-
(S)	Wake Up, America; forum	(4)	A 30	Su	2:00	-
Clark Gum	Where Do We Stand; forum	(1)	A 30	Su	5:00	3.8

Religious Talk Programs --

(S)	CBS Church of the Air	(13)	C 30	Su	10:00a	-
(S)	CBS Church of the Air	(13)	C 30	Su	1:00	-
(S)	Catholic Hour	(14)	N 30	Su	6:00	-
(S)	Hour of Faith	(2)	A 30	Su	11:30a	-
Lutheran Laymen	Lutheran Hour; Rev Walter A Maier	(6)	M 30	Su	1:30	2.9
(S)	Message of Israel	(9)	A 30	Sa	7:00	-
(S)	National Radio Pulpit; Rev Ralph Sockman	(18)	N 30	Su	10:00a	-
(S)	National Vespers; Rev Harry E Fosdick	(17)	A 30	Su	2:30	-
Gospel B'o'g	Old Fashioned Revival Hour	(8)	M 60	Su	7:00	1.7
Gospel B'o'g	Pilgrim Hour	(2)	M 60	Su	2:00	2.5
Bible Class	Radio Bible Class	(4)	M 30	Su	10:00a	-
(S)	Religion in the News; Walter Van Kirk	(11)	N 15	Sa	6:45	-
Wesley League	Rev John E Zoller	(1)	M 30	Su	11:00a	-
Voice Inc	Voice of Prophecy	(3)	M 30	Su	9:30a	-
Young People	Young People's Church of the Air	(4)	M 30	Su	9:00a	-

Sports News, Interviews --

Wilson Co	Arch Ward; sports	(1)	M 15	We	10:15	2.1
Colgate	Bill Stern; Sports Newsreel	(7)	N 15	Fr	10:30	10.7
(S)	Stan Lomax; sports talk	(7)	M 15	Sa	8:15	-

Broadway and Hollywood Gossip Programs --

Arriad	Jimmy Fidler; Hollywood gossip	(8)	A 15	Su	9:45	8.3
--------	--------------------------------	-----	------	----	------	-----

## Network Radio Programs 1943-44

Miscellaneous Talk Programs —

Lee Hats	Dale Carnegie; Interesting People	(2)	M 15	Th 10:15	2.0
(S)	Invitation to Learning	(4)	C 30	no inf	-
(S)	Labor for Victory	(1)	N 15	Su 1:15	-

Daytime General Variety —

(S)	Army-Navy House Party	(1)	M 30	Sa 3:30	-
Multi	Breakfast Club; Don McNeill	(11)	A 60	6t 9:00a	3.5
(S)	Blue Frolics	(1)	A 30	4t 4:00	-
Owens-Illinois	Broadway Matinee	(1)	C 30	5t 4:00	1.7
(S)	Coast Guard Program	(1)	N 30	Tu 12:30	-
(S)	Col Stoopnagle Variety Show	(4)	C 30	Sa 4:30	-
(S)	Eddie Dunn Show	(1)	C 30	5t 5:00	-
(S)	Here's to Youth	(1)	N 30	Sa 1:00	-
Goodyear Tires	Hock and Ladder Follies; Ralph Dumke	(1)	N 30	Sa 11:00a	3.4
(S)	Mirth and Madness	(1)	N 30	6t 9:00a	-
(S)	On Stage Everybody	(1)	A 30	Sa 11:00a	-
Cudahy Pack'g	Something to Talk About; revue	(1)	C 30	5t 4:30	2.5

Daytime Hillbilly Shows —

(S)	Ozark Ramblers	(1)	A 30	Tu 4:00	-
-----	----------------	-----	------	---------	---

Daytime Concert Music —

Texaco Oil	Metropolitan Opera Broadcasts	(13)	A 180	Sa 2:00	-
(S)	US Marine Band	(4)	N 30	Fr 12:30	-
(S)	US Navy Band	(3)	N 30	Mo 12:30	-

Daytime Musical Variety —

Campana Balm	Dick Powell Program	(1)	C 30	Sa 1:00	5.0
(S)	Hal McIntire Orchestra	(2)	M 30	Sa 1:00	-
(S)	Horace Heidt Orchestra	(4)	A 60	Sa 1:00	-
Coca Cola	Morton Downey Program	(6)	A 15	5t 3:00	3.9
(S)	Shep Fields Orchestra	(2)	M 30	Sa 4:00	-
(S)	Vincent Lopez Orchestra	(2)	M 30	4t 1:30	-

Daytime Light Music —

General Mills	Burl Ives; Melodies of Home	(1)	C 15	Sa 1:45	4.3
Schlatter Candy	Curt Massey; songs	(1)	N 15	Sa 5:45	3.6
General Mills	Hymns of All Churches; Joe Emerson Choir	(9)	N 15	3t 2:45	4.3
Kellogg	Jack Berch and his Boys	(4)	M 15	5t 1:15	-
Allegh'y Steel	Mother and Dad	(1)	C 30	Sa 5:00	4.1
Gum Labs	Tommy Taylor; Hello, Sweetheart	(1)	N 15	5t 10:45a	2.8

Daytime Quiz Programs —

Wesson Oil	Grand Slam; Irene Beasley	(1)	C 15	5t 3:15	-
(S)	Yankee Doodle Quiz; Ted Malone	(1)	A 30	Sa 10:00a	-

Daytime Human Interest Programs —

Multi	Breakfast with Breneman	(1)	A 30	5t 11:00a	6.8
-------	-------------------------	-----	------	-----------	-----

Daytime Comedy Audience Participation —

(S)	Ed East and Polly	(1)	A 30	5t 2:30	-
-----	-------------------	-----	------	---------	---

Daytime Informative Drama —

(S)	American School of the Air	(14)	C 30	5t 9:15a	-
(S)	Baxters; PTA drama	(1)	N 15	Sa 1:30	-
(S)	Doctors at War; AMA drama series	(9)	N 30	Sa 4:30	-
Union Pacific	Your America	(1)	N 30	Sa 5:00	2.5

## Network Radio Programs 1943-44

<u>Daytime Light Drama</u> —					
(S)	Blue Playhouse	(1)	A 30	Sa 12:00	-
Aluminum Co	Lighted Window	(1)	N 30	Sa 11:30a	3.2
(S)	My True Story	(3)	A 30	5t 3:15	-
Proctor & Gamble	Star Playhouse	(1)	N 15	5t 11:30	4.6
Dari-Rich	Stars Over Hollywood	(3)	C 30	Sa 12:30	7.3
Armstrong Rugs	Theater of Today	(3)	C 30	Sa 12:00	5.7
<u>Daytime Comedy Drama</u> —					
(S)	Archie Andrews	(1)	M 15	5t 5:15	-
Anchor Glass	Corliss Archer	(1)	C 30	Sa 5:00	3.8
<u>Daytime Thriller Drama</u> —					
Ovaltine	Captain Midnight	(4)	A 15	5t 5:45	4.5
Sweets Co	Dick Tracy	(5)	A 15	5t 5:15	3.9
(S)	Green Hornet	(5)	A 30	Sa 10:30a	-
(S)	Hop Harrigan	(2)	A 15	5t 5:00	-
General Mills	Jack Armstrong	(11)	A 15	5t 5:30	5.6
(S)	Road to Danger	(1)	N 30	Sa 10:00a	-
(S)	Sea Hound; Inter-American Program	(2)	A 15	5t 4:45	-
Kellogg	Superman	(3)	M 15	5t 5:45	-
<u>Daytime Women's Serial Drama</u> —					
Wrigley Gum	American Women	(1)	C 15	5t 5:45	2.3
Lever Brothers	Aunt Jenny's Stories	(8)	C 15	5t 11:45a	6.6
Cont Baking	Bachelor's Children	(8)	C 15	5t 10:45a	5.1
Sterling Drugs	Backstage Wife	(9)	N 15	5t 4:00	8.6
Lever Brothers	Big Sister	(8)	C 15	5t 12:15	8.4
Proctor & Gamble	Brave Tomorrow	(1)	N 15	5t 11:30a	3.3
Lever Brothers	Bright Horizons	(3)	C 15	5t 11:30a	5.4
Babbitt	David Harum	(8)	N 15	5t 11:45a	3.3
Am Home Prod	Front Page Farrell	(3)	N 15	5t 5:45	4.7
Proctor & Gamble	Goldbergs	(13)	C 15	5t 1:45	7.3
General Mills	Guilding Light	(5)	N 15	5t 2:00	5.0
Am Home Prod	Helen Trent	(10)	C 15	5t 12:30	6.6
Gum Labs	Helpmate	(3)	N 15	5t 10:30a	2.8
Sterling Drugs	Honeymoon Hill	(4)	C 15	5t 11:00a	2.1
General Foods	Joyce Jordan	(6)	C 15	5t 2:15	5.6
Am Home Prod	Just Plain Bill	(12)	N 15	5t 5:30	7.0
General Mills	Kitty Foyle	(2)	C 15	5t 10:15a	4.7
Proctor & Gamble	Life Can Be Beautiful	(6)	C 15	5t 1:00	6.6
General Mills	Light of the World; Bible dramatizations	(4)	N 15	5t 2:30	5.9
Babbitt	Lora Lawton	(1)	N 15	5t 10:00a	4.2
Sterling Drugs	Lorenzo Jones	(7)	N 15	5t 4:30	7.6
Proctor & Gamble	Ma Perkins	(11)	C 15	5t 1:15	6.9
Proctor & Gamble	Ma Perkins	(11)	N 15	5t 3:15	6.3
St'd Brands	Mary Marlin	(10)	C 15	5t 3:00	3.9
(S)	Now and Forever	(1)	C 15	5t 3:30	-
St'd Brands	Open Door	(1)	C 15	5t 10:30a	2.5
Am Home Prods	Our Gal Sunday	(7)	C 15	5t 12:45	6.9
Proctor & Gamble	Pepper Young's Family	(8)	N 15	5t 3:30	7.9
Proctor & Gamble	Perry Mason	(1)	C 15	5t 2:45	5.1
General Foods	Portia Faces Life	(4)	A 15	5t 5:15	8.7
Proctor & Gamble	Right to Happiness	(5)	N 15	5t 3:45	8.4
Proctor & Gamble	Road of Life	(7)	N 15	5t 11:00a	6.0
Sterling Drugs	Second Husband	(7)	C 15	5t 11:15a	3.9
Sterling Drugs	Stella Dallas	(7)	N 15	5t 4:15	8.0
Staley	Sweet River	(1)	A 15	5t 10:00a	2.2

(more)



## Network Radio Programs 1943-44

Daytime Women's Serial Drama - cont'd -

(S)	This Life is Mine	(1)	C 15	5t	3:45	-
General Mills	Today's Children	(5)	N 15	5t	2:15	5.6
General Mills	Valiant Lady	(6)	C 15	5t	10:00a	4.4
Proctor & Gamble	Vic and Sade	(12)	N 15	5t	11:15a	4.4
General Foods	We Love and Learn	(2)	C 15	5t	2:30	5.6
General Foods	When a Girl Marries	(5)	N 15	5t	5:00	9.0
Proctor & Gamble	Woman of America	(1)	N 15	5t	3:00	5.5
General Foods	Young Doctor Malone	(5)	C 15	5t	2:00	5.4
Sterling Drugs	Young Widder Brown	(7)	N 15	5t	4:45	8.2

Daytime Children's Programs -

Cream of Wheat	Let's Pretend; dramatized fairy tales	(5)	C 30	Sa	11:00a	-
(S)	Rainbow House	(2)	M 60	Sa	10:00a	-

Daytime News Programs -

Proctor & Gamble	Bernadine Flynn; news	(1)	C 15	5t	1:30	5.3
Boy-ar-Dee	Boake Carter; news	(10)	M 15	5t	12:00	2.3
(S)	Cary Longmire; news	(2)	N 15	5t	1:45	-
(S)	Cesar Saerohinger; Behind the Headlines	(4)	N 15	Sa	5:30	-
Co-op	Cedric Foster; news	(2)	M 15	5t	2:00	5.0
(S)	Elizabeth Bevis; news	(1)	C 15	5t	3:15	-
Kellogg	Gilbert Martyn; news	(1)	A 15	5t	11:30a	5.2
Co-op	H R Baukhage; news	(2)	A 15	5t	1:00	3.7
Grove Labs	Ray Dady; news	(1)	M 15	5t	1:00	1.8
(S)	Sidney Albright; news	(1)	N 15	5t	9:45	-
(S)	Westbrook Van Voorhis; news	(1)	A 15	5t	4:30	-

Daytime Sports News Programs -

(S)	Grantland Rice; sports stories	(1)	N 30	Sa	2:30	-
-----	--------------------------------	-----	------	----	------	---

Daytime Homemaker's Programs -

General Mills	Betty Crooker; cooking talks	(17)	N 15	2t	2:45	4.3
Servel Refr'r	Fashions in Rations	(1)	C 30	Sa	11:30	3.4
Multi	Isabel Manning Hewson; Market Basket	(5)	C 15	6t	9:45a	2.0
Lewis Howe	Julia Sanderson; Let's Be Charming	(1)	M 30	Th	1:30	2.3
Pet Milk	Mary Lee Taylor; cooking talks	(7)	C 30	Sa	10:30a	2.3
Co-op	Mystery Chef; recipes	(8)	A 15	5t	2:15	1.9

Daytime Miscellaneous Talk Programs -

Morrell Pack'g	Bob Becker; dog talks	(8)	N 15	Sa	10:45	1.8
(S)	Columbia's Country Journal	(5)	C 30	Sa	9:30a	-
(S)	Consumer Time	(3)	N 15	Sa	12:15	-
(S)	Farm and Home Hour (with USDA)	(15)	A 30	6t	12:30	-
Duffy Mott	Imogene Walcott; What's Your Idea	(1)	M 15	3t	11:45a	2.3
General Foods	Kate Smith Chats	(12)	C 15	5t	12:00	7.6
(S)	Men and Books	(4)	C 30	Sa	2:00	-
(S)	Victor R. Lindlahr; talks on diet	(7)	M 15	5t	9:00a	-

MAJOR NETWORK RADIO PROGRAMS - SEASON 1944-1945  
On Air January 1945

123

Sponsor	Program	Season on Air	Net, Length, Day, Hour	Hooper Rating
<u>Comedy Variety</u> --				
Camel	Abbott and Costello Program	(3)	N 30 Th 10:00	20.7
Bristol Myers	Alan Young Show; Fran Steeden orch	(1)	A 30 Tu 8:30	5.2
Lifebouy Soap	Bob Burns Program; Shirley Ross	(4)	N 30 Th 7:30	18.5
Pepsodent	Bob Hope Program; Vera vague, J Colonna	(9)	N 30 Tu 10:00	34.1
Swan Soap	Burns and Allan Program	(13)	C 30 Mo 8:30	17.6
Chase & Sanborn	Charlie McCarthy Program; Edgar Bergen	(8)	N 30 Su 8:00	24.2
Pabst Beer	Danny Kaye Program; L Stander, Eve Arden	(1)	C 30 Sa 8:00	12.1
Bristol Myers	Duffys Tavern; Ed Gardner	(4)	N 30 Fr 8:30	16.3
Bristol Myers	Eddie Cantor Program; Bert Gordon, Sues orch	(12)	N 30 We 9:00	21.0
Borden Milk	Ed Wynn Program; M Warnow orch	(5)	A 30 Mo 9:00	4.4
Johnson's Wax	Fibber McGee and Molly; Billy Mills orch	(10)	N 30 Tu 9:30	30.8
Maxwell House	Frank Morgan Program; R Young, Cass Doley	(7)	N 30 Th 8:00	14.6
Lucky Strike	Jack Benny Show	(13)	N 30 Su 7:00	24.2
Camel	Jimmy Durante Program; Garry Moore	(3)	C 30 Fr 10:00	12.6
Colgate	Judy Canova Program; Mel Blanc	(2)	N 30 Sa 10:00	15.0
Eversharp	Milton Berle Program	(3)	C 30 We 10:30	6.7
<u>General Variety</u> --				
(S)	Army Hour	(5)	N 60 Su 3:30	-
Kraft Cheese	Bing Crosby Program; chorus, guests	(14)	N 30 Th 9:00	25.8
Raleigh	Carton of Cheer; Henry Youngman	(1)	N 30 We 8:30	10.6
Philip Morris	Ginny Simms Show; Fairchild orch	(3)	N 30 Tu 8:00	11.9
Raleigh	Hildegard; Raleigh Room	(1)	N 30 Tu 10:30	19.3
General Foods	Kate Smith Show; J Miller orch, guests	(13)	C 60 Su 7:00	8.5
Raytheon Tubes	Meet Your Navy	(3)	A 30 Sa 7:30	2.3
Philco Radios	Paul Whiteman's Radio Hall of Fame	(9)	A 60 Su 6:00	8.4
Drene	Rudy Vallee Variety Show; Monte Woolley	(14)	N 30 Th 10:30	13.7
Corn Products	Stage Door Canteen; Bert Lytell	(3)	C 30 Fr 10:30	12.1
<u>Amateur or Talent Contest Variety</u> --				
Chrysler Motors	Major Bowes Amateur Hour	(10)	C 30 Th 9:00	7.2
<u>Hillbilly, Minstrel Shows</u> --				
Ford Motors	Early American Dance Music	(2)	A 30 Sa 8:00	4.7
Prince Albert	Grand Ol' Opry; Whitey Ford, R Acuff	(4)	N 30 Sa 10:30	9.5
Miles Labs	National Barn Dance; Joe Kelly	(12)	N 30 Sa 9:00	11.8
(S)	Shady Valley Jamboree	(1)	M 60 Sa 11:00	-
<u>Semi-Variety</u> --				
Elgin Watches	Keep Up With the World; talk, music	(1)	A 30 We 9:00	2.2
<u>Concert Music</u> --				
Sterling Drug	American Melody Hour; chorus, orch	(4)	C 30 Tu 7:30	7.8
Allis Chalmers	Boston Symphony Orchestra	(6)	A 60 Sa 8:30	2.6
Reichold Chem	Detroit Symphony Orchestra	(1)	M 60 Sa 8:30	2.7
Celanese	Great Moments in Music	(4)	C 30 We 10:00	7.8
Ford Motors	Greenfield Chapel Choir	(5)	A 15 Su 8:00	2.4
Cities Service	Highways in Melody; Paul Lavelle orch	(1)	N 30 Fr 8:00	7.5
Texaco Oil	James Melton Program; Al Goodman orch	(1)	C 30 Su 9:30	8.9
Westinghouse	John Charles Thomas Program; V Young orch	(3)	N 30 Su 2:30	10.0
Sherwin Wms	Metropolitan Opera Auditions; Ezio Pizza	(10)	A 30 Su 5:30	3.4
Radio Corp'n	Music America Loves Best	(1)	N 30 Su 4:30	4.3
General Motors	NBC Symphony Orchestra; Arturo Toscanini	(8)	N 60 Su 5:00	4.2
Electric Cos	Nelson Eddy Program; Armbruster orch	(2)	C 30 Su 5:30	6.4

(more)

## Network Radio Programs 1944-45

Concert Music - cont'd -

U S Rubber	New York Philharmonic Orchestra	(17)	C 90	Su	3:00	4.5
Prudential	Prudential Family Hour; Patrice Munsel	(4)	C 45	Su	5:00	7.4
(S)	Salt Lake Tabernacle Choir	(16)	C 30	Su	12:00	-
(S)	Sinfonietta; Alfred Wallenstein	(9)	M 30	Fr	7:15	-
Ford Motors	Stars of the Future	(1)	A 30	Fr	8:00	2.5
Alleg'y Steel	Steel Horizons; auditions	(1)	M 30	Su	9:00	1.9
Matcha Belli	Stradivari Orch; Paul Lavalle	(2)	N 30	Su	12:30	4.6
Bell System	Telephone Hour	(5)	N 30	Mo	9:00	9.7
Conti	Treasure Hour of Song	(3)	M 30	Th	9:30	2.3
Firestone Tires	Voice of Firestone	(16)	N 30	Mo	8:30	7.7

Musical Variety -

Sterling Drugs	Album of Familiar Music; Frank Munn	(14)	N 30	Su	9:30	13.0
Kelvinator	Andrews Sisters Revue; Gabby Hayes, guests	(2)	A 30	Su	4:30	7.6
Carnation Milk	Carnation Contented Hour	(14)	N 30	Mo	10:00	6.6
Chesterfield	Chesterfield Supper Club; Perry Como	(1)	N 15	5t	7:00	7.2
(S)	Chicago Theatre of the Air; operettas	(5)	M 60	Sa	10:00	-
Auto Lite	Dick Haynes Show	(1)	N 30	Tu	7:30	11.2
Birdseye Foods	Dinah Shore Program; Dolan orch, guests	(5)	N 30	Th	6:30	17.6
Fitch Shampoo	Fitch Bandwagon; Dick Powell, guest orchs	(7)	N 30	Su	7:30	16.2
Max Factor	Frank Sinatra Show; Stordahl orch, guests	(2)	C 30	We	9:00	11.3
Am Home Prod	Friday on Broadway	(2)	C 30	Fr	7:30	6.6
Proctor & Gamble	Gaslight Gayeties; Beatrice Kaye	(1)	N 30	Sa	8:00	11.7
Bristol Myers	Gracie Fields Program; Lou Briney orch	(2)	A 30	Tu	9:00	6.7
Chelsea	Guy Lombardo Orchestra	(13)	A 30	Mo	10:00	4.8
Eversharp	Hal McIntire Orchestra	(3)	A 30	Tu	10:30	1.5
Bourjois	Here's to Romance; Jim Ameche, R Block orch	(2)	C 30	Th	10:30	3.7
Hires Rootbeer	Horace Heidt Orchestra	(5)	A 30	Mo	7:00	3.9
General Elect	Hour of Charm; Phil Spitalny girl orch	(10)	N 30	Su	10:00	10.2
Proctor & Gamble	Jack Kirkwood Show	(1)	C 15	5t	7:00	6.7
Squibb	Lyn Murray Chorus and Orchestra	(2)	C 15	3t	6:15	2.0
Dr Lyons	Manhattan Merry-go-Round; Vic Arden orch	(13)	N 30	Su	9:00	6.6
Clark Candy	Mary Small Revue	(4)	A 30	Su	6:00	7.3
Chesterfield	Music that Satisfies	(1)	C 15	3t	7:15	6.7
(S)	Saludos Amigos; Latin-American music	(1)	A 30	Mo	11:00	-
Tangee	Sammy Kaye Orchestra	(5)	A 30	Su	1:30	4.8
Tangee	Sammy Kaye Orchestra	(5)	M 30	Th	8:30	4.2
Pet Milk	Saturday Night Serenade; Jessica Dragonette	(9)	C 30	Sa	9:45	9.5
Coca Cola	Spotlight Bands	(4)	A 30	5t	9:30	3.7
Brach Candy	Swing's the Thing	(1)	M 30	Th	10:30	3.0
Sterling Drugs	Waltz Time; Abe Lyman orch	(12)	N 30	Fr	9:00	12.2
Lucky Strike	Your Hit Parade; Mark Warnow orch	(10)	C 45	Sa	9:00	17.8

Light Music -

Swank	Jerry Cooper; songs	(1)	M 15	Su	9:45	2.4
(S)	Peggy Mann; songs	(1)	A 15	5t	6:45	-
(S)	Southernaires Quartette; spirituals	(15)	A 30	Su	10:30	-
(S)	Sunny Skylar; songs	(2)	M 15	5t	8:15	-

Quiz Programs -

Mars Candy	Doctor I Q; Jimmy McClain	(6)	N 30	Mo	10:30	11.5
Pharmaco	Double or Nothing; John Reed King	(5)	M 30	Fr	9:30	16.1
Colgate	Kay Kyser's Musical Kollege	(7)	N 60	We	10:00	18.5
Helbros Watch	Quick as a Flash; Ken Roberts	(1)	M 30	Su	6:00	5.3
Manhattan Soap	Scramby Amby; Perry Ward	(1)	A 30	We	10:30	1.2
(S)	Skyrider Quiz	(1)	M 30	Su	2:00	-
McKesson Drugs	Stop or Go; Joe E Brown	(1)	A 30	Su	8:00	7.2

(more)

Quiz Programs - cont'd -

Eversharp	Take It or Leave It; Phil Baker	(5)	C 30	Su 10:00	18.6
Camel	Thanks to the Yanks; Bob Hawk	(3)	C 30	Mo 7:30	13.4
Exon Gelatin	What's the Name of that Song	(1)	M 30	Su 4:30	3.4
Old Gold	Which is Which; Ken Murray	(1)	C 30	We 9:30	9.2

Human Interest Programs -

Healthaids	Alexander's Mediation Board	(2)	M 45	Su 8:00	6.8
Lehn & Fink	Blind Date; Arlene Francois	(2)	A 30	Mo 8:30	11.7
(S)	Trans-Atlantic Call	(2)	C 30	Su 12:00	-
Bromo Seltzer	Vox Pop; interviews	(10)	C 30	Mo 8:00	15.3
Gulf Oil	We, the People; Milo Boulton, interviews	(9)	C 30	Su 10:30	12.6

Comedy Audience Participation Programs -

Wings	People are Funny; Art Linkletter	(3)	N 30	Fr 9:30	16.1
Proctor & Gamble	Truth or Consequences; Ralph Edwards	(5)	N 30	Sa 8:30	15.7

Panel Quiz or Comedy Programs -

Colgate	Can You Top This; storytelling panel	(5)	N 30	Sa 9:30	16.5
Heinz Foods	Information, Please; Clifton Fadiman	(7)	N 30	Mo 9:30	13.4
Philip Morris	It Pays to be Ignorant	(2)	C 30	Fr 9:00	12.5
Miles Labs	Quiz Kids; Joe Kelly	(5)	A 30	Su 7:30	10.3

Prestige Drama -

Du Pont Chem	Cavalcade of America	(10)	N 30	Mo 6:00	11.6
Lever Brothers	Lux Radio Theater; Cecil B DeMille	(11)	C 60	Mo 9:00	24.5
Lady Esther	Screen Guild Players; Truman Bradley	(7)	C 30	Mo 10:00	23.4

Informative Drama -

Wrigley Gum	America in the Air	(2)	C 30	Sa 7:30	6.6
Wrigley Gum	First Line of Defense	(4)	C 30	Th 10:00	4.4
Mutual Benefit	Freedom of Opportunity	(2)	M 30	Fr 8:00	1.8
(S)	Great Novels	(1)	M 30	Sa 7:00	-
Time Mag	March of Time; dramatized news	(12)	A 30	Th 10:30	5.9
(S)	Pacific Story	(1)	N 30	Su 11:30	-
Campbell Soups	Radio Reader's Digest	(3)	C 30	Su 9:00	14.2
Wrigley Gum	Service to the Front	(1)	C 30	Tu 10:00	3.8
Union Pacific	Your America	(1)	M 30	Su 4:00	2.4

Light, Homey or 'Love Interest' Drama -

Vaseline	Dr Christian; Jean Hersholt	(8)	C 30	We 8:30	12.6
Vick Chem	Matinee Theater	(1)	C 30	Su 2:00	4.4
Noxema	Mayor of the Town; Lionel Barrymore	(2)	C 30	Sa 7:00	11.1
St'd Brands	One Man's Family	(12)	N 30	Su 8:30	12.9
Colgate	Theater of Romance	(1)	C 30	Tu 8:30	13.6
Sanka Coffee	Those We Love	(7)	N 30	Su 2:00	8.0

Comedy Drama -

Postum	Aldrich Family; Dick Jones, H Jameson	(6)	C 30	Fr 8:00	16.9
Rinso	Amos and Andy	(16)	N 30	Fr 10:00	16.5
Super Suds	Blondie; Penny Singleton, Arthur Lake	(6)	C 30	Su 9:00	11.4
Quaker Oats	Brewster Boy	(4)	C 30	Fr 9:30	11.1
Old Gold	Comedy Theater	(1)	N 30	Su 10:30	10.3
Anchor Glass	Corliss Archer	(2)	C 30	Th 9:30	8.9
Tums	Date with Judy	(2)	N 30	Tu 8:30	13.3
Anacin	Easy Aces	(12)	C 30	We 7:30	4.4
Post Toasties	Fannie Brice; Baby Snooks drama	(2)	C 30	Su 6:30	11.6
Parkay	Great Gildersleeve; Hal Peary	(4)	N 30	Su 6:30	16.3

(more)

Comedy Drama - cont'd -

Campbell Soups	Jack Carson Show; Arthur Treacher	(2)	C 30	We	8:00	9.7
Sealtest	Joan Davis Show; Jack Haley	(2)	N 30	Th	9:30	24.0
American Meat	Life of Riley; William Bendix	(2)	A 30	Su	10:00	7.2
Miles Labs	Lum and Abner	(9)	A 15	4t	8:15	4.4
Int'l Silver	Ozzie and Harriet	(1)	C 30	Su	6:00	9.7

Thriller Drama -

<u>Ironized Yeast</u>	Big Town	(7)	C 30	Tu	8:00	15.4
(S)	Cisco Kid	(2)	M 30	We	9:30	-
Mail Pouch	Counterspy	(3)	A 30	We	8:30	9.2
Philip Morris	Crime Doctor	(5)	C 30	Su	8:30	14.0
Pacific Borax	Death Valley Days	(15)	C 30	Th	8:30	10.5
Lava Soap	F B I in Peace and War	(1)	C 30	Sa	8:30	9.6
Wmson Candy	Famous Jury Trials	(5)	A 30	Fr	9:00	8.3
Woodbury Soap	Hollywood Mystery Theater	(1)	A 30	Su	9:15	9.7
(S)	House of Mystery	(1)	M 15	5t	6:30	-
Lever Brothers	Inner Sanctum	(5)	C 30	Tu	9:00	12.3
Cheerio	Lone Ranger	(11)	A 30	3t	7:30	8.7
Lookheed	Man Called X; Herbert Marshall	(1)	A 30	Sa	10:30	5.0
Woodbury Soap	Mr and Mrs North; Alice Frost, Joe Curtin	(3)	N 30	We	8:00	15.4
Bristol Myers	Mr District Attorney; Jay Jostyn	(6)	N 30	We	9:30	25.1
Kolynos	Mr Keen	(8)	C 30	Th	7:30	8.6
(S)	Mysterious Traveler	(2)	M 30	Sa	9:15	-
Molle	Mystery Theater	(2)	M 30	Su	9:00	13.5
Acme Paint	Nick Carter	(2)	M 30	Su	3:30	4.2
(S)	Rusty of the AAF	(1)	M 30	Su	3:00	-
Goodyear Tires	Roy Rogers Program	(1)	M 30	Tu	8:30	5.3
Bromo Seltzer	Saint, The	(1)	N 30	Sa	7:30	11.9
Del L & W Coal	Shadow, The	(11)	M 30	Su	5:30	13.8
Petri Wine	Sherlock Holmes; Basil Rathbone	(10)	M 30	Mo	8:30	10.2
Roma Wine	Suspense	(3)	C 30	Th	8:00	13.2
General Foods	Thin Man	(4)	C 30	Fr	8:30	17.3
(S)	True Detective Stories	(3)	M 30	Su	1:30	-

Sports Broadcasts -

Gillette	Friday Night Fights	(6)	M 30	Fr	10:00	3.4
----------	---------------------	-----	------	----	-------	-----

News, Commentary -

<u>Richfield Oil</u>	Arthur Hale; news	(6)	M 15	3t	7:30	4.4
(S)	Bill Cunningham; news	(1)	M 15	Su	2:30	-
Bayuk Cigars	Cecil Brown; Sizing Up the News	(1)	M 15	3t	8:00	7.0
Employers Ins	Cedric Poster; news	(3)	M 15	Su	9:30	2.9
Serutan	Don Gardiner; Monday Morning Headlines	(1)	A 15	Su	7:15	7.1
(S)	Dorothy Thompson; comment	(5)	A 15	Su	8:15	-
Nutrex	Drew Pearson; comment	(6)	A 15	Su	7:00	10.3
Hastings	Earl Godwin; news	(3)	A 15	Th	8:00	4.1
(S)	Edward Tomlinson; Latin America	(5)	A 15	Sa	8:15	-
Johnson & J'n	Edwin C Hill; news	(13)	C 15	Tu	6:15	4.8
Sixclair Oil	Frank Singiser; news	(2)	M 15	3t	8:00	5.0
(S)	Fulton Lewis Jr; comment	(7)	M 15	5t	7:00	-
Barbasol	Gabriel Heatter; news, comment	(10)	M 15	Su	8:45	9.4
Multi	Gabriel Heatter; news, comment	(10)	M 15	5t	9:00	12.3
Script	George Hicks; news	(1)	A 15	Su	1:15	1.5
Pure Oil	H V Kaltenborn; Edits the News	(15)	N 15	3t	7:45	14.5
Harvel W'ch	John B Kennedy; news	(7)	A 15	Su	1:00	4.3
Miles Labs	John W Vandercok; News of the World	(5)	N 15	5t	7:15	8.6
National Und's	Leland Store; comment	(1)	A 15	Sa	7:15	2.7
Sun Oil	Lowell Thomas; news	(15)	N 15	5t	6:45	14.6

(more)

Network Radio Programs 1944-45

127

News, Commentary — cont'd —

(S)	Paul Schubert; news	(3)	M 15	5t	10:15	-
(S)	Quincy Howe; news	(2)	C 15	5t	6:00	-
(S)	Radio News Reel	(1)	M 15	3t	11:00	-
(S)	Richard Harkness; news, comment	(1)	N 15	5t	11:15	-
Waltham Watch	Sumner Welles; comment	(1)	M 15	We	10:00	2.6
Lumbermen Ins	Upton Close; comment	(4)	M 15	Su	6:30	4.6
(S)	Walter Kiernan; news	(1)	A 15	5t	6:00	-
Jergens Lotion	Walter Winchell; comment	(13)	A 15	Su	9:00	25.3
(S)	Weekly War Journal; ABC news roundup	(2)	A 30	Su	12:00	-
Williams	William L Shirer; news summary, comment	(4)	C 15	Su	5:45	8.4
Bunte Candy	World Front; NBC news roundup	(1)	N 30	Su	12:00	4.0
Admiral Radios	World News Today; CBS news roundup	(3)	C 30	Su	2:30	5.1
Shaeffer Pens	World Parade	(3)	N 30	Su	3:00	7.8
General Elect	World Today; CBS news	(3)	C 15	5t	6:45	4.6

Public Affairs Talks, Forums —

(S)	American Forum of the Air; Theodore Granik	(10)	M 45	Tu	9:30	-
Readers Digest	America's Town Meeting; George V Denny	(10)	A 60	Th	8:30	4.5
(S)	Congress Speaks	(2)	C 15	Tu	10:30	-
Ches & ORR	Let's Face the Issue; forum	(1)	M 30	Su	5:00	3.6
(S)	Northwestern Reviewing Stand; forum	(8)	M 30	Su	11:30a	-
(S)	People's Platform; roundtable	(7)	C 30	Sa	6:15	-
(S)	University of Chicago Roundtable	(12)	N 30	Su	1:30	-

Religious Talk Programs —

(S)	CBS Church of the Air	(14)	C 30	Su	10:00a	-
(S)	CBS Church of the Air	(14)	C 30	Su	1:00	-
(S)	Catholic Hour	(15)	N 30	Su	6:00	-
(S)	Hour of Faith	(3)	A 30	Su	11:30a	-
Lutheran Laymen	Lutheran Hour	(7)	M 30	Su	12:30	2.2
(S)	Message of Israel	(10)	A 30	Sa	7:00	-
(S)	National Radio Pulpit; Rev Ralph Sockman	(19)	N 30	Su	10:00a	-
(S)	National Vespers; Rev Harry E Fosdick	(18)	A 30	Su	2:30	-
Gospel B'c'g	Pilgrim Hour; Rev Charles E Fuller	(3)	M 30	Su	12:00	1.0
Bible Class	Radio Bible Class	(5)	M 30	Su	10:00a	-
(S)	Religion in the news	(12)	N 15	Sa	6:45	-
Wesley League	Rev John E Zollar	(2)	M 30	Su	11:00a	-
Voice Inc	Voice of Prophecy	(4)	M 30	Su	9:30a	-
Young People	Young People's Church of the Air	(5)	M 30	Su	9:00a	-

Sports News, Interviews —

Colgate	Bill Stern; Sports	(8)	N 15	Fr	10:30	9.9
---------	--------------------	-----	------	----	-------	-----

Broadway and Hollywood Gossip Programs —

General Cigar	Earl Wilson's Broadway Column	(1)	M 15	Su	10:00	1.5
Armour Pack'g	Hedda Hopper; Hollywood Gossip	(4)	C 15	Mo	7:15	7.4
Carter Prods	Jimmy Fidler; Hollywood Gossip	(9)	A 15	Su	9:45	13.4

Miscellaneous Talk Programs —

(S)	AFL-CIO Program; Labor USA	(1)	A 15	Sa	6:45	-
(S)	America United; labor management talks	(1)	N 15	Su	1:15	-
Lee Hats	Dale Carnegie; Interesting People	(3)	M 15	Th	10:15	2.6
(S)	It's Your Business; management program	(1)	A 15	Sa	7:00	-
(S)	Listen to the Women	(1)	A 30	Tu	10:00	-

Daytime General Variety —

Multi	Breakfast Club; Don McNeill	(12)	A 60	6t	9:00a	5.4
Proctor & Gamble	Glamor Manor	(1)	A 30	5t	12:00	3.6

## Network Radio Programs 1944-45

<u>Daytime Hillbilly Shows —</u>				
(S)	Carolina Hayride	(1)	C 30 Sa 2:30	-
Jacques	K. C. Jamboree	(1)	N 30 Sa 11:00a	2.4
(S)	Shady Valley Folks	(1)	M 30 St 10:00a	-
<u>Daytime Concert Music —</u>				
Texaco Oil	Metropolitan Opera Broadcasts	(14)	A 180 Sa 2:00	2.8
<u>Daytime Musical Variety —</u>				
(S)	Eddie Condon Jazz Concert	(1)	A 30 Sa 1:00	-
<u>Daytime Light Music —</u>				
(S)	Cliff Edwards; songs	(1)	A 15 St 10:30a	-
General Mills	Hymns of all Churches; Joe Emerson Choir	(10)	N 15 St 2:45	4.5
(S)	Jack Berch and his Boys	(5)	A 15 St 11:45a	-
(S)	Milt Herth Trio	(2)	C 15 St 4:45	-
Coca Cola	Morton Downey; songs	(7)	M 15 St 12:15	2.5
Semler	Stone and Brite; songs	(1)	M 15 St 1:30	2.0
<u>Daytime Quiz Programs —</u>				
Weason Oil	Grand Slam; Irene Beasley	(2)	C 15 St 3:15	3.0
<u>Daytime Human Interest Programs —</u>				
General Elect	Art Linkletter's House Party	(1)	C 30 St 4:00	2.7
Kellogg	Breakfast in Hollywood; Tom Breueman	(2)	A 30 St 11:00a	8.7
(S)	Women's Jury	(1)	M 30 St 1:45	-
<u>Daytime Comedy Audience Participation —</u>				
(S)	Ladies Be Seated	(1)	A 30 St 2:30	-
<u>Daytime Informative Drama —</u>				
(S)	American School of the Air	(15)	C 30 St 9:15a	-
(S)	Assignment Home; veterans program	(1)	C 30 Sa 4:30	-
(S)	Doctors Look Ahead; AKA drama series	(10)	N 30 Sa 4:00	-
Cont'l Can	Report to the Nation	(4)	C 30 Sa 1:30	4.9
Parker Watch	These are Our Men	(1)	N 30 Sa 2:00	2.3
<u>Daytime Light Drama —</u>				
Pillsbury	Grand Central Station	(6)	C 30 Sa 1:00	6.5
Campana Balm	Grand Hotel	(7)	N 30 Sa 5:00	4.5
Sat Eve Post	Listening Post	(1)	A 15 St 10:45a	4.0
Libby Pack'g	My True Story	(4)	A 30 St 10:00a	4.0
Dreft	Star Playhouse	(2)	N 30 St 11:30a	3.2
Dari-Rich	Stars Over Hollywood	(4)	C 30 Sa 12:30	8.1
Armstrong Rugs	Theater of Today	(4)	C 30 Sa 12:00	9.1
<u>Daytime Comedy Drama —</u>				
Servel	Billie Burke Program	(1)	C 30 Sa 11:30a	7.4
(S)	Ethel and Albert	(1)	A 15 St 1:30	-
<u>Daytime Thriller Drama —</u>				
Ovaltine	Captain Midnight	(5)	A 15 St 5:45	4.6
Sweets Co	Dick Tracy	(6)	A 15 St 5:15	3.5
General Foods	Hop Harrigan	(3)	A 15 St 4:45	4.0
General Mills	Jack Armstrong	(12)	A 15 St 5:30	5.6
Kellogg	Superman	(4)	M 15 St 5:15	3.1
Quaker Oats	Terry and the Pirates	(4)	A 15 St 5:00	4.3
Ralston	Tom Mix	(10)	M 15 St 5:45	4.5
(S)	True Detective Stories	(3)	M 15 St 3:15	-

Daytime Woman's Serial Drama —

Lever Brothers	Aunt Jenny's Stories	(9)	C 15	5t	11:45a	6.6
Cont'l Baking	Bachelors Children	(9)	C 15	5t	10:45a	4.6
Dr Lyons	Backstage Wife	(10)	N 15	5t	4:00	7.4
Lever Brothers	Big Sister	(9)	C 15	5t	12:15	7.4
Lever Brothers	Bright Horizons	(4)	C 15	5t	11:30a	4.5
Babbitt	David Harum	(9)	N 15	5t	11:45a	2.3
Manhattan Soap	Evelyn Winters	(1)	C 15	5t	10:30a	3.0
Hill Tablets	Front Page Farrell	(4)	N 15	5t	5:45	5.5
Proctor & Gamble	Goldbergs, The	(14)	C 15	5t	1:45	5.0
General Mills	Guiding Light	(6)	N 15	5t	2:00	5.4
Am Home Prod	Helen Trent	(11)	C 15	5t	12:30	6.1
Phillips	Honeymoon Hill	(5)	C 15	5t	11:00a	3.3
General Mills	Joyce Jordan	(7)	C 15	5t	2:00	4.4
Am Home Prod	Just Plain Bill	(13)	N 15	5t	5:30	5.6
Proctor & Gamble	Life Can Be Beautiful	(7)	C 15	5t	1:00	6.6
General Foods	Light of the World	(5)	C 15	5t	10:15	2.9
Babbitt	Lora Lawton	(2)	N 15	5t	10:00	2.9
Bayer Aspirin	Lorenzo Jones	(8)	N 15	5t	4:30	7.2
Oxydol	Ma Perkins	(12)	C 15	5t	1:15	8.3
Oxydol	Ma Perkins	(12)	N 15	5t	3:15	8.3
Std Brands	Mary Marlin	(11)	C 15	5t	3:00	3.8
Anacin	Our Gal Sunday	(8)	C 15	5t	12:45	7.6
Camay Soap	Pepper Young's Family	(9)	N 15	5t	3:30	7.3
Camay Soap	Perry Mason	(2)	C 15	5t	2:30	3.6
Post Bran	Portia Faces Life	(5)	N 15	5t	5:15	8.3
Ivory Soap	Right to Happiness	(6)	N 15	5t	3:45	6.4
Duz	Road of Life	(8)	N 15	5t	11:00a	4.9
Proctor & Gamble	Rosemary	(1)	N 15	5t	11:15a	3.5
Bayer Aspirin	Second Husband	(8)	C 15	5t	11:15a	3.4
Phillips	Stella Dallas	(8)	N 15	5t	4:15	7.0
Cudahy Pack'g	Tena and Tim	(1)	C 15	5t	2:45	4.0
(S)	This Life is Mine	(2)	C 15	5t	9:45a	-
Bisquick	Today's Children	(6)	N 15	5t	2:15	6.9
General Foods	Two on a Clue	(1)	C 15	5t	2:15	4.3
—	Valiant Lady	(7)	C 15	5t	10:00a	3.3
General Foods	When a Girl Marries	(6)	N 15	5t	5:00	9.2
General Mills	Woman in White	(6)	N 15	5t	2:30	5.4
Ivory Soap	Women of America	(2)	N 15	5t	3:00	4.6
Sterling Drugs	Young Widder Brown	(8)	N 15	5t	4:45	7.2

Daytime Children's Programs —

(S)	Land of the Lost	(1)	A 30	Sa	10:30a	-
Cream of Wheat	Let's Pretend; dramatized fairy tales	(6)	C 30	Sa	11:00a	5.7
Brown Shoes	Smiling Ed McConnell; children's variety	(10)	N 30	Sa	11:30a	2.4

Daytime News Programs —

(S)	Alex Drier; news	(1)	N 15	Sa	10:45a	2.4
(S)	Arthur Gaeth; news	(1)	M 15	5t	11:00a	-
Crisco	Bernadine Flynn; news for women	(2)	C 15	5t	1:30	5.9
Co-op	Cedric Foster; news	(3)	M 15	5t	2:00	4.6
Kellogg	Gilbert Martyn; news	(2)	A 15	5t	11:30a	6.2
Co-op	H R Baukage; news	(3)	A 15	5t	1:00	-
—	John W Vandercook; news	(5)	N 15	Sa	5:30	4.6
Co-op	Martin Agronsky; ABC morning news	(1)	A 15	6t	8:00a	-
(S)	Morgan Beatty; news	(1)	N 15	5t	1:45	-
Alka Seltzer	News of the World	(1)	N 15	5t	10:15a	3.5
(S)	Ray Dady; news	(2)	N 15	5t	1:00	-
Time Mag	Westbrook Van Voorhis; news	(2)	A 15	4t	4:00	2.2



## Network Radio Programs 1944-45

Daytime Religious Talk Programs —

(S)	Bible Messages	(1)	A 15	Sa	9:15a	-
-----	----------------	-----	------	----	-------	---

Daytime Homemakers' Programs —

General Mills	Betty Crocker; cooking talks	(18)	N 15	Fr	2:45	-
Pet Milk	Mary Lee Taylor; cooking talks	(8)	C 30	Sa	10:30a	2.1
Co-op	Mystery Chef; recipes	(9)	A 15	5t	2:15	-
Van Camp	Take It Easy; cooking talks	(1)	M 15	5t	11:30a	2.9
Boy-Ar-Dee	What's Cooking; recipes	(1)	A 30	Sa	10:00a	-

Daytime Miscellaneous Talk Programs —

(S)	Adventures in Science	(5)	C 15	Sa	2:15	-
(S)	Consumer Time	(4)	N 15	Sa	12:15	-
(S)	Columbia's Country Journal	(6)	C 30	Sa	9:30	-
(S)	Farm and Home Hour (with USDA)	(16)	A 30	6t	12:30	-
Duffy-Mott	Imogene Walcott; What's Your Idea	(2)	M 15	5t	11:45a	1.7
(S)	Jane Cowl; comments	(1)	M 15	5t	2:15	-
Calumet	Kate Smith Chats	(13)	C 15	5t	12:00	7.9
(S)	Men and Books	(5)	C 15	Sa	2:00	-
Semler	William Lang	(1)	M 15	5t	12:00	3.5

MAJOR NETWORK RADIO PROGRAMS - SEASON 1945-1946  
On Air January 1946

Sponsor	Program	Season on Air	Net, Length, Day, Hour	Hooper Rating
<u>Comedy Variety --</u>				
Camel	Abbott and Costello Show	(4)	N 30 Th 10:00	19.4
Bristol Myers	Alan Young Show	(2)	A 30 Tu 8:30	4.9
Lifebouy Soap	Bob Burns; the Arkansas Traveler	(5)	N 30 Th 7:30	13.8
Pepsodent	Bob Hope Show; J Colonna, Langford	(10)	N 30 Tu 10:00	29.8
Maxwell House	Burns and Allen Program	(14)	N 30 Th 8:00	19.1
Chase Sanborn	Charlie McCarthy Program; Edgar Bergen	(9)	N 30 Su 8:00	26.9
Pabst Beer	Danny Kaye Program; guests, orch	(2)	C 30 Fr 10:30	12.0
Bristol Myers	Duffy's Tavern; Ed Gardner	(5)	N 30 Fr 8:30	14.2
Bristol Myers	Eddie Cantor Program; Bert Gordon, orch	(13)	N 30 We 9:00	19.5
Johnson's Wax	Fibler McGe and Molly; Billy Mills orch	(11)	N 30 Tu 9:30	30.8
St'd Brands	Fred Allen Program	(13)	N 30 Su 8:30	22.7
Lucky Strike	Jack Benny Show	(14)	N 30 Su 7:00	24.1
Rexall Drugs	Jimmy Durante Show; Garry Moore	(4)	C 30 Fr 10:00	11.9
Colgate	Judy Canova Program; Mel Blanc	(3)	N 30 Sa 10:00	16.5
Raleigh	Red Skelton Show; Anita Ellis	(4)	N 30 Tu 10:30	25.7
<u>General Variety --</u>				
Kelvinator	Andrews Sisters Show; Curt Massey	(3)	C 30 We 10:30	3.2
Draft Foods	Bing Crosby Program; Frank Morgan	(15)	N 30 Th 9:00	17.5
Fitch Shampoo	Cass Daley Show	(1)	N 30 Su 7:30	18.0
Cont'l Can	Celebrity Club; J Daley, R Block orch	(1)	C 30 Sa 10:15	6.9
Seven Up	Fresh Up Show; Bert Lahr	(1)	M 30 We 8:30	3.8
Borden Milk	Ginny Simms Show; F DeVol orch, guests	(4)	C 30 Fr 7:30	11.0
Raleigh	Hildegarde; Raleigh Room	(2)	N 30 We 8:30	12.4
Philip Morris	Johnny Presents; Barry Wood, Bloch orch	(3)	N 30 Tu 8:00	10.6
Sanka Coffee	Kate Smith Variety Show	(14)	C 30 Fr 8:30	11.0
Clark Candy	Mary Small Revue	(5)	A 30 Su 4:30	4.6
Philco Radio	Paul Whiteman; Radio Ball of Fame	(10)	A 30 Su 6:00	7.8
Proctor & Gamble	Rudy Vallee Variety Program	(15)	N 30 Th 10:30	12.2
<u>Hillbilly, Minstrel Shows --</u>				
Prince Albert	Grand Ol' Opry; Roy Acuff	(5)	N 30 Sa 10:30	11.8
Alka Seltzer	National Barn Dance; Joe Kelly	(13)	N 30 Sa 9:00	10.6
<u>Semi-Variety --</u>				
Wrigley Gum	Gene Autry Program; Western music, drama	(5)	C 30 Su 5:30	7.5
<u>Concert Music --</u>				
Bayer Aspirin	American Melody Hour	(5)	C 30 Tu 7:30	9.1
Chrysler Motors	Andre Kostelanetz Orchestra	(11)	C 30 Th 9:00	8.0
(S)	Cleveland Symphony Orchestra	(9)	M 60 Sa 6:00	-
Ford Motors	Ford Sunday Evening Hour	(9)	A 60 Su 8:00	3.3
Celanese	Great Moments in Music	(5)	C 30 We 10:00	6.7
Int Harvester	Harvest of Stars; R Massey, Barlow orch	(1)	N 30 Su 2:00	5.9
Cities Service	Highways in Melody; Paul Lavalle orch	(2)	N 30 Fr 8:00	8.2
Texaco Oil	James Melton Program	(2)	N 30 Fr 8:00	8.2
Westinghouse	John Charles Thomas Program	(4)	N 30 Su 2:30	9.6
General Motors	NBC Symphony Orchestra; Arturo Toscanini	(9)	N 60 Su 5:00	4.2
Electric Cos	Nelson Eddy Program; Armbruster orch	(3)	C 30 Su 4:30	8.4
US Rubber	New York Philharmonic Orchestra	(18)	C 90 Su 3:00	4.1
Prudential Ins	Prudential Family Hour	(5)	C 30 Su 5:00	8.7
RCA Victor	RCA Victor Show	(1)	N 30 Su 4:30	3.6
(S)	Robert Merrill Program	(1)	N 30 Su 12:30	-
(S)	Salt Lake Tabernacle Choir	(17)	C 30 Su 12:00N	-
Bell System	Telephone Hour; Donald Voorhees	(6)	N 30 Mo 9:00	9.6
Conti	Treasure Hour of Song	(4)	M 30 Th 9:30	2.9
Firestone Tire	Voice of Firestone; H Barlow orch	(17)	N 30 Mo 8:30	9.0

## Network Radio Programs 1945-46

Musical Variety —

Bayer Aspirin	Album of Familiar Music; Frank Parker	(15)	N 30	Su	9:30	14.5
Ford Motors	Bob Crosby Orchestra	(5)	C 30	Tu	10:00	4.6
Sheaffer Pens	Carmen Cavallero Orchestra	(2)	N 30	Su	3:00	9.5
Chesterfield	Chesterfield Supper Club; Perry Como	(2)	N 15	St	7:00	11.8
(S)	Chicago Theater of the Air; operettas	(6)	M 60	Sa	10:00	-
Carnation Milk	Contented Program; Percy Faith orch	(15)	N 30	Mo	10:00	8.3
Auto Lite	Dick Haymes Show; Gordon Jenkins orch	(2)	C 30	Sa	7:30	7.6
Birdseye Foods	Dinah Shore Program; chorus, orch, guests	(6)	N 30	Th	8:30	14.7
Old Gold	Frank Sinatra Program; Pied Pipers, orch	(3)	C 30	We	9:00	10.5
Chelsea	Guy Lombardo Orchestra	(14)	A 30	Tu	9:00	7.7
(S)	Hawaii Calls; Hawaiian music	(1)	M 30	Sa	7:00	-
General Elect	Hour of Charm; Phil Spitalny girl orch	(11)	N 30	Su	10:00	9.7
Proctor & Gamble	Jack Kirkwood Show; Irving Miller orch	(2)	C 15	St	7:00	7.9
Proctor & Gamble	Jack Smith Show; Earl Sheldon orch	(2)	C 15	St	7:15	7.4
(S)	Johnny Thompson; Ilene Woods Show	(1)	A 30	Su	3:30	-
Squibb	Keep Singing, America; chorus, orch	(2)	C 15	St	6:15	4.1
Dr. Lyons	Manhattan Merry-go-Round	(14)	N 30	Su	9:00	13.3
(S)	Paul Whiteman Orchestra; Forever Tops	(10)	A 30	Mo	9:30	-
Bourjois	Powder Box Theater; Ray Bloch orch	(1)	C 30	Th	10:30	4.1
Rayve	Sammy Kaye Orchestra; Sunday Serenade	(6)	A 30	Su	1:30	8.2
Pet Milk	Saturday Night Serenade	(10)	C 30	Sa	9:45	9.8
LaFenrich	Smoke Dreams	(4)	A 30	Su	2:00	6.6
Coca Cola	Spotlight Bands	(5)	M 30	St	9:30	2.6
Hires Rootbeer	Sunday Evening Party; Phil Davis orch	(1)	A 30	Su	6:30	4.7
Gum Labs	Sweetheart Time	(1)	M 30	Su	1:30	2.2
Phillips	Waltz Time; Abe Lyman orch	(13)	N 30	Fr	9:30	13.5
Wildroot	Woody Herman Orchestra	(1)	A 30	Sa	8:00	2.3
Lucky Strike	Your Hit Parade; Mark Warnow orch	(11)	C 45	Sa	9:00	15.6

Light Music —

(S)	Jan Gart Trio	(1)	M 15	Fr	10:15	-
(S)	Korn Kobblers	(2)	M 15	St	7:15	-
Proctor & Gamble	Mommie and the Men	(1)	C 15	St	7:00	4.8
(S)	Piano Playhouse	(1)	A 30	Su	12:30	-
(S)	Southernaires Quartette; spirituals	(16)	A 30	Su	10:30a	-

Quiz Programs —

(S)	Better Half	(2)	M 30	Tu	10:30	-
Camel	Bob Hawk Show	(1)	C 30	Mo	7:30	13.6
Vick Chem	Break the Bank; Bert Parks	(1)	M 30	Sa	9:30	5.6
Dr Pepper	Darts for Dough	(1)	A 30	Su	4:00	8.0
(S)	Detect-a-Tune	(1)	M 30	Mo	10:30	-
Goodrich Tires	Detect and Collect	(1)	A 30	Th	9:30	4.8
Mars Candy	Doctor I Q; Jimmy McClain	(7)	N 30	Mo	10:30	10.7
Pharmac'ls	Double or Nothing; Todd Russell	(6)	M 30	Su	9:30	9.6
Colgate	Kay Kyser's Kollege	(8)	N 60	We	10:00	16.4
Helbros Watch	Quick as a Flash; Ken Roberts	(2)	M 30	Su	5:30	7.1
Eversharp	Take It or Leave It; Phil Baker	(6)	C 30	Su	10:00	18.8
(S)	Think You Know Music	(1)	M 30	Fr	8:30	-
(S)	What's the Name of That Song	(2)	M 30	Su	10:30	-

Human Interest Programs —

Serutan	Alexander's Mediation Board	(3)	M 30	Su	8:00	5.4
Hinds Cream	Blind Date; Arlene Francis	(3)	A 30	Fr	8:00	6.0
Anchor Glass	Hobby Lobby; Bob Dixson	(6)	C 30	Th	9:30	7.9
(S)	I Was a Convict	(1)	M 15	Sa	7:45	-
Rensie	Radio Action Show; Dave Elman	(1)	M 30	We	10:00	2.8
(S)	Trans-Atlantic Call	(3)	C 30	Su	12:30	-
Bromo Seltzer	Vox Pop; interviews	(11)	C 30	Mo	8:00	14.6

## Network Radio Programs 1945-46

Comedy Audience Participation Programs —

Raleigh	People are Funny; Art Linkletter	(4)	N 30	Fr	9:00	13.9
Duz	Truth or Consequences; Ralph Edwards	(6)	N 30	Sa	8:30	17.3

Panel Quiz or Comedy Programs —

Colgate	Can You Top This; storytelling panel	(6)	N 30	Sa	9:30	13.5
Socony Oil	Information, Please; Clifton Fadiman	(8)	N 30	Mo	9:30	10.2
Philip Morris	It Pays to be Ignorant; Tom Howard	(3)	C 30	Fr	9:00	7.8
(S)	Leave It to the Girls	(1)	M 30	Sa	9:00	-
Alka Seltzer	Quiz Kids; Joe Kelly	(6)	A 30	Su	7:30	8.7

Prestige Drama —

DuPont Chem	Cavaloade of America	(11)	N 30	Mo	8:00	10.4
Textron	Helen Hayes Theater	(5)	C 30	Sa	7:00	9.2
Lever Brothers	Lux Radio Theater; William S Keighley	(12)	C 60	Mo	9:00	27.0
Hallmark Cards	Radio Readers Digest	(4)	C 30	Su	2:00	6.0
Campbell Soups	Request Performance	(1)	C 30	Fr	9:00	9.6
Lady Esther	Screen Guild Players; Truman Bradley	(8)	C 30	Mo	10:00	23.4
US Steel	Theater Guild on the Air	(2)	A 60	Su	10:00	4.7
Cresta Blanca	This Is My Best	(1)	C 30	Tu	9:30	8.0

Informative Drama —

(S)	Chaplain Jim	(2)	M 30	Su	2:00	-
Revere Copper	Exploring the Unknown	(1)	M 30	Su	9:00	3.0
Mutual Benefit	Freedom of Opportunity	(3)	M 30	Su	10:00	1.4
(S)	Human Adventure	(2)	M 30	We	8:00	-

Light, Honey or 'Love Interest' Drama —

Mars Candy	Curtain Time	(1)	A 30	Th	10:00	3.9
Vaseline	Dr Christian; Jean Hersholt	(9)	C 30	We	8:30	15.9
Campana Balm	First Nighter; Barbara Luddy	(15)	C 30	Sa	7:30	10.8
Frigidaire	Hollywood Star Time	(1)	C 30	Su	2:30	5.5
Noxzema	Mayor of the Town; Lionel Barrymore	(3)	C 30	Sa	8:30	11.8
Std Brands	One Man's Family	(13)	N 30	Su	3:30	11.1
(S)	One Night Stand	(1)	M 30	Th	8:00	-
Anacin	Real Stories of Real Life	(1)	M 15	5t	9:15	3.8
Colgate	Theater of Romance	(2)	C 30	Tu	8:30	10.3

Comedy Drama —

Grapenuts	Aldrich Family; Ezra Stone, H Jamesson	(7)	C 30	Fr	8:00	15.6
Rinso	Amos 'n' Andy; Gosden and Correll	(17)	N 30	Tu	9:00	17.2
Tums	Beulah	(1)	C 30	Su	8:00	9.3
Supersuds	Blondie; Penny Singleton, Arthur Lake	(7)	C 30	Su	7:30	16.2
Tums	Date with Judy	(3)	N 30	Tu	8:30	18.4
Sanka Coffee	Fannie Brice; Baby Snooks drama	(3)	C 30	Su	6:30	14.8
Kraft Foods	Great Gildersleeve; Harold Peary	(5)	N 30	Su	6:30	19.7
Ballentine	His Honor the Barber; Barry Fitzgerald	(1)	N 30	Tu	7:30	8.6
Campbell Soups	Jack Carson Show	(3)	C 30	We	8:00	10.2
Sealtest	Jack Haley and Eve Arden Program	(1)	N 30	Th	9:30	19.3
(S)	Jimmy Gleason's Diner	(1)	A 30	Mo	10:00	-
Swan Soap	Joan Davis	(3)	C 30	Mo	8:30	18.1
(S)	Leave It to Mike	(1)	M 30	Tu	8:00	-
Proctor & Gamble	Life of Riley; William Bendix	(3)	N 30	Sa	8:00	16.0
Alka Seltzer	Lum and Abner	(10)	A 15	4t	8:00	5.5
Eversharp	Maizie; Ann Southern	(1)	C 30	We	9:30	9.3
Old Gold	Meet Me at Parky's	(1)	N 30	Su	10:30	8.5
Int'l Silver	Ozzie and Harriet	(2)	C 30	Su	6:00	9.4
Quaker Oats	Those Websters	(1)	C 30	Fr	9:30	8.0

## Network Radio Programs 1945-46

Thriller Drama —

Sterling Drugs	Big Town	(8)	C 30	Tu	8:00	17.2
Tums	Bulldog Drummond	(4)	M 30	Mo	8:00	6.1
(S)	Counterspy	(4)	A 30	Su	5:30	-
Philip Morris	Crime Doctor	(6)	C 30	Su	8:30	13.3
Sweets Co	Dick Tracy	(7)	A 30	Sa	7:30	5.7
Anacin	Ellery Queen	(5)	C 30	We	7:30	11.1
Lava Soap	FBI in Peace and War	(2)	C 30	Th	8:30	13.4
Gem Razor	Falcon, The	(1)	M 30	Tu	8:30	5.5
O Henry Candy	Famous Jury Trials	(6)	A 30	Fr	9:00	9.3
(S)	Fat Man; J Scott Smart	(1)	A 30	Mo	8:30	-
Waterman Pens	Gang busters	(10)	A 30	Sa	9:00	8.1
(S)	Green Hornet	(6)	A 30	Tu	7:30	-
(S)	I Deal in Crime	(1)	A 30	Mo	9:00	-
Lipton Tea	Inner Sanctum	(6)	C 30	Tu	9:00	11.8
Wrigley Gum	Island Adventure	(1)	C 30	Th	10:00	3.7
Cheerios	Lone Ranger	(12)	A 30	3t	7:30	8.8
(S)	Man from G-2	(1)	A 30	Sa	8:30	-
Jergens Lotion	Mr and Mrs North	(4)	N 30	We	8:00	13.5
Bristol Myers	Mr District Attorney; Jay Jostyn	(7)	N 30	We	9:30	21.1
Kolynos	Mr Keen	(9)	C 30	Th	7:30	9.8
Knox Chem	Murder is My Hobby	(1)	M 30	Su	4:00	6.2
Molle	Mystery Theater	(3)	N 30	Fr	10:00	10.2
(S)	Nick Carter	(3)	M 30	Su	6:00	-
Fitch Shampoo	Rogue's Gallery; Dick Powell	(1)	M 30	Th	8:30	4.0
Del L & W Coal	Shadow, The	(12)	M 30	Su	5:00	11.8
Pacific Borax	Sheriff, The	(1)	A 30	Fr	9:30	8.7
Petri Wine	Sherlock Holmes	(11)	M 30	Mo	8:30	10.9
Roca Wine	Suspense	(4)	C 30	Th	8:00	14.7
Post Toasties	Thin Man; Les Tremayne	(5)	C 30	Su	7:00	9.8
Equitable Life	This is Your FBI	(1)	A 30	Fr	8:30	11.8
(S)	True Detective Mysteries	(4)	M 30	Su	4:30	-
(S)	Whispering Man	(1)	M 30	Sa	8:00	-

Sports Broadcasts —

Gillette	Friday Night Fights; Don Dumphy	(7)	A 45	Fr	10:00	6.0
----------	---------------------------------	-----	------	----	-------	-----

News, Commentary —

Richfield Oil	Arthur Hale; news, comment	(7)	M 15	3t	7:30	3.9
(S)	Bill Cunningham; comment	(2)	M 15	Su	2:30	-
(S)	Cal Tinney; news	(5)	A 15	5t	6:45	-
Employers Ins	Cedric Foster; comment	(4)	M 15	Su	6:30	6.4
Serutan	Don Gardiner; Monday Morning Headlines	(2)	A 15	Su	7:15	7.6
Lee Hats	Drew Pearson; comment	(7)	A 15	Su	7:00	9.5
Northw'n Ins	Earl Godwin; comment	(4)	A 15	Th	8:15	3.6
C Sci Monitor	Edwin D Canham; Monitor Views	(1)	A 15	Sa	6:15	2.3
(S)	Elmer Davis; comment	(4)	A 15	Su	3:00	-
(S)	Elmer Davis; comment	(4)	A 15	2t	8:15	-
Liberty Mag	Fiorella LaGuardia; comment	(1)	A 15	Su	9:30	6.5
Sinclair Oil	Frank Singiser; news, comment	(3)	M 15	3t	7:30	3.8
Chimney Sweep	Fulton Lewis Jr; comment	(8)	M 15	Su	6:45	4.6
Co-op	Fulton Lewis Jr; comment	(8)	M 15	5t	7:00	-
Barbasol	Gabriel Heatter; news, comment	(11)	M 15	Su	8:45	8.3
Multi	Gabriel Heatter; news, comment	(11)	M 15	5t	9:00	6.7
Pure Oil	H V Kaltenborn; Edits the News	(16)	N 15	5t	7:45	14.3
General Motors	Henry J Taylor; comment	(1)	M 15	2t	10:00	1.1
Harvel	John B Kennedy; comment	(8)	A 15	Su	1:00	2.8
Alka Seltzer	John W Vandercook; News of the World	(6)	N 15	5t	7:15	9.5

(more)

News, Commentary - cont'd -

Sun Oil	Lowell Thomas; news	(16)	N 15	5t	6:45	14.3
Lear	Orson Wells; comment	(5)	A 15	Su	1:15	4.7
(S)	Quincy Howe; news	(3)	C 15	6t	6:00	-
Co-op	Raymond Swing; news, interpretation	(9)	A 15	5t	7:15	-
Co-op	Taylor Grant; Headline Edition	(1)	A 15	5t	7:00	-
(S)	This Week Around the World	(1)	A 30	Su	12:00 N	-
(S)	Walter Kiernan; news	(2)	A 15	5t	6:00	-
Jergens Lotion	Walter Winchell; comment	(14)	A 15	Su	9:00	20.3
(S)	Wilfred Fleisher; news	(1)	A 15	Sa	6:00	-
JB Williams	William L Shirer; news, interpretation	(5)	C 15	Su	5:45	5.4
Bunte Candy	World Front; NBC news roundup	(2)	N 30	Su	12:00 N	4.8
(S)	World Today	(4)	C 15	5t	6:45	-

Public Affairs Talks, Forums -

(S)	American Forum; Theodore Granik	(11)	M 45	Tu	9:30	-
(S)	America's Town Meeting; George V Denny	(11)	A 60	Th	8:30	-
(S)	Congress Speaks	(3)	C 15	Tu	10:30	-
(S)	Foreign Policy Association talks	(7)	N 30	Sa	7:00	-
(S)	Meet the Press; Lawrence Spivak	(1)	M 30	Fr	10:30	-
(S)	Northwestern Reviewing Stand; forum	(9)	M 30	Su	11:30a	-
(S)	People's Platform; roundtable	(8)	C 30	Sa	6:15	-
(S)	University of Chicago Roundtable	(13)	N 30	Su	1:30	-

Religious Talk Programs -

(S)	CBS Church of the Air	(15)	C 30	Su	10:00a	-
(S)	CBS Church of the Air	(15)	C 30	Su	1:00	-
(S)	Catholic Hour	(16)	N 30	Su	6:00	-
(S)	Hour of Faith	(4)	A 30	Su	11:30a	-
Lutheran Laymen	Lutheran Hour; Rev Walter A Maier	(8)	M 30	Su	12:30	2.1
(S)	Message of Israel	(11)	A 30	Sa	7:00	-
(S)	National Radio Pulpit; Rev Ralph Sockman	(20)	N 30	Su	10:30a	-
(S)	National Vespers; Rev Harry E Fosdick	(19)	A 30	Su	2:30	-
Gospel B'o'g	Pilgrim Hour; Rev Charles E Fuller	(4)	M 30	Su	12:00 N	1.0
Bible Class	Radio Bible Class	(6)	M 30	Su	10:00a	-
(S)	Religion in the News; Walter Van Kirk	(13)	N 15	Sa	5:45	-
Wesley League	Rev John E Zollar	(3)	M 30	Su	11:00a	-
Voice Inc	Voice of Prophecy	(5)	M 30	Su	9:30a	-
Young People	Young People's Church of the Air	(6)	M 30	Su	9:00a	-

Sports News, Interviews -

Bayuk Cigars	Bill Brandt; Inside of Sports	(1)	M 15	5t	7:45	2.5
Colgate	Bill Stern; sports talk	(9)	N 15	Fr	10:00	8.5
Mail Pouch	Fishing and Hunting Club	(1)	A 30	We	8:30	1.9
(S)	Harry Wismer; sports talk	(1)	A 15	Sa	6:30	-
(S)	Spotlight on Sports	(1)	N 15	5t	6:30	-

Broadway and Hollywood Gossip Programs -

Armour Pack'g	Hedda Hopper; Hollywood gossip	(5)	A 15	Mo.	8:15	4.5
Carter Prods	Jimmy Fidler; Hollywood gossip	(10)	A 15	Su	9:45	7.2
Jergens Lotion	Luella Parsons; Hollywood gossip	(1)	A 15	Su	9:15	10.2

Miscellaneous Talk Programs -

(S)	AFL-CIO Program; Labor USA	(2)	A 15	Sa	6:45	-
(S)	America United; labor-management talks	(2)	N 15	Su	1:15	-
Am Cyanamid	Doctors Talk it Over; medical interviews	(1)	A 15	Tu	9:30	1.0
(S)	Don't Be a Sucker	(1)	M 15	Su	8:30	-
William Wise	Galen Drake	(1)	A 15	Su	3:15	3.0

(more)

Miscellaneous Talk Programs - cont'd -

Berkshire	Ilka Chase; comment and chatter	(3)	M 15	Su	1:15	1.3
(S)	It's Your Business; management program	(2)	A 15	Sa	7:00	-
(S)	Lyman Bryson; Time for Reason about Radio	(1)	C 15	Su	1:30	-

Daytime Comedy Variety -

(S)	Al Pearce Show	(11)	A 30	5t	3:00	-
-----	----------------	------	------	----	------	---

Daytime General Variety -

(S)	Arthur Godfrey Program	(5)	C 45	5t	9:15a	-
Multi	Breakfast Club; Don McNeill	(13)	A 60	5t	9:00a	5.5
(S)	Club Matinee	(6)	A 30	5t	12:30	-
Ivory Soap	Glamour Manor; Kenny Baker	(2)	A 30	5t	12:00N	4.3
(S)	Saturday Senior Swing; teen-age variety	(1)	A 30	Sa	1:00	-
Teentimers	Teentimers Club; Johnny Desmond	(1)	N 30	Sa	11:00a	3.0

Daytime Hillbilly Shows -

Ralston	Opry House Matinee	(1)	M 60	Sa	1:00	2.3
---------	--------------------	-----	------	----	------	-----

Daytime Concert Music -

Texas Oil	Metropolitan Opera Broadcasts	(15)	A 210	Sa	2:00	3.2
(S)	Orchestras of the Nation	(1)	N 60	Sa	3:00	-
(S)	Philadelphia Symphony Orchestra	(6)	C 60	Sa	5:00	-

Daytime Musical Variety -

(S)	Fred Waring Orchestra and Chorus	(11)	N 30	5t	11:00a	-
Leaf Gum	Tin Pan Alley	(1)	N 15	Sa	5:45	4.7
(S)	Treasury Band Stand	(1)	C 30	Sa	2:30	-

Daytime Light Music -

Club Aluminum	Club Time; mixed quartette, hymns	(1)	A 15	Sa	10:15a	1.1
(S)	First Piano Quartette	(1)	N 30	Sa	4:30	-
(S)	Gordon MacRae; songs	(1)	C 15	5t	4:30	-
General Mills	Hymns of All Churches; Joe Emerson choir	(11)	A 15	5t	10:30a	2.5
General Mills	Hymns of All Churches; Joe Emerson choir	(11)	N 15	4t	2:45	5.2
Prudential Ins	Jack Berch and His Boys	(6)	A 15	5t	4:00	1.9
Coca Cola	Morton Downey; songs	(8)	M 15	5t	12:15	2.4
(S)	Piano Playhouse	(1)	A 15	Sa	12:00N	-
Serutan	Richard Maxwell; hymns	(5)	M 15	5t	12:30	-
(S)	Vera Massey and Bob Johnson; songs	(1)	A 30	Sa	10:30a	-

Daytime Quiz Programs -

Boy-ar-Dae	Give and Take; John Reed King	(1)	C 30	Sa	10:00a	4.0
Cotton Oil	Try and Find Me	(1)	C 15	5t	3:00	-

Daytime Human Interest Programs -

General Elect	Art Linkletter House Party	(2)	C 30	5t	4:00	4.0
Multi	Breakfast in Hollywood; Tom Breneman	(3)	A 30	5t	11:00a	8.3
Sterling Drugs	Bride and Groom; John Nelson	(1)	A 30	5t	2:30	2.4
Carter Prods	John J Anthony; advice program	(1)	M 15	5t	1:45	2.6
Multi	Queen for a Day; Jack Bailey	(1)	M 30	5t	2:30	4.1

Daytime Comedy Audience Participation -

Borden Milk	County Fair	(1)	C 30	Sa	1:30	4.9
Quaker Oats	Ladies Be Seated	(2)	A 30	5t	3:30	3.3

## Network Radio Programs 1945-46

Daytime Informative Drama —

(S)	American School of the Air	(16)	C 30	5t	5:00	-
(S)	Assignment Home; veteran's program	(2)	C 30	Sa	3:00	-
(S)	Baxter Family; PTA drama	(2)	N 30	Sa	2:30	-
(S)	Doctors at Home; AMA drama series	(11)	N 30	Sa	4:00	-
(S)	Home Is What You Make It	(1)	N 30	Sa	9:00a	-

Daytime Light Drama —

Pillsbury	Grand Central Station	(7)	C 30	Sa	1:00	8.6
Sat Eve Post	Listening Post	(2)	A 15	4t	10:45a	3.3
Libby Pack'g	My True Story	(5)	A 30	5t	10:00a	4.8
Dari-Rich	Stars Over Hollywood	(5)	C 30	Sa	12:30	7.6
Armstrong Rugs	Theater of Today	(5)	C 30	Sa	12:00N	7.0

Daytime Comedy Drama —

Lambert	Billy Burke Show	(2)	C 30	Sa	11:30a	6.6
Co-op	Ethel and Albert	(2)	A 15	5t	2:15	-
Co-op	Johnson Family	(7)	M 15	5t	4:15	-

Daytime Thriller Drama —

Ovaltine	Captain Midnight	(6)	M 15	5t	5:30	3.8
(S)	Cimarron Tavern	(1)	C 15	5t	5:30	-
Co-op	Dick Tracy	(7)	A 15	5t	5:45	-
General Foods	Hop Harrigan	(4)	A 15	5t	5:45	4.1
General Foods	House of Mystery	(2)	M 30	Sa	12:00N	1.7
General Mills	Jack Armstrong	(13)	A 15	5t	5:30	6.1
(S)	Sparrow and the Hawk	(1)	C 15	5t	5:45	-
Kellogg	Superman	(5)	M 15	5t	5:15	4.4
Ward Baking	Tennessee Jed	(1)	A 15	5t	5:45	3.3
Quaker Oats	Terry and the Pirates	(5)	A 15	5t	5:00	5.4
Ralston	Tom Mix	(11)	M 15	5t	5:45	4.9

Daytime Women's Serial Drama —

Lever Brothers	Aunt Jenny's Stories	(10)	C 15	5t	11:45a	4.9
Con'l Baking	Bachelors Children	(10)	C 15	5t	10:45a	4.3
Sterling Drugs	Backstage Wife	(11)	N 15	5t	4:00	6.9
Manhattan Soap	Barry Cameron	(1)	N 15	5t	11:30a	3.0
Lever Brothers	Big Sister	(10)	C 15	5t	12:15	6.4
Babbitt	David Harum	(10)	N 15	5t	11:45a	3.8
Manhattan Soap	Evelyn Winters	(2)	C 15	5t	10:30a	3.6
Am Home Prods	Front Page Farrell	(5)	N 15	5t	5:45	5.5
General Mills	Guiding Light	(7)	N 15	5t	2:00	5.7
Am Home Prods	Helen Trent	(12)	C 15	5t	12:30	7.0
Sterling Drugs	Honeymoon Hill	(6)	C 15	5t	11:00a	2.9
Proctor & Gamble	Joyce Jordan, M.D.	(8)	N 15	5t	10:45a	3.3
Am Home Prods	Just Plain Bill	(14)	N 15	5t	5:30	5.9
Proctor & Gamble	Life Can Be Beautiful	(8)	C 15	5t	1:00	6.8
General Mills	Light of the World; Bible dramatizations	(6)	C 15	5t	10:15a	3.1
Babbitt	Lora Lawton	(3)	N 15	5t	10:15a	3.3
Sterling Drugs	Lorenzo Jones	(9)	N 15	5t	4:30	6.7
Proctor & Gamble	Ma Perkins	(13)	C 15	5t	1:15	7.9
Proctor & Gamble	Ma Perkins	(13)	N 15	5t	3:15	7.6
Am Home Prods	Our Gal Sunday	(9)	C 15	5t	12:45	6.1
Proctor & Gamble	Pepper Young's Family	(10)	N 15	5t	3:30	7.9
Proctor & Gamble	Perry Mason	(3)	C 15	5t	2:15	4.7
General Foods	Portia Faces Life	(6)	N 15	5t	5:15	6.7

(more)



Daytime Women's Serial Drama -- cont'd --

Proctor & Gamble	Right to Happiness	(7)	N 15	5t	3:45	7.0
Proctor & Gamble	Road of Life	(9)	C 15	5t	1:45	5.2
Proctor & Gamble	Road of Life	(9)	N 15	5t	10:30a	4.6
Proctor & Gamble	Rosemary	(2)	C 15	5t	2:30	2.9
Sterling Drugs	Second Husband	(9)	C 15	5t	11:15a	3.6
General Foods	Second Mrs Burton	(1)	C 15	2t	2:00	2.8
Sterling Drugs	Stella Dallas	(9)	N 15	5t	4:15	6.9
Cudahy Pack'g	Tena and Tim	(2)	N 15	5t	3:00	4.6
General Mills	Today's Children	(7)	N 15	5t	2:15	6.2
General Foods	Two on a Clue	(2)	C 15	2t	2:00	4.6
General Mills	Valiant Lady	(8)	C 15	5t	10:00a	2.5
General Foods	When a Girl Marries	(7)	N 15	5t	5:00	7.5
Proctor & Gamble	Woman of America	(3)	N 15	5t	3:00	4.6
General Mills	Woman in White	(7)	N 15	5t	2:30	5.6
Lever Brothers	Woman's Life	(1)	C 15	5t	11:30	4.9
Proctor & Gamble	Young Doctor Malone	(6)	C 15	5t	1:30	6.1
Sterling Drugs	Young Widder Brown	(9)	N 15	5t	4:45	6.8

Daytime Children's Programs --

(S)	Land of the Lost; fantasy drama	(2)	M 30	Sa	11:30a	-
Cream of Wheat	Let's Pretend; dramatized fairy tales	(7)	C 30	Sa	11:00a	5.5
(S)	Rainbow House	(3)	M 30	Sa	10:30a	-
Brown Shoes	Smiling Ed McConnell; children's variety	(11)	N 30	Sa	11:30a	4.4

Daytime News Programs --

(S)	Cecil Brown; news	(2)	M 15	5t	11:00a	-
Co-op	Cedrio Foster; news	(4)	M 15	5t	2:00	-
(S)	Frazier Hunt; news	(3)	M 15	5t	9:00a	-
Kellogg	Gil Martyn; news	(3)	A 15	5t	11:30a	5.7
Co-op	H R Baukhage; news	(4)	A 15	5t	1:00	-
Co-op	John B Kennedy; news	(7)	A 15	5t	2:00	-
(S)	John MoVane; news	(1)	N 15	Sa	12:00N	-
Oldsmobile	John W Vandercook; news	(6)	N 15	Su	5:30	4.5
(S)	Lisa Sergio; comment	(1)	A 15	Mo	10:45a	-
(S)	Martin Agronsky; ABC morning news	(2)	A 15	6t	8:00a	-
(S)	Morgan Beatty; news	(2)	N 15	5t	1:45	-
(S)	News for Women	(1)	M 15	5t	10:00a	-
(S)	Robert St John; news	(2)	N 15	5t	10:00a	-

Daytime Public Affairs Talks --

(S)	Atlantic Spotlight	(1)	N 30	Sa	12:30	-
(S)	Chester Bowles	(1)	A 15	Sa	11:30a	-
(S)	Cross-Section USA; roundup of opinion	(1)	C 15	Sa	3:45	-

Daytime Religious Talk Programs --

(S)	Bible Messages	(2)	A 15	Sa	11:15a	-
(S)	Faith in Our Time	(1)	M 15	5t	10:15a	-

Daytime Homemakers' Programs --

General Mills	Betty Crocker; cooking talks	(19)	N 15	Fr	2:45	4.7
Pet Milk	Mary Lee Taylor; cooking talks	(9)	C 30	Sa	10:30a	2.6
Van Camp Foods	Take It Easy; cooking talks	(2)	M 15	3t	11:30a	2.5

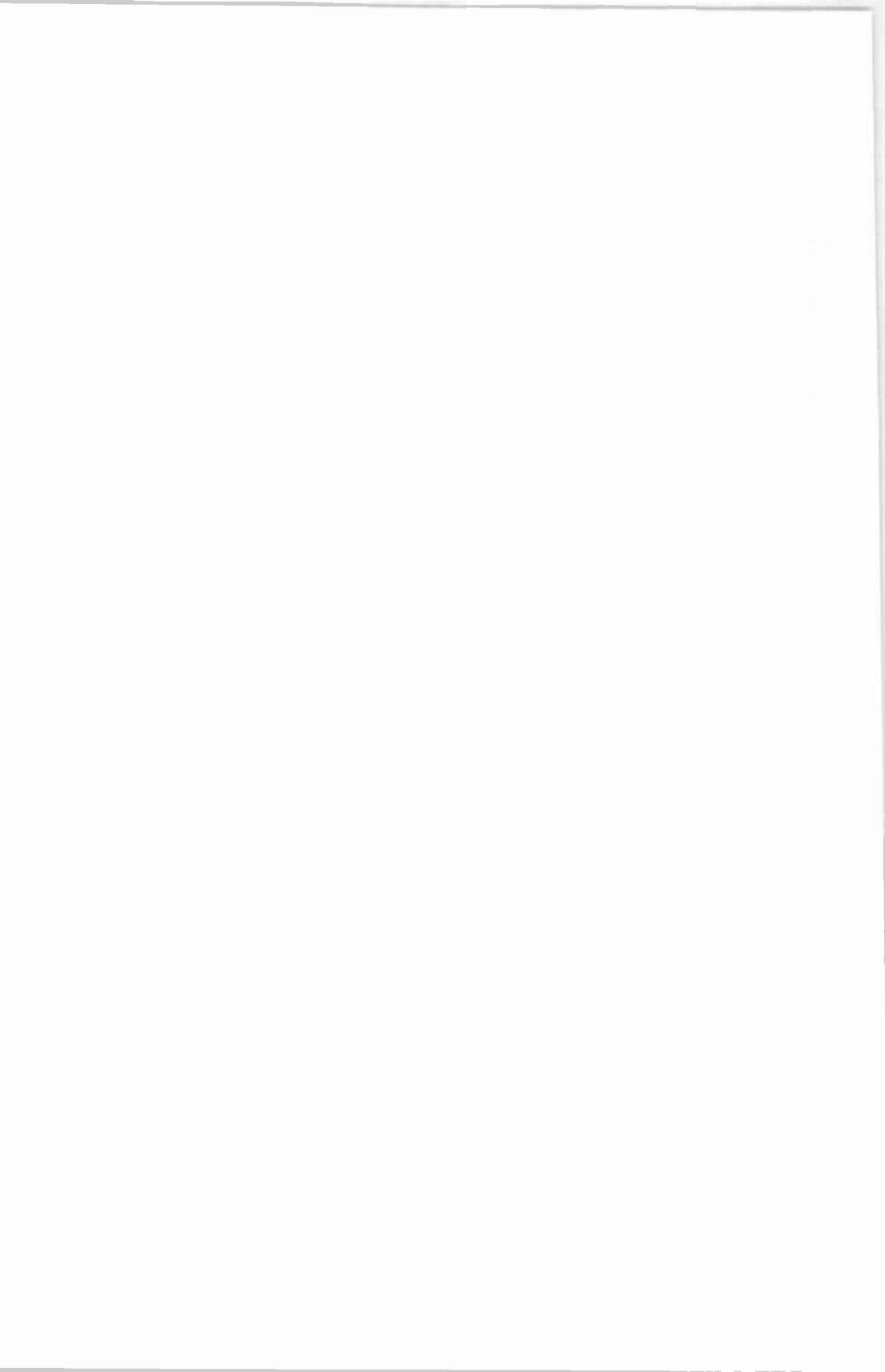
Daytime Miscellaneous Talk Programs --

(S)	Adventures in Science	(6)	C 15	Sa	2:15	-
(S)	American Farmer	(1)	A 30	Sa	12:30	-
(S)	Columbia's Country Journal	(7)	C 30	Sa	9:30a	-
Co-op	Constance Bennett	(1)	A 15	5t	1:15	-

(more)

Daytime Miscellaneous Talk Programs -- cont'd --

(S)	Consumer Time	(5)	N 15	Sa 12:15	-
(S)	Elsa Maxwell	(2)	M 15	5t 11:15a	-
Co-op	Fitzgeralds; husband-and-wife chatter	(1)	A 15	5t 9:15a	-
William Wise	Galen Drake	(1)	A 15	Sa 10:00a	1.5
(S)	Garden Gate; gardening talks	(3)	C 15	Sa 9:15a	-
(S)	Jane Cowl	(2)	M 15	5t 2:15	-
General Foods	Kate Smith Chats	(14)	C 15	5t 12:00N	6.7
(S)	Men and Books	(6)	C 15	Sa 2:00	-
Allis Chalmers	National Farm and Home Hour (new series)	(18)	N 30	Sa 1:00	2.6
Westinghouse	Ted Malone	(8)	A 15	5t 11:45a	4.6
(S)	Veteran's Adviser	(1)	N 15	Sa 1:30	-
Serutan	Victor Lindlahr; talks on diet, health	(8)	M 15	5t 11:45a	1.2
Semler	William Lang	(2)	M 15	5t 12:00N	2.6



MAJOR NETWORK RADIO PROGRAMS - SEASON 1946-1947  
On Air January 1947

141

Sponsor	Program	Season on Air	Net, Length, Day, Hour	Hooper Rating
<u>Comedy Variety</u> --				
Camel	Abbott and Costello; Skinnay Ennis orch	(5)	N 30 Th 10:00	15.7
Bristol Myers	Alan Young Show; Charles Cantor, orch	(3)	N 30 Fr 8:30	11.1
Am Home Prods	Bob Burns; Shirley Ross, R Sinatra orch	(6)	N 30 Su 6:30	9.5
Pepsodent	Bob Hope; J Colonna, Desi Arnez orch	(11)	N 30 Tu 10:00	30.2
General Foods	Burns and Allen; Meredith Willson orch	(15)	N 30 Th 8:30	17.9
St'd Brands	Charlie McCarthy; Ray Noble orch, guests	(10)	N 30 Su 8:00	27.4
Bristol Myers	Duffy's Tavern; Ed Gardner	(6)	N 30 We 9:00	19.6
Pabst Beer	Eddie Cantor; Fairchild orch	(14)	N 30 Th 10:30	17.1
Kraft Foods	Eddie Foy; Draft Music Hall	(1)	N 30 Th 9:00	14.5
Johnson's Wax	Fibber McGee and Molly; Billy Mills orch	(12)	N 30 Tu 9:30	30.2
Pall Mall	Frank Morgan Program; E Daniel orch	(8)	N 30 We 10:00	8.8
St'd Brands	Fred Allen Program; Al Goodman orch	(14)	N 30 Su 8:30	24.9
Eversharp	Henry Morgan Show; B Green orch	(3)	A 30 We 10:30	8.2
Lucky Strike	Jack Benny Program	(15)	N 30 Su 7:00	27.0
Campbell Soups	Jack Carson Show; Arthur Treacher	(4)	C 30 We 8:00	12.0
Rexall Drugs	Jimmy Durante Program; Garry Moor.	(5)	C 30 Fr 9:30	14.6
Colgate	Judy Canova Program; Mel Blanc, Dant orch	(4)	N 30 Sa 10:00	17.8
Raleigh	Red Skelton; Anita Ellis, Forester orch	(5)	N 30 Tu 10:30	25.4
Socony Oil	Victor Borge Show; Benny Goodman orch	(1)	N 30 Mo 9:30	7.2
<u>General Variety</u> --				
(S)	Arthur Godfrey Program	(6)	C 30 Tu 9:30	-
Philco Radios	Bing Crosby Program; Trotter orch (taped)	(16)	A 30 We 10:00	16.1
Ford Motors	Dinah Shore Show	(7)	C 30 We 9:30	9.4
Proctor & Gamble	Don Ameche Program; Danny Thomas	(1)	N 30 Su 10:00	9.4
Borden Milk	Ginny Simms Show; Frank DuVal orch	(5)	C 30 Fr 9:00	11.0
Campbell Soups	Hildegarde Program; Baron orch, guests	(3)	C 30 Su 9:00	5.3
General Foods	Kate Smith Show; Miller orch, guests	(15)	C 30 Su 6:30	12.0
Phillip Morris	Rudy Vallee Variety Program	(16)	N 30 Tu 8:00	11.6
(S)	Sound Off; Army recruiting program	(1)	M 30 Th 8:00	-
<u>Hillbilly Programs</u> --				
(S)	Curt Massey Show	(2)	A 30 Sa 7:30	-
Prince Albert	Grand Ol' Opry; Red Foley	(6)	N 30 Sa 10:30	11.3
(S)	Hayloft Hoedown	(1)	A 30 Sa 10:30	-
<u>Semi-Variety</u> --				
Wrigley Gum	Gene Autry Program; Western music, drama	(6)	C 30 Su 7:00	7.3
Lewis Howe	Pot O' Gold; Happy Felton	(3)	A 30 We 9:30	5.8
<u>Concert Music</u> --				
Sterling Drugs	American Melody Hour; soloists, chorus	(6)	C 30 Tu 7:30	10.0
J Hancock Ins	Boston Symphony Orchestra	(8)	A 60 Tu 8:30	3.6
(S)	Cleveland Symphony Orchestra	(2)	M 60 Sa 6:00	-
Reichold Chem	Detroit Symphony Orchestra	(2)	A 60 Su 4:00	2.3
Int Harvester	Harvest of Stars; James Melton, F Black	(2)	N 30 Su 2:30	9.4
Cities Service	Highways in Melody; Paul Lavalle orch	(3)	N 30 Fr 8:00	8.2
(S)	NBC Symphony Orchestra; Arturo Toscanini	(10)	N 60 Su 5:00	-
US Rubber	New York Philharmonic Orchestra	(19)	C 90 Su 3:00	3.9
Prudential Ins	Prudential Family Hour; Al Goodman orch	(6)	C 30 Su 5:00	6.9
RCA Victor	RCA Victor Show; R Shields orch	(2)	N 30 Su 2:00	7.7
(S)	Salt Lake Tabernacle Choir	(18)	C 30 Su 11:30a	-
Bell System	Telephone Hour	(7)	N 30 Mo 9:00	7.8
Conti	Treasure Hour of Song	(5)	M 30 Th 9:30	3.6
Firestone Tires	Voice of Firestone; Howard Barlow orch	(18)	N 30 Mo 8:30	9.4

## Network Radio Programs 1946-47

Musical Variety —

Sterling Drugs	Album of Familiar Music; Donald Dame	(16)	N 30	Su	9:30	13.0
Sheaffer Pens	Carmen Cavallero Orchestra	(3)	N 30	Su	3:00	11.6
Chesterfield	Chesterfield Supper Club; Perry Como	(3)	N 15	Sa	7:00	12.5
(S)	Chicago Theater of the Air; operettas	(7)	M 60	Sa	10:00	-
Carnation Milk	Contented Program; Percy Faith orch	(16)	N 30	Mo	10:00	8.4
Auto Lite	Dick Haymes Show; Gordon Jenkins orch	(3)	C 30	Th	9:00	13.1
Old Gold	Frank Sinatra Program	(4)	C 30	We	9:00	10.2
Electric Cos	Hour of Charm; Phil Spitalny girl orch	(12)	C 30	Su	4:30	7.4
(S)	Hawaii Calls; music from Hawaii	(2)	M 30	Sa	7:00	-
Proctor & Gamble	Jack Smith Show; Earl Sheldon orch	(3)	C 15	Sa	7:15	8.7
Budmut	Jean Sablon Program; Camarata orch	(1)	C 15	Sa	7:15	5.3
Harvel	Johnny Thompson Show; Ray Carter orch	(2)	A 15	Su	1:00	4.1
Sterling Drugs	Manhattan Merry-go-Round; Vic Arden orch	(15)	N 30	Su	9:00	14.0
Canada Dry	Meredith Willson Orchestra; Sparkle Time	(2)	C 30	Fr	7:30	8.3
Budmut	Sammy Kaye Serenade	(7)	A 30	Su	1:30	7.9
Pet Milk	Saturday Night Serenade	(11)	C 30	Sa	9:45	8.2
Hires Rootbeer	Sunday Night Serenade	(2)	A 30	Su	6:00	5.2
Camel	Vaughn Monroe Orchestra	(1)	C 30	Sa	7:30	9.1
Sterling Drugs	Waltz Time; Abe Lyman orch	(14)	N 30	Fr	9:30	11.3
Lucky Strike	Your Hit Parade; Mark Warnow orch	(12)	C 45	Sa	9:00	14.6

Light Music —

Philco Radios	Burl Ives; folk songs, ballads	(2)	M 15	Fr	8:00	2.9
Ludens	Hoagy Carmichael; songs	(1)	C 15	Su	5:30	7.1
(S)	Mariners; male quartette	(1)	C 30	Su	8:00	-
(S)	Southernaires Quartette; spirituals	(17)	A 30	Su	10:30a	-

Quiz Programs —

Camel	Bob Hawk Show	(2)	C 30	Mo	7:30	17.6
Bristol Myers	Break the Bank; Bert Parks	(2)	A 30	Fr	9:00	11.8
Dr Pepper	Darts for Dough; Oral Anderson	(2)	A 30	Su	5:00	4.9
Mars Candy	Doctor I Q; Lew Valentine	(8)	N 30	Mo	10:30	10.8
Pharmaco	Double or Nothing; Todd Russell	(7)	M 30	Su	9:30	7.4
Colgate	Kay Kyser's Kollege	(9)	N 30	We	10:30	10.9
American Oil	Professor Quiz; Craig Earl	(6)	A 30	Th	7:30	4.0
Helbros	Quick as a Flash; Ken Roberts	(3)	M 30	Su	5:30	6.8
(S)	Scramby Amby	(2)	M 30	Sa	8:30	-
Eversharp	Take It or Leave It; Phil Baker	(7)	C 30	Su	10:00	17.2
(S)	What's the Name of That Song	(3)	M 30	We	9:30	-

Human Interest Programs —

(S)	Alexander's Mediation Board	(4)	M 30	Su	8:00	-
Mutual Benefit	Brighter Tomorrow; Gabriel Heatter	(1)	M 30	Su	10:00	1.7
(S)	I Was a Convict	(2)	M 30	Th	10:00	-
Lipton Tea	Vox Pop; Parks Johnson, Warren Hull	(12)	C 30	Tu	9:00	7.7
(S)	Want to Lead a Band	(1)	A 30	Mo	9:30	-
Gulf Oil	We, the People; Milo Boulton, interviews	(10)	C 30	Su	10:30	12.3

Comedy Audience Participation Programs —

Raleigh	People are Funny; Art Linkletter	(5)	N 30	Fr	9:30	12.9
Proctor & Gamble	Truth or Consequences	(7)	N 30	Sa	8:30	16.5

Panel Quiz or Comedy Programs —

Colgate	Can You Top This; story-telling panel	(7)	N 30	Sa	9:30	12.6
Parker Pens	Information, Please; Clifton Fadiman	(9)	C 30	We	10:30	7.7
Philip Morris	It Pays to be Ignorant; Tom Howard	(4)	C 30	Fr	10:00	12.9
Gaines Dog Food	Juvenile Jury; Jack Barry	(1)	M 30	Su	1:30	3.2
(S)	Leave It to the Girls	(2)	M 30	Sa	9:30	-
Miles Labs	Quiz Kids; Joe Kelly	(7)	N 30	Su	4:00	8.3
Ronson Lighter	Twenty Questions; Bill Slater	(1)	M 30	We	9:30	-

Prestige Drama --

DuPont Chem	Cavaloade of America	(12)	N 30	Mo	8:00	10.7
Frigidaire	Hollywood Star Time; Herbert Marshall	(2)	C 30	Sa	8:00	7.4
Lever Brothers	Lux Radio Theater; William Keighley	(13)	C 60	Mo	9:00	23.8
Ballmark Cards	Radio Readers Digest; R Killmar	(5)	C 30	Th	10:00	13.2
Lady Esther	Screen Guild Players; Truman Bradley	(9)	C 30	Mo	10:00	23.8
US Steel	Theater Guild	(3)	A 60	Su	10:00	9.3

Informative Drama --

(S)	Are These Our Children	(1)	A 30	Su	4:00	-
Fire Ins Cos	Crimes of Carelessness	(1)	M 30	Su	3:30	4.6
(S)	Eternal Light; Jewish program	(1)	N 60	Su	1:00	-
Revere Copper	Exploring the Unknown	(2)	M 30	Su	9:00	4.8
(S)	One World Flight; Norman Corwin	(1)	C 30	Tu	10:00	-
Amer Transit	Spotlight on America; George C Putnam	(1)	M 30	Fr	10:00	1.5
(S)	Warrior of Peace; Army show	(1)	A 30	Su	2:00	-

Light, Homey or 'Love Interest' Drama --

Mars Candy	Curtain Time	(2)	N 30	Sa	7:30	10.1
Vaseline	Dr Christian; Jean Hersholt	(10)	C 30	We	8:30	13.5
Cresta Blanca	Hollywood Players	(1)	C 30	We	10:00	6.9
Triangle	It's Up to Youth	(1)	M 30	We	8:30	2.9
(S)	Love Story Theater	(1)	M 30	Fr	8:00	-
Noxzema	Mayor of the Town; Lionel Barrymore	(4)	C 30	Sa	8:30	10.7
St'd Brands	One Man's Family	(14)	N 30	Su	3:30	10.1
Whitehall	Real Stories of Real Life	(2)	M 15	St	9:15	3.6
Proctor & Gamble	This is Hollywood; Hedda Hopper	(1)	C 30	Sa	10:15	9.9

Comedy Drama --

Grapenuts	Aldrich Family; Ezra Stone, H Jameson	(8)	N 30	Th	8:00	16.8
Lever Brothers	Amos 'n' Andy	(18)	N 30	Tu	9:00	22.5
Colgate	Blondie; Penny Singleton, Arthur Lake	(8)	C 30	Su	7:30	17.3
Lewis Rowe	Date with Judy	(4)	N 30	Tu	8:30	16.0
Colgate	Dennis Day Show	(1)	N 30	We	8:00	13.6
Texaco Oil	Eddie Bracken Show	(1)	C 30	Su	9:30	8.2
General Foods	Fannie Brice; Baby Snooks drama	(4)	C 30	Fr	8:00	15.9
St'd Brands	Great Gildersleeve; Hal Peary	(6)	N 30	We	8:30	16.9
Campbell Soups	Jack Carson Show; Arthur Treacher	(4)	C 30	We	8:00	12.0
Sealtest	Jack Haley Program; Eve Arden	(2)	N 30	Th	9:30	14.4
Lever Brothers	Joan Davis Show	(4)	C 30	Mo	8:30	14.9
Proctor & Gamble	Life of Riley; William Bendix	(4)	N 30	Sa	8:00	15.3
Miles Labs	Lum and Abner	(11)	A 15	4t	8:00	5.1
Eversharp	Maisie; Ann Southern	(2)	C 30	Fr	10:30	12.2
General Foods	McGarry and His Mouse	(1)	M 30	Mo	8:00	5.0
Old Gold	Meet Me at Parky's	(2)	N 30	Su	10:30	7.8
Int'l Silver	Ozzie and Harriet	(3)	C 30	Su	6:00	11.1
Fitch Shampoo	Phil Harris-Alice Faye Program	(1)	N 30	Su	7:30	21.0
H'hold Finance	That's Fynnigan; Frank McRugh	(1)	C 30	Th	10:30	5.7
Quaker Oats	Those Websters	(2)	N 30	Su	6:00	6.9
(S)	Willie Piper	(1)	A 30	Su	6:30	-

Thriller Drama --

(S)	Adventurers' Club	(1)	C 30	Sa	10:00	-
Sterling Drugs	Big Town	(9)	C 30	Th	8:00	15.4
(S)	Bulldog Drummond	(5)	M 30	Fr	9:30	-
(S)	Clock, The	(1)	A 30	Su	7:30	-
(S)	Count of Monte Cristo	(1)	M 30	Th	8:30	-

(more)

Thriller Drama - cont'd -

Schutter Candy	Counterspy	(5)	A 30	Su	5:30	8.9
(S)	Crime Club	(1)	M 30	We	8:00	-
Philip Morris	Crime Doctor	(7)	C 30	Su	8:30	11.0
Anchor Glass	Crime Photographer: Staats Cotsworth	(1)	C 30	Th	9:30	15.1
Whitehall	Ellery Queen	(6)	C 30	We	7:30	9.5
Lava Soap	FBI in Peace and War	(3)	C 30	Th	8:30	15.7
Gem Blades	Falcon, The	(2)	M 30	Tu	8:30	8.4
(S)	Famous Jury Trials	(7)	A 30	Sa	8:00	-
(S)	Fat Man; J Scott Smart	(2)	A 30	Fr	8:00	-
Waterman Pens	Gangbusters	(11)	A 30	Sa	9:00	12.4
(S)	Green Hornet	(8)	A 30	Su	4:30	-
Petri Wine	Gregory Hood	(7)	M 30	Mo	8:30	6.4
General Foods	House of Mystery	(3)	M 30	Su	4:00	8.8
Hastings	I Deal in Crime: William Gargan	(2)	A 30	Sa	8:30	10.2
Bromo Seltzer	Inner Sanctum	(7)	C 30	Mo	8:00	16.6
General Mills	Lone Ranger	(13)	A 30	3t	7:30	9.2
Hastings	Michael Shane: Detective	(1)	M 30	Tu	8:00	6.1
Bristol Myers	Mr District Attorney: Jay Jostyn	(8)	N 30	We	9:30	22.4
Am Home Prods	Mr Keen	(10)	C 30	Th	7:30	14.0
Wine Growers	Murder and Mr Malone: Frank Lovejoy	(1)	A 30	Sa	9:30	6.9
(S)	Mysterious Traveler	(3)	M 30	Su	7:00	-
Proctor & Gamble	Mystery of the Week	(1)	C 15	5t	7:00	5.7
Molle	Mystery Theater: Bernard Lenrow	(4)	N 30	Fr	10:00	13.5
Cudahy Pack'g	Nick Carter	(4)	M 30	Su	6:30	10.1
(S)	Official Detective	(1)	M 15	Su	8:45	-
Carter Prods	Policewoman	(1)	A 15	Su	9:45	9.5
Miles Labs	Roy Rogers; Pat Buttram, Dale Evans	(2)	N 30	Sa	9:00	8.5
Wildroot	Sam Spade; Howard Duff	(1)	C 30	Su	8:00	10.3
(S)	Scotland Yard	(1)	M 30	Tu	8:00	-
Del L & N Coal	Shadow, The	(13)	M 30	Su	5:00	13.3
Pacific Borax	Sheriff, The	(2)	A 30	Fr	9:30	10.1
Semler	Sherlock Holmes; Tom Conway	(12)	A 30	Sa	9:30	8.5
Com'l Credit	Special Investigator	(1)	M 30	Su	8:30	2.9
Roma Wine	Suspense	(5)	C 30	Th	8:00	18.2
General Foods	Thin Man	(6)	C 30	Fr	8:30	16.3
Equitable Ins	This Is Your FBI	(2)	A 30	Fr	8:30	12.1
O Henry Candy	True Detective Mysteries	(5)	M 30	Su	4:30	7.3
Trimount	Warden Lawes Crime Cases	(7)	M 30	Su	1:00	3.4

Sports Broadcasts -

Gillette	Friday Night Fights; Don Dumphy	(8)	A 45	Fr	10:00	6.3
----------	---------------------------------	-----	------	----	-------	-----

News, Commentary -

Richfield Oil	Arthur Hale; news, comment	(8)	M 15	2t	7:30	3.8
Co-op	Bill Cunningham; comment	(3)	M 15	Su	2:30	-
Air Wick	Don Gardiner; Monday Morning Headlines	(3)	A 15	Su	7:15	6.9
Lee Rats	Drew Pearson; comment	(8)	A 15	Su	7:00	6.6
C Sci Monitor	Edwin D Canham; Monitor Views	(2)	A 15	Th	8:15	2.3
Co-op	Elmer Davis; news	(5)	A 15	5t	7:15	3.4
Co-op	Fulton Lewis Jr; news, comment	(9)	M 15	5t	7:00	6.6
Multi	Gabriel Heatter; news, comment	(12)	M 15	5t	9:00	6.1
Pure Oil	H V Kaltenborn; Edits the News	(17)	N 15	5t	7:45	10.0
General Motors	Henry J Taylor; comment	(2)	M 15	2t	7:30	2.1
Sun Oil	Lowell Thomas; news	(17)	N 15	5t	6:45	12.3
Miles Labs	Morgan Beatty; news of the world	(3)	N 15	5t	7:15	8.4
Campbell Soups	Robert Trout; news	(3)	C 15	5t	6:45	5.6

(more)

News, Commentary - cont'd -

Co-op	Taylor Grant; Headline Edition	(2)	A 15	Su	7:00	2.3
(S)	This Week Around the World; news roundup	(2)	A 30	Su	12:00N	-
Econ Council	Upton Close; comment	(5)	M 15	Tu	10:15	2.6
Jergens Lotion	Walter Winchell; comment	(15)	A 15	Su	9:00	22.0
Williams	William L Shirer; news, comment	(6)	C 15	Su	5:45	5.1
Bunte Candy	World Front; NBC news roundup	(3)	N 30	Su	12:00N	5.3

Public Affairs Talks, Forums -

(S)	American Forum; Theodore Granik	(12)	N 30	Su	1:30	-
(S)	America's Town Meeting; George V Denny	(12)	A 60	Th	8:30	-
(S)	Foreign Policy Association talks	(8)	N 60	Sa	7:00	-
(S)	Meet the Press; panel interview	(2)	M 30	Fr	10:30	-
(S)	Northwestern Reviewing Stand; forum	(10)	M 30	Su	11:30a	-
(S)	People's Platform; roundtable	(9)	C 30	Su	1:00	-
(S)	Public Affairs Talks	(5)	C 15	Su	6:15	-
(S)	University of Chicago Roundtable	(14)	N 30	Su	1:30	-
(S)	World Security Workshop	(1)	A 30	Th	10:00	-

Religious Talk Programs -

Bible Institute	Bible Institute	(1)	M 30	Su	11:00a	-
(S)	CBS Church of the Air	(16)	C 60	Su	10:00a	-
(S)	Catholic Hour	(17)	N 30	Su	6:00	-
(S)	Hour of Faith	(5)	A 30	Su	11:30a	-
Lutheran Laymen	Lutheran Hour; Rev Walter A Maier	(9)	M 30	Su	12:30	2.8
(S)	Message of Israel	(12)	A 30	Sa	7:00	-
(S)	National Radio Pulpit	(21)	N 30	Su	10:30a	-
(S)	National Vespers	(20)	A 30	Su	2:30	-
Fuller Found'n	Pilgrim Hour; Rev Charles E Fuller	(5)	M 30	Su	12:00N	1.8
Bible Class	Radio Bible Class	(7)	M 30	Su	10:00a	-
(S)	Religion in the News; Walter S Van Kirk	(14)	N 15	Sa	6:45	-
Voice Inc	Voice of Prophecy	(6)	M 30	Su	9:30a	-
Young People	Young People's Church of the Air	(7)	M 30	Su	9:00a	-

Sports News, Interviews -

Bayuk Cigars	Bill Brandt; Inside of Sports	(2)	M 15	Su	7:45	2.8
Colgate	Bill Stern; Sports Newsreel	(10)	N 15	Fr	10:30	-
Mail Pouch	Fishing and Hunting Club	(2)	M 30	Mo	10:00	3.0
(S)	Harry Wismer; sports news	(2)	A 15	Sa	6:30	-
Chimney Sweep	Leo Durosher; Sports Question Box	(1)	A 15	Su	1:15	2.9
(S)	Red Barber; sports talk	(1)	C 15	Su	6:30	-

Broadway and Hollywood Gossip Programs -

Carter Prods	Jimmy Fidler; Hollywood Gossip	(11)	A 15	Su	9:30	9.9
Jergens Lotion	Louella Parsons; Hollywood Gossip	(2)	A 15	Su	9:15	10.9

Miscellaneous Talk Programs -

(S)	AFL-CIO Program; Labor USA	(3)	A 15	Sa	6:45	-
(S)	America United; Labor-management talks	(3)	N 30	Su	1:30	-
(S)	Author Meets Critic; panel on new books	(1)	M 30	We	10:00	-
Am Cyanamid	Doctors Talk It Over; medical interviews	(2)	A 15	Mo	10:00	1.0
(S)	Invitation to Learning	(5)	C 30	Su	12:00N	-
Seventeen	It's Up to Youth	(1)	M 30	We	8:30	2.7
(S)	It's Your Business; management program	(3)	A 15	Sa	7:00	-
(S)	Lyman Bryson; Time for reason	(2)	C 15	Su	1:30	-
Amer Future	Samuel Pettingill	(1)	A 15	Su	3:45	2.5



Daytime General Variety —

(S)	Arthur Godfrey Program	(6)	C 30	5t	11:00a	-
Multi	Breakfast Club; Don McNeill	(14)	A 60	5t	9:00a	6.1
(S)	Junior Junction: teenage variety	(1)	A 30	Sa	10:30a	-
Proctor & Gamble	Clamour Manor; Kenny Baker, Lubin orch	(3)	A 30	5t	12:00N	4.6
Teentimers	Teentimers Club; Gordon MacRae	(2)	N 30	Sa	11:00a	4.5

Daytime Hillbilly Shows —

(S)	Barnyard Pollies	(1)	M 30	Sa	10:00a	-
Ralston	Checkerboard Jamboree	(1)	M 15	5t	12:00N	3.2
(S)	Oklahoma Roundup	(1)	C 45	5t	9:15a	-
(S)	Renfro Valley Folks	(3)	M 30	Sa	9:30a	-
(S)	Shady Valley Folks	(3)	M 45	5t	9:15a	-

Daytime Concert Music —

(S)	Los Angeles Symphony Orchestra	(1)	M 30	Sa	4:00	-
Texaco Oil	Metropolitan Opera Broadcasts	(16)	A 210	Sa	2:00	4.2
(S)	Orchestras of the Nation	(2)	N 60	Sa	3:00	-
(S)	Philadelphia Symphony Orchestra	(7)	C 60	Sa	5:00	-

Daytime Musical Variety —

American Meat	Fred Waring Orchestra and Chorus	(12)	N 30	5t	11:00a	4.3
---------------	----------------------------------	------	------	----	--------	-----

Daytime Light Music —

(S)	Cliff Edwards: songs, patter	(2)	A 15	5t	4:30	-
Club Aluminum	Club Time; mixed quartette, hymns	(2)	A 15	Mo	10:45a	3.4
Calif Fruit	Easy Does It	(1)	M 15	3t	11:30a	0.8
General Mills	Hymns of All Churches; Joe Emerson Choir	(12)	A 15	5t	10:30a	3.8
Prudential Ins	Jack Berch and His Boys	(7)	N 15	5t	11:30a	4.0
Jr Fashions	Judy, Jill and Johnny; Johnny Desmond	(1)	M 30	Sa	12:00N	2.0
Wildroot	King Cole Trio	(1)	N 15	Sa	5:45	3.6
Coca Cola	Morton Downey; Coke Club	(9)	M 15	5t	12:15	2.1
(S)	Piano Playhouse	(2)	A 30	Sa	11:30a	-
(S)	Texas Jim Robertson; songs	(2)	A 30	Sa	12:00N	-

Daytime Quiz Programs —

(S)	Give and Take; John Reed King	(2)	C 30	5t	10:00a	-
Toni	Give and Take; John Reed King	(2)	C 30	Sa	2:00	6.2
Cont'l Baking	Grand Slam; Irene Beasley	(3)	C 15	5t	11:30a	3.6
Whitehall	Hollywood Jackpot; Kenny Delmar	(1)	C 30	3t	4:30	3.7
(S)	Winner Take All	(1)	C 30	5t	3:30	-

Daytime Human Interest Programs —

General Elect	Art Linkletter House Party	(3)	C 30	3t	4:00	4.7
Multi	Breakfast in Hollywood; Tom Breneman	(4)	A 30	5t	11:00a	7.5
Sterling Drugs	Bride and Groom; John Nelson	(2)	A 30	5t	2:30	3.2
(S)	Cinderella Incorporated	(1)	C 15	2t	3:00	-
(S)	Hearts' Desire	(1)	M 30	5t	3:00	-
(S)	Honeymoon in New York	(1)	N 30	5t	9:00a	-
Miles Labs	Queen for a Day; Jack Bailey	(2)	M 30	5t	2:30	4.4

Daytime Comedy Audience Participation —

Borden Milk	County Fair; Win Elliot	(2)	C 30	Sa	1:30	8.1
Quaker Oats	Ladies Be Seated; Johnny Olson	(3)	A 30	5t	3:00	4.0

Daytime Informative Drama —

(S)	American School of the Air	(17)	C 30	5t	5:00	-
(S)	Baxter Family; PTA drama	(3)	N 15	Sa	2:30	-
(S)	Doctors Then and Now; AMA drama series	(12)	N 30	Sa	4:00	-
(S)	Home is What You Make It	(2)	N 30	Sa	12:30	-

Daytime Light Drama —

Fillsbury	Grand Central Station	(8)	C 30	Sa	1:00	6.8
Sat Eve Post	Listening Post	(3)	A 15	4t	10:45	3.2
Libby Pack'g	My True Story	(6)	A 30	5t	10:00a	5.2
Dari-Rioh	Stars Over Hollywood	(6)	C 30	Sa	12:30	8.9
Armstrong Rugs	Theater of Today	(6)	C 30	Sa	12:00N	6.3

Daytime Comedy Drama —

(S)	Archie Andrews	(2)	N 30	Sa	10:30a	-
Co-op	Ethel and Albert	(3)	A 15	5t	2:15	3.1
Co-op	Johnson Family	(8)	M 15	5t	4:15	-

Daytime Thriller Dramas —

(S)	Adventure Parade; books dramatized	(1)	M 15	5t	4:30	-
General Foods	Buck Rogers	(5)	M 15	5t	4:45	2.7
Ovaltine	Captain Midnight	(7)	M 15	5t	5:30	3.8
Co-op	Dick Tracy	(8)	A 15	5t	4:45	2.7
(S)	Frank Merriwell	(1)	N 30	Sa	10:00a	-
(S)	Hop Harrigan	(5)	M 15	5t	5:00	-
General Mills	Jack Armstrong	(14)	A 15	5t	5:30	4.4
Ward Baking	Tennessee Jed	(2)	A 15	5t	5:45	4.2
Quaker Oats	Terry and the Pirates	(6)	A 15	5t	5:00	2.9
Ralston	Tom Mix	(12)	M 15	5t	5:45	5.3

Daytime Women's Serial Drama —

Lever Brothers	Aunt Jenny's Stories	(11)	C 15	5t	12:15	6.5
Sterling Drugs	Backstage Wife	(12)	N 15	5t	4:00	6.5
Proctor & Gamble	Big Sister	(11)	C 15	5t	1:00	7.2
Babbitt	David Harum	(11)	N 15	5t	11:45a	4.3
Manhattan Soap	Evelyn Winters	(3)	C 15	5t	10:30a	3.1
Whitehall	Front Page Farrell	(6)	N 15	5t	5:45	6.0
Whitehall	Helen Trent	(13)	C 15	5t	12:30	6.7
Proctor & Gamble	Joyce Jordan	(9)	N 15	5t	10:45a	4.9
Whitehall	Just Plain Bill	(15)	N 15	5t	5:30	6.5
Proctor & Gamble	Life Can Be Beautiful	(9)	N 15	5t	3:00	5.6
General Mills	Light of the World; Bible dramatizations	(7)	N 15	5t	2:45	4.5
Carnation Milk	Lone Journey	(4)	C 15	5t	2:30	3.5
Babbitt	Lora Lawton	(4)	N 15	5t	10:15a	2.8
Sterling Drugs	Lorenzo Jones	(10)	N 15	5t	4:30	7.0
Proctor & Gamble	Ma Perkins	(14)	N 15	5t	3:15	7.2
Proctor & Gamble	Ma Perkins	(14)	C 15	5t	1:15	7.5
General Mills	Masquerade	(1)	N 15	5t	2:30	4.6
Am Home Prod	Our Gal Sunday	(10)	C 15	5t	12:45	7.3
Proctor & Gamble	Pepper Young's Family	(11)	N 15	5t	3:30	7.2
Proctor & Gamble	Perry Mason	(4)	C 15	5t	2:15	5.7
General Foods	Portia Faces Life	(7)	N 15	5t	5:15	7.9
Proctor & Gamble	Right to Happiness	(8)	N 15	5t	3:45	8.1
Proctor & Gamble	Road of Life	(10)	C 15	5t	1:45	5.3
Proctor & Gamble	Road of Life	(10)	N 15	5t	10:30a	4.3
Proctor & Gamble	Rosemary	(3)	C 15	5t	11:45a	6.1
Manhattan Soap	Rose of My Dreams	(1)	C 15	5t	2:45	3.2
General Foods	Second Mrs Burton	(2)	C 15	5t	2:00	5.7
Sterling Drugs	Stella Dallas	(10)	N 15	5t	4:15	4.7
General Mills	Today's Children	(8)	N 15	5t	2:00	4.5
General Foods	When a Girl Marries	(8)	N 15	5t	5:00	8.8
General Mills	Woman in White	(8)	N 15	5t	2:15	5.4
Proctor & Gamble	Young Dr Malone	(7)	C 15	5t	1:30	6.3
Sterling Drugs	Young Widder Brown	(10)	N 15	5t	4:45	7.3

Daytime Children's Programs —

Cream of Wheat	Let's Pretend; dramatized fairy tales	(8)	C 30	Sa 11:00a	6.5
Brown Shoes	Smiling Ed McConnell; children's variety	(12)	N 30	Sa 11:30a	4.2

Daytime News Programs —

(S)	Arthur Gaeth; news	(2)	M 15	5t 10:00a	-
(S)	Cecil Brown; news	(3)	M 15	5t 11:00a	-
Co-op	Cedric Foster; news	(5)	M 15	5t 2:00	4.0
(S)	Editor's Diary	(1)	M 15	5t 9:00a	-
(S)	Edward G Tomlinson; Latin America	(6)	N 15	Sa 5:30	-
Wesson Oil	Edwin C Hill; news, features	(14)	A 15	5t 3:30	3.5
(S)	George C Putnam; news	(2)	M 15	5t 3:30	-
Kellogg	Gilbert Martyn; news	(4)	A 15	5t 11:30a	4.6
Co-op	H R Baukhage; news	(5)	A 15	5t 1:00	2.2
(S)	Martin Agronsky; ABC morning news	(3)	A 15	5t 8:00a	-
Co-op	Walter Kiernan; news	(3)	A 15	5t 2:00	2.9

Daytime Public Affairs Talks —

(S)	Cross-Section USA; roundup of opinion	(2)	C 30	Sa 2:30	-
-----	---------------------------------------	-----	------	---------	---

Daytime Broadway or Hollywood Gossip —

Kellogg	Charles Paul; Hollywood Story	(1)	A 15	5t 11:30a	4.6
---------	-------------------------------	-----	------	-----------	-----

Daytime Homemakers' Programs —

(S)	Charm School	(1)	A 15	5t 1:15	-
Pet Milk	Mary Lee Taylor; cooking talk	(10)	C 30	Sa 10:30a	3.7

Daytime Miscellaneous Talk Programs —

(S)	Adventures in Science	(7)	C 15	Sa 4:30	-
(S)	American Farmer	(2)	A 30	Sa 12:30	-
(S)	Columbia's Country Journal	(8)	C 30	Sa 3:00	-
(S)	Consumer Time	(6)	N 15	Sa 12:15	-
Kellogg	Galen Drake (split network)	(2)	A 15	5t 11:30a	4.6
General Foods	Kate Smith Chats	(15)	C 15	5t 12:00N	6.2
(S)	Men and Books	(7)	C 15	Sa 4:45	-
Allis Chalmers	National Farm & Home Hour (new series)	(19)	N 30	Sa 1:00	2.7
(S)	Nelson Olmstead; stories	(1)	N 15	5t 10:15a	-
Westinghouse	Ted Malone; chatter, poetry	(9)	A 15	5t 11:45a	3.9
(S)	Tell Your Neighbor	(1)	M 15	5t 11:15a	-
Serutan	Victor Lindlahr; talks on diet	(9)	M 15	5t 11:45a	1.7
William Wise	William Lang (split network)	(3)	A 15	2t 11:45a	1.9

MAJOR NETWORK RADIO PROGRAMS - SEASON 1947-1948  
On Air January 1948

Sponsor	Program	Season on Air	Net, Length, Day, Hour	Hooper Rating
<u>Comedy Variety</u> —				
Co-op	Abbott and Costello Program	(6)	A 30 We 9:00	-
Kraft Foods	Al Jolson Music Hall; Lou Bring orch	(7)	N 30 Th 9:00	21.4
Pepsodent	Bob Hope Show; Les Brown orch	(12)	N 30 Tu 10:00	24.7
Maxwell House	Burns and Allen Program; M Willson orch	(16)	N 30 Th 8:30	18.1
Std Brands	Charlie McCarthy Program; Ray Noble orch	(11)	N 30 Su 8:00	26.2
General Foods	Danny Thomas Show	(2)	C 30 Fr 8:30	7.3
Bristol Myers	Duffy's Tavern	(7)	N 30 We 9:00	19.1
Fabst Beer	Eddie Cantor Program	(15)	N 30 Th 10:30	14.4
Johnson's Wax	Fibber McGee and Molly; Billy Mills orch	(13)	N 30 Tu 9:30	27.7
Ford Motors	Fred Allen Program; Al Goodman orch	(15)	N 30 Su 8:30	28.7
Lucky Strike	Jack Benny Program; Phil Harris orch	(16)	N 30 Su 7:00	26.0
Pharmaco	Jim Backus Show	(1)	M 30 Su 9:30	2.7
Rexall Drugs	Jimmy Durante Program	(6)	N 30 We 10:30	16.0
Colgate	Judy Canova Show	(5)	N 30 Sa 9:30	16.8
Philip Morris	Milton Berle Program; Ray Bloch orch	(4)	N 30 Tu 8:00	11.6
Raleigh	Red Skelton Program; David Rose orch	(6)	N 30 Tu 10:30	21.8
(S)	Sweeney and March Program	(1)	C 30 We 9:30	-
<u>General Variety</u> —				
Philco Radios	Bing Crosby Show; Trotter orch, guests	(17)	A 30 We 10:00	16.8
Old Gold	Don Ameche Show; F Morgan, F Langford	(2)	C 30 Fr 9:00	8.9
(S)	Sound Off; Army recruiting show	(2)	A 30 Su 4:00	-
<u>Amateur or Talent Contest Variety</u> —				
Lipton Tea	Arthur Godfrey Talent Scouts	(7)	C 30 Mo 8:30	20.8
Philip Morris	Horace Heidt Talent Hunt	(6)	N 30 Su 10:30	12.0
<u>Hillbilly Programs</u> —				
Prince Albert	Grand Ol' Opry	(7)	N 30 Sa 10:30	-
(S)	Hayloft Hoedown	(2)	A 30 Sa 10:30	-
<u>Semi-Variety</u> —				
Wrigley Gum	Gene Autry Program; Western music, drama	(7)	C 30 Su 7:00	6.5
<u>Concert Music</u> —				
Sterling Drugs	American Melody Hour	(7)	C 30 We 8:00	6.5
Coca Cola	Andre Kostelanetz; Pause That Refreshes	(12)	C 30 Su 6:30	7.2
(S)	Boston Symphony Orchestra	(9)	A 60 Tu 9:30	-
Music Digest	Detroit Symphony Orchestra	(3)	A 60 Su 8:00	2.1
(S)	Earl Wrightson Program	(1)	C 30 Su 4:30	-
Int Harvester	Harvest of Stars; James Melton	(3)	N 30 Su 2:30	11.2
Cities Service	Highways of Melody; Paul Lavalle orch	(4)	N 30 Fr 8:00	6.8
Farnsworth	Metropolitan Opera Auditions	(11)	A 30 Su 4:30	3.6
(S)	NBC Symphony Orchestra	(11)	N 30 Sa 6:30	-
(S)	New York Philharmonic Orchestra	(20)	C 90 Su 3:00	-
Prudential	Prudential Family Hour; Al Goodman orch	(7)	C 30 Su 6:00	6.6
RCA Victor	RCA Victor Program; Robert Merrill	(3)	N 30 Su 2:00	8.0
(S)	Salt Lake Tabernacle Choir	(19)	C 30 Su 11:30a	-
Bell System	Telephone Hour; Don Voorhis orch	(8)	N 30 Mo 9:00	9.7
Firestone Tires	Voice of Firestone; Howard Barlow orch	(19)	N 30 Mo 8:30	8.4

## Network Radio Programs 1947-48

Musical Variety --

(S)	Air Force Hour	(1)	C 30	Su	2:00	-
	Sterling Drugs	(17)	N 30	Su	9:30	13.9
	Borden Milk	(1)	C 30	We	9:00	5.2
	Chesterfield	(4)	N 15	Et	7:00	10.5
(S)	Chicago Theater of the Air; operettas	(8)	M 60	Sa	10:00	-
	Campbell Soups	(1)	C 30	We	9:00	5.2
	Carnation Milk	(17)	N 30	Mo	10:00	9.1
	Schaeffer Pens	(1)	N 30	Su	3:00	9.9
	General Elect	(13)	N 30	Mo	10:30	7.9
	Texaco Oil	(2)	C 30	Mo	9:30	6.6
(S)	Harlem Hospitality Club	(1)	M 30	Sa	8:30	-
(S)	Hawaii Calls; music from Hawaii	(3)	M 30	Sa	7:00	-
	Hires Rootbeer	(1)	C 15	Su	5:15	4.7
	Electric Cos	(13)	C 30	Su	5:30	5.9
	Proctor & Gamble	(4)	C 15	Et	7:15	9.1
	Dr Lyons	(16)	N 30	Su	9:00	14.0
(S)	Sammy Kaye Serenade	(8)	A 30	Su	1:30	-
	Pet Milk	(12)	C 30	Sa	10:00	6.1
	Coca Cola	(1)	C 30	Fr	10:30	10.0
	Camel Cig'ts	(2)	C 30	Sa	9:30	5.9
	Texaco Oil	(1)	A 30	We	10:30	8.4
	Phillips	(15)	N 30	Fr	9:30	8.6
	Lucky Strike	(13)	N 30	Sa	9:00	-

Light Music --

(S)	Alan Lomax; folk songs	(1)	C 30	Su	1:30	-
	Philco Radios	(3)	M 15	Fr	8:00	1.1
(S)	Hoagy Carmichael	(2)	C 15	Sa	7:45	-
	Revere Camera	(1)	M 30	Th	8:00	1.9
(S)	Southernaires Quartette; spirituals	(18)	A 30	Su	10:30a	-

Quiz Programs --

	Camel Cig'ts	(3)	N 30	Th	10:00	18.0
	Bristol Myers	(3)	A 30	Fr	9:00	14.7
	Mars Candy	(9)	N 30	Mo	9:30	11.7
	Elgin Bracelet	(1)	A 30	We	9:30	10.4
	Colgate	(10)	N 30	Sa	10:00	13.9
	American Oil	(7)	A 30	Sa	10:00	6.5
	Helbros Watch	(4)	M 30	Su	5:30	7.5
(S)	R F D America	(1)	M 30	Th	9:30	-
	Ludens	(1)	C 30	Su	10:30	7.9
	Eversharp	(8)	N 30	Su	10:00	16.7
(S)	What's the Name of That Song	(4)	M 30	Sa	9:30	-

Human Interest Programs --

(S)	Alexander's Mediation Board	(5)	M 30	Su	8:00	-
(S)	Candid Microphone; impromptu interviews	(1)	A 30	Th	8:00	-
(S)	Child's World	(1)	A 30	Su	7:00	-
	Amer Express	(13)	A 30	We	8:30	6.0
(S)	Want to Lead a Band	(2)	A 30	Mo	9:30	-
	Gulf Oil	(11)	C 30	Tu	9:00	10.5

Comedy Audience Participation Programs --

	Raleigh	(6)	N 30	Fr	9:00	13.1
	Duz	(8)	N 30	Sa	8:30	25.7

Panel Quiz or Comedy Programs --

	Colgate	(8)	N 30	Fr	8:30	9.5
(S)	Information, Please; Clifton Fadiman	(10)	M 30	Fr	9:30	-

(more)

## Network Radio Programs 1947-48

Panel Quiz or Comedy Programs - cont'd -

Philip Morris	It Pays to be Ignorant; Tom Howard	(5)	C 30	Fr 10:00	12.3
Gaines Dog Food	Juvenile Jury; Jack Barry	(2)	M 30	Su 3:30	6.8
(S)	Leave It to the Girls	(3)	M 30	Fr 8:30	-
Miles Labs	Quiz Kids; Joe Kelly	(8)	N 30	Su 4:00	9.8
(S)	Stop Me if You've Heard This	(1)	M 30	Sa 9:00	-
Ronson Lighter	Twenty Questions; Bill Slater	(2)	M 30	Sa 8:00	6.9

Comedy Talk Programs -

Listerine	Abe Burrows	(1)	C 15	Sa 7:30	5.5
-----------	-------------	-----	------	---------	-----

Prestige Drama -

DuPont Chem	Cavalcade of America	(13)	N 30	Mo 8:00	11.2
Ford Motors	Ford Theater	(1)	N 60	Su 5:00	5.7
Lever Brothers	Lux Radio Theater	(14)	C 60	Mo 9:00	22.9
Hallmark Cards	Radio Readers' Digest	(6)	C 30	Th 10:00	12.2
Camel Cig'ts	Screen Guild Players	(10)	C 30	Mo 10:30	13.7
(S)	Studio One	(1)	C 60	Tu 9:30	-
US Steel	Theater Guild Dramas	(4)	A 60	Su 9:30	12.0

Informative Drama -

(S)	Are These Our Children	(2)	A 30	Th 10:00	-
(S)	CBS is There	(1)	C 30	Su 2:00	-
(S)	Eternal Light; Jewish program	(2)	N 30	Su 12:30	-
(S)	Exploring the Unknown	(3)	A 30	Su 7:30	-
(S)	Family Theater; Father Peyton	(1)	M 30	Th 10:00	-
Goodyear Tires	Greatest Story Ever Told; Bible dramas	(1)	A 30	Su 6:30	6.5
(S)	Mr President; Edward Arnold	(1)	A 30	Su 2:00	-

Light, Honey or 'Love Interest' Drama -

Mars Candy	Curtain Time	(3)	N 30	Sa 7:30	10.3
Vaseline	Dr Christian; Jean Hersholt	(11)	C 30	We 8:30	12.5
Campana Balm	First Nighter	(16)	C 30	Th 10:30	10.7
Am Home Prods	Hollywood Star Preview	(1)	N 30	Su 6:30	8.1
Red Heart	Lassie; dog dramas	(1)	A 15	Su 3:00	2.2
Noxzema	Mayor of the Town; Lionel Barrymore	(5)	A 30	We 8:00	10.0
St'd Brands	One Man's Family	(15)	N 30	Su 3:30	-
(S)	Point Sublime	(1)	A 30	Mo 8:00	-

Comedy Drama -

General Foods	Aldrich Family	(9)	N 30	Th 8:00	15.8
Rinso	Amos 'n' Andy	(19)	N 30	Tu 9:00	23.0
Proctor & Gamble	Beulah	(2)	C 15	St 7:00	8.2
Super Suds	Blondie	(9)	C 30	Su 7:30	11.8
Campbell Soups	Corliss Archer	(3)	C 30	Su 9:00	7.4
Lewis Howe	Date with Judy	(5)	N 30	Tu 8:30	15.9
Colgate	Dennis Day Show	(2)	N 30	We 8:00	15.9
General Foods	Fannie Brice Program; Baby Snooks drama	(5)	C 30	Fr 8:00	14.1
Kraft Foods	Great Gildersleeve	(7)	N 30	We 8:30	16.4
Sealtest	Jack Carson Show; Eve Arden	(5)	N 30	Th 9:30	18.6
Co-op	Joan Davis Show	(5)	C 30	Sa 9:00	6.6
Prell	Life of Riley; William Bendix	(5)	N 30	Sa 8:00	18.4
Swan Soap	My Friend Irma; Marie Wilson	(1)	C 30	Mo 10:00	18.1
(S)	Meet Me at Parky's	(3)	M 30	Su 9:00	-
(S)	Opie Gates	(1)	A 30	Mo 8:30	-
Int'l Silver	Ozzie and Harriet	(4)	C 30	Fr 9:30	10.5
Fitch Shampoo	Phil Harris-Alice Faye	(2)	N 30	Su 7:30	22.2
Quaker Oats	Those Websters	(3)	M 30	Su 6:00	7.6
General Elect	Willie Piper	(2)	C 30	We 10:00	6.3

## Network Radio Programs 1947-48

Thriller Drama —

Fall Mall	Big Story	(1)	N 30	We	10:00	12.9
Sterling Drugs	Big Town	(10)	C 30	Tu	8:00	15.5
(S)	Challenge of the Yukon	(1)	A 30	Sa	7:30	-
Pharmaco	Charlie Chan	(2)	M 30	Mo	8:30	6.4
DeSoto Motors	Christopher Wells	(1)	C 30	Su	10:00	5.8
(S)	Clock, The	(2)	A 30	Th	8:30	-
Schutter Candy	Counterspy	(6)	A 30	Su	5:30	8.0
Anchor Glass	Crime Photographer	(2)	C 30	Th	9:30	15.4
(S)	Ellery Queen	(7)	A 30	Th	7:30	-
Lava Soap	FBI in Peace and War	(4)	C 30	We	8:00	14.1
(S)	Falcon, The	(3)	M 30	Mo	8:00	-
General Mills	Famous Jury Trials	(8)	A 30	Sa	8:30	7.2
Norwich	Fat Man; J Scott Smart	(3)	A 30	Fr	8:00	13.4
Waterman Pens	Gangbusters	(12)	A 30	Sa	9:00	13.1
General Mills	Green Hornet	(8)	A 30	Tu	7:30	8.0
(S)	Hawk Larabee	(1)	C 30	Sa	7:00	-
(S)	High Adventure	(1)	M 30	Mo	9:30	-
General Foods	House of Mystery; Roger Elliott	(4)	M 30	Su	4:00	7.4
Bromo Seltzer	Inner Sanotum	(8)	C 30	Mo	8:00	14.6
Cheerios	Lone Ranger	(14)	A 30	3t	7:30	11.4
Frigidaire	Man Called X; Herbert Marshall	(2)	C 30	Su	8:30	11.1
Colgate	Mr and Mrs North	(5)	C 30	Tu	8:30	11.2
Bristol Myers	Mr District Attorney; Jay Jostyn	(9)	N 30	We	9:30	21.2
Whitehall	Mr Keen	(11)	C 30	Th	8:30	13.7
Wine Growers	Murder and Mr Malone	(2)	A 30	Sa	9:30	11.6
(S)	Mysterious Traveler	(4)	M 30	Tu	8:00	-
Sterling Drugs	Mystery Theater	(5)	N 30	Fr	10:00	11.8
Cudahy Pack'g	Nick Carter	(5)	M 30	Su	6:30	11.2
Pharmaco	Official Detective	(2)	M 30	Tu	8:30	5.8
(S)	Quiet, Please	(1)	M 30	We	8:30	-
(S)	Racket Smashers	(1)	M 30	We	9:30	-
(S)	Red Dolan, Detective	(1)	A 30	Sa	8:00	-
Wildroot	Sam Spade	(2)	C 30	Su	8:00	12.0
Del L & W Coal	Shadow, The	(14)	M 30	Su	5:00	13.0
Pacific Borax	Sheriff, The	(3)	A 30	Fr	9:30	10.7
Trimount	Sherlock Holmes	(13)	M 30	Su	7:00	5.3
(S)	Suspense	(6)	C 60	Sa	8:00	-
Equitable Ins	This is Your FBI	(3)	A 30	Fr	8:30	17.1
(S)	Treasury Agent	(1)	A 30	Su	5:00	-
O Henry Candy	True Detective Mysteries	(6)	M 30	Su	4:30	10.9
Hold Finance	Whistler, The	(1)	C 30	We	10:00	6.3

Sports Broadcasts —

Gillette	Friday Night Fights	(9)	A 45	Fr	10:00	5.8
----------	---------------------	-----	------	----	-------	-----

News, Commentary —

Elect Workers	Arthur Gaeth; news, comment	(3)	M 15	We	7:30	3.0
Mutual Benefit	Behind the Front Page	(1)	M 30	Su	7:30	3.1
Co-op	Bill Cunningham; comment	(4)	M 15	Su	2:30	-
Air Wick	Don Gardiner; Monday Morning Headlines	(4)	A 15	Su	6:15	9.4
Lee Hats	Drew Pearson; comment	(9)	A 15	Su	6:00	8.9
(S)	Earl Godwin; news	(5)	A 15	2t	10:30	-
Campbell Soups	Edward R Murrow	(3)	C 15	5t	7:45	6.1
C Sci Monitor	Edwin D Canham; Monitor Views	(3)	A 15	Tu	8:15	1.1
Co-op	Elmer Davis; news	(6)	A 15	5t	7:15	-
Metrop'n Life	Eric Sevareid; news	(1)	C 15	5t	6:00	4.7
Co-op	Fulton Lewis Jr; comment	(10)	M 15	5t	7:00	-

(more)

News, Commentary -- cont'd --

Multi	Gabriel Heatter; news, comment	(13)	M 15	5t	9:00	8.2
Pure Oil	H V Kaltenborn; Edits the News	(18)	N 15	5t	7:45	10.9
General Motors	Henry J Taylor; comment	(3)	M 15	2t	7:30	4.5
(S)	Joseph C Harsch; news	(1)	C 15	Su	2:30	-
Proctor & Gamble	Lowell Thomas; news	(18)	C 15	5t	6:45	8.0
Miles Labs	Morgan Beatty; News of the World	(4)	N 15	5t	7:15	7.8
Kaiser-Frazer	News-Scope	(1)	M 15	4t	8:45	1.8
(S)	Raymond Swing; news analysis	(10)	A 15	Su	1:15	-
Co-op	Taylor Grant; Headline Edition	(3)	A 15	5t	7:00	-
Sun Oil	Three Star Extra	(1)	N 15	5t	6:45	6.1
Jergens Lotion	Walter Winchell; comment	(16)	A 15	Su	9:00	21.9
Piedmont	William L Shirer; news, comment	(7)	M 15	Su	1:00	3.9
Bunte Candy	World Front; NBC news roundup	(4)	N 30	Su	12:00N	3.7

Public Affairs Talks, Forums --

Pilot Radio	American Forum; Theodore Granik	(13)	M 30	Tu	10:00	2.1
Co-op	America's Town Meeting; George V Denny	(13)	A 60	Tu	8:30	-
Co-op	Meet the Press; panel interview	(3)	M 30	Fr	10:00	-
(S)	Northwestern Reviewing Stand; forum	(11)	M 30	Su	11:30a	-
(S)	People's Platform; roundtable	(10)	C 30	Su	12:30	-
(S)	University of Chicago Roundtable	(15)	N 30	Su	1:30	-
(S)	Youth Asks the Government	(1)	A 15	Tu	8:00	-

Religious Talk Programs --

(S)	CBS Church of the Air	(17)	C 60	Su	10:00a	-
(S)	Catholic Hour	(18)	N 30	Su	6:00	-
(S)	Hour of Faith	(6)	A 30	Fr	11:30a	-
Lutheran Laymen	Lutheran Hour; Rev Walter A Maier	(10)	M 30	Su	12:30	2.8
(S)	Message of Israel	(13)	A 30	Sa	7:00	-
(S)	National Radio Pulpit	(22)	N 30	Su	10:00a	-
(S)	National Vespers	(21)	A 30	Su	2:30	-
Fuller F'd'n	Pilgrim Hour; Rev Charles E Fuller	(6)	M 30	Su	12:00N	1.7
Bible Class	Radio Bible Class	(8)	M 30	Su	10:30a	-
(S)	Religion in the News	(15)	N 15	Sa	6:15	-
Voice Inc	Voice of Prophecy	(7)	M 30	Su	9:30a	-
Young People	Young People's Church of the Air	(8)	M 30	Su	9:00a	-

Sports News, Interviews --

Bayuk Cigars	Bill Brandt; Inside of Sports	(3)	M 15	5t	7:45	2.2
Colgate	Bill Stern; Sports	(11)	N 15	Fr	10:30	4.4
Mail Pouch	Fishing and Hunting Club	(3)	M 30	Mo	10:00	2.3

Broadway and Hollywood Gossip Programs --

Carter Prods	Jimmy Fidler; Hollywood gossip	(12)	A 15	Su	10:30	6.7
Carter Prods	Jimmy Fidler; Hollywood gossip	(12)	M 15	Su	8:30	5.5

Miscellaneous Talk Programs --

(S)	AFL-CIO Program; It's In the Family	(4)	A 15	Tu	10:45	-
(S)	America United; Labor-management talks	(4)	N 30	Su	1:00	-
(S)	Frontiers of Science	(1)	C 15	Tu	6:15	-
(S)	Invitation to Learning	(6)	C 30	Su	12:00N	-
(S)	It's Your Business; management program	(4)	A 15	Tu	10:30	-
Amer Future	Samuel G Pettingill	(2)	A 15	Su	1:00	3.1

Daytime General Variety --

Chesterfield	Arthur Godfrey Program	(7)	C 30	5t	11:00a	6.9
Multi	Breakfast Club; Don McNeill	(15)	A 60	5t	9:00a	6.4



## Network Radio Programs 1947-48

<u>Daytime Hillbilly Shows</u> —					
Ralston	Checkerboard Jamboree	(2)	M 15	5t 1:45	2.7
(S)	Oklaoma Roundup	(2)	C 45	5t 9:15a	-
(S)	Ozark Valley Folks	(1)	M 30	5t 9:30	-
<u>Daytime Concert Music</u> —					
Texaco Oil	Metropolitan Opera Broadcasts	(17)	A 180	Sa 2:00	3.0
(S)	Philadelphia Symphony Orchestra	(8)	C 60	Sa 5:00	-
<u>Daytime Musical Variety</u> —					
Multi	Fred Waring Orchestra and Chorus	(13)	N 30	5t 10:00	4.3
(S)	Treasury Bandstand	(2)	C 30	Sa 4:00	-
<u>Daytime Light Music</u> —					
Club Alumimim	Club Time; mixed quartette, hymns	(3)	A 15	Tu 10:45a	2.4
(S)	First Piano Quartette	(2)	N 30	Sa 4:30	-
Prudential Ins	Jack Berch and His Boys	(8)	N 15	5t 11:30a	3.5
Wildroot	King Cole Trio	(2)	N 15	Sa 5:45	3.0
(S)	Piano Playhouse	(3)	A 30	Sa 10:30a	-
(S)	Swanee River Boys; Negro quartette	(1)	N 15	Sa 5:15	-
<u>Daytime Disk Jockey Program</u> —					
Semler Prods	Martin Block Show	(1)	M 60	5t 2:30	1.7
Multi	Paul Whiteman Record Program	(11)	A 60	5t 3:30	3.2
<u>Daytime Quiz Programs</u> —					
Campbell Soups	Double or Nothing	(8)	C 30	5t 3:00	3.6
Toni	Give and Take	(3)	C 30	Sa 2:00	5.6
Cont'l Baking	Grand Slam; Irene Beasley	(4)	C 15	5t 11:30a	5.9
Armour Pack'g	Hint Hunt	(1)	C 30	5t 4:00	4.5
(S)	Winner Take All	(2)	C 30	5t 4:30	-
<u>Daytime Human Interest Programs</u> —					
General Elect	Art Linkletter House Party	(4)	C 30	5t 3:30	5.0
Multi	Breakfast in Hollywood; Tom Breneman	(5)	A 30	5t 11:00a	6.8
Sterling Drugs	Bride and Groom	(3)	A 30	5t 2:30	4.4
Multi	Heart's Desire	(2)	M 30	5t 11:30a	3.2
(S)	Honeymoon in New York	(2)	N 30	5t 9:00a	-
Multi	Queen for a Day; Jack Bailey	(3)	M 30	5t 2:00	4.6
Multi	Welcome, Traveler	(1)	A 30	5t 12:00N	4.5
<u>Daytime Comedy Audience Participation</u> —					
Borden Milk	County Fair	(3)	C 30	Sa 1:30	6.0
Multi	Ladies Be Seated	(4)	A 30	5t 3:00	4.9
<u>Daytime Informative Drama</u> —					
(S)	American School of the Air	(18)	C 30	5t 5:00	-
(S)	Doctors Today; AMA drama series	(13)	N 30	Sa 4:00	-
(S)	Home Is What You Make It	(3)	N 30	Sa 12:00N	-
<u>Daytime Light Drama</u> —					
Pillsbury	Grand Central Station	(9)	C 30	Sa 1:00	7.3
Sat Eve Post	Listening Post	(4)	A 15	3t 10:45a	3.7
Libby Pack'g	My True Story	(7)	A 30	5t 10:00a	6.2
Dari-Rich	Stars Over Hollywood	(7)	C 30	Sa 12:30	9.0
Armstrong Rugs	Theater of Today	(7)	C 30	Sa 12:00N	9.1

## Network Radio Programs 1947-48

Daytime Comedy Drama —

Swift Pack'g	Archie Andrews	(3)	N 30	Sa 10:30a	4.6
(S)	Ethel and Albert	(4)	A 15	5t 2:15	-
Miles Labs	Lum and Abner	(12)	C 15	5t 5:45	4.9
Swift Pack'g	Meet the Meeks	(1)	N 30	Sa 11:00a	3.2

Daytime Thriller Drama —

(S)	Adventure Parade; dramatized books	(2)	M 15	5t 4:45	-
Sheaffer Pens	Adventurers Club	(2)	C 30	Sa 11:30a	5.9
Ovaltine	Captain Midnight	(8)	M 15	5t 5:30	3.2
Co-op	Dick Tracy	(9)	A 15	5t 5:00	-
(S)	Frank Merriwell	(2)	N 30	Sa 10:00a	-
(S)	Hop Harrigan	(6)	M 15	5t 5:00	-
General Mills	Jack Armstrong	(15)	A 30	2.5 5:30	4.3
Derby Foods	Sky King	(1)	A 30	2.5 5:30	4.0
(S)	Superman	(6)	M 15	5t 5:15	-
Quaker Oats	Terry and the Pirates	(7)	A 15	5t 5:15	3.3
Ralston	Tom Mix	(13)	M 15	5t 5:45	4.0

Daytime Women's Serial Drama —

Lever Brothers	Aunt Jennie's Stories	(12)	C 15	5t 12:15	6.3
Sterling Drugs	Backstage Wife	(13)	N 15	5t 4:00	7.4
Proctor & Gamble	Big Sister	(12)	C 15	5t 1:00	7.9
Babbitt	David Harum	(12)	C 15	5t 10:45a	3.6
Manhattan Soap	Evelyn Winters	(4)	C 15	5t 10:30a	3.4
Whitehall	Front Page Farrell	(7)	N 15	5t 5:45	5.5
Proctor & Gamble	Guiding Light	(8)	C 15	5t 1:45	5.7
Whitehall	Helen Trent	(14)	C 15	5t 12:30	7.5
General Mills	Holly Sloan	(1)	N 15	5t 2:30	5.0
Proctor & Gamble	Joyce Jordan	(10)	N 15	5t 10:45a	4.1
Whitehall	Just Plain Bill	(16)	N 15	5t 5:30	6.0
Manhattan Soap	Katie's Daughter	(1)	N 15	5t 11:15a	2.7
Proctor & Gamble	Life Can Be Beautiful	(10)	N 15	5t 3:00	4.6
General Mills	Light of the World; Bible dramatizations	(8)	N 15	5t 2:45	4.7
Babbitt	Lora Lawton	(5)	N 15	5t 11:45a	3.2
Sterling Drugs	Lorenzo Jones	(11)	N 15	5t 4:30	6.7
Proctor & Gamble	Ma Perkins	(15)	C 15	5t 1:15	7.7
Proctor & Gamble	Ma Perkins	(15)	N 15	5t 3:15	5.9
Toni	Nora Drake	(1)	N 15	5t 11:00	3.2
Am Home Prods	Our Gal Sunday	(11)	C 15	5t 12:45	7.4
Proctor & Gamble	Pepper Young's Family	(12)	N 15	5t 3:30	6.5
Proctor & Gamble	Perry Mason	(5)	C 15	5t 2:15	5.1
General Foods	Portia Faces Life	(8)	N 15	5t 5:15	6.6
Proctor & Gamble	Right to Happiness	(9)	N 15	5t 3:45	6.7
Proctor & Gamble	Road of Life	(11)	N 15	5t 10:30a	5.6
Proctor & Gamble	Rosemary	(4)	C 15	5t 11:45a	6.0
Manhattan Soap	Rose of My Dreams	(2)	C 15	5t 2:45	4.1
General Foods	Second Mrs Burton	(3)	C 15	5t 2:00	3.9
Pharmaco	Song of a Stranger	(1)	M 15	5t 3:30	1.6
Sterling Drugs	Stella Dallas	(11)	N 15	5t 4:15	7.2
General Mills	Today's Children	(9)	N 15	5t 2:00	4.2
General Foods	Wendy Warren	(1)	C 15	5t 12:00N	4.7
General Foods	When a Girl Marries	(9)	N 15	5t 5:00	7.3
General Mills	Woman in White	(9)	N 15	5t 2:15	5.1
Proctor & Gamble	Young Doctor Malone	(8)	C 15	5t 1:30	5.3
Sterling Drugs	Young Widder Brown	(11)	N 15	5t 4:45	6.4

## Network Radio Programs 1947-48

Daytime Children's Programs —

(S)	Abbott and Costello; children's variety	(6)	A 30	Sa 11:00a	-
Bosco	Land of the Lost; fantasy drama	(4)	A 30	Sa 11:30a	2.5
Cream of Wheat	Let's Pretend; dramatized fairy tales	(9)	C 30	Sa 11:00a	4.5
Brown Shoes	Smiling Ed McConnell; children's variety	(13)	N 30	Sa 11:30a	3.5

Daytime News Programs —

(S)	Cecil Brown; news	(4)	M 15	5t 10:00a	-
Co-op	Cedric Foster; news	(6)	M 15	5t 1:00	-
(S)	Editor's Diary	(2)	M 15	5t 9:15a	-
(S)	Edward G Tomlinson; Latin America	(7)	N 15	Sa 5:00	-
Peter Paul	Eight O' clock News	(1)	M 15	5t 8:00a	1.4
(S)	George Hicks; news	(2)	A 15	5t 8:45a	-
Co-op	H R Baukhage	(6)	A 15	5t 1:00	-
(S)	Martin Agronsky; ABC morning news	(4)	A 15	6t 8:00a	-
(S)	Richard Barkness; news	(2)	N 15	5t 12:15	-
(S)	Robert McCormick; news	(1)	N 15	5t 1:30	-
(S)	Walter Kiernan; news	(4)	A 15	5t 2:00	-

Daytime Public Affairs Talks —

(S)	Coffee in Washington	(1)	N 30	Sa 9:30a	-
(S)	Cross-Section USA; roundup of opinion	(3)	C 30	Sa 3:30	-

Daytime Broadway or Hollywood Gossip —

	Dorothy Kilgallen; Broadway gossip	(1)	A 15	Th 10:45a	2.5
--	------------------------------------	-----	------	-----------	-----

Daytime Homemakers' Programs —

General Mills	Betty Crocker; cooking talks	(20)	A 15	5t 10:30a	4.0
Pet Milk	Mary Lee Taylor; cooking talks	(11)	C 30	Sa 10:30a	2.5
(S)	Nancy Craig; homemaking talks	(1)	A 15	5t 1:15	-

Daytime Miscellaneous Talks Programs —

(S)	Adventures in Science	(8)	C 15	Sa 3:15	-
(S)	American Farmer	(3)	A 30	Sa 12:30	-
(S)	Columbia's Country Journal	(9)	C 30	Sa 2:30	-
Kellogg	Galen Drake	(3)	A 15	5t 11:30a	4.0
(S)	Garden Gate; talks on gardening	(4)	C 15	Sa 10:00a	-
Co-op	Kate Smith Chats	(16)	M 15	5t 12:00N	-
Allis Chalmers	National Farm and Home Hour	(20)	N 30	Sa 1:00	2.5
(S)	Nelson Olmstead; stories	(2)	N 15	5t 9:45a	-
(S)	Tell Your Neighbor	(2)	M 15	5t 11:15a	-
Serutan	Victor Lindlahr; diet and health	(10)	M 15	5t 12:15	1.9

MAJOR NETWORK RADIO PROGRAMS - SEASON 1948-1949  
On Air January 1949

Sponsor	Program	Season on Air	Net, Length, Day, Hour	Hooper Rating
<u>Comedy Variety</u> --				
Co-op	Abbott and Costello Program	(7)	A 30 Th 8:00	-
Kraft Foods	Al Jolson Program	(8)	N 30 Th 9:00	13.7
Lewis-Howe	Alan Young Show	(4)	N 30 Tu 8:30	14.9
Lever Brothers	Bob Hope Program	(13)	N 30 Tu 9:00	23.8
General Foods	Burns and Allen Program	(17)	N 30 Th 8:30	16.1
Bristol Myers	Duffy's Tavern	(8)	N 30 We 9:00	17.3
Pabst Beer	Eddie Cantor Program	(16)	N 30 Fr 9:00	12.2
Johnson's Wax	Fibber McGee and Molly Program	(14)	N 30 Tu 9:30	26.9
Ford Motors	Fred Allen Program	(16)	N 30 Su 8:00	11.2
Lucky Strike	Jack Benny Show	(17)	C 30 Su 7:00	26.4
Camel Cig'ets	Jimmy Durante Program	(7)	N 30 Fr 8:30	9.6
Colgate	Judy Canova Program	(6)	N 30 Sa 9:30	12.4
Texaco Oil	Milton Berle Show	(5)	A 30 We 9:00	10.4
(S)	Morey Amsterdam Show	(1)	C 30 Tu 9:30	-
Proctor & Gamble	Red Skelton Program	(7)	N 30 Fr 9:30	13.7
<u>General Variety</u> --				
Philco Radios	Bing Crosby Show	(18)	A 30 We 10:00	15.7
Sealtest	Dorothy Lamour Program	(2)	N 30 Th 9:30	10.4
<u>Amateur or Talent Contest Variety</u> --				
Lipton Tea	Arthur Godfrey Talent Scouts	(8)	C 30 Mo 8:30	22.1
Philip Morris	Horace Heidt Talent Hunt	(7)	N 30 Su 7:00	7.5
Old Gold	Original Amateur Hour; Ted Mack	(1)	A 60 We 8:00	10.5
<u>Hillbilly Programs</u> --				
Prince Albert	Grand Ol' Opry	(9)	N 30 Sa 10:30	9.7
(S)	Bayloft Hoedown	(3)	A 30 Sa 10:30	-
(S)	Korn's a-Krackin'	(1)	M 30 Mo 10:00	-
Phillips	National Barn Dance; Joe Kelly	(14)	A 30 Sa 10:00	-
(S)	Western Hit Review	(1)	M 30 Th 8:30	-
<u>Semi-Variety</u> --				
Wrigley Gum	Gene Autry Program; Western Music, drama	(8)	C 30 Sa 8:00	9.1
<u>Concert Music</u> --				
Cities Service	Band of America	(1)	N 30 Fr 8:00	6.0
American Oil	Carnegie Hall	(1)	A 30 Su 7:30	2.6
(S)	Deems Taylor Concert	(1)	M 30 Su 2:00	-
(S)	Detroit Symphony Orchestra	(4)	A 45 Tu 9:45	-
Tnt Harvester	Harvest of Stars	(4)	C 30 We 9:30	4.6
(S)	Let's Go to the Met	(1)	A 30 Mo 9:00	-
Longines Watch	Longines Choraliers	(1)	C 30 Su 5:00	4.3
Longines Watch	Longines Symphonette	(1)	C 30 Su 2:00	4.1
Farnsworth	Metropolitan Opera Auditions	(12)	A 30 Su 4:30	2.6
(S)	NBC Symphony Orchestra	(12)	N 60 Sa 6:30	-
Socony Oil	New York Philharmonic Orchestra	(21)	C 90 Su 3:00	3.7
Prudential Ins	Prudential Family Hour	(8)	C 30 Su 6:00	7.4
RCA Victor	RCA Victor Show; Robert Merrill	(4)	N 30 Su 5:30	4.0
(S)	Salt Lake Tabernacle Choir	(20)	C 30 Su 11:30a	-
Bell System	Telephone Hour	(9)	N 30 Mo 9:00	5.9
Firestone Tires	Voice of Firestone	(20)	N 30 Mo 8:30	5.7
Conti	Yours for a Song	(1)	M 30 Fr 9:30	1.2

## Network Radio Programs 1948-49

Musical Variety --

Sterling Drugs (S)	Album of Familiar Music	(18)	N 30	Su	9:30	10.7
Chesterfield (S)	Bands for Bonds	(1)	M 30	Sa	6:30	-
Campbell Soups	Chesterfield Supper Club; Perry Como	(5)	N 15	St	7:00	8.8
Carnation Milk (S)	Chicago Theater of the Air; operettas	(9)	M 60	Sa	10:00	-
General Elect (S)	Club Fifteen	(2)	C 15	St	7:30	10.3
Proctor & Gamble	Contented Program	(18)	N 30	Mo	10:00	6.1
Revere Cameras	Don Wright Chorus	(1)	M 30	Su	10:30	-
Sterling Drugs	Fred Waring Chorus and Orchestra	(14)	N 30	Th	10:30	6.9
General Foods	Hawaii Calls; music from Hawaii	(4)	M 30	Sa	7:00	-
Coca Cola	Jack Smith Show	(5)	C 15	St	7:15	11.2
Pet Milk	Jo Stafford Show	(1)	A 30	Th	9:30	3.1
Ass'n Railroads	Manhattan Merry-go-Round	(17)	N 30	Su	9:00	7.8
Coca Cola (S)	Meredit Willson Orchestra	(3)	A 30	We	10:30	5.8
Camel Cig'ts	Percy Faith Orch; Pause That Refreshes	(3)	C 30	Fr	10:30	6.3
Lucky Strike	Pet Milk Show; Vic Damone, Kay Armen	(1)	N 30	Sa	7:30	7.2
	Railroad Hour; Gordon MacRae, musicals	(1)	A 45	Mo	8:00	7.4
	Spotlight Revue; Spike Jones orch	(2)	C 30	Su	6:30	10.7
	Stars in the Night	(1)	A 30	Mo	9:30	-
	Vaughn Monroe Orchestra	(3)	C 30	Sa	7:30	9.7
	Your Hit Parade	(14)	N 30	Sa	9:00	14.9

Light Music --

(S)	Alan Lomax; folk songs	(2)	M 30	Su	12:00N	-
(S)	Fine Arts Quartette	(1)	A 30	Su	11:00a	-
Co-op	Piano Playhouse	(4)	A 30	Su	12:30	-
(S)	Southernaires Quartette; spirituals	(19)	A 30	Su	12:30a	-

Quiz Programs --

Camel Cig'ts	Bob Hawk Show	(4)	C 30	Mo	10:30	16.2
Bristol Myers	Break the Bank; Bert Parks	(4)	A 30	Fr	9:00	12.7
Mars Candy (S)	Doctor I Q	(10)	N 30	Mo	9:30	7.9
Elgin Bracelets	Go for the House	(1)	A 30	Su	7:00	-
DeSoto Motors	Groucho Marx Quiz; You Bet Your Life	(2)	A 30	We	9:30	13.0
Helbros Watch (S)	Hit the Jackpot	(1)	C 30	Tu	10:00	11.1
Multi	Quick as a Flash; Win Elliot	(5)	M 30	Su	5:30	8.9
Ludens	Sing It Again	(1)	C 60	Sa	10:00	-
US Tobacco	Stop the Music; Bert Parks	(1)	A 60	Su	8:00	20.0
Evershar (S)	Strike It Rich	(2)	C 30	Su	5:30	6.6
	Take a Number	(1)	M 30	Sa	8:30	3.3
	Take It or Leave It	(9)	N 30	Su	10:00	14.1
	Winner Take All	(3)	C 30	Sa	7:00	-

Human Interest Programs --

Co-op (S)	Alexander's Mediation Board	(6)	M 30	Su	8:00	-
Philip Morris	Child's World	(2)	A 30	Th	10:00	-
Gulf Oil	This Is Your Life; Ralph Edwards	(1)	N 30	Tu	8:00	10.4
	We, the People	(12)	C 30	Tu	9:00	8.0

Comedy Audience Participation Programs --

(S)	Beat the Clock	(1)	C 30	We	10:00	-
Borden Milk	County Fair	(4)	C 30	We	9:00	6.1
Raleigh	People are Funny; Art Linkletter	(7)	N 30	Tu	10:30	19.1
Proctor & Gamble	Truth or Consequences; Ralph Edwards	(9)	N 30	Sa	8:30	15.6

Panel Quiz or Comedy Programs --

(S)	Can You Top This; story-telling panel	(9)	M 30	We	8:00	-
(S)	It Pays to be Ignorant; Tom Howard	(6)	C 30	Su	10:30	-

(more)

## Network Radio Programs 1948-49

Panel Quiz or Comedy Programs - cont'd -

General Foods	Juvenile Jury; Jack Barry	(3)	M 30	Su	3:30	5.3
(S)	Leave It to the Girls	(4)	M 30	Fr	8:30	-
(S)	Life Begins at Eighty; Jack Barry	(1)	M 30	Sa	9:00	-
Miles Labs	Quiz Kids; Joe Kelly	(9)	N 30	Su	4:00	6.8
Ronson Lighter	Twenty Questions; Bill Slater	(3)	M 30	Sa	8:00	7.9
(S)	Who Said That	(1)	N 30	Su	10:30	-

Prestige Drama -

DuPont Chem	Cavalcade of America	(14)	N 30	Mo	8:00	8.1
Ford Motors	Ford Theater	(2)	C 60	Fr	9:00	11.8
Episcopal	Great Scenes from Great Plays	(1)	M 30	Fr	8:00	2.7
Lever Brothers	Lux Radio Theater	(15)	C 60	Mo	9:00	26.6
Camel Cig'ts	Screen Guild Players	(11)	N 30	Th	10:00	14.7
US Steel	Theater Guild Dramas	(5)	A 60	Su	9:30	10.4
Air Force	Theater USA	(1)	A 30	Th	8:30	3.6

Informative Drama -

(S)	Eternal Light; Jewish program	(3)	N 30	Su	12:30	-
(S)	Family Theater; Father Peyton	(2)	M 30	We	9:30	-
Goodyear Tires	Greatest Story Ever Told; Bible dramas	(2)	A 30	Su	6:30	4.3
Co-op	Mr President; Edward Arnold	(2)	A 30	Su	2:30	-
(S)	NBC University Theater	(1)	N 60	Su	2:30	-
(S)	You Are There (formerly CBS Is There)	(2)	C 30	Su	2:30	-

Light, Honey, or 'Love Interest' Drama -

Mars Candy	Curtain Time	(4)	N 30	We	10:30	12.5
Vaseline	Dr Christian; Jean Hersholt	(12)	C 30	We	8:30	9.8
Electric Cos	Electric Theater	(1)	C 30	Su	9:00	8.4
Campana Balm	First Nighter	(17)	C 30	Th	10:30	11.6
Hallmark Cards	Hallmark Playhouse	(1)	C 30	Th	10:00	11.9
Am Home Prods	Hollywood Star Theater	(2)	N 30	Sa	8:00	9.1
Mutual Benefit	Mayor of the Town; Lionel Barrymore	(6)	M 30	Su	7:30	4.0
(S)	NBC Theater	(1)	N 30	Su	8:30	-
St'd Brands	One Man's Family	(16)	N 30	Su	3:30	6.6
Philip Morris	Philip Morris Playhouse	(5)	C 30	Fr	10:00	10.7
(S)	Radio City Playhouse	(1)	N 30	Mo	10:30	-
(S)	Scattergood Baines	(5)	M 30	We	8:30	-

Comedy Drama -

General Foods	Aldrich Family	(10)	N 30	Th	8:00	11.2
Lever Brothers	Amos 'n' Andy	(20)	C 30	Su	7:30	20.1
Proctor & Gamble	Beulah Show	(3)	C 15	St	7:00	11.7
Colgate	Blondie	(10)	N 30	We	8:00	10.4
Colgate	Dennis Day Show	(3)	N 30	Sa	10:00	17.7
Kraft Foods	Great Gildersleeve; Hal Peary	(8)	N 30	We	8:30	14.9
General Foods	Jack Carson Show	(6)	C 30	Fr	8:00	9.6
Proctor & Gamble	Life of Riley; William Bendix	(6)	N 30	Fr	10:00	12.0
(S)	Life with Luigi; J Carroll Naish	(1)	C 30	Su	8:30	-
Frigidaire	Lum and Abner	(13)	C 30	Su	10:00	6.2
(S)	Mr Ace and Jane (formerly Easy Aces)	(13)	C 30	Tu	10:30	-
General Foods	My Favorite Husband; Lucille Ball	(1)	C 30	Fr	8:30	8.9
Pepsodent	My Friend Irma; Marie Wilson	(2)	C 30	Mo	10:00	21.5
Colgate	Our Miss Brooks; Eve Arden	(1)	C 30	Su	9:00	10.1
Int'l Silver	Ozzie and Harriet	(5)	N 30	Su	6:30	9.6
Rexall Drugs	Phil Harris-Alice Faye Program	(3)	N 30	Su	7:30	16.1

## Network Radio Programs 1948-49

Thriller Drama —

(S)	Amazing Mr Malone	(1)	A 30	Sa	9:30	-
Pall Mall	Big Story	(2)	N 30	We	10:00	15.5
Lever Brothers	Big Town	(11)	N 30	Tu	10:00	17.7
Pepsi Cola	Counterparty	(7)	A 30	2t	7:30	7.9
Toni	Crime Photographer	(3)	C 30	Th	9:30	16.8
Proctor & Gamble	FBI in Peace and War	(5)	C 30	Th	8:00	14.2
(S)	Falcon, The	(4)	M 30	Su	7:00	-
(S)	Famous Jury Trials	(9)	A 30	Sa	8:30	-
Norwich	Fat Man; J Scott Smart	(4)	A 30	Fr	8:00	15.7
General Foods	Gangbusters	(13)	C 30	Sa	9:00	11.5
General Foods	House of Mystery	(5)	M 30	Su	4:00	8.0
Bromo Seltzer	Inner Sanctum	(9)	C 30	Mo	8:00	13.0
Vaseline	Litter Herman	(1)	A 30	Sa	9:00	4.0
General Mills	Lone Ranger	(15)	A 30	3t	7:30	11.6
(S)	Lone Wolf	(1)	M 30	Tu	9:30	-
Colgate	Mr and Mrs North	(6)	C 30	Tu	8:30	11.5
Sterling Drugs	Mr Chameleon	(1)	C 30	We	8:00	12.4
Bristol Myers	Mr District Attorney; Jay Jostyn	(10)	N 30	We	9:30	17.6
Whitehall	Mr Keen	(12)	C 30	Th	8:30	15.9
(S)	Mysterious Traveler	(5)	M 30	Th	8:00	-
Sterling Drugs	Mystery Theater	(6)	C 30	Tu	8:00	15.0
Cudahy Pack'g	Nick Carter	(6)	M 30	Su	6:30	8.1
(S)	Official Detective	(3)	M 30	Tu	8:30	-
(S)	Quiet Please	(2)	A 30	Su	5:30	-
Quaker Oats	Roy Rogers; Pat Buttram, Dale Evans	(3)	M 30	Su	6:00	9.2
Wildroot	Sam Spade	(3)	C 30	Su	8:00	10.7
Del L & W Coal	Shadow, The	(15)	M 30	Su	5:00	13.2
Pacific Borax	Sheriff, The	(4)	A 30	Fr	9:30	7.4
Trimount	Sherlock Holmes	(14)	M 30	Mo	8:30	6.6
Nabisco	Straight Arrow	(1)	M 30	Mo	8:00	-
Auto Lite	Suspense	(7)	C 30	Th	9:00	16.4
Chesterfield	Tales of Fatima; Basil Rathbone	(1)	C 30	Sa	9:30	7.0
Equitable Ins	This Is Your FBI	(4)	A 30	Fr	8:30	16.1
W'mson Candy	True Detective Mysteries	(7)	M 30	Su	4:00	10.7
(S)	Under Arrest	(1)	M 30	Su	9:00	-

Sports Broadcasts —

Gillette	Friday Night Fights	(10)	A 45	Fr	10:00	5.6
----------	---------------------	------	------	----	-------	-----

News, Commentary —

Elect Workers	Arthur Gaeth; news, comment	(4)	A 15	Mo	10:00	1.8
Co-op	Bill Cunningham; comment	(5)	M 15	Su	2:30	-
Air-Wick	Don Gardiner; Monday Morning Headlines	(5)	A 15	Su	6:15	9.1
Lee Hats	Drew Pearson; comment	(10)	A 15	Su	6:00	10.6
(S)	Earl Godwin; news	(6)	A 15	Tu	8:30	-
Campbell Soups	Edward R Murrow; news, analysis	(4)	C 15	5t	7:45	8.7
C Sci Monitor	Edwin D Canham; Monitor Views	(4)	A 15	Tu	9:30	2.2
Co-op	Elmer Davis; news, comment	(7)	A 15	5t	7:15	-
Multi	Gabriel Heatter; news, comment	(14)	M 15	5t	9:00	4.8
Pure Oil	H V Kaltenborn; analysis, comment	(19)	N 15	3t	7:45	6.3
Fruehauf	Harrison Wood; Changing World	(1)	A 15	Su	3:15	2.6
Doubleday	John B Kennedy; comment	(9)	M 15	Su	1:15	2.2
(S)	Joseph C Harsch; news, comment	(2)	C 15	Su	1:00	-
Proctor & Gamble	Lowell Thomas; news	(19)	C 15	5t	6:45	8.4
(S)	Lyle Van; news	(1)	M 15	5t	6:00	-
Miles Labs	Morgan Beatty; News of the World	(5)	N 15	5t	7:15	7.4
Pure Oil	Richard Harkness; news and analysis	(3)	N 15	2t	7:45	6.7

(more)

## Network Radio Programs 1948-49

<u>News, Commentary - cont'd -</u>			
(S)	Robert S Allen; comment	(1)	M 15 Su 8:45 -
Co-op	Taylor Grant; Headline Edition	(4)	A 10 5t 7:05 -
(S)	This Week Around the World; news roundup	(3)	A 30 Su 2:00 -
Sun Oil	Three Star Extra; news	(2)	N 15 5t 6:45 5.5
Kaiser-Frazer	Walter Winchell; comment	(17)	A 15 Su 9:00 25.0
Piedmont	William L Shirer; news, analysis	(8)	M 15 Su 1:00 2.7
<u>Public Affairs Talks, Forums -</u>			
Carloading	American Forum; Theodore Granik	(14)	M 30 Tu 10:00 3.2
Co-op	America's Town Meeting; George V Denny	(14)	A 60 Tu 8:30 -
(S)	Capitol Cloakroom; panel interview	(4)	M 30 Fr 10:00 -
(S)	Meet the Press; panel interview	(4)	M 30 Fr 10:00 -
(S)	Northwestern Reviewing Stand; forum	(12)	M 30 Su 11:30a -
(S)	On Trial; forum	(1)	A 30 Mo 10:30 -
(S)	People's Platform; roundtable	(11)	C 30 Su 12:30 -
(S)	Youth Asks the Government	(2)	A 15 Tu 8:00 -
<u>Religious Talk Programs -</u>			
Chr Reformed	Back to God Hour	(1)	M 30 Su 11:00a -
(S)	CBS Church of the Air	(18)	C 60 Su 10:00a -
(S)	Catholic Hour	(19)	N 30 Su 6:00 -
(S)	Hour of Faith	(7)	A 30 Su 11:30a -
Lutheran Laymen	Lutheran Hour; Rev Walter A Maier	(11)	M 30 Su 12:30 1.3
(S)	Message of Israel	(14)	A 30 Su 10:00a -
(S)	National Radio Pulpit	(23)	N 30 Su 10:00a -
(S)	National Vespers	(22)	A 30 Su 1:30 -
Bible Class	Radio Bible Class	(9)	M 30 Su 10:00a -
(S)	Religion in the News	(16)	N 15 Sa 6:15 -
Voice Inc	Voice of Prophecy	(8)	M 30 Su 10:30a -
<u>Sports News, Interviews -</u>			
Colgate	Bill Stern; Sports Newsreel	(12)	N 15 Fr 10:30 9.2
Mail Pouch	Fishing and Hunting Club	(4)	M 30 Mo 9:30 1.7
Bayuk Cigars	Inside of Sports	(1)	M 15 5t 7:45 2.0
<u>Broadway and Hollywood Gossip Programs -</u>			
Carter	Jimmy Fidler; Hollywood gossip	(13)	M 15 Su 9:30 3.1
Jergens Lotion	Louella Parsons; Hollywood	(3)	A 15 Su 9:15 12.3
<u>Miscellaneous Talk Programs -</u>			
(S)	AFL-CIO Program; It's in the Family	(5)	A 15 Tu 10:30 -
(S)	A L Alexander; poetry	(6)	M 15 5t 7:30 -
(S)	America United; labor-management talks	(5)	N 30 Su 1:00 -
(S)	Elmo Roper; Public Opinion	(1)	C 15 Su 1:15 -
(S)	Invitation to Learning	(7)	C 30 Su 12:00N -
(S)	It's Your Business; management program	(5)	A 15 Tu 10:45 -
(S)	You and the World	(1)	C 15 5t 6:15 -
<u>Daytime General Variety -</u>			
Multi	Arthur Godfrey Program	(8)	C 60 5t 10:30a 7.0
Multi	Breakfast Club; Don McNeill	(16)	A 60 5t 9:00a 4.8
Miles Labs	Herb Shriner Time	(1)	C 15 5t 5:45 4.7
(S)	Junior Junction; teenage variety	(2)	A 30 Sa 12:00N -
(S)	Robert G Lewis Program	(1)	C 30 5t 4:30 -



## Network Radio Programs 1948-49

<u>Daytime Hillbilly Shows —</u>					
(S)	Barnyard Follies	(2)	C 45	5t 9:15a	-
Ralston	Checkerboard Jamboree	(3)	M 15	5t 1:45	1.2
(S)	Ozark Valley Folks	(2)	M 30	5t 3:30	-
(S)	Smoky Mountain Hayride	(1)	M 60	Sa 12:00N	-
<u>Daytime Concert Music —</u>					
(S)	Boston Symphony Orchestra	(10)	N 30	Mo 12:30	-
Texaco Oil	Metropolitan Opera Broadcasts	(18)	A 225	Sa 2:00	3.5
(S)	Wings Over Jordan; Negro chorus, hymns	(4)	M 30	Sa 4:00	-
<u>Daytime Musical Variety —</u>					
Multi	Fred Waring Orchestra and Chorus	(14)	N 30	5t 10:00a	4.1
(S)	Stan Daugherty Presents	(1)	C 30	Sa 4:00	-
(S)	Saturday at the Chase	(1)	C 30	Sa 5:00	-
(S)	Treasury Bandstand	(3)	C 30	5t 5:00	-
<u>Daytime Light Music —</u>					
Club Aluminum	Club Time; mixed quartette, hymns	(4)	A 15	Tu 10:45a	2.7
Co-op	Happy Gang	(1)	M 15	5t 1:15	-
Prudential Ins	Jack Berch and His Boys	(9)	N 15	5t 11:30a	3.1
Philip Morris	Kate Smith Sings; songs, platters	(17)	M 15	5t 12:15	2.3
(S)	Lanny Ross Program	(8)	M 15	5t 11:45a	-
<u>Daytime Disk Jockey Programs —</u>					
(S)	Bob Poole Show	(1)	M 30	5t 9:30a	-
(S)	Poole's Paradise	(1)	M 30	Sa 3:00	-
(S)	Two Ton Baker; records	(1)	M 15	5t 4:45	-
<u>Daytime Quiz Programs —</u>					
Mars Candy	Doctor I & Jr	(1)	N 30	Sa 5:30	3.3
Campbell Soups	Double or Nothing	(9)	N 30	5t 2:00	4.0
Toni	Give and Take	(4)	C 30	Sa 1:30	7.0
Cont'l Baking	Grand Slam; Irene Beasley	(5)	C 15	5t 11:30a	6.1
Armour Pack'g	Hint Hunt	(2)	C 30	5t 4:00	3.4
Pillsbury	Kay Kyser's Kollege	(11)	A 30	5t 4:00	3.4
(S)	Man on the Farm Quiz	(1)	M 30	Sa 11:30a	-
Shotwell	True or False	(6)	M 30	Sa 5:30	5.8
(S)	R F D America	(1)	N 30	Sa 1:00	-
<u>Daytime Human Interest Programs —</u>					
General Elect	Art Linkletter House Party	(5)	A 30	5t 3:30	4.8
Co-op	Breakfast in Hollywood	(6)	A 30	5t 2:00	1.9
Sterling Drugs	Bride and Groom	(4)	A 30	5t 2:30	4.4
Lucky Strike	Don Ameche Program	(3)	C 30	5t 3:30	2.7
(S)	Hobby Lobby	(7)	M 30	Sa 4:00	-
(S)	Honeymoon in New York	(1)	N 30	5t 9:00a	-
Multi	Queen for a Day; Jack Bailey	(4)	M 30	5t 2:00	3.8
(S)	Second Honeymoon	(1)	A 30	5t 11:00a	-
(S)	Three's a Crowd	(1)	M 30	Sa 4:30	-
Proctor & Gamble	Welcome Travelers	(2)	A 30	5t 12:00N	4.7
Proctor & Gamble	What Makes You Tick	(1)	C 15	5t 2:45	3.2
<u>Daytime Comedy Audience Participation —</u>					
Multi	Ladies Be Seated	(5)	A 30	5t 3:00	4.3
(S)	On Your Mark	(1)	M 15	5t 2:45	-

Daytime Light Drama —

Pillsbury	Grand Central Station	(10)	C 30	Sa	12:30	8.9
Morrell Pack'g	Lassie; dog stories	(2)	N 15	Sa	5:00	2.6
Libby Pack'g	My True Story	(8)	A 30	5t	10:00a	6.2
Armour Pack'g	Stars Over Hollywood	(8)	C 30	Sa	1:00	6.7
Armstrong Rugs	Theater of Today	(8)	C 30	Sa	12:00N	7.5
Co-op	Story for Today	(1)	A 15	5t	4:45	-

Daytime Comedy Drama —

(S)	Archie Andrews	(4)	N 30	Sa	10:30a	-
Co-op	Ethel and Albert	(5)	A 15	5t	4:30	-
Co-op	Johnson Family	(9)	M 15	5t	4:15	-
Lever Brothers	Junior Miss	(1)	C 30	Sa	11:30a	6.6
Swift Pack'g	Meet the Meeks	(2)	N 30	Sa	11:00a	3.1

Daytime Thriller Drama —

(S)	Adventure Parade; dramatized books	(3)	M 15	5t	5:00	-
Ovaltine	Captain Midnight	(9)	M 15	5t	5:30	3.4
Quaker Oats	Challenge of the Yukon	(2)	A 30	3t	5:00	3.5
(S)	Frank Merriwell	(3)	N 30	Sa	4:30	-
(S)	Green Hornet	(9)	A 30	2t	5:00	-
General Mills	Jack Armstrong	(16)	A 30	2.5	5:30	5.4
Derby Foods	Sky King	(2)	A 30	2.5	5:30	5.1
Co-op	Superman	(7)	M 15	5t	5:15	-
Ralston	Tom Mix	(14)	M 15	5t	5:45	3.3

Daytime Women's Serial Drama —

Lever Brothers	Aunt Jenny's Stories	(13)	C 15	5t	12:15	6.7
Sterling Drugs	Backstage Wife	(14)	N 15	5t	4:00	7.3
Proctor & Gamble	Big Sister	(13)	C 15	5t	1:00	6.2
Proctor & Gamble	Brighter Day	(1)	N 15	5t	10:45	3.8
Babbitt	David Harum	(13)	C 15	5t	3:00	3.5
Whitehall	Front Page Farrell	(8)	N 15	5t	5:45	6.8
Proctor & Gamble	Guiding Light	(9)	C 15	5t	1:45	7.1
Whitehall	Helen Trent	(15)	C 15	5t	12:30	6.6
Miles Labs	Hilltop House	(5)	C 15	5t	3:15	2.4
Whitehall	Just Plain Bill	(17)	N 15	5t	5:30	7.2
Proctor & Gamble	Life Can Be Beautiful	(11)	N 15	5t	3:00	5.8
General Mills	Light of the World; Bible dramatizations	(9)	N 15	5t	2:45	4.6
Babbitt	Lora Lawton	(6)	N 15	5t	11:45a	2.5
Sterling Drugs	Lorenzo Jones	(12)	N 15	5t	4:30	7.6
Proctor & Gamble	Ma Perkins	(16)	C 15	5t	1:15	9.1
Proctor & Gamble	Ma Perkins	(16)	C 15	5t	3:15	6.8
Toni	Nora Drake	(2)	C 15	5t	2:30	4.6
Toni	Nora Drake	(2)	N 15	5t	11:00a	3.5
Whitehall	Our Gal Sunday	(12)	C 15	5t	12:45	7.6
Proctor & Gamble	Pepper Young's Family	(13)	N 15	5t	3:30	6.5
Proctor & Gamble	Perry Mason	(6)	C 15	5t	2:15	5.7
General Foods	Portia Faces Life	(9)	N 15	5t	5:15	7.8
Proctor & Gamble	Right to Happiness	(10)	N 15	5t	3:45	6.7
Proctor & Gamble	Road of Life	(12)	N 15	5t	10:30a	4.5
Proctor & Gamble	Rosemary	(5)	C 15	5t	11:45	7.0
General Foods	Second Mrs Burton	(4)	C 15	5t	2:00	6.2
Sterling Drugs	Stella Dallas	(12)	N 15	5t	4:15	7.0
General Mills	Today's Children	(10)	N 15	5t	2:30	4.6
Manhattan Soap	We Love and Learn	(3)	N 15	5t	11:15a	3.4
General Foods	Wendy Warren	(2)	C 15	5t	12:00N	5.7
General Foods	When a Girl Marries	(10)	N 15	5t	5:00	8.2
Proctor & Gamble	Young Dr Malone	(9)	C 15	5t	1:30	6.8
Sterling Drugs	Young Widder Brown	(12)	N 15	5t	4:45	7.4

## Network Radio Programs 1948-49

Daytime Children's Programs —

(S)	Abbott and Costello; children's variety	(7)	A 30	Sa 11:00a	-
Cream of Wheat	Let's Pretend; dramatized fairy tales	(10)	C 30	Sa 11:00a	4.8
Brown Shoes	Smiling Ed McConnell; children's variety	(14)	N 30	Sa 11:30a	4.6

Daytime News Programs —

(S)	A Barriault; news	(1)	N 15	Sa 12:00N	-
Co-op	Cecil Brown; news	(5)	M 15	5t 10:00a	-
Co-op	Cedric Foster; news, comment	(7)	M 15	5t 1:00	-
Co-op	Editor's Diary	(3)	M 15	5t 9:00a	-
(S)	Edward G Tomlinson; Latin America	(8)	N 15	Sa 2:30	-
Co-op	George Hicks; news	(3)	A 15	5t 8:45a	-
Co-op	H R Baukhage; news	(7)	A 15	5t 1:00	-
Co-op	Martin Agronsky; ABC morning news	(5)	A 15	6t 8:00a	-
(S)	Paul Nielsen; news	(1)	A 15	Sa 9:30a	-
Co-op	Robert McCormick; news	(2)	N 15	5t 1:30	-
Air Wick	Tomorrow's Headlines	(1)	A 15	Sa 11:30a	1.6

Daytime Public Affairs Talks —

(S)	Coffee in Washington	(2)	N 15	Sa 9:30a	-
(S)	Cross-Section USA; roundup of opinion	(4)	C 30	Sa 3:30	-

Daytime Religious Talk Programs —

(S)	Faith In Our Time	(2)	M 15	5t 10:15a	-
-----	-------------------	-----	------	-----------	---

Daytime Sports New Programs —

(S)	Red Barber's Club Room; sports chats	(2)	C 30	Sa 10:00a	-
-----	--------------------------------------	-----	------	-----------	---

Daytime Broadway or Hollywood Gossip —

Drackett	Dorothy Kilgallen; Broadway gossip	(2)	A 15	Th 10:45a	-
----------	------------------------------------	-----	------	-----------	---

Daytime Homemakers' Programs —

General Mills	Betty Crocker; cooking talks	(21)	A 15	5t 10:30a	4.0
Pet Milk	Mary Lee Taylor; cooking talks	(12)	N 30	Sa 10:00a	3.2
Co-op	Nancy Craig; homemaking talks	(2)	A 15	5t 1:15	-

Daytime Miscellaneous Talk Programs —

(S)	Adventures in Science	(9)	C 15	Sa 3:15	-
(S)	American Farmer	(4)	A 30	Sa 12:30	-
(S)	Columbia's Country Journal	(10)	C 30	Sa 2:30	-
Sealtest	Dorothy Dix; advice program	(1)	A 15	5t 1:45	2.7
(S)	Eleanor Roosevelt Chats	(2)	A 15	3t 10:45a	-
Co-op	Gabriel Heatter; Mailbag	(14)	M 15	5t 11:30a	-
Pillsbury	Galen Drake	(4)	A 15	5t 11:45a	2.9
(S)	Garden Gate; talks on gardening	(5)	C 15	Sa 9:45a	-
William Wise	Get More Out of Life	(1)	C 15	Sa 2:15	3.4
William Wise	Handy Man	(1)	C 15	Sa 2:00	3.6
Co-op	John Nesbit; stories	(1)	M 15	5t 11:00a	-
Co-op	Kate Smith Chats	(17)	M 15	5t 12:00N	-
Westinghouse	Ted Malone; comments, poetry	(10)	A 15	5t 11:30a	2.3
Co-op	Tell Your Neighbor	(3)	M 15	5t 9:15a	-
Serutan	Victor Lindlahr; diet and health	(11)	M 15	5t 11:15a	1.0
(S)	Your Health	(1)	N 15	Sa 4:00	-

MAJOR NETWORK RADIO PROGRAMS - SEASON 1949-1950  
On Air January 1950

Sponsor	Program	Season on Air	Net, Length, Day, Hour	Nielsen Rating
<u>Comedy Variety</u> --				
Lever Brothers	Bob Hope Show	(14)	N 30 Tu 9:00	13.9
Block Drugs	Burns and Allen Program	(18)	C 30 We 10:00	13.2
Coca Cola	Charlie McCarthy-Edgar Bergen Program	(12)	C 30 Su 8:00	20.4
(S)	Dave Garroway Show	(1)	N 30 Su 10:30	-
(S)	Dean Martin and Jerry Lewis Show	(1)	N 30 Mo 10:00	-
Blatz Beer	Duffy's Tavern	(9)	N 30 Th 9:30	9.6
Johnson's Wax	Fibber McGee and Molly Program	(15)	N 30 Tu 9:30	16.9
(S)	Henry Morgan Show	(4)	N 30 Su 6:30	-
Lucky Strike	Jack Benny Program	(18)	C 30 Su 7:00	25.3
Camel Cig'ts	Jimmy Durante Show	(8)	N 30 Fr 9:30	12.2
Colgate	Judy Canova Program	(7)	N 30 Sa 10:00	16.9
Proctor & Gamble	Red Skelton Program	(8)	C 30 Su 8:30	19.0
<u>General Variety</u> --				
Chesterfield	Bing Crosby Program	(19)	C 30 We 9:30	18.0
(S)	Kate Smith Calls	(18)	A 60 Mo 9:00	-
(S)	Robert Q Lewis; The Show Goes On	(1)	C 30 Fr 9:30	-
<u>Amateur or Talent Contest Variety</u> --				
Lipton Tea	Arthur Godfrey Talent Scouts	(9)	C 30 Mo 8:30	21.3
Philip Morris	Horace Heidt Talent Hunt	(8)	C 30 Su 9:30	16.2
Old Gold	Original Amateur Hour; Ted Mack	(2)	A 45 Th 9:00	9.9
<u>Hillbilly Programs</u> --				
Prince Albert	Grand Ol' Opry	(9)	N 30 Sa 10:30	13.7
Phillips	National Barn Dance	(15)	A 30 Sa 10:00	1.3
<u>Semi-Variety</u> --				
(S)	Air Forces Hour	(1)	M 30 Fr 9:00	-
Wrigley Gum	Gene Autry Program; Western music, drama	(9)	C 30 Sa 8:00	15.2
(S)	Treasury Varieties	(1)	M 30 Su 3:00	-
<u>Special Classification</u> --				
(S)	Elder Michaux Happiness Church Service	(2)	M 30 Su 9:00a	-
<u>Concert Music</u> --				
Cities Service	Band of America	(2)	N 30 Mo 9:30	6.3
American Oil	Carnegie Hall	(2)	A 30 Tu 8:00	1.6
(S)	College Choirs	(1)	M 30 Su 12:00	-
(S)	Enchanted Hour	(1)	M 30 Su 10:30	-
Int Harvester	Harvest of Stars	(5)	N 30 Su 5:30	3.9
(S)	Let's Go to the Met	(2)	A 30 Th 10:30	-
(S)	Milton Cross Opera Album; records	(1)	A 30 Su 4:30	-
(S)	NBC Symphony Orchestra	(13)	N 60 Sa 6:30	-
(S)	New York Philharmonic Orchestra	(22)	C 90 Su 3:00	-
(S)	Oklahoma City Symphony Orchestra	(1)	M 30 We 10:30	-
(S)	Opera Concert	(1)	M 45 Su 8:30	-
(S)	Salt Lake Tabernacle Choir	(21)	C 30 Su 11:30a	-
Bell System	Telephone Hour	(10)	N 30 Mo 9:00	7.1
Firestone Tires	Voice of Firestone	(21)	N 30 Mo 8:30	8.4
<u>Musical Variety</u> --				
Sterling Drugs	Album of Familiar Music	(19)	N 30 Su 9:30	7.3
(S)	Bandstand USA	(1)	M 30 Fr 8:00	-
(S)	Buzz Adlam Orchestra	(1)	A 30 We 9:30	-

(more)

## Network Radio Programs 1949-50

Musical Variety - cont'd -

(S)	California Caravan	(1)	M 30	Th	8:00	-
Chesterfield	Chesterfield Supper Club; Perry Como	(6)	N 30	Th	10:00	9.7
(S)	Chicago Theater of the Air; operettas	(10)	M 60	Sa	10:00	-
Campbell Soups	Club Fifteen; Dick Haymes	(3)	C 15	5t	7:30	9.8
Carnation Milk	Contented Program	(19)	C 30	Su	10:00	7.2
(S)	Don Wright Chorus	(2)	M 30	Su	10:00	-
Lucky Strike	Frank Sinatra Program; Light Up Time	(5)	N 15	5t	7:00	6.9
(S)	Guy Lombardo Orchestra; Lombardoland USA	(15)	M 30	Sa	9:30	-
(S)	Hawaii Calls	(5)	M 30	Sa	7:00	-
Hornel Pack'g	Hornel Girls Band and Chorus	(1)	A 30	Su	6:30	4.4
Proctor & Gamble	Jack Smith Show	(6)	C 15	5t	7:15	11.8
Miller Beer	Lawrence Welk Orchestra	(1)	A 30	We	10:00	1.8
Pet Milk	Pet Milk Show; Bob Crosby orch	(2)	N 30	Su	10:30	7.2
Ass'n Railroads	Railroad Hour; musical comedies	(2)	N 30	Mo	8:00	10.9
(S)	Sammy Kaye Sunday Serenade	(9)	C 30	Su	2:00	-
(S)	Shamrock Orchestras	(1)	A 30	Sa	10:30	-
Camel Cig'ts	Vaughn Monroe Program	(4)	C 30	Sa	7:30	14.3
Lucky Strike	Your Hit Parade	(15)	N 30	Sa	9:00	12.8

Light Music -

<u>Bird Products</u>	American Radio Warblers	(2)	M 15	Su	1:30	-
(S)	Buddy Wead Trio	(1)	A 15	Mo	8:45	-
(S)	Dinner Date	(1)	M 15	5t	7:15	-
(S)	Fine Arts Quartette	(2)	A 30	Su	1:00	-
(S)	Harmonaires	(1)	A 15	Sa	6:45	-
Co-op	Piano Playhouse	(5)	A 30	Su	12:30	-
(S)	Southernaires Quartette; spirituals	(20)	A 30	Su	10:30a	-

Quiz Programs -

Camel Cig'ts	Bob Hawk Show	(5)	C 30	Mo	10:30	16.1
Bristol Myers	Break the Bank; Bert Parks	(5)	N 30	We	9:00	13.0
Ritter	Chance of a Lifetime; John Reed King	(1)	A 30	Su	9:30	7.9
Embassy	Doctor I Q	(11)	A 30	We	8:00	4.4
(S)	Earn Your Vacation	(1)	C 30	Su	5:00	-
DeSoto Motors	Groucho Marx Quiz; You Bet Your Life	(3)	C 30	We	9:00	16.9
(S)	Meet Your Match	(1)	M 30	Sa	9:00	-
Multi	Sing It Again	(2)	C 60	Sa	10:00	6.7
Multi	Stop the Music; Bert Parks	(2)	A 60	Su	8:00	10.9
(S)	Strike It Rich	(3)	C 30	Su	5:30	-
(S)	Take a Number	(2)	M 30	Sa	8:30	-
Eversharp	Take It or Leave It; Eddie Cantor	(10)	N 30	Su	10:00	11.1
(S)	Think Fast	(1)	A 30	Su	7:00	-

Human Interest Programs -

Co-op	Alexander's Mediation Board	(7)	M 30	Su	8:00	3.6
(S)	Comedy of Errors	(1)	M 30	Sa	7:30	-
(S)	Hollywood Calling	(1)	N 30	Su	7:00	-
Philip Morris	This Is Your Life; Ralph Edwards	(2)	N 30	We	8:00	11.5
Gulf Oil	We, the People	(13)	N 30	Fr	9:00	6.3

Comedy Audience Participation Programs -

Raleigh	People are Funny; Art Linkletter	(8)	N 30	Tu	10:30	13.8
Proctor & Gamble	Truth or Consequences	(10)	N 30	Sa	8:30	14.1

## Network Radio Programs 1949-50

Panel Quiz or Comedy Programs —

Ford Motors	Can You Top This; story-telling panel	(10)	M 30	We	8:00	3.1
General Foods	Juvenile Jury; Jack Barry	(4)	M 30	Su	3:30	5.7
Miles Labs	Quiz Kids; Joe Kelly	(10)	N 30	Su	3:30	6.5
Ronson Lighter	Twenty Questions; Bill Slater	(4)	M 30	Sa	8:00	6.8

Prestige Drama —

DuPont Chem	Cavalcade of America	(15)	N 30	Tu	8:00	10.2
Lever Brothers	Lux Radio Theater	(16)	C 60	Mo	9:00	25.2
RCA Victor	Screen Directors' Playhouse	(1)	N 30	Fr	9:00	10.5
Camel Cig'ts	Screen Guild Players	(12)	N 30	Th	9:00	11.1
US Steel	Theater Guild Dramas	(6)	N 60	Su	8:30	12.4

Informative Drama —

(S)	Eternal Light; Jewish program	(4)	N 30	Su	12:30	-
(S)	Family Theater; Father Peyton	(3)	M 30	We	9:30	-
Goodyear Tires	Greatest Story Ever Told; Bible dramas	(3)	A 30	Su	5:30	3.5
Co-op	Mr President; Edward Arnold	(3)	A 30	Su	2:30	-
(S)	NBC University Theater	(2)	N 60	Su	2:00	-
(S)	You Are There	(3)	C 30	Su	4:30	-

Light, Honey or 'Love Interest' drama —

Mars Candy	Curtain Time	(5)	N 30	We	9:30	11.7
Vaseline	Dr Christian; Jean Hersholt	(13)	C 30	We	8:00	17.0
Hallmark Cards	Hallmark Playhouse	(2)	C 30	Th	10:00	14.7
Am Home Prods	Hollywood Star Theater	(3)	N 30	Sa	8:00	9.6
(S)	One Man's Family	(17)	N 30	Su	3:00	-
Best Foods	Skippy Hollywood Theater	(1)	C 30	Th	10:30	8.8
(S)	Young Love	(1)	C 30	Fr	7:00	-

Comedy Drama —

General Foods	Aldrich Family	(11)	N 30	Th	8:00	13.9
Lever Brothers	Amos 'n' Andy	(21)	C 30	Su	7:30	19.7
(S)	Archie Andrews	(5)	N 30	Sa	7:30	-
Proctor & Gamble	Beulah Show	(4)	C 15	5t	7:00	15.5
(S)	Blondie	(11)	A 30	Th	8:00	-
(S)	Comedy Playhouse	(1)	M 30	Th	9:00	-
Electric Cos	Corliss Archer	(4)	C 30	Su	9:00	15.0
Revere Camera	Date with Judy	(6)	A 30	Th	8:30	6.5
Colgate	Dennis Day Show	(4)	N 30	Sa	9:30	15.0
(S)	Ethel and Albert	(6)	A 30	Mo	8:00	-
Lewis Howe	Fannie Brice; Baby Snooks drama	(6)	N 30	Tu	8:30	14.1
General Foods	Father Knows Best	(1)	N 30	Th	8:30	12.1
General Foods	Goldbergs, The	(15)	C 30	Fr	8:00	8.8
Kraft Foods	Great Gildersleeve; Hal Peary	(9)	N 30	We	8:30	15.3
Schlitz Beer	Halls of Ivy; Ronald Colman	(1)	N 30	Fr	8:00	9.1
RoiTan Cigars	Joan Davis; Leave It to Joan	(6)	C 30	Fr	9:00	12.6
Pabst Beer	Life of Riley; William Bendix	(7)	N 30	Fr	10:00	15.5
Wrigley Gum	Life with Luigi; J Carroll Naish	(2)	C 30	Tu	9:00	16.4
(S)	Lum and Abner	(14)	C 30	We	10:30	-
(S)	Mr Feathers	(1)	M 30	We	9:00	-
General Foods	My Favorite Husband; Lucille Ball	(2)	C 30	Fr	8:30	10.8
Lever Brothers	My Friend Irma; Marie Wilson	(3)	C 30	Mo	10:00	20.8
Colgate	Our Miss Brooks; Eve Arden	(2)	C 30	Su	6:30	14.8
Heinz Foods	Ozzie and Harriet	(6)	A 30	Fr	9:00	9.2
Rexall Drugs	Phil Harris-Alice Faye Program	(4)	N 30	Su	7:30	11.5

## Network Radio Programs 1949-50

Thriller Drama —

(S)	Amazing Mr Malone	(2)	A 30	Su	7:30	-
Pall Mall	Big Story	(3)	N 30	We	10:00	14.5
Lever Brothers	Big Town	(12)	N 30	Tu	10:00	12.3
(S)	Broadway is My Beat	(1)	C 30	Sa	9:00	-
(S)	Chandu	(1)	A 30	Sa	7:30	-
(S)	Count of Monte Cristo	(2)	M 30	Tu	8:00	-
(S)	Crime Fighters	(1)	M 30	Mo	9:30	-
Philip Morris	Crime Photographer	(4)	C 30	Th	9:30	16.9
Pepsi Cola	Counterspy	(8)	A 30	2t	7:30	13.0
Fatima	Dragnet: Jack Webb	(1)	N 30	Th	10:30	10.6
Ford Motors	Escape	(1)	C 30	Tu	9:30	10.3
Proctor & Gamble	FBI in Peace and War	(6)	C 30	Th	8:00	18.2
Anahist	Falcon, The	(5)	M 30	Su	7:00	9.2
Norwich	Fat Man; J Scott Smart	(5)	A 30	Fr	8:00	14.2
General Foods	Gangbusters	(14)	C 30	Sa	9:00	13.8
(S)	Gregory Hood	(2)	A 30	We	9:00	-
General Foods	Hopalong Cassidy	(1)	M 30	Su	4:00	8.4
(S)	I Love a Mystery	(5)	M 15	5t	7:45	-
Bromo Seltzer	Inner Sanctum	(10)	C 30	Mo	8:00	16.0
(S)	International Airport	(1)	M 30	We	8:30	-
(S)	John Steele: Adventurer	(1)	M 30	Tu	9:00	-
General Mills	Lone Ranger	(16)	A 30	3t	7:30	13.6
US Tobacco	Martin Kane, Private Eye	(1)	M 30	Su	4:30	10.5
Colgate	Mr and Mrs North	(7)	C 30	Tu	8:30	15.1
Sterling Drugs	Mr Chameleon	(2)	C 30	We	8:00	15.6
Bristol Myers	Mr District Attorney: Jay Jostyn	(11)	N 30	We	9:30	15.6
Whitehall	Mr Keen	(13)	C 30	Th	8:30	17.9
(S)	Murder by Experts	(1)	M 30	Mo	9:00	-
(S)	Mysterious Traveler	(6)	M 30	Tu	9:30	-
Sterling Drugs	Mystery Theater	(7)	C 30	Tu	8:00	19.0
Cudahy Pack'g	Nick Carter	(7)	M 30	Su	6:30	11.1
(S)	Official Detective	(4)	M 30	Tu	8:30	-
(S)	Peter Salem	(1)	M 30	Mo	8:30	-
(S)	Philip Marlowe	(1)	C 30	Sa	8:30	-
(S)	Pursuit	(1)	C 30	Tu	10:00	-
(S)	Richard Diamond: Detective	(1)	N 30	Su	5:00	-
Quaker Oats	Roy Rogers: Pat Buttram, Dale Evans	(4)	M 30	Su	6:00	12.1
Ford Motors	Saint, The	(1)	M 30	Su	7:30	8.5
Wildroot	Sam Spade	(4)	N 30	Su	8:00	11.3
Grove Labs	Shadow, The	(16)	M 30	Su	5:00	10.5
Pacific Borax	Sheriff, The	(5)	A 30	Fr	9:30	6.1
Petri Wine	Sherlock Holmes	(15)	A 30	We	8:30	3.9
Nabisco	Straight Arrow	(2)	M 30	Mo	8:00	6.6
(S)	Superman	(8)	A 30	Sa	8:00	-
Auto Lite	Suspense	(8)	C 30	Th	9:00	15.6
Equitable Ins	This Is Your FBI	(5)	A 30	Fr	8:30	14.7
W'mson Candy	True Detective Mysteries	(8)	M 30	Su	5:30	12.3

Sports Broadcasts —

Gillette	Friday Night Fights	(11)	A 45	Fr	10:00	7.3
(S)	Roller Derby	(1)	A 30	Mo	10:30	-

News, Commentary —

(S)	Albert Warner: news	(2)	A 15	Sa	6:00	-
Co-op	Bill Cunningham: comment	(6)	M 15	Su	2:30	-
(S)	Bob Warren: news	(1)	N 15	3t	6:00	-
(S)	Charles Collingwood: news	(1)	C 15	Su	1:00	-

(more)

Network Radio Programs 1949-50

News, Commentary - cont'd -

<u>Air-Week</u>	Don Gardiner; Monday Morning Headlines	(6)	A 15	Su	6:15	7.5
Adam Hats	Drew Pearson; comment	(11)	A 15	Su	6:00	9.5
Campbell Soups	Edward R Murrow; news, analysis	(5)	C 15	St	7:45	9.7
Doubleday	Edwin C Hill; news	(15)	N 15	Su	4:00	2.6
C Sci Monitor	Edwin D Canham; Monitor Views	(5)	A 15	Tu	9:30	2.1
Co-op	Elmer Davis; news, comment	(8)	A 15	St	7:15	-
Metrop'n Life	Eric Sevareid; news	(3)	C 15	St	6:00	2.5
A F of Labor	Frank Edwards; news, comment	(1)	M 15	St	10:00	1.8
Co-op	Fulton Lewis Jr; comment	(12)	M 15	St	7:00	3.4
Multi	Gabriel Heatter; news, comment	(15)	M 15	St	7:30	4.5
Co-op	George Sokolsky; comment	(1)	A 15	Su	10:45	-
(S)	Griffing Bancroft; news	(1)	C 15	Sa	6:00	-
Pure Oil	H V Kaltenborn; analysis and comment	(20)	N 15	St	7:45	-
Fruehauf	Harrison Wood; Changing World	(2)	A 15	Su	3:00	1.5
General Motors	Henry J Taylor; comment	(4)	A 15	Mo	8:30	2.3
Co-op	Lionel Ricau; news	(1)	N 15	St	6:00	-
(S)	Larry Leseur; news	(1)	C 15	Sa	6:45	-
Proctor & Gamble	Lowell Thomas; news	(20)	C 15	St	6:45	10.7
Miles Labs	Morgan Beatty; News of the World	(6)	N 15	St	7:15	8.6
Co-op	Mutual Newsreel	(2)	M 15	St	10:15	-
Pure Oil	Richard Harkness; news, analysis	(4)	N 15	St	7:45	-
(S)	Robert Denton; news	(1)	N 15	Sa	6:00	-
Lee Hats	Robert Montgomery; comment	(1)	A 15	Th	9:45	5.2
Co-op	Taylor Grant; Headline Edition	(5)	A 10	St	7:05	-
(S)	This Week Around the World; news roundup	(4)	A 30	Su	2:00	-
Sun Oil	Three Star Extra	(3)	N 15	St	6:45	3.6
(S)	Twin Views of the News	(1)	M 15	Su	9:45	-
Rudmt	Walter Winchell; comment	(18)	A 15	Su	9:00	18.0

Public Affairs Talks, Forums -

(S)	American Forum of the Air; Theodore Granik	(15)	N 30	Su	4:30	-
Co-op	America's Town Meeting; George V Denny	(15)	A 30	Tu	9:00	-
(S)	Capitol Cloakroom; panel interview	(2)	C 30	Fr	10:30	-
(S)	Gentlemen of the Press; roundtable	(1)	A 30	Tu	8:30	-
Co-op	Meet the Press; panel interview	(5)	M 30	Fr	9:30	-
(S)	Northwestern Reviewing Stand; forum	(13)	M 30	Su	11:30a	-
(S)	People's Platform; roundtable	(12)	C 30	Su	12:30	-
(S)	Pro and Con	(1)	N 15	Fr	10:45	-
(S)	On Trial; forum	(2)	A 30	We	10:30	-
(S)	Time for Defense	(1)	A 30	Tu	10:00	-
(S)	University of Chicago Roundtable	(17)	N 30	Su	1:30	-

Religious Talk Programs -

Chr Reformed	Back to God	(2)	M 30	Su	11:00a	-
So Baptist	Baptist Hour	(1)	A 30	Su	3:30	-
(S)	Bible Messages	(3)	A 15	Sa	6:15	-
(S)	CBS Church of the Air	(19)	C 60	Su	10:00	-
(S)	Catholic Hour	(20)	N 30	Su	6:00	-
Chr Science	Christian Science Talks	(1)	M 15	Su	9:45a	-
Dawn Bible	Frank and Ernest	(1)	A 15	Su	11:00a	-
(S)	Hour of Faith	(8)	A 30	Su	11:30a	-
Lutheran Laymen	Lutheran Hour; Rev Walter A Maier	(12)	A 30	Su	3:30	1.4
Lutheran Laymen	Lutheran Hour; Rev Walter A Maier	(12)	M 30	Su	12:30	2.8
(S)	Message of Israel	(15)	A 30	Su	10:00a	-
(S)	National Radio Pulpit	(24)	N 30	Su	10:00a	-
(S)	National Vespers	(23)	A 30	Su	1:30	-
Gospel B'o'g	Old Fashioned Revival Hour	(9)	A 60	Su	8:00a	-
Bible Class	Radio Bible Class	(10)	M 30	Su	10:00a	-
(S)	Religion in the News	(17)	N 15	Sa	6:15	-
Voice Inc	Voice of Prophecy	(9)	A 30	Su	9:30a	1.7
Voice Inc	Voice of Prophecy	(9)	M 30	Su	10:30a	1.4



## Network Radio Programs 1949-50

Sports News, Interviews —

Mail Pouch	Bill Slater; Sports for All	(1)	M 30	Th	8:30	2.7
Colgate	Bill Stern; Sports Newsreel	(13)	N 15	Fr	10:30	8.3
Co-op	Harry Wismer; sports talks	(3)	A 15	Sa	6:30	-
(S)	Mel Allen; sports talks	(2)	M 15	Sa	6:45	-
(S)	Red Barber; sports	(3)	C 15	Sa	6:30	-

Broadway and Hollywood Gossip Programs —

Carter Prods	Jimmy Fidler; Hollywood gossip	(14)	A 15	Su	10:00	3.9
Jergens Lotion	Louella Parsons; Inside Hollywood	(4)	A 15	Su	9:15	11.8
(S)	Shelia Graham; Hollywood gossip	(1)	M 15	Su	9:30	-

Miscellaneous Talk Programs —

(S)	AFL-CIO Program; As We See It	(6)	A 15	Tu	10:30	-
(S)	America United; labor-management talks	(6)	N 30	Su	1:00	-
(S)	Author Meets the Critics	(2)	A 30	Th	10:00	-
(S)	Elmo Roper; Public Opinion	(2)	C 15	Su	1:15	-
Doubleday	Facts Unlimited	(1)	N 15	Su	4:15	1.9
Doubleday	Galen Drake	(5)	C 15	Su	2:30	2.2
(S)	Invitation to Learning	(8)	A 30	Su	11:30a	-
(S)	It's Your Business; management program	(6)	A 15	Tu	10:45	-
Doubleday	Sidney Walton	(1)	M 15	Su	1:00	2.3
(S)	Ted Malone; comment, poetry	(11)	A 15	Su	10:15	-
(S)	Veteran Wants to Know	(1)	M 15	Su	2:45	-
Serutan	Victor Lindlahr; health talks	(12)	A 15	Su	11:00a	-
Doubleday	William Lang	(4)	M 15	Su	1:15	2.3
(S)	You and the World	(2)	C 15	5t	6:15	-

Daytime General Variety —

Multi	Arthur Godfrey Program	(9)	C 75	5t	10:15a	10.5
Multi	Breakfast Club; Don McNeill	(17)	A 60	5t	9:00a	6.6
(S)	Dave Garroway Program; Connie Russell	(1)	N 15	5t	11:15a	-
(S)	Eddie Albert Show	(2)	N 30	5t	9:00a	-
(S)	Garry Moore Program	(1)	C 60	5t	4:00	-
(S)	Junior Junction; teenage variety	(3)	A 30	Sa	10:30a	-
(S)	Make Way for Youth; teenage variety	(1)	C 30	Sa	10:00a	-
(S)	Mind Your Manners; teenage variety	(1)	N 30	Sa	9:00a	-

Daytime Hillbilly Shows —

(S)	Barnyard Follies	(3)	C 45	5t	9:15a	-
Ralston	Checkerboard Jamboree	(4)	M 15	5t	1:45	-
(S)	Georgia Jamboree	(1)	M 30	5t	4:30	-
(S)	Ranch Boys	(4)	A 30	Sa	12:00N	-
(S)	Tennessee Jamboree	(1)	M 30	5t	9:30a	-

Daytime Concert Music —

(S)	Boston Symphony Orchestra	(11)	N 30	Mo	1:00	-
Texaco Oil	Metropolitan Opera Broadcasts	(19)	A 180	Sa	2:00	5.5
(S)	Symphonies for Youth	(1)	M 60	Sa	1:30	-
(S)	US Navy Band; Navy Hour	(3)	A 30	Sa	11:00a	-

Daytime Musical Variety —

(S)	American Jazz Concert	(1)	A 30	Sa	1:00	-
(S)	Clevelandaires; orchestra	(1)	N 30	5t	9:30a	-
Minn'a Canning	Fred Waring Orchestra and Chorus	(15)	N 30	Sa	10:00a	6.8
(S)	Treasury Bandstand	(4)	C 30	5t	4:30	-
(S)	Vincent Lopez; Luncheon with Lopez	(3)	N 30	5t	1:00	-

Network Radio Programs 1949-50

Daytime Light Music —

Club Aluminum	Club Time; Mixed quartette, hymns	(5)	A 15	Tu	3:00	2.2
Miles Labs	Curt Massey Show; Martha Tilton	(3)	C 15	5t	5:45	7.7
Prudential Ins	Jack Berch and His Boys	(10)	N 15	5t	11:30a	4.2
(S)	Lanny Ross Program	(9)	M 15	5t	12:15	-

Daytime Disk Jockey Programs —

(S)	Bob Poole Show	(2)	M 30	5t	11:15a	-
(S)	Bob Poole Show	(2)	M 60	5t	3:00	-
(S)	Dunn on Discs	(1)	M 60	Sa	4:00	-

Daytime Quiz Programs —

Campbell Soups	Double or Nothing	(10)	N 30	5t	2:00	6.7
Toni	Give and Take	(5)	C 30	Sa	1:30	10.8
Cont'l Baking	Grand Slam; Irene Beasley	(6)	C 15	5t	11:30a	6.9
Hallicrafters	Hollywood Quiz	(1)	M 15	Sa	5:45	2.1
Quaker Oats	Man on the Farm Quiz	(2)	M 60	Sa	11:30a	2.4
Quaker Oats	Quick as a Flash	(6)	A 30	3t	11:30a	4.4
Anahist	True or False	(7)	M 30	Sa	5:00	3.3

Daytime Human Interest Programs —

Pillsbury	Art Linkletter House Party	(6)	C 30	5t	3:30	5.6
Sterling Drugs	Bride and Groom	(5)	A 30	5t	2:30	4.4
(S)	Buddy Rogers Date Show	(1)	A 30	5t	3:00	-
(S)	Ladies Fair	(1)	M 30	5t	2:00	-
Miles Labs	Queen for a Day; Jack Bailey	(5)	M 30	5t	2:30	5.0
Co-op	Welcome to Hollywood	(1)	A 30	5t	2:00	-
Proctor & Gamble	Welcome Travelers	(3)	N 30	5t	10:00a	6.0

Daytime Comedy Audience Participation —

Borden Milk	Country Fair	(5)	C 30	Sa	2:00	9.9
Philip Morris	Ladies Be Seated	(6)	A 30	5t	11:30a	4.5

Daytime Light Drama —

Pillsbury	Grand Central Station	(11)	C 30	Sa	12:30	13.4
Morrell Pack'g	Lassie	(3)	N 15	Sa	11:00a	4.2
(S)	Modern Romances	(1)	A 30	5t	11:00a	-
Multi	My True Story	(9)	A 30	5t	10:00a	6.6
Armour Pack'g	Stars Over Hollywood	(9)	C 30	Sa	1:00	12.6
Armstrong Rugs	Theater of Today	(9)	C 30	Sa	12:00N	11.9

Daytime Comedy Drama —

(S)	Archie Andrews	(5)	N 30	Sa	12:30	-
Lever Brothers	Junior Miss	(2)	C 30	Sa	11:30a	9.6

Daytime Thriller Drama —

(S)	Bobby Benson	(5)	M 30	2t	5:00	-
Quaker Oats	Challenge of the Yukon	(3)	A 30	3t	5:00	6.5
(S)	Hannibal Cobb	(1)	A 30	5t	3:30	-
General Mills	Jack Armstrong	(17)	A 30	2.5	5:30	5.8
M & M Candy	Joe Dimaggio; sports dramas	(1)	C 30	Sa	10:30a	3.1
Derby Foods	Sky King	(3)	A 30	2.5	5:30	6.6
Nabisco	Straight Arrow	(2)	M 30	3t	5:30	7.8
Ralston	Tom Mix	(15)	M 30	3t	5:30	7.6

Daytime Women's Serial Drama —

Lever Brothers	Aunt Jenny's Stories	(14)	C 15	5t	12:15	10.1
Sterling	Backstage Wife	(15)	N 15	5t	4:00	8.9
Proctor & Gamble	Big Sister	(14)	C 15	5t	1:00	9.3

(more)

## Network Radio Programs 1949-50

Daytime Women's Serial Drama - cont'd --

Proctor & Gamble	Brighter Day	(2)	C 15	5t	2:45	6.6
Babbitt	David Harum	(14)	N 15	5t	11:45a	4.1
Whitehall	Front Page Farrell	(9)	N 15	5t	5:45	6.3
Proctor & Gamble	Guilding Light	(10)	C 15	5t	1:45	8.7
Whitehall	Helen Trent	(16)	C 15	5t	12:30	11.0
Miles Labs	Hilltop House	(6)	C 15	5t	3:15	5.2
Whitehall	Just Plain Bill	(18)	N 15	5t	5:30	6.3
Proctor & Gamble	Life Can Be Beautiful	(12)	N 15	5t	3:00	7.2
General Mills	Light of the World; Bible dramatizations	(10)	N 15	5t	2:45	4.5
Proctor & Gamble	Lorenzo Jones	(13)	N 15	5t	4:30	7.6
Proctor & Gamble	Ma Perkins	(17)	C 15	5t	1:15	9.2
Kraft Cheese	Marriage for Two	(1)	N 15	5t	10:30a	4.8
Babbitt	Nona from Nowhere	(1)	C 15	5t	3:00	5.8
Toni	Nora Drake	(3)	C 15	5t	2:30	7.0
Whitehall	Our Gal Sunday	(13)	C 15	5t	12:45	9.9
Proctor & Gamble	Pepper Young's Family	(14)	N 15	5t	3:30	9.4
Proctor & Gamble	Perry Mason	(7)	C 15	5t	2:15	8.6
General Foods	Portia Faces Life	(10)	N 15	5t	5:15	7.6
Proctor & Gamble	Right to Happiness	(11)	N 15	5t	3:45	9.9
Proctor & Gamble	Road of Life	(13)	N 15	5t	3:15	9.9
Proctor & Gamble	Rosemary	(6)	C 15	5t	11:45a	8.0
General Foods	Second Mrs Burton	(5)	C 15	5t	2:00	8.0
Sterling Drugs	Stella Dallas	(13)	N 15	5t	4:15	8.8
General Mills	Today's Children	(11)	N 15	5t	2:30	5.2
Manhattan Soap	We Love and Learn	(4)	N 15	5t	11:00a	5.0
General Foods	Wendy Warren	(3)	C 15	5t	12:00N	10.2
General Foods	When a Girl Marries	(11)	N 15	5t	5:00	7.7
Proctor & Gamble	Young Dr Malone	(10)	C 15	5t	1:30	7.1
Sterling Drugs	Young Widder Brown	(13)	N 15	5t	4:45	7.7

Daytime Children's Programs --

Cream of Wheat	Let's Pretend; dramatized fairy tales	(11)	C 30	Sa	11:00a	9.9
Brown Shoes	Smiling Ed McConnell; children's variety	(15)	N 30	Sa	11:30a	6.3

Daytime News Programs--

(S)	A Barriault	(2)	N 15	Sa	12:00N	-
Co-op	Cecil Brown; news	(6)	M 15	5t	10:00a	-
Co-op	Cedric Foster; news, comment	(8)	M 15	5t	1:00	-
Co-op	George Hicks; news	(4)	N 15	5t	1:30	-
Co-op	H R Baukhage; news	(8)	A 15	5t	1:00	-
Co-op	Martin Agronsky; ABC morning news	(6)	A 15	5t	8:00a	-
Co-op	Pauline Frederick; news for women	(1)	A 15	5t	8:45a	-
Co-op	Robert Hurligh; news	(1)	M 15	5t	4:00	-

Daytime Public Affairs Talks --

(S)	Coffee in Washington	(3)	N 15	Sa	9:30a	-
(S)	Cross-Section USA; roundup of opinion	(5)	C 15	Sa	3:00	-

Daytime Religious Talk Programs --

(S)	Faith in Our Time	(3)	M 15	5t	10:15a	-
-----	-------------------	-----	------	----	--------	---

Daytime Homemakers' Programs --

General Mills	Betty Crocker; cooking talks	(22)	A 15	5t	10:30a	4.2
Pet Milk	Mary Lee Taylor; cooking talks	(13)	N 30	Sa	10:30a	6.7
Co-op	Nancy Craig; homemaking talks	(3)	A 15	5t	1:15	-

Daytime Miscellaneous Talk Programs —

(S)	Adventures in Science	(10)	C 15	Sa	3:30	-
(S)	American Farmer	(5)	A 30	Sa	12:30	-
Co-op	Art Baker's Note Book	(1)	A 15	5t	1:45	-
Co-op	Behind the Story	(1)	M 15	5t	11:00a	-
(S)	CBS Farm News	(1)	C 15	Sa	3:15	-
Hunt Club	Confidential Closeups	(1)	N 15	Sa	5:45	2.5
Sealtest	Dorothy Dix at Home	(2)	N 15	5t	10:45a	3.4
(S)	Gabriel Heatter's Mailbag	(15)	M 15	5t	12:45	-
Doubleday	Galen Drake	(5)	M 15	2t	11:45a	-
(S)	Garden Gate; talks on gardening	(6)	C 15	Sa	9:45a	-
William Wise	Get More Out of Life	(1)	C 15	Sa	2:30	4.3
William Wise	Handy Man	(2)	C 15	Sa	2:45	4.3
Co-op	Kate Smith Chats	(18)	M 15	5t	12:00N	-
(S)	NBC Stamp Club	(1)	N 15	Sa	11:15a	-
Allis Chalmers	National Farm and Home Hour	(21)	N 30	Sa	1:00	3.4
Doubleday	Sidney Walton	(1)	M 15	3t	11:45a	-
Co-op	Tell Your Neighbor	(4)	M 15	5t	9:15a	-
Serutan	Victor Lindlahr; diet and health	(12)	A 15	5t	10:45a	2.2



MAJOR NETWORK RADIO PROGRAMS - SEASON 1950-1951  
On Air January 1951

175

Sponsor	Program	Season on Air	Net, Day, Hour	Length, Hour	Nielsen Rating
<u>Comedy Variety</u> --					
Camel Cig'ts	Bob Hope Show	(15)	N 30 Tu	9:00	12.7
Coca Cola	Charlie McCarthy-Edgar Bergen Program	(13)	C 30 Su	8:00	15.9
Multi	Duffy's Tavern	(10)	N 30 Fr	9:30	6.7
Pet Milk	Fibber McGee and Molly Program	(16)	N 30 Tu	9:30	13.7
Lucky Strike	Jack Benny Program	(19)	C 30 Su	7:00	19.9
Colgate	Judy Canova Show	(8)	N 30 Sa	10:00	9.1
Proctor & Gamble	Red Skelton Program	(9)	C 30 Su	8:30	14.3
Phillips Oil	Rex Allen Show	(1)	C 30 Fr	10:00	2.7
Multi	Tallulah Bankhead; Big Show	(1)	N 90 Su	6:00	5.2
<u>General Variety</u> --					
Reddi-Whip	Arthur Godfrey Digest; taped repeats	(10)	C 30 Su	4:30	4.3
Camel Cig'ts	Bing Crosby Program	(21)	C 30 We	9:30	10.0
(S)	Hedda Hopper Show	(6)	N 30 Su	8:00	-
<u>Amateur or Talent Contest Variety</u> --					
Lipton Tea	Arthur Godfrey Talent Scouts	(10)	C 30 Mo	8:30	16.3
Philip Morris	Horace Heidt Talent Hunt	(9)	C 30 Su	9:30	10.9
Old Gold	Original Amateur Hour; Ted Mack	(3)	A 45 Th	9:00	8.7
<u>Hillbilly Programs</u> --					
(S)	B-Bar-B Ranch; Western music	(1)	M 30 Mo	8:00	-
Prince Albert	Grand Ol' Opry	(10)	N 30 Sa	10:30	7.4
<u>Semi-Variety</u> --					
Air Forces Hour		(2)	M 30 Fr	9:00	-
Wrigley Gum	Gene Autry Program; Western music, drama	(10)	C 30 Sa	8:00	12.4
<u>Special Classification</u> --					
(S)	Elder Michaux Happiness Church Service	(3)	M 30 Su	9:00a	-
<u>Concert Music</u> --					
Cities Service	Band of America	(3)	N 30 Mo	9:30	5.7
(S)	College Choirs	(2)	M 30 Su	12:00N	-
Longines Watch	Longines Choralliers	(2)	C 30 Su	10:30	5.6
Longines Watch	Longines Symphonette	(2)	C 30 Su	2:30	4.7
(S)	Metropolitan Opera Auditions	(13)	A 30 Tu	10:00	-
Multi	NBC Symphony Orchestra	(14)	N 60 Mo	10:00	4.4
Squibb Drug	NBC Symphony Orchestra	(14)	N 90 Sa	6:30	6.4
(S)	Negro College Choirs	(1)	A 30 Su	10:30a	-
(S)	New York Philharmonic Orchestra	(23)	C 90 Su	1:00	-
(S)	Oklahoma City Symphony Orchestra	(2)	M 60 Su	10:00	-
(S)	Opera Concert	(2)	M 30 Su	9:00	-
(S)	Salt Lake Tabernacle Choir	(22)	C 30 Su	11:00a	-
Bell System	Telephone Hour	(11)	N 30 Mo	9:00	7.3
Firestone Tires	Voice of Firestone	(22)	N 30 Mo	8:30	7.6
<u>Musical Variety</u> --					
Sterling Drugs	Album of Familiar Music	(20)	A 30 Su	9:30	6.9
(S)	Bandstand USA	(2)	M 30 Fr	8:00	-
(S)	Buzz Adlam Orchestra	(2)	A 30 Sa	7:30	-
Co-op	Chicago Theater of the Air; operettas	(11)	M 60 Sa	10:00	-
Carnation Milk	Contented Hour	(20)	C 30 Su	10:00	9.0
(S)	Desi Arnez Orchestra	(1)	C 30 Su	3:00	-

(more)

Musical Variety - cont'd -

(S)	Dixieland Jam Bake	(1)	A 30	Sa	10:30	-
(S)	Guy Lombardo Orchestra	(16)	M 30	Sa	9:30	-
(S)	Hawaii Calls; music from Hawaii	(6)	M 30	Sa	9:00	-
Hornel Pack'g	Hornel Girls Band and Chorus	(2)	N 30	Su	3:00	2.4
Proctor & Gamble	Jack Smith Show	(7)	C 15	5t	7:15	9.6
Miller Beer	Lawrence Welk Orchestra	(2)	A 30	We	10:00	3.2
Ass'n Railroads	Railroad Hour: operettas, Gordon MacRae	(3)	N 30	Mo	8:00	10.0
Air Force	Ralph Flanagan Orchestra	(1)	A 30	Mo	10:00	1.7
(S)	Sammy Kaye Sunday Serenade	(10)	A 30	Su	1:00	-
Camel Cig'ts	Vaughn Monroe Program	(5)	C 30	Sa	7:30	9.9
Lucky Strike	Your Hit Parade	(16)	N 30	Sa	9:00	7.5

Light Music -

Bird Products	American Radio Warblers	(3)	M 15	Su	1:00	-
(S)	Dinner Date	(2)	M 15	5t	7:15	-
(S)	Fine Arts Quartette	(3)	A 30	Su	11:00a	-
(S)	First Piano Quartette	(3)	N 15	Su	2:45	-
Botany Mills	Ginny Simms: songs	(6)	A 15	Su	10:00	3.5
Co-op	Piano Playhouse	(6)	A 30	Su	12:30	-
(S)	Southernaires Quartette: spirituals	(21)	A 30	Su	2:30	-
General Foods	Sunday Mornin' Gathering; Hymn sing	(1)	C 30	Sa	8:30a	2.8

Disk Jockey Programs -

Multi	Frank Sinatra: platters, songs, interv's	(6)	C 45	Su	5:00	4.1
-------	--	-----	------	----	------	-----

Quiz Programs -

Camel Cig'ts	Bob Hawk Show	(6)	C 30	Mo	10:30	11.3
(S)	Dollar a Minute	(1)	C 30	Su	4:00	-
DeSoto Motors	Groucho Marx Quiz; You Bet Your Life	(4)	N 30	We	9:00	13.7
(S)	Rate Your Mate	(1)	C 30	Th	10:00	-
(S)	Shoot the Moon	(1)	A 30	Sa	8:00	-
Multi	Sing It Again	(3)	C 60	Sa	10:00	7.0
Multi	Stop the Music; Bert Parks	(3)	A 60	Su	8:00	8.3
(S)	Take a Number	(3)	M 30	Sa	8:30	-
Radio Corp'n	The \$64 Question	(1)	N 30	Su	10:00	9.2

Human Interest Programs -

(S)	Comedy of Errors	(2)	M 30	Sa	7:30	-
(S)	Living 1951; taped interviews	(2)	N 30	Sa	7:00	-
(S)	Songs for Sale	(1)	C 60	Fr	8:00	-
Gulf Oil	We the People	(14)	N 30	Th	9:30	5.3
(S)	What Makes You Tick	(2)	A 30	Sa	9:00	-

Comedy Audience Participation Programs -

(S)	Merry-go-Round	(?)	(1)	A 30	Sa	8:30	-
Raleigh	People are Funny; Art Linkletter	(9)	N 30	Tu	10:30	12.8	
Philip Morris	Truth or Consequences; Ralph Edwards	(11)	C 30	Tu	9:30	11.9	

Panel Quiz or Comedy Programs -

Mars Candy	Can You Top This; story-telling panel	(11)	A 30	Tu	8:00	4.7
General Foods	Juvenile Jury; Jack Barry	(5)	M 30	Su	7:30	2.9
Miles Labs	Quiz Kids; Joe Kelly	(11)	N 30	Su	3:30	4.0
Ronson Lighter	Twenty Questions; Bill Slater	(5)	M 30	Su	8:00	6.9

Prestige Drama -

DuPont Chem	Cavalcade of America	(16)	N 30	Tu	8:00	6.8
Hallmark Cards	Hallmark Playhouse	(3)	C 30	Th	9:30	11.1
Lever Brothers	Lux Radio Theater	(17)	C 60	Mo	9:00	21.0
Multi	Screen Directors' Playhouse	(2)	N 60	Th	10:00	8.9
(S)	Screen Guild Players	(13)	A 60	Th	8:00	-
US Steel	Theater Guild Dramas	(7)	N 60	Su	8:30	8.9

Network Radio Programs 1950-51

Informative Drama —

(S)	Eternal Light; Jewish program	(5)	N 30	Su	12:30	-
(S)	Family Theater; Father Peyton	(4)	M 30	We	9:30	-
(S)	First Freedom	(1)	N 30	Su	1:00	-
Goodyear Tires	Greatest Story Ever Told; Bible dramas	(4)	A 30	Su	5:30	3.7
(S)	Hear It Now	(1)	C 60	Fr	9:00	-
Co-op	Mr President; Edward Arnold	(4)	A 30	We	9:30	-
(S)	NBC University Theater	(3)	N 60	We	10:30	-

Light, Homey or 'Love Interest' Drama —

Vaseline	Dr Christian; Jean Hersholt	(14)	C 30	We	8:30	12.7
Bromo Seltzer	Hollywood Star Playhouse	(4)	C 30	Mo	8:30	12.9
Miles Labs	One Man's Family	(18)	N 15	Sa	7:45	7.4

Comedy Drama —

General Foods	Aldrich Family	(12)	N 30	Th	8:00	11.9
Rexall Drugs	Amos 'n' Andy	(22)	C 30	Su	7:30	16.9
Proctor & Gamble	Beulah Show	(5)	C 15	Sa	7:00	11.6
Electric Cos	Corliss Archer	(4)	C 30	Su	9:00	10.3
Colgate	Dennis Day Program	(5)	N 30	Sa	9:30	9.1
Lewis Howe	Fannie Brice Program; Baby Snooks drama	(7)	N 30	Tu	8:30	12.0
General Foods	Father Knows Best	(2)	N 30	Th	8:30	13.4
Kraft Foods	Great Gildersleeve	(10)	N 30	We	8:30	10.3
Schlitz Beer	Halls of Ivy; Ronald Colman	(2)	N 30	We	8:00	8.7
(S)	Harold Peary Show	(1)	C 30	We	9:00	-
Pabst Beer	Life of Riley; William Bendix	(8)	N 30	Fr	10:00	9.2
Wrigley Gum	Life with Luigi; J Carroll Naish	(3)	C 30	Tu	9:00	12.3
Multi	Magnificent Montague; Monty Woolley	(1)	N 30	Fr	9:00	-
Trans-World	Mr and Mrs Blandings	(1)	N 30	Su	5:30	2.7
General Foods	My Favorite Husband; Lucille Ball	(3)	C 30	Sa	9:30	8.8
Pepsodent	My Friend Irma; Marie Wilson	(4)	C 30	Mo	10:00	13.4
Colgate	Our Miss Brooks; Eve Arden	(3)	C 30	Su	6:30	10.7
Heinz Foods	Ozzie and Harriet	(7)	A 30	Fr	9:00	10.7
(S)	Phil Harris-Alice Faye Program	(5)	N 30	Su	7:30	-

Thriller Drama —

Mars Candy	American Agent	(1)	A 30	We	8:00	5.8
General Mills	Armstrong of the FBI	(1)	A 30	Tu	7:30	6.1
Pall Mall	Big Story	(4)	N 30	We	10:00	12.8
Lever Brothers	Big Town	(13)	N 30	Tu	10:00	12.3
(S)	Bobby Benson	(6)	M 30	Su	3:00	-
Wildroot	Charlie Wild, Private Eye	(1)	C 30	Su	6:00	5.7
(S)	Count of Monte Cristo	(3)	M 30	Tu	8:00	-
(S)	Counterspy	(9)	N 30	Su	5:00	-
(S)	Crime Fighters	(2)	M 30	Mo	8:30	-
(S)	Dangerous Assignment	(1)	N 30	Sa	8:00	-
Fatima	Dragnet; Jack Webb	(2)	N 30	Th	9:00	10.7
Kraft Foods	Falcon, The	(6)	N 30	Su	4:00	4.0
(S)	Fat Man, The	(6)	A 30	We	8:30	-
Lava Soap	FBI in Peace and War	(7)	C 30	Th	8:00	11.3
General Foods	Gangbusters	(15)	C 30	Sa	9:00	10.7
(S)	Handknife Hartley	(1)	M 30	Su	3:30	-
General Foods	Hopalong Cassidy	(2)	C 30	Sa	8:30	10.4
(S)	I Fly Anything; Diok Haymes	(1)	A 30	Tu	8:30	-
(S)	I Love a Mystery	(6)	M 15	Sa	10:15	-
Mars Candy	Inner Sanctum	(11)	A 30	Mo	8:00	5.3
(S)	International Airport	(2)	M 30	We	8:30	-

(more)



## Network Radio Programs 1950-51

Thriller Drama - cont'd -

(S)	Johnny Dollar	(1)	C 30	Sa	7:00	-
(S)	John Steele, Adventurer	(2)	M 30	Tu	9:00	-
(S)	Lineup	(1)	C 30	Th	10:00	-
General Mills	Lone Ranger	(17)	A 30	3t	7:30	8.6
Multi	Man Called X	(3)	N 30	Sa	8:30	4.0
US Tobacco	Martin Kane; Private Eye	(2)	M 30	Su	4:30	6.7
Colgate	Mr and Mrs North	(8)	C 30	Tu	8:30	12.0
Sterling Drugs	Mr Chameleon	(3)	C 30	We	8:00	13.2
Bristol Myers	Mr District Attorney	(12)	N 30	We	9:30	13.0
Whitehall	Mr Keen	(14)	C 30	Th	8:30	10.6
(S)	Murder by Experts	(2)	M 30	Mo	9:00	-
(S)	Mysterious Traveler	(7)	M 30	Tu	9:30	-
(S)	Mystery File	(1)	A 30	Su	7:30	-
Sterling Drugs	Mystery Theater	(8)	C 30	Tu	8:00	12.6
(S)	Nero Wolfe	(2)	N 30	Fr	8:00	-
Cudahy Pack'g	Nick Carter	(8)	M 30	Su	6:30	7.4
(S)	Official Detective	(5)	M 30	Tu	8:30	-
(S)	Peter Salem	(2)	M 30	Su	7:00	-
Camel	Richard Diamond, Detective	(2)	A 30	Fr	8:00	8.5
(S)	Rogue's Gallery	(2)	A 30	We	9:00	-
Quaker Oats	Roy Rogers; Pat Buttram, Dale Evans	(5)	M 30	Su	6:00	9.2
(S)	Saint, The	(2)	N 30	Su	4:30	-
(S)	Sam Spade	(5)	N 30	Fr	8:30	-
Air Force	Shadow, The	(17)	M 30	Su	5:00	8.2
Pacific Borax	Sheriff, The	(6)	A 30	Fr	9:30	8.0
Auto Lite	Suspense	(9)	C 30	Th	9:00	10.3
(S)	Texas Rangers	(1)	N 30	Su	9:30	-
Equitable Ins	This is Your FBI	(6)	A 30	Fr	8:30	10.1
O Henry Candy	True Detective Mysteries	(9)	M 30	Su	5:30	9.0
Dictograph	Under Arrest	(2)	M 30	Su	4:00	2.9
(S)	Year 2,000 Plus	(1)	M 30	We	9:00	-

Sports Broadcasts -

Gillette	Friday Night Fights	(12)	A 45	Fr	10:00	5.8
Pabst Beer	Wednesday Night Fights	(1)	C 45	We	10:00	2.8

News, Commentary -

Metrop'n Life	Allen Jackson; news	(1)	C 15	5t	6:00	1.9
Co-op	Bert Andrews; news interviews	(1)	A 15	Sa	7:15	-
Co-op	Bill Cunningham; comment	(7)	M 15	Su	2:30	-
(S)	Bill Hillman; news, comment	(2)	M 15	Su	12:30	-
(S)	Bob Warren; news	(2)	N 15	4t	6:00	-
Richfield Oil	Charles Collingwood; news	(2)	C 15	Su	12:45	1.0
Air-Wick	Don Gardiner; Monday Morning Headlines	(7)	A 15	Su	6:15	6.9
Adam Hats	Drew Pearson; comment	(12)	A 15	Su	6:00	8.9
Multi	Edward R. Murrow; news, analysis	(6)	C 15	5t	7:45	7.4
C Sci Monitor	Edwin D Canham; Monitor Views	(6)	A 15	Tu	9:45	1.0
Co-op	Elmer Davis; news, comment	(9)	A 15	5t	7:15	-
A F of Labor	Frank Edwards; news, comment	(2)	M 15	5t	10:00	1.7
Co-op	Fulton Lewis Jr; comment	(13)	M 15	5t	7:00	2.8
Rhodes	Gabriel Heatter; news, comment	(16)	M 15	Su	9:30	2.1
Multi	Gabriel Heatter; news, comment	(16)	M 15	5t	7:30	5.4
Chamberlain	Eric Sevareid; news	(4)	C 15	Su	5:45	4.6
Co-op	George Sokolsky; comment	(2)	A 15	Su	10:30	-
Pure Oil	H V Kaltenborn; analysis, comment	(21)	N 15	3t	7:00	-
General Motors	Henry J Taylor; comment	(5)	A 15	Mo	8:30	4.0

(more)

News, Commentary -- cont'd --

(S)	John B Kennedy; news	(10)	A 15	4t	10:30	1.2
Richfield Oil	Larry LaSeuer; news	(2)	C 15	Sa	6:45	-
Proctor & Gamble	Lowell Thomas; news	(21)	C 15	5t	6:45	8.6
Miles Labs	Morgan Beatty; News of the World	(7)	N 15	5t	7:30	7.0
Co-op	Mutual News Reel	(2)	M 15	5t	7:45	-
Co-op	Mutual Reporters' Roundup	(1)	M 30	Th	9:30	-
Dixie Corp	Paul Harvey; news	(1)	A 15	Su	10:15	2.5
Pure Oil	Richard Harkness; analysis, comment	(5)	N 15	2t	7:00	-
Lee Hats	Robert Montgomery; comment	(2)	A 15	Th	9:45	6.0
Co-op	Taylor Grant; Headline Edition	(6)	A 15	5t	7:00	-
(S)	This Week Around the World; news roundup	(6)	A 30	Su	3:00	-
Sun Oil	Three Star Extra	(4)	N 15	5t	6:45	3.0
(S)	Twin Views of the News	(2)	M 15	Sa	7:15	-
Graystone	W W Chapin; news	(1)	N 15	Su	9:00a	1.6
Budnut	Walter Winchell; comment	(19)	A 15	Su	9:00	15.7
(S)	War Review	(1)	M 15	Su	1:15	-

Public Affairs Talks, Forums --

Truck Ass'n	American Forum of the Air; Theodore Granik	(16)	N 30	Su	1:30	4.0
Co-op	America's Town Meeting; George V. Denny	(16)	A 45	Tu	9:00	-
(S)	Capitol Cloakroom; group interview	(3)	C 30	Tu	10:30	-
(S)	Northwestern Reviewing Stand; forum	(14)	M 30	Su	11:30a	-
(S)	On Trial; forum	(3)	A 30	Tu	10:30	-
(S)	People's Platform; roundtable	(13)	C 30	Su	12:00N	-
(S)	Pro and Con	(2)	N 15	Fr	10:45	-
(S)	Time for Defense	(2)	A 30	Th	10:00	-
(S)	United or Not; United Nations interviews	(1)	A 30	Mo	10:30	-
(S)	University of Chicago Roundtable	(18)	N 30	Su	1:30	-

Religious Talk Programs --

Chr Reformed	Back to God	(3)	M 30	Su	11:00a	1.0
(S)	CBS Church of the Air	(20)	C 60	Su	10:00a	-
(S)	Catholic Hour	(21)	N 30	Su	2:00	-
(S)	Christian In Action (was Hour of Faith)	(1)	A 30	Su	11:30a	-
Dawn Bible	Frank and Ernest	(2)	M 15	Su	12:45	3.0
Billy Graham	Hour of Decision; Rev Billy Graham	(1)	A 30	Su	2:00	2.2
Lutheran Laymen	Lutheran Hour; Rev Walter A Maier	(13)	A 30	Su	3:30	1.2
Lutheran Laymen	Lutheran Hour; Rev Walter A Maier	(13)	M 30	Su	1:30	2.7
(S)	Message of Israel	(16)	A 30	Su	10:00a	-
(S)	National Radio Pulpit	(25)	N 30	Su	10:00a	-
(S)	National Vespers	(24)	A 30	Su	1:30	-
Gospel B'c'g	Old Fashioned Revival Hour	(10)	A 60	Su	4:00	2.0
Bible Class	Radio Bible Class	(11)	M 30	Su	10:00a	1.7
Voice Inc	Voice of Prophecy	(10)	A 30	Su	9:30a	1.0
Voice Inc	Voice of Prophecy	(10)	M 30	Su	10:30a	2.2

Sports News, Interviews --

(S)	Al Helfer; sports	(2)	M 15	Sa	7:00	-
Colgate	Bill Stern; sports	(14)	N 15	Fr	10:30	5.5
Mutual Benefit	Bob Considine; sports talk	(1)	N 15	Su	2:30	3.6
Co-op	Harry Wismer; sports	(4)	A 15	Su	10:45	-
(S)	Joe Hasel; sports	(1)	A 15	5t	6:00	-
Pal Blades	Rod and Gun Club	(1)	M 30	Th	8:30	-
(S)	Saturday Sports Review	(1)	C 15	Sa	6:30	-

Broadway and Hollywood Gossip Programs --

Jergens Lotion	Louella Parsons; Hollywood gossip	(5)	A 15	Su	9:15	8.8
----------------	-----------------------------------	-----	------	----	------	-----

## Network Radio Programs 1950-51

Miscellaneous Talk Programs —

(S)	AFL-CIO Program; Robert Nathan	(7)	A 15	Sa	6:45	-
(S)	America United; labor-management talks	(7)	N 30	Su	12:00N	-
(S)	Art of Living; Norman Vincent Peale	(1)	N 15	Su	10:30a	-
(S)	Author Meets the Critics	(3)	A 30	Su	11:30a	-
Doubleday	Edwin C Hill; talk	(16)	N 15	Su	11:15a	2.2
(S)	Invitation to Learning	(9)	C 30	Su	11:30a	-
(S)	It's Your Business; management program	(7)	A 15	Sa	7:00	-
(S)	You and the World	(3)	C 15	5t	6:15	-

Daytime General Variety —

Multi	Arthur Godfrey Program	(10)	C 90	5t	10:00a	6.6
Multi	Breakfast Club; Don McNeill	(18)	A 60	5t	9:00a	5.0
Armour Pack'g	Dave Garroway Program; Connie Russell	(2)	N 15	5t	12:15	4.0
(S)	Dixieland Breakfast Club	(1)	M 30	5t	10:30a	-
(S)	Jack Baker Show	(1)	N 30	5t	9:00a	-
(S)	Johnny Olson's Luncheon Club	(1)	A 30	5t	12:00N	4.0
(S)	Junior Junction; teenage variety	(4)	A 30	Sa	11:00a	-
(S)	Make Way for Youth; teenage variety	(2)	C 30	Sa	4:00	-
Multi	No School Today; teenage variety	(1)	A 120	Sa	9:00a	2.9
(S)	Surprise Package	(1)	A 30	5t	4:00	-

Daytime Amateur Variety —

General Mills	Live Like a Millionaire	(1)	N 30	5t	2:30	-
---------------	-------------------------	-----	------	----	------	---

Daytime Hillbilly Shows —

(S)	Cumberland Valley Barn Dance	(1)	M 60	Sa	3:30	-
(S)	Chucklewagon	(1)	M 30	5t	4:30	-
(S)	Barnyard Pollies	(4)	C 45	5t	9:15a	-
(S)	Ranch Boys	(5)	A 30	Sa	12:00N	-
(S)	Tennessee Jamboree	(2)	M 30	5t	9:30a	-

Daytime Semi-Variety —

(S)	Coast Guard on Parade	(1)	N 30	Sa	1:30	-
-----	-----------------------	-----	------	----	------	---

Daytime Concert Music —

(S)	Boston Symphony Orchestra Rehearsal	(12)	N 30	Sa	9:30a	-
Texaco Oil	Metropolitan Opera Broadcast	(20)	A 180	Sa	2:00	4.6
(S)	Symphonies for Youth	(2)	M 60	Sa	2:00	-
(S)	US Marine Band	(5)	N 30	Sa	12:30	-
(S)	US Navy Band; Navy Hour	(4)	A 30	Sa	1:00	-

Daytime Musical Variety —

(S)	American Jazz Concert	(2)	A 30	Sa	1:30	-
(S)	Bands for Bonds	(2)	M 15	5t	1:45	-
Hormel Pack'g	Hormel Girls Band and Chorus	(2)	C 30	Sa	2:00	4.8
(S)	Treasury Bandstand	(5)	C 30	5t	4:30	-
(S)	Vincent Lopez Orchestra	(4)	N 30	Sa	12:30	-
(S)	Vincent Lopez; Luncheon with Lopez	(4)	M 30	5t	1:15	-

Daytime Light Music —

Club Aluminum	Club Time; mixed quartette, hymns	(6)	A 15	Sa	5:45	-
Miles Labs	Curt Massey Program; Martha Tilton	(4)	C 15	5t	5:45	5.9
(S)	First Piano Quartette	(3)	N 30	Sa	5:00	-
Prudential Ins	Jack Berch and His Boys	(11)	N 15	5t	11:45a	4.1
Dictograph	Lanny Ross Program	(10)	M 15	5t	12:15	-
Coca Cola	Morton Downey Program	(10)	C 30	Sa	10:30a	6.2

Network Radio Programs 1950-51

Daytime Disk Jockey Programs —

Co-op	Bob Poole Show	(3)	M 30	5t	3:00	-
(S)	Wayne Howell Show; RCA Victor records	(1)	N 30	Sa	4:30	-

Daytime Quiz Programs —

Bristol Myers	Break the Bank	(6)	N 30	5t	11:30a	5.1
(S)	Chance of a Lifetime; John Reed King	(2)	A 30	5t	3:00	-
Campbell Soups	Double or Nothing	(11)	N 30	5t	2:00	6.4
Toni	Give and Take	(6)	C 30	Sa	1:30	7.6
Cont'l Baking	Grand Slam; Irene Beasley	(7)	C 15	5t	11:30a	4.5
Quaker Oats	Man on the Farm Quiz	(3)	M 60	Sa	12:00N	2.6
Block Drug	Quick as a Flash	(7)	A 30	5t	11:30a	4.6
(S)	True or False	(8)	M 30	Sa	5:00	-
(S)	Winner Take All	(4)	C 15	5t	3:15	-

Daytime Human Interest Programs —

Pillsbury	Art Linkletter House Party	(7)	C 30	5t	10:30a	6.1
Carnation Milk	Carnation Family Party	(1)	C 30	Sa	10:00a	4.4
Co-op	Ladies Fair	(2)	M 30	5t	11:00a	-
Old Gold	Queen for a Day; Jack Bailey	(6)	M 30	5t	11:30a	3.8
Co-op	Welcome to Hollywood	(2)	A 30	5t	2:00	-
Proctor & Gamble	Welcome Travelers	(4)	N 30	5t	10:00a	6.3

Daytime Light Drama —

Pillsbury	Grand Central Station	(12)	C 30	Sa	12:30	8.3
Norwich	Modern Romances	(2)	A 30	5t	11:00a	5.0
Sterling Drugs	My True Story	(10)	A 30	5t	10:00a	6.8
By-Mark	Somerset Maugham Theater	(1)	C 30	Sa	11:30a	7.8
Armour Pack'g	Stars Over Hollywood	(10)	C 30	Sa	1:00	10.0
Armstrong Rugs	Theater of Today	(10)	C 30	Sa	12:00N	9.9

Daytime Comedy Drama —

(S)	Archie Andrews	(6)	N 30	Sa	11:00a	-
-----	----------------	-----	------	----	--------	---

Daytime Thriller Drama —

(S)	Black Hawk	(1)	A 30	We	5:30	-
(S)	Challenge of the Yukon	(4)	M 30	Sa	5:30	-
Kellogg	Clyde Beatty Adventures	(1)	M 30	3t	5:30	6.5
(S)	Hannibal Cobb	(2)	A 15	5t	3:30	-
Kellogg	Mark Trail	(1)	M 30	3t	5:00	6.7
Derby Foods	Sky King	(4)	M 30	2t	5:30	6.9
(S)	Space Patrol	(1)	A 30	2t	5:30	-
Nabisco	Straight Arrow	(3)	M 30	2t	5:00	6.7
(S)	Supernan	(9)	A 30	2t	5:30	-

Daytime Women's Serial Drama —

Lever Brothers	Aunt Jenny's Stories	(15)	C 15	5t	12:15	7.7
Sterling Drugs	Backstage Wife	(16)	N 15	5t	4:00	7.6
Proctor & Gamble	Big Sister	(15)	C 15	5t	1:00	8.9
Proctor & Gamble	Brighter Day	(3)	C 15	5t	2:45	5.4
Whitehall	Front Page Farrell	(10)	N 15	5t	5:45	5.9
Proctor & Gamble	Guiding Light	(11)	C 15	5t	1:45	8.3
Whitehall	Helen Trent	(17)	C 15	5t	12:30	9.3
Miles Labs	Hilltop House	(7)	C 15	5t	3:15	5.0
Whitehall	Just Plain Bill	(19)	N 15	5t	5:30	5.4
Proctor & Gamble	Life Can Be Beautiful	(13)	N 15	5t	3:00	5.5
Proctor & Gamble	Lorenzo Jones	(14)	N 15	5t	4:30	5.9

(more)

## Network Radio Programs 1950-51

Daytime Women's Serial Drama - cont'd -

Proctor & Gamble	Ma Perkins	(18)	C 15	5t	1:00	9.4
Toni	Nora Drake	(4)	C 15	5t	2:30	5.9
Proctor & Gamble	Our Gal Sunday	(14)	C 15	5t	12:45	8.9
Proctor & Gamble	Pepper Young's Family	(15)	N 15	5t	3:30	7.5
Proctor & Gamble	Perry Mason	(8)	C 15	5t	2:15	6.9
General Foods	Portia Faces Life	(11)	N 15	5t	5:15	6.5
Proctor & Gamble	Right to Happiness	(12)	N 15	5t	3:45	7.4
Proctor & Gamble	Road of Life	(14)	N 15	5t	3:15	6.9
Proctor & Gamble	Rosemary	(7)	C 15	5t	11:45a	7.7
General Foods	Second Mrs Burton	(6)	C 15	5t	2:00	6.0
Sterling Drugs	Stella Dallas	(14)	N 15	5t	4:15	6.8
Manhattan Soap	We Love and Learn	(5)	N 15	5t	12:45	3.7
General Foods	Wendy Warren	(4)	C 15	5t	12:00N	8.2
General Foods	When a Girl Marries	(12)	N 15	5t	5:00	6.9
Proctor & Gamble	Young Doctor Malone	(11)	C 15	5t	1:30	7.6
Sterling Drugs	Young Widder Brown	(14)	N 15	5t	4:45	6.6

Daytime Children's Programs -

(S)	Big Jon and Sparkie	(1)	A 30	5t	5:00	-
Cream of Wheat	Let's Pretend; dramatized fairy tales	(12)	C 30	Sa	11:00a	8.4
Brown Shoes	Smiling Ed McConnell; children's variety	(16)	N 30	Ja	11:30a	5.4

Daytime Sports Broadcasts -

(S)	A Barriault; News from Washington	(3)	N 15	Sa	12:00N	-
Co-op	Cecil Brown; news	(7)	M 15	5t	10:00a	-
Co-op	Cedric Foster; news	(9)	M 15	5t	1:00	-
Co-op	George Hicks; news	(5)	N 15	5t	1:30	-
Co-op	H R Baukhage; news	(9)	A 15	5t	1:00	-
Serutan	John B Kennedy; news	(10)	A 15	5t	2:30	2.0
Co-op	Martin Agronsky; ABC morning news	(7)	A 15	5t	8:00a	-
Co-op	Pauline Frederick; news for women	(2)	A 15	5t	8:45a	-
Co-op	Robert Burleigh; news	(2)	M 15	5t	9:00a	-

Daytime Public Affairs Talks -

(S)	Coffee in Washington	(4)	N 30	Sa	9:00a	-
(S)	Cross-Section USA; roundup of opinion	(6)	C 30	Sa	4:30	-

Daytime Religious Talk Programs -

(S)	Faith in Our Time	(4)	M 15	5t	10:15a	-
-----	-------------------	-----	------	----	--------	---

Daytime Sports News Programs -

Carling Beer	Horse Racing Results	(1)	M 15	Su	4:30	-
--------------	----------------------	-----	------	----	------	---

Daytime Homemakers' Programs -

General Mills	Betty Crocker; cooking talks	(23)	A 15	5t	10:30a	4.1
Pet Milk	Mary Lee Taylor; cooking talks	(14)	N 30	Sa	10:30a	5.8
Co-op	Nancy Craig; homemaking talks	(4)	A 15	5t	1:15	-

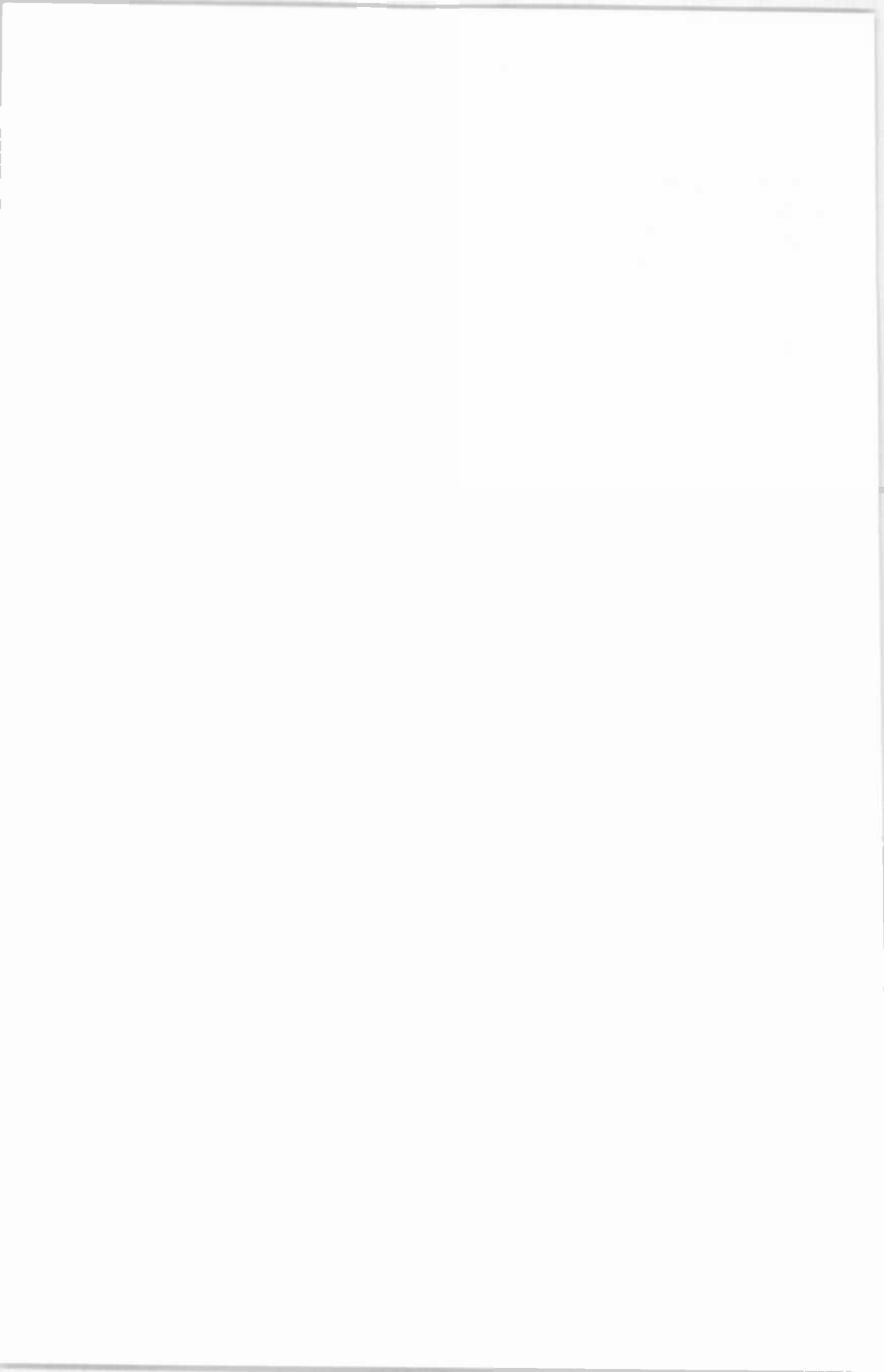
Daytime Miscellaneous Talk Programs -

(S)	Adventures in Science	(11)	C 15	Sa	3:15	-
(S)	American Farmer	(6)	A 30	Sa	12:30	-
Co-op	Art Baker's Notebook	(2)	A 15	5t	1:45	-
Co-op	Behind the Story	(1)	M 15	5t	2:15	-
(S)	CBS Farm News	(2)	C 15	Sa	3:45	-

(more)

Daytime Miscellaneous Talk Programs - cont'd -

Co-op	Gabriel Heatter; Mail Bag	(16)	M 15	5t	2:00	-
Sonotone	Galen Drake	(6)	C 15	Sa	2:30	-
(S)	Garden Gate; gardening talks	(7)	C 15	Sa	9:45a	-
Co-op	Kate Smith Chats	(19)	M 15	5t	12:00N	-
Allis Chalmers	National Farm and Home Hour	(22)	N 30	Sa	1:00	3.7
(S)	Peace of Mind; David Amity	(1)	A 15	5t	2:45	-
(S)	Talk Back	(1)	A 15	5t	3:45	-
Co-op	Ted Malone; comments, poetry	(12)	A 15	5t	4:45	-
Co-op	Tell Your Neighbor	(5)	M 15	5t	9:15a	-
Serutan	Victor Lindlahr; health talks	(13)	A 15	5t	10:45a	3.0



MAJOR NETWORK RADIO PROGRAMS - SEASON 1951-1952  
On Air January 1952

Sponsor	Program	Season on Air	Net, Length, Day, Hour	Nielsen Rating
<u>Comedy Variety</u> --				
Chesterfield	Bob Hope Program	(16)	N 30 Tu 9:00	-
Coca Cola	Charlie McCarthy-Edgar Bergen Program	(14)	C 30 Su 8:00	14.7
Pet Milk	Fibber McGee and Molly Program	(17)	N 30 Tu 9:30	10.7
Lucky Strike	Jack Benny Program	(20)	C 30 Su 7:00	16.2
(S)	Judy Canova Show	(9)	N 30 Sa 9:00	-
Norge Refr'rs	Red Skelton Program	(10)	C 30 We 9:00	-
Phillips Oil	Rex Allen Show	(2)	C 30 Mo 10:30	2.4
Multi	Tallulah Bankhead; Big Show	(2)	N 180 Su 6:30	6.1
<u>General Variety</u> --				
Kingan	Arthur Godfrey Round Table; taped repeats	(11)	C 30 Su 5:00	4.8
(S)	Big Time; vaudeville, Georgie Price	(1)	C 30 Fr 8:30	-
Chesterfield	Bing Crosby Program	(21)	C 30 We 9:30	-
<u>Amateur or Talent Contest Variety</u> --				
Lipton Tea	Arthur Godfrey Talent Scouts	(11)	C 30 Mo 8:30	10.9
Old Gold	Original Amateur Hour	(4)	A 45 Th 9:00	4.9
(S)	Paul Whiteman Teen Club	(11)	A 60 Mo 9:00	-
<u>Hillbilly Programs</u> --				
Prince Albert	Grand Ol' Opry	(11)	N 30 Sa 9:30	5.4
Morton Salt	Visitin' Time; country music, humor	(1)	C 30 Sa 6:00	-
<u>Semi-Variety</u> --				
(S)	Air Forces Hour	(3)	M 30 Su 3:30	-
(S)	Armed Forces Review	(1)	M 30 Fr 9:30	-
Wrigley Gum	Gene Autry Program; Western music, drama	(11)	C 30 Sa 8:00	7.4
<u>Special Classification</u> --				
(S)	Elder Michaux Happiness Church Service	(4)	M 30 Su 9:00a	-
<u>Concert Music</u> --				
(S)	Al Goodman Musical Album; concert records	(1)	N 30 Sa 10:30	-
Cities Service	Band of America	(4)	N 30 Mo 9:30	4.2
(S)	Canadian Symphony Orchestra	(1)	A 45 Sa 6:45	-
(S)	College Choirs	(3)	M 30 Su 12:00N	-
(S)	Enchanted Hour; Sylvan Levin orch	(2)	M 30 Su 8:30	-
(S)	Little Symphonies	(1)	M 30 Su 7:30	-
Longines Watch	Longines Choraliers	(3)	C 30 Su 10:30	-
Longines Watch	Longines Symphonette	(3)	C 30 Su 2:00	-
Coca Cola	Mario Lanza Program	(1)	N 30 Mo 10:00	4.9
(S)	Metropolitan Opera Auditions	(14)	A 30 Tu 8:30	-
(S)	NBC Symphony Orchestra	(15)	N 50 Sa 6:30	-
(S)	Negro College Choirs	(2)	A 30 Su 10:30a	-
(S)	New York Philharmonic Orchestra	(24)	C 90 Su 2:30	-
(S)	Oklahoma City Symphony Orchestra	(3)	M 60 Su 10:00	-
(S)	Opera Concert	(3)	M 60 Su 9:00	-
(S)	Salt Lake Tabernacle Choir	(23)	C 30 Su 11:00a	-
Bell System	Telephone Hour	(12)	N 30 Mo 9:00	6.4
(S)	US Marine Band; Marines in Review	(6)	A 30 Su 2:00	-
Firestone Tires	Voice of Firestone	(23)	N 30 Mo 8:30	-



## Network Radio Programs 1951-52

Musical Variety --

(S)	ABC Dancing Party	(1)	A 120	Sa	10:00	-
(S)	Bandstand USA	(3)	M 30	Su	3:00	-
Campbell Soups	Club Fifteen	(5)	C 15	3t	7:30	5.8
(S)	Gracie Fields Show	(3)	M 30	Fr	8:30	-
(S)	Guy Lombardo Orchestra; Lombardoland USA	(17)	M 30	Sa	9:30	-
(S)	MGM Musical Comedy Theater	(1)	M 60	We	8:00	-
(S)	Paul Weston Orchestra	(1)	C 30	Fr	9:00	-
Ass'n Railroads	Railroad Hour; operettas, Gordon MacRae	(4)	N 30	Mo	8:00	8.1
(S)	Ray Anthony Orchestra	(1)	C 30	Fr	10:30	-
Sylvania Tubes	Sammy Kaye Sunday Serenade	(11)	A 30	Su	5:00	-
Camel Cig'ts	Vaughn Monroe Orchestra	(6)	N 30	Sa	10:00	4.9
Lucky Strike	Your Hit Parade	(17)	N 30	Th	10:00	6.9

Light Music --

(S)	Dinner Date	(3)	M 15	5t	7:15	-
(S)	Dr Gino; platters, commentary	(1)	A 15	Su	10:45	-
(S)	Dream Harbor	(1)	A 15	3t	10:15	-
Faultless	Faultless Starch Time; hymn sing	(1)	N 15	Su	11:00a	-
(S)	Fine Arts Quartette	(4)	A 30	Su	11:00a	-
Hudson Coal	Hudson Coal Miners; male quartette	(1)	N 15	Su	9:45a	-
(S)	Meredith Willson Music Room; piano, talk	(4)	N 30	We	10:30	-
(S)	Peggy Lee Program	(1)	C 15	2t	7:30	-
(S)	Piano Playhouse	(7)	A 30	Su	12:30	-
General Foods	Sunday Gatherin'; hymn sing	(2)	A 45	Su	8:30a	2.5
(S)	Three Suns	(3)	A 30	Sa	10:30	-

Disk Jockey Programs --

Philip Morris	Eddie Cantor Program; records, chatter	(17)	N 30	Su	9:30	5.0
(S)	Jane Ace; Disk Jockey	(1)	N 30	Sa	8:00	-
(S)	Robert Q Lewis; Wax Works	(3)	C 30	3t	10:30	-

Quiz Programs --

Camel Cig'ts	Bob Hawk Show	(7)	C 30	Mo	10:00	9.2
(S)	Chance of a Lifetime; John Reed King	(3)	A 30	Sa	7:30	-
DeSoto Motors	Groucho Marx Quiz; You Bet Your Life	(5)	N 30	We	9:00	10.5
Old Gold	Stop the Music; Bert Parks	(4)	A 60	Su	8:00	7.6
(S)	The \$64 Question	(2)	N 30	Su	10:00	-

Human Interest Programs --

Lipton Tea	Arthur Godfrey Talent Scouts	(11)	C 30	Mo	8:30	10.9
(S)	Comedy of Errors	(3)	M 30	Sa	7:30	-
Sterling Drugs	John J Anthony Program; advice	(1)	M 30	Su	9:30	-

Comedy Audience Participation Programs --

Mars Candy	People are Funny; Art Linkletter	(10)	C 30	Tu	8:00	11.1
------------	----------------------------------	------	------	----	------	------

Panel Quiz or Comedy Programs --

(S)	Twenty Questions; Bill Slater	(6)	M 30	Sa	8:00	-
-----	-------------------------------	-----	------	----	------	---

Prestige Drama --

DuPont Chem	Cavalcade of America	(17)	N 30	Tu	8:00	8.5
Hallmark Cards	Hallmark Playhouse	(4)	C 30	Th	8:30	7.8
Lever Brothers	Lux Radio Theater	(18)	C 60	Mo	9:00	15.0
(S)	MGM Theater of the Air	(1)	M 60	Sa	8:30	-
US Steel	Theater Guild Dramas	(8)	N 60	Sa	8:30	8.3

Informative Drama --

(S)	Alert America; Civil Defense documentary	(1)	A 15	Sa	6:15	-
(S)	Eternal Light; Jewish program	(6)	N 30	Su	12:30	-
(S)	Family Theater; Father Peyton	(5)	M 30	We	9:30	-
Goodyear Tires	Greatest Story Ever Told; Bible dramas	(5)	A 30	Su	5:30	-
Co-op	Mr President; Edward Arnold	(5)	A 30	We	9:30	-
(S)	The People Act; documentaries	(1)	C 30	Su	10:00	-
(S)	This is Free Europe; documentaries	(1)	M 30	Su	8:00	-

Light, Honey or 'Love Interest' Drama --

Vaseline	Dr Christian; Jean Hersholt	(15)	C 30	We	8:30	10.0
(S)	Dr Kildare	(1)	M 30	Tu	8:30	-
(S)	Hidden Truth	(1)	M 30	We	9:00	-
(S)	Hollywood Sound Stage	(1)	C 30	Th	10:00	-
(S)	Hollywood Star Playhouse	(5)	A 30	Th	8:00	-
(S)	Magazine Theater	(1)	M 30	Fr	9:00	-
(S)	Modern Casanova	(1)	M 30	Th	8:00	-
Miles Labs	One Man's Family	(19)	N 15	5t	7:45	7.3
Philip Morris	Philip Morris Playhouse	(6)	N 30	Tu	10:00	8.0
(S)	Romance	(1)	C 30	Su	8:30	-
(S)	Short Story	(1)	N 30	Fr	9:30	-
Lewis Howe	Tums Hollywood Theater (was H'w'd Star)	(4)	N 30	Tu	8:30	9.1
(S)	Woman of the Year	(1)	M 30	Mo	8:00	-

Comedy Drama --

Rexall Drugs	Amos 'n' Andy	(23)	C 30	Su	7:30	17.0
(S)	Archie Andrews	(7)	N 30	Sa	7:30	-
Proctor & Gamble	Beulah	(6)	C 15	5t	7:00	8.4
Electric Cos	Corliss Archer	(5)	C 30	Sa	9:00	9.0
Crosley Radios	Father Knows Best; Robert Young	(3)	N 30	Th	8:00	8.2
Kraft Foods	Great Gildersleeve	(11)	N 30	We	8:30	8.1
Schlitz Beer	Halls of Ivy; Ronald Coleman	(3)	N 30	We	8:00	7.6
(S)	Hardy Family, The	(1)	M 30	Th	8:30	-
Wrigley Gum	Life with Luigi; J Carroll Naish	(4)	C 30	Th	9:00	9.8
(S)	Maizie; Ann Southern	(3)	M 30	Fr	8:00	-
(S)	Meet Millie	(1)	C 30	Sa	9:30	-
Pearson	My Friend Irma; Marie Wilson	(5)	C 30	Su	6:00	-
Colgate	Our Miss Brooks; Eve Arden	(4)	C 30	Su	6:30	11.8
Heinz Foods	Ozzie and Harriet	(8)	A 30	Fr	9:00	10.0
Radio Corp'n	Phil Baker-Alice Faye Program	(6)	N 30	Su	8:00	7.1

Thriller Drama --

(S)	Barrie Craig; Confidential Investigator	(1)	N 30	We	10:00	-
(S)	Big Hand; suspense drama	(1)	A 30	Mo	8:30	-
American Cig	Big Story	(5)	N 30	We	9:30	10.1
Lever Brothers	Big Town	(14)	C 30	We	8:00	8.1
(S)	Black Museum	(1)	M 30	Tu	8:00	-
(S)	Bobby Benson	(7)	M 30	Su	4:00	-
(S)	Broadway is My Beat	(1)	C 30	Sa	9:30	-
(S)	Cafe Istanbul; Marlene Dietrich	(1)	A 30	Su	9:15	-
Sun Oil	Counterspy	(10)	N 30	Th	9:30	7.1
(S)	Crime Does Not Pay	(1)	M 30	Mo	8:00	-
(S)	Crime Fighters	(3)	M 30	Mo	9:00	-
(S)	Dangerous Assignment	(2)	N 30	Mo	10:30	-
Am Chiclé	Defense Attorney	(1)	A 30	Th	8:30	5.3
Chesterfield	Dragnet; Jack Webb	(3)	N 30	Th	9:00	11.0
Wildroot	FBI in Peace and War	(8)	C 30	Th	8:00	7.9
(S)	Falcon, The	(7)	N 30	Su	4:00	-

(more)

## Network Radio Programs 1951-52

Thriller Drama - cont'd -

Quaker Oats	Gabby Hayes Program	(1)	M 30	Su	6:00	4.8
General Foods	Gangbusters	(16)	C 30	Sa	9:00	9.4
(S)	Great Adventures	(1)	A 30	Su	7:30	-
(S)	Hearthstone of the Death Squad	(1)	C 30	Th	10:00	-
General Foods	Hopalong Cassidy	(3)	C 30	Sa	8:30	8.6
(S)	I Love a Mystery	(7)	M 15	5t	10:15	-
(S)	Lineup	(2)	C 30	Tu	10:00	-
General Mills	Lone Ranger	(18)	A 30	3t	7:30	7.7
(S)	Man Called X	(4)	N 30	Tu	10:30	-
US Tobacco	Martin Kane	(3)	N 30	Su	4:30	6.2
Colgate	Mr and Mrs North	(9)	C 30	Tu	8:30	11.5
(S)	Mr Chameleon	(4)	C 30	Su	5:30	-
Bristol Myers	Mr District Attorney	(13)	A 30	Fr	9:30	9.3
Chesterfield	Mr Keen	(15)	N 30	Th	8:30	10.1
(S)	Mysterious Traveler	(8)	M 30	Tu	9:30	-
Sterling Drugs	Mystery Theater	(9)	A 30	We	8:00	7.3
(S)	Nick Carter	(9)	M 30	Su	6:30	-
(S)	Night Beat	(1)	N 30	Fr	10:00	-
(S)	Official Detective	(6)	M 30	Tu	9:00	-
(S)	Peter Salem	(3)	M 30	Su	7:00	-
Sterling Drugs	Pursuit	(2)	C 30	Tu	9:30	7.2
Camel	Richard Diamond: Detective	(3)	A 30	Fr	8:00	8.9
Co-op	Rogues' Gallery	(3)	A 30	We	9:00	-
General Foods	Roy Rogers; Pat Buttram, Dale Evans	(6)	N 30	Fr	8:00	6.0
Wildroot	Shadow, The	(18)	M 30	Su	5:00	7.6
(S)	Silent Man, The	(1)	N 30	Su	5:30	-
General Mills	Silver Eagle	(1)	A 30	2t	7:30	5.3
Auto Lite	Suspense	(10)	C 30	Mo	8:00	11.3
(S)	Texas Rangers	(2)	N 30	Su	6:00	-
Equitable Ins	This Is Your FBI	(7)	A 30	Fr	8:30	10.8
Am Chiclé	Top Guy	(1)	A 30	We	8:30	6.7
O Henry Candy	True Detective Mysteries	(10)	M 30	Su	5:30	8.4
(S)	Under Arrest	(3)	M 30	Su	4:30	-
(S)	Whitehall 1212	(1)	N 30	Su	5:00	-

Sports Broadcasts -

Gillette	Friday Night Fights	(13)	A 45	Fr	10:00	5.2
Pabst Beer	Wednesday Night Fights	(2)	C 45	We	10:00	6.6

News, Commentary -

(S)	ABC World News	(1)	A 15	Mo	8:15	-
Metrop'n Life	Allen Jackson: news	(2)	C 15	5t	6:00	1.7
Co-op	Bert Andrews: news interviews	(2)	A 15	Sa	7:15	-
Co-op	Bill Cunningham: comment	(8)	M 15	Su	2:30	-
(S)	Bill Hillman: news, comment	(3)	M 15	Su	11:00a	-
(S)	Bill McCord: news	(1)	N 15	2t	6:00	-
(S)	Charles Collingswood: news	(3)	C 15	Su	12:45	-
Carter Prods	Drew Pearson: comment	(13)	A 15	Su	6:00	7.1
Multi	Edward R Murrow: news and analysis	(7)	C 15	5t	7:45	3.8
Beltone	Edwin C Hill: news	(17)	C 15	Su	4:00	-
C Sci Monitor	Edwin D Canham: Monitor Views	(7)	A 15	Tu	9:45	-
Co-op	Elmer Davis: news, comment	(10)	A 15	5t	7:15	-
Seaman	Don Gardiner: Monday Morning Headlines	(8)	A 15	Su	6:15	-
A F of Labor	Frank Edwards: news, comment	(3)	M 15	5t	10:00	1.5
Co-op	Fulton Lewis Jr: comment	(14)	M 15	5t	7:00	3.2
Multi	Gabriel Heatter: news, comment	(17)	M 15	5t	7:30	5.1
Co-op	George Sokolsky: comment	(3)	A 15	Su	10:30	-

(more)

News, Commentary - cont'd -

(S)	H V Kaltenborn; analysis and comment	(22)	N 15	Sa	6:15	-
General Motors	Henry J Taylor; comment	(6)	A 15	Mo	8:00	-
(S)	Jack Costello; news	(1)	N 15	We	6:00	-
Belmont Radio	John Cameron Swayze; news	(1)	N 15	Su	3:45	-
(S)	Larry Lesueur; news	(3)	C 15	Sa	6:45	-
(S)	Lionel Ricau; news	(2)	N 15	Tu	6:00	-
Proctor & Gamble	Lowell Thomas; news	(22)	C 15	Tu	6:45	6.5
Co-op	Mutual Newsreel	(3)	M 15	Tu	7:45	-
Co-op	Mutual Reporters' Roundup	(2)	M 30	Th	9:30	-
(S)	News of Tomorrow	(1)	A 15	Th	10:00	-
Dixie Cup	Paul Harvey; news	(2)	A 15	Su	10:00	-
Pure Oil	Richard Harkness; news, comment	(6)	N 15	Tu	7:00	-
Miller	Robert Hurlleigh; news	(3)	M 15	Tu	7:45	-
Co-op	Taylor Grant; Headline Edition	(7)	A 15	Tu	7:00	-
(S)	This Week Around the World; news roundup	(6)	A 30	Su	3:00	-
Sun Oil	Three Star Extra	(5)	N 15	Tu	6:45	1.9
(S)	Twin Views of the News	(3)	M 15	Sa	7:15	-
(S)	UN is My Beat	(2)	N 15	Su	11:15a	-
(S)	Vanderwerker; news	(1)	M 15	Su	1:00	-
Budnut	Walter Winchell; comment	(20)	A 15	Su	9:00	12.8

Public Affairs Talks, Forums -

Amer Trucking	American Forum of the Air; Theodore Granik	(17)	N 30	Su	2:30	3.3
Co-op	America's Town Meeting; George V Denny	(17)	A 45	Tu	9:00	-
(S)	Capitol Cloakroom; group interview	(4)	C 30	Fr	10:00	-
(S)	Northwestern Reviewing Stand; forum	(15)	M 30	Su	11:30a	-
(S)	People's Platform; roundtable	(14)	C 30	Su	12:00N	-
(S)	Pro and Con	(3)	N 15	Fr	10:45	-
(S)	Time for Defense	(3)	A 30	Mo	10:30	-
(S)	United or Not; United Nations interviews	(2)	A 30	Tu	10:30	-
(S)	University of Chicago Roundtable	(19)	N 30	Su	1:30	-

Religious Talk Programs -

Chr Reformed	Back to God Hour	(4)	M 30	Su	9:30a	1.0
(S)	CBS Church of the Air	(21)	C 60	Su	10:00a	-
(S)	Catholic Hour	(22)	N 30	Su	2:00	-
(S)	Christian in Action	(2)	A 30	Su	11:30a	-
Dawn Bible	Frank and Ernest	(3)	M 15	Su	12:45	1.2
Billy Graham	Hour of Decision; Rev Billy Graham	(2)	A 30	Su	3:30	3.0
Free Methodist	Light and Life Hour	(1)	A 30	Su	8:30a	-
Lutheran Laymen	Lutheran Hour; Rev Walter A Maier	(14)	M 30	Su	1:30	1.5
(S)	Message of Israel	(17)	A 30	Su	10:00a	-
(S)	National Radio Pulpit	(26)	N 30	Su	10:00a	-
(S)	National Vespers	(25)	A 30	Su	1:30	-
Gospel B'c'g	Old Fashioned Revival Hour	(11)	A 60	Su	4:00	2.9
Bible Class	Radio Bible Class	(12)	M 30	Su	10:00a	1.8
Voice Inc	Voice of Prophecy	(11)	A 30	Su	9:30a	1.3
Voice Inc	Voice of Prophecy	(11)	M 30	Su	10:30a	1.8

Sports News, Interviews -

Co-op	Al Helfer Sports Digest	(3)	M 15	Sa	7:00	-
(S)	Bill Stern; Sports Portraits	(15)	N 15	Fr	10:30	-
Co-op	Harry Wismer; sports talk	(5)	A 15	Sa	6:30	-
Pal Blades	Rod and Gun Club	(2)	M 30	Th	9:00	-
Dr Pepper	Southern Sports Roundup	(1)	C 15	Sa	7:45	-

## Network Radio Programs 1951-52

Miscellaneous Talk Programs --

(S)	AFL-CIO Program; CIO and You	(8)	A 15	Sa	6:45	-
(S)	Art of Living; Norman Vincent Peale	(2)	N 15	Su	10:30a	-
Co-op	Hazel Markel	(1)	M 15	Su	12:30	-
Sunware	How to Play the Piano	(1)	A 15	Su	9:45	2.1
(S)	Invitation to Learning	(10)	C 30	Su	11:30a	-
(S)	It's Your Business; management program	(8)	A 15	Sa	7:00	-
Graystone	Magic of Believing	(1)	N 15	Su	9:15a	-
Graystone	Sidney Walton	(2)	A 15	Tu	8:00	1.7
(S)	This I Believe	(1)	C 15	Sa	7:00	-
(S)	Viewpoint USA	(1)	N 15	Su	12:00	-
(S)	War Front, Home Front	(1)	M 30	Mo	9:30	-
(S)	You and the World	(4)	C 15	5t	6:15	-
Book Assoc'n	Your Legal Adviser	(1)	M 15	Su	1:15	-

Daytime General Variety --

Multi	Arthur Godfrey Program	(11)	C 90	5t	10:00a	7.0
Multi	Breakfast Club; Don McNeill	(19)	A 60	5t	9:00a	4.7
Armour Pack'g	Dave Garraway Program	(3)	N 15	5t	11:45a	3.1
(S)	Family Circle; Walter Kiernan	(1)	A 30	5t	2:30	-
(S)	Junior Junction; teenage variety	(5)	A 30	Sa	11:00a	-
(S)	No School Today; teenage variety	(2)	A 90	Sa	9:00a	-

Daytime Amateur Variety --

General Mills	Live Like a Millionaire	(2)	N 30	5t	2:30	3.6
---------------	-------------------------	-----	------	----	------	-----

Daytime Hillbilly Shows --

(S)	Barnyard Follies	(5)	C 45	5t	9:15a	-
(S)	Georgia Crackers	(1)	M 30	Sa	11:00a	-
(S)	Ranch Boys	(6)	A 30	Sa	12:00N	-

Daytime Concert Music --

Texaco Oil	Metropolitan Opera Broadcasts	(21)	A 195	Sa	2:00	-
(S)	Symphonies for Youth	(3)	M 60	Sa	1:30	-

Daytime Musical Variety --

(S)	Caribbean Crossroads	(1)	M 30	Sa	4:00	-
(S)	Hawaii Calling	(7)	M 30	Sa	4:30	-
(S)	Vincent Lopez; Luncheon with Lopez	(5)	M 30	5t	1:30	-

Daytime Light Music --

Club Aluminum	Club Time; mixed quartette, hymns	(7)	A 15	Sa	5:45	-
Miles Labs	Curt Massey Program; Martha Tilton	(5)	C 15	5t	5:45	5.9
Miles Labs	Curt Massey Program; Martha Tilton	(5)	M 15	5t	12:00N	2.2
(S)	Eddie Fisher Program	(1)	A 30	Sa	11:30a	-
Prudential Ins	Jack Berch and His Boys	(12)	A 15	5t	12:00	2.5
General Mills	Joe Emerson Hymn Time	(1)	A 15	5t	3:00	-
(S)	Lanny Ross Program	(11)	M 15	5t	10:00a	-

Daytime Disk Jockey Programs --

Co-op	Bob Poole Show; platters, phone quiz	(4)	M 60	5t	3:00	-
(S)	Mert's Record Adventures	(1)	M 30	5t	4:30	-

Daytime Quiz Programs --

Bristol Myers	Break the Bank	(7)	A 30	5t	11:30a	4.5
Campbell Soups	Double or Nothing	(12)	N 30	5t	10:30a	6.1
Cannon Mills	Give and Take	(7)	C 30	Sa	11:00a	4.9
Cont'l Baking	Grand Slam; Irene Beasley	(8)	C 15	5t	11:30a	3.5

(more)

Daytime Quiz Programs - cont'd -

Quaker Oats	Man on the Farm Quiz	(4)	M 30	Sa 12:00N	2.3
Colgate	Strike It Rich	(5)	N 30	5t 11:00a	6.4
Co-op	Take a Number	(4)	M 30	5t 10:30a	-
(S)	Winner Take All	(5)	C 45	5t 3:45	-

Daytime Human Interest Programs -

Pillsbury	Art Linkletter House Party	(8)	C 30	5t 11:30a	5.1
Sterling Drug	Ladies Fair	(3)	M 30	5t 11:00a	2.0
(S)	Perfect Husband; George Fenneman	(1)	A 30	5t 4:30	-
Multi	Queen for a Day; Jack Bailey	(7)	M 30	5t 11:30a	2.9
Proctor & Gamble	Welcome Travelers	(5)	N 30	5t 10:00a	4.6

Daytime Light Drama -

Carter Prods	City Hospital	(1)	C 30	Sa 1:30	5.7
Toni	Grand Central Station	(13)	C 30	Sa 1:00	7.5
(S)	Hollywood Love Story	(1)	N 30	Sa 11:00a	-
Sterling Drugs	My True Story	(11)	A 30	5t 10:00a	5.5
By-Mart	Somerset Maughan Theater	(2)	N 30	Sa 11:30a	4.2
Carnation Milk	Stars Over Hollywood	(11)	C 30	Sa 12:30	5.5
Armstrong Rugs	Theater of Today	(11)	C 30	Sa 12:00N	7.0

Daytime Thriller Drama -

Kraft Foods	Bobby Benson	(7)	M 30	Mo 5:00	4.7
Orange Crush	Green Hornet	(10)	M 30	2t 5:00	-
(S)	Mark Trail	(2)	A 15	5t 5:15	-
Quaker Oats	Sergeant Preston of the Yukon	(1)	M 30	2t 5:00	4.6
Derby Foods	Sky King	(5)	M 30	2t 5:30	5.4
Ralston	Space Patrol	(2)	A 30	Sa 10:30a	2.6
Kellogg	Tom Corbett; Space Cadet	(1)	A 30	5t 5:30	2.9
Kellogg	Wild Bill Hickok	(1)	M 30	3t 5:30	5.5

Daytime Women's Serial Drama -

Philip Morris	Against the Storm	(4)	A 15	5t 10:45a	2.6
Lever Brothers	Aunt Jenny's Stories	(16)	C 15	5t 12:15	7.1
Proctor & Gamble	Backstage Wife	(17)	N 15	5t 4:00	6.3
Proctor & Gamble	Big Sister	(16)	C 15	5t 1:00	6.6
Proctor & Gamble	Brighter Day	(4)	C 15	5t 2:45	6.2
Wesson Oil	Dr Paul	(5)	A 15	5t 1:45	-
Philip Morris	Evelyn Winters	(5)	A 15	5t 3:45	1.1
Whitehall	Front Page Farrell	(11)	N 15	5t 5:15	-
Proctor & Gamble	Guiding Light	(12)	C 15	5t 1:45	7.0
Am Home Prods	Helen Trent	(18)	C 15	5t 12:30	8.4
Miles Labs	Hilltop House	(8)	C 15	5t 3:00	5.4
Lever Brothers	Joyce Jordan	(11)	A 15	5t 3:30	-
Whitehall	Just Plain Bill	(20)	N 15	5t 5:00	-
Colgate	King's Row	(1)	N 15	5t 11:30a	3.3
Proctor & Gamble	Life Can Be Beautiful	(14)	N 15	5t 3:00	5.6
Lever Brothers	Lone Journey	(5)	A 15	5t 11:00a	2.5
Proctor & Gamble	Lorenzo Jones	(15)	N 15	5t 5:30	3.3
(S)	Mary Marlin	(12)	A 15	5t 3:15	-
(S)	Marriage for Two	(2)	A 15	5t 4:15	-
Proctor & Gamble	Ma Perkins	(19)	C 15	5t 1:15	7.0
Toni	Nora Drake	(5)	C 15	5t 2:30	6.9
Am Home Prods	Our Gal Sunday	(15)	C 15	5t 12:45	7.6
Proctor & Gamble	Pepper Young's Family	(16)	N 15	5t 3:30	7.0
Proctor & Gamble	Perry Mason	(9)	C 15	5t 2:15	7.2
Proctor & Gamble	Right to Happiness	(13)	N 15	5t 3:45	6.6

(more)

## Network Radio Programs 1951-52

Daytime Women's Serial Drama - cont'd --

Proctor & Gamble	Road of Life	(15)	N 15	5t	3:15	6.8
Proctor & Gamble	Rosemary	(8)	C 15	5t	11:45a	5.2
General Foods	Second Mrs Burton	(7)	C 15	5t	2:00	6.0
Sterling Drugs	Stella Dallas	(15)	N 15	5t	4:15	6.5
(S)	Valiant Lady	(9)	A 15	5t	4:00	-
General Foods	Wendy Warren	(5)	C 15	5t	12:00N	6.7
General Foods	When a Girl Marries	(13)	A 15	5t	11:45a	2.1
Manhattan Soap	Woman in My House	(1)	N 15	5t	4:45	5.7
Proctor & Gamble	Young Doctor Malone	(12)	C 15	5t	1:30	5.8
Sterling Drugs	Young Widder Brown	(15)	N 15	5t	4:30	5.9

Daytime Children's Programs --

(S)	Big Jon and Sparkie	(2)	A 15	5t	5:00	-
(S)	Howdy Doody	(1)	N 60	Sa	8:30a	-
Cream of Wheat	Let's Pretend: dramatized fairy tales	(13)	C 30	Sa	11:00a	5.1
Brown Shoes	Smiling Ed McConnell: children's variety	(17)	N 30	Sa	9:30a	-

Daytime News Programs --

Skelly Oil	Alex Dreier: NBC morning news	(1)	N 15	5t	8:00a	-
Co-op	Cedric Foster: news, comment	(10)	M 15	5t	1:00	-
Co-op	Martin Agronsky: ABC morning news	(8)	A 15	5t	8:00a	-
Co-op	Paul Harvey: news	(2)	A 15	5t	1:00	-
Co-op	Pauline Frederick: news for women	(3)	A 15	5t	8:45a	-
Co-op	Robert Hurleight: news	(3)	M 15	5t	9:00a	-

Daytime Public Affairs Talks --

(S)	Cross-Section USA: roundup of opinion	(7)	C 30	Sa	4:30	-
(S)	Pan American Union talks	(1)	A 15	Sa	5:30	-

Daytime Religious Talk Programs --

(S)	Faith in Our Time	(5)	M 15	5t	12:45	-
-----	-------------------	-----	------	----	-------	---

Daytime Sports News Programs --

Mutual Benefit	Bob Considine: sports talk	(2)	N 15	Sa	5:45	-
----------------	----------------------------	-----	------	----	------	---

Daytime Homemakers' Programs --

General Mills	Betty Crocker: cooking talks	(24)	A 15	5t	10:30a	2.9
Pet Milk	Mary Lee Taylor: cooking talks	(15)	N 30	Sa	10:30a	4.2

Daytime Miscellaneous Talk Programs --

(S)	Adventures in Science	(12)	C 15	Sa	3:15	-
(S)	American Farmer	(7)	A 30	Sa	12:30	-
(S)	Fitzgeralds: breakfast table chatter	(2)	A 30	5t	8:15a	-
Economy Labs	Galen Drake	(7)	C 15	Sa	10:45a	-
(S)	Garden Gate: gardening talks	(8)	C 15	Sa	9:45a	-
Co-op	Mary Margaret McBride: comment	(5)	A 30	5t	2:00	-
Allis Chalmers	National Farm and Home Hour	(23)	N 30	Sa	1:00	-
Co-op	Ted Malone: comment, poetry	(13)	A 15	5t	1:15	-
Co-op	Tell Your Neighbor	(6)	M 15	5t	9:15a	-
Skelly Oil	This Farming Business	(1)	N 15	Sa	8:00a	-
Serutan	Victor Lindlahr: health talks	(14)	A 15	5t	12:15	-

MAJOR NETWORK RADIO PROGRAMS - SEASON 1952-1953  
On Air January 1953

Sponsor	Program	Season on Air	Net, Day, Hour	Length, Hour	Nielsen Rating
<u>Comedy Variety</u> --					
(S)	Bob and Ray Program	(1)	N 30 Sa	8:00	-
General Foods	Bob Hope Show	(17)	N 30 We	10:00	5.4
Budmüt	Charlie McCarthy-Edgar Bergen Program	(15)	C 30 Su	8:00	11.9
Reynolds Metal	Fibber McGee and Molly Program	(18)	N 30 Tu	9:30	7.4
Chesterfield	Jack Benny Program	(21)	C 30 Su	7:00	12.8
Multi	Judy Canova Show; Mel Blanc	(10)	N 30 Tu	10:00	4.4
Chesterfield	Martin and Lewis Program	(3)	N 30 Tu	9:00	-
Multi	Red Skelton Show	(11)	N 30 Tu	8:30	4.6
(S)	Steve Allen Program	(1)	C 25 Su	10:35	-
<u>General Variety</u> --					
Kingan	Arthur Godfrey Round Table; taped repeats	(12)	C 30 Su	5:00	2.5
General Elect	Bing Crosby Program	(22)	C 30 Th	9:30	6.5
<u>Amateur or Talent Contest Programs</u> --					
Lipton Tea	Arthur Godfrey Talent Scouts	(12)	C 30 Mo	8:30	7.3
Lucky Strike	Horace Heidt Talent Show; American Way	(10)	C 30 Tu	10:00	4.6
(S)	Paul Whiteman Teen Club	(12)	A 30 Tu	8:30	-
<u>Hillbilly Programs</u> --					
(S)	Dude Ranch Jamboree	(1)	N 30 Sa	10:00	-
Prince Albert	Grand Ol' Opry	(12)	N 30 Sa	9:30	4.1
Co-op	New England Barn Dance	(1)	M 30 Sa	9:00	-
(S)	Reuben, Reuben	(?) (1)	N 30 Sa	8:30	-
(S)	Tennessee Barn Dance	(1)	C 30 Sa	10:00	-
Morton Salt	Visitin' Time; country music, humor	(2)	C 30 Sa	6:00	-
<u>Semi-Variety</u> --					
Wrigley Gum	Gene Autry Program; Western music, drama	(12)	C 30 Sa	8:00	7.4
<u>Special Classification</u> --					
(S)	Elder Michaux Happiness Church Service	(5)	M 30 Su	9:00a	-
<u>Concert Music</u> --					
(S)	Al Goodman Musical Album; concert records	(2)	N 25 Mo	10:35	-
(S)	American Music Hall	(1)	A 60 Su	8:00	-
Cities Service	Band of America	(5)	N 30 Mo	9:30	-
(S)	College Choirs	(4)	M 30 Su	12:00N	-
(S)	Enchanted Hour; Sylvan Levin orch	(3)	M 30 Su	8:30	-
(S)	Encore; Robert Merrill, M Willson orch	(1)	N 30 Mo	10:00	-
(S)	Little Symphonies	(2)	M 30 Su	7:30	-
Longines Watch	Longines Symphonette	(4)	C 30 Su	2:00	3.4
(S)	Metropolitan Opera Auditions	(15)	A 30 Mo	9:00	-
(S)	NBC Symphony Orchestra	(16)	N 90 Sa	6:30	-
(S)	Negro College Choirs	(3)	A 30 Su	10:30a	-
Willlys Motors	New York Philharmonic Orchestra	(25)	C 90 Su	2:30	2.5
(S)	Oklahoma City Symphony Orchestra	(4)	M 60 Su	10:00	-
(S)	Salt Lake Tabernacle Choir	(24)	C 30 Su	11:00a	-
Bell System	Telephone Hour	(13)	N 30 Mo	9:00	4.1
(S)	US Marine Band; Marines in Review	(7)	A 30 Su	3:00	-
(S)	US Military Academy Band	(1)	M 30 Su	2:30	-
Firestone Tires	Voice of Firestone	(24)	N 30 Mo	8:30	-



## Network Radio Programs 1952-53

Musical Variety --

(S)	ABC Dancing Party	(2)	A 120	Sa	8:00	-
(S)	Bandstand USA	(4)	M 30	Su	2:00	-
(S)	Charlie Spivak Orchestra	(2)	C 15	Fr	10:45	-
(S)	Chicago Signature	(1)	A 30	Mo	8:30	-
(S)	Chicago Theater of the Air; operettas	(13)	M 60	Sa	10:00	-
Campbell Soups	Club Fifteen	(6)	C 15	3t	7:30	5.7
(S)	Eddie Howard Orchestra; dance music	(1)	C 15	Th	10:45	-
(S)	George Fringale Orchestra	(1)	A 15	Th	10:15	-
(S)	Green Room Music	(1)	A 30	Sa	7:30	-
(S)	Guy Lombardo Orchestra; Lombardoland USA	(18)	M 30	Sa	9:30	-
(S)	Hawaii Calls; music from Hawaii	(7)	M 30	Su	8:00	-
(S)	Jane Pickens Show; Skitch Henderson orch	(1)	N 25	Th	10:35	-
(S)	Jazz Nocturne	(1)	M 30	Su	9:00	-
(S)	Latin Quarter Orchestra	(2)	A 25	We	10:35	-
(S)	Lawrence Welk Orchestra; Treasury Hour	(3)	A 25	Mo	10:35	-
Buick Motors	Mindy Carson Show	(1)	C 15	2t	7:30	6.0
(S)	Music for You	(1)	C 30	Su	10:00	-
(S)	Music in the Air; orchestra, guests	(1)	C 60	Fr	9:00	-
(S)	Pee Wee King Orchestra	(1)	N 30	Sa	9:00	-
Ass'n Railroad	Railroad Hour; operettas	(5)	N 30	Mo	8:00	6.6
(S)	Ray Sinatra Orchestra	(1)	C 25	Sa	10:35	-
(S)	Rex Maupin Orchestra; Solo and Soliloquy	(1)	A 30	Mo	9:30	-
(S)	Sammy Kaye Sunday Serenade	(12)	N 30	Su	12:00a	-
(S)	Saturday at the Shamrock	(1)	A 30	Sa	10:00	-
(S)	Syncopation Piece	(1)	C 30	Su	1:30	-
(S)	Tunes with Trendler	(1)	M 30	Su	3:00	-
Camel Cig'ets	Vaughn Monroe Program	(7)	C 30	Sa	7:30	5.4
Lucky Strike	Your Hit Parade	(18)	N 30	Fr	8:00	3.9

Light Music --

(S)	Brunch Time	(?)	(1)	A 15	Su	12:15	-
Club Alumnum	Club Time; mixed quartette, hymns	(8)	A 15	Sa	6:00	-	
Col Records	Doris Day Show; songs, records	(1)	C 25	Tu	10:05	-	
(S)	Dream Harbor	(2)	A 15	3t	10:15	-	
(S)	Eddie Fisher Program	(2)	A 15	Su	7:00	-	
(S)	Embers, The; jazz quartette	(1)	A 30	2t	10:30	-	
Faultless	Faultless Staroh Time; hymn sing	(2)	N 15	Su	11:00a	-	
(S)	Fine Arts Quartette	(5)	A 30	Su	11:00a	-	
(S)	Gloria Parker; songs	(1)	A 15	Su	10:15	-	
Falstaff Beer	Hank Thompson	(?)	(1)	M 15	3t	10:15	-
(S)	Joe Schirmer	(?)	(1)	M 15	Mo	10:30	-
(S)	Melody Highway	(1)	A 15	Su	9:30	-	
(S)	Meredith Willson Music Room; piano, talk	(5)	N 30	Sa	10:30	-	
Co-op	Merry Mailman; records, chatter	(1)	M 15	Su	12:45	-	
Co-op	Piano Playhouse	(8)	A 30	Su	12:30	-	
(S)	String Serenade	(1)	C 15	Su	1:15	-	
General Foods	Sunday Gatherin'; hymn sing	(3)	C 45	Su	8:30a	2.2	
(S)	Tex Fletcher Trio	(1)	M 15	Mo	10:15	-	
(S)	Three Suns Trio	(4)	A 15	Su	7:15	-	
(S)	Three Suns Trio	(4)	C 15	2t	10:45	-	
(S)	Women in Uniform; women from Services	(1)	A 15	Sa	7:15	-	
(S)	Youth Music	(1)	N 15	Su	3:15	-	

Disk Jockey Programs --

(S)	Eddie Cantor Record Show	(18)	N 30	Th	9:30	-
Co-op	Off and On the Record	(1)	M 30	5t	9:30	-

Quiz Programs --

Camel Cig'ts	Bob Hawk Show	(8)	C 30	Mo 10:00	7.8
(S)	Great Day Show	(1)	M 25	Fr 9:05	-
DeSoto Motors	Groucho Marx Quiz; You Bet Your Life	(6)	N 30	We 9:00	8.5
(S)	Meet Your Match	(2)	N 30	Su 7:00	-
General Mills	Movie Quiz	(1)	M 30	Fr 8:30	1.5
(S)	Name That Tune	(1)	N 30	Fr 9:00	-
(S)	Sparring Partners; Walter Kiernan	(1)	A 30	Tu 8:00	-
(S)	Take a Number	(5)	M 30	Sa 8:30	-
Co-op	True or False	(9)	M 30	Fr 8:30	-
Old Gold	Two for the Money; Herb Shriner	(1)	N 30	Tu 10:00	6.1
Camel Cig'ts	Walk a Mile	(1)	N 30	We 8:00	6.1

Human Interest Programs --

Riggio Tobacco	America Calling; trans-Atlantic calls	(1)	C 30	Su 4:00	-
----------------	---------------------------------------	-----	------	---------	---

Comedy Audience Participation Programs --

Mars Candy	People are Funny; Art Linkletter	(11)	C 30	Tu 8:00	11.1
Pet Milk	Truth or Consequences; Ralph Edwards	(12)	N 30	Th 9:00	5.6

Panel Quiz or Comedy Programs --

(S)	Down You Go	(1)	M 25	Ta 7:30	-
(S)	Juvenile Jury; Jack Barry	(6)	N 30	Su 6:30	-
(S)	Life Begins at Eighty; Jack Barry	(2)	A 30	We 8:30	-
(S)	Quiz Kids; Joe Kelly	(12)	C 25	Su 4:30	-
Wildroot	Twenty Questions	(7)	M 30	Sa 8:00	4.0
Stopette	What's My Line; John Daly	(1)	C 30	We 9:30	-

Prestige Drama --

(S)	Best Plays	(1)	N 60	Fr 9:00	-
DuPont Chem	Cavalcade of America	(18)	N 30	Tu 8:00	4.5
Hallmark Cards	Hallmark Playhouse	(5)	C 30	Su 9:00	5.5
Lever Brothers	Lux Radio Theater	(19)	C 60	Mo 9:00	11.0
US Steel	Theater Guild Dramas	(9)	N 60	Su 8:30	6.5

Informative Drama --

(S)	Eternal Light; Jewish program	(7)	N 30	Su 12:30	-
(S)	Family Theater; Fathay Peyton	(6)	M 30	We 9:00	-
Goodyear Tires	Greatest Story Ever Told; Bible dramas	(6)	A 30	Su 5:30	-
(S)	Heritage	(1)	A 30	Th 8:30	-
(S)	Man Who Could Work Miracles	(7)	(1)	N 30	Su 4:30
Co-op	Mr President; Edward Arnold	(6)	A 30	We 9:00	-
(S)	Search That Never Ends; med'l docum'ry	(1)	M 25	Tu 9:05	-
(S)	Time Capsule; current events documentary	(1)	A 30	Su 7:30	-

Light, Homey or 'Love Interest' Drama --

Vaseline	Dr Christian	(16)	C 30	We 8:30	6.6
Miller Beer	First Nighter	(18)	N 25	Tu 10:35	-
Amer'n Bakers	Hollywood Star Playhouse	(6)	N 30	Su 5:00	3.3
Miles Labs	One Man's Family	(20)	N 15	St 7:45	5.8
(S)	On Stage; Cathy Lewis	(1)	C 30	Th 8:30	-
Philip Morris	Philip Morris Playhouse	(6)	C 30	We 9:00	6.9
Jergens Lotion	Romance	(2)	C 30	Th 9:00	-

Comedy Drama --

(S)	Aldrich Family	(13)	N 30	Su 7:30	-
Rexall Drugs	Amos 'n' Andy	(24)	C 30	Su 7:30	14.2
(S)	Beulah	(7)	C 15	St 7:00	-

(more)

## Network Radio Programs 1952-53

Comedy Drama - cont'd -

Electric Cos	Corliss Archer	(6)	A 30	Fr	9:30	2.4
(S)	December Bride	(1)	C 30	Su	6:00	-
General Foods	Father Knows Best	(4)	N 30	Th	8:30	6.5
Kraft Foods	Great Gildersleeve	(12)	N 30	We	8:30	7.6
(S)	Junior Miss	(3)	C 15	5t	7:15	-
Wrigley Gum	Life with Luigi; J Carroll Naish	(5)	C 30	Tu	9:00	8.8
Multi	Meet Millie	(2)	C 30	Th	8:00	6.0
Camel Cig'ts	My Friend Irma; Marie Wilson	(6)	C 30	Tu	9:30	7.4
Philip Morris	My Little Margie	(1)	C 30	Su	8:30	8.3
Colgate	Our Miss Brooks; Eve Arden	(5)	C 30	Su	6:30	9.4
Lambert	Ozzie and Harriet	(9)	A 30	Fr	9:00	3.6
RCA Victor	Phil Harris-Alice Faye Program	(7)	N 30	Su	8:00	6.4

Thriller Drama -

Multi	Barrie Craig; Confidential Investigator	(2)	N 30	Su	10:00	4.9
American Cigar	Big Story	(6)	N 30	We	9:30	7.9
(S)	Broadway is My Beat	(2)	C 30	Sa	7:00	-
Buick Motors	Cafe Istanbul; Marlene Dietrich	(2)	A 30	Su	8:30	2.5
(S)	Chase, The	(1)	N 30	Su	4:00	-
Gulf Oil	Counterspy	(11)	N 30	Su	5:30	2.5
Co-op	Crime Fighters	(4)	M 30	We	8:30	-
Toni	Dan Dodge	(1)	A 30	Fr	8:00	3.0
(S)	Dangerous Assignment	(3)	N 25	We	10:35	-
Chesterfield	Dragnet; Jack Webb	(4)	N 30	Su	9:30	-
(S)	Escape	(1)	C 30	Su	9:30	-
Multi	FBI in Peace and War	(9)	C 30	We	8:00	6.7
General Mills	Falcon, The	(8)	M 30	Mo	8:00	2.6
General Mills	Flamond; Crime Files	(1)	M 30	We	8:00	2.6
General Foods	Gangbusters	(17)	C 25	Sa	9:00	7.1
(S)	Gunsmoke	(1)	C 30	Sa	9:30	-
(S)	Hall of Fantasy	(1)	M 30	Mo	8:30	-
Co-op	High Adventure	(1)	M 30	Tu	8:30	-
(S)	John Steele, Adventurer	(2)	W 30	Th	9:30	-
(S)	Johnny Dollar	(2)	C 30	Fr	8:30	-
(S)	Lineup	(3)	C 30	We	10:00	-
General Mills	Lone Ranger	(19)	A 35	3t	7:30	5.2
(S)	Michael Shane	(2)	A 30	Th	9:30	-
Halo Shampoo	Mr and Mrs North	(10)	C 30	Tu	8:30	7.9
Multi	Mr Keen	(16)	C 30	Fr	8:00	6.0
(S)	Mr Mystery	(1)	M 15	2t	7:15	-
Sterling Drugs	Mystery Theater	(10)	A 30	We	8:00	4.0
Libby Pack'g	Nick Carter	(10)	M 25	Su	6:00	-
Multi	Official Detective	(7)	M 30	Th	8:00	2.6
(S)	Peter Salem	(4)	M 30	Su	3:30	-
General Foods	Roy Rogers	(7)	N 25	Th	8:00	4.5
(S)	Scarlet Pimpernel	(1)	N 30	Su	6:00	-
Multi	Shadow, The	(19)	M 30	Su	5:00	4.1
General Mills	Silver Eagle	(2)	A 25	2t	7:30	4.6
(S)	Squad Room	(1)	M 30	Su	6:30	-
Auto Lite	Suspense	(11)	C 30	Mo	8:00	8.1
(S)	Tales of Tomorrow	(1)	A 30	Th	9:00	-
General Foods	Tarzan	(1)	C 30	Sa	8:30	5.5
Multi	That Hammer Guy	(1)	M 30	Tu	8:00	2.2
(S)	This is Your FBI	(8)	A 30	Fr	8:30	-
(S)	Top Guy	(2)	A 30	Th	8:00	-
O Henry Candy	True Detective Mysteries	(11)	M 30	Su	5:30	4.8
(S)	Under Arrest	(4)	M 30	Su	4:00	-

Sports Broadcasts —  
Gillette

Friday Night Fights (14) A 45 Fr 10:00 3.3

News, Commentary —

(S)	Alliastaire Cooke; comment	(1)	A 15	Su	9:45	-
Metrop'n Life	Allen Jackson; news	(3)	C 15	5t	6:00	1.2
(S)	Bill Costello; news	(1)	C 15	Su	12:45	-
Co-op	Bill Cunningham; comment	(9)	M 15	Su	12:30	-
Mutual Omaha	Bob Considine; comment	(3)	N 15	Su	3:30	-
Co-op	Brownfield Reporting	(1)	M 15	Su	11:15a	-
(S)	Clifton Uttley; comment	(1)	N 15	Su	11:15	-
Old Gold Cigs	Don Gardner; Monday Morning Headlines	(9)	A 15	Su	6:15	3.2
Carter Prods	Drew Pearson; comment	(14)	A 15	Su	6:00	3.8
Multi	Edward R Murrow; analysis, comment	(8)	C 15	5t	7:45	3.9
C Sci Monitor	Edwin D Canham; Monitor Views	(8)	A 15	Tu	9:45	-
Co-op	Elmer Davis; news, comment	(11)	A 15	5t	7:15	-
A F of Labor	Frank Edwards; comment	(4)	M 15	5t	10:00	-
Co-op	Fulton Lewis Jr; comment	(15)	M 15	5t	7:00	2.6
Multi	Gabriel Heatter; news, comment	(18)	M 15	5t	7:30	5.0
Co-op	George Sokolsky; comment	(4)	A 15	Su	6:30	-
Co-op	H R Baukhage; news	(11)	M 15	5t	11:00	-
(S)	H V Kaltenborn; Edits the News	(23)	N 15	Sa	6:15	-
General Motors	Henry J Taylor; comment	(7)	A 15	Mo	8:00	-
(S)	Howard K Smith; London report	(1)	C 15	Su	12:30	-
Co-op	Rune Dixon; Country Editor	(1)	M 15	Sa	6:30	-
Proctor & Gamble	Lowell Thomas; news	(23)	C 15	5t	6:45	5.9
(S)	Merriman; news	(1)	C 15	Sa	6:45	-
Miles Labs	Morgan Beatty; News of the World	(8)	N 15	5t	7:30	5.2
Co-op	Mutual News Reel	(4)	M 10	5t	7:45	0.9
Co-op	Mutual Reporters' Roundup	(3)	M 25	Mo	9:05	-
(S)	News of Tomorrow	(2)	A 15	5t	10:00	-
Dixie Cup	Paul Harvey; news	(3)	A 15	Su	10:00	-
(S)	Political Picture	(1)	M 15	Su	11:00	-
(S)	Report from the Pentagon	(1)	M 15	Sa	7:15	-
Pure Oil	Richard Harkness; news analysis	(7)	N 15	5t	7:00	-
Ford Motors	Robert Trout-Cedric Adams	(3)	C 15	5t	10:30	-
(S)	Sunday News Special	(1)	A 15	Su	12:00N	-
Old Gold Cigs	Taylor Grant; news	(8)	A 15	Su	9:15	3.5
Co-op	Taylor Grant; Headline Edition	(8)	A 10	5t	7:05	-
(S)	This Week Around the World; news roundup	(7)	A 30	Su	5:00	-
Sun Oil	Three Star Extra	(6)	N 15	5t	6:45	1.8
(S)	UN Highlights	(1)	M 15	5t	11:15	-
(S)	UN is My Beat	(2)	N 15	Su	11:30a	-
(S)	UN Report	(1)	C 15	Su	1:00	-
(S)	Vandeventer; News	(2)	M 15	Su	1:00	-
Gruen Watch	Walter Winchell; comment	(21)	A 15	Su	9:00	6.1
(S)	Bill Hillman; news analysis	(4)	M 15	Su	1:15	-
Admiral Radio	World News Today; CBS news roundup	(4)	C 25	Su	5:30	3.1

Public Affairs Talks, Forums —

(S)	American Forum of the Air	(18)	N 30	Su	2:30	-
Co-op	America's Town Meeting	(18)	A 45	Tu	9:00	-
(S)	Capitol Cloakroom; panel interview	(5)	C 30	Fr	10:00	-
Co-op	Crossfire; panel interview	(1)	A 30	We	9:30	-
(S)	Meet the Press; Lawrence Spivak	(6)	N 30	Su	10:30	-
(S)	Middle East Story	(1)	C 30	Su	12:00N	-
(S)	Northwestern Reviewing Stand; forum	(16)	M 30	Su	11:30a	-
(S)	Pan American Union talks	(2)	A 30	Su	2:00	-
(S)	Perspective; NY Bar Association talks	(1)	A 30	Sa	10:30	-
(S)	Pro and Con; public affairs talks	(4)	N 15	Fr	10:45	-
(S)	University of Chicago Roundtable	(20)	N 30	Su	1:30	-
(S)	Youth Wants to Know; panel interview	(1)	N 30	Su	2:00	-

## Network Radio Programs 1952-53

Religious Talk Programs —

Chr Reformed	Back to God Hour	(5)	M 30	Su	9:30a	0.9
(S)	CBS Church of the Air	(22)	C 60	Su	10:00a	-
(S)	Catholic Hour	(23)	N 30	Su	2:00	-
(S)	Christian in Action	(3)	A 30	Su	11:30a	-
Dawn Bible	Frank and Ernest	(4)	M 15	Su	11:00a	0.9
Ch of Christ	Herald of Truth	(1)	A 30	Su	1:00	0.9
Billy Graham	Hour of Decision; Rev Billy Graham	(3)	A 30	Su	3:30	2.2
Free Methodist	Light and Life Hour	(2)	A 30	Su	8:30a	-
(S)	Living Word	(1)	N 15	Su	11:45a	-
Lutheran Laymen	Lutheran Hour	(15)	M 30	Su	1:30	1.4
(S)	Message of Israel	(18)	A 30	Su	10:00a	-
(S)	National Radio Pulpit	(27)	N 30	Su	10:00a	-
(S)	National Vespers	(26)	A 30	Su	1:30	-
Gospel B'c'g	Old Fashioned Revival Hour	(12)	A 60	Su	4:00	1.3
Bible Class	Radio Bible Class	(13)	M 30	Su	10:00a	1.3
Voice Inc	Voice of Prophecy	(12)	A 30	Su	9:30a	0.9
Voice Inc	Voice of Prophecy	(12)	M 30	Su	10:30a	0.8
Wyatt	Wings of Healing; Dr Thomas Wyatt	(1)	A 30	Su	2:30	-

Sports News, Interviews —

Co-op	Al Helfer; Sports Talk	(4)	M 15	Sa	7:00	-
(S)	Bill Stern; sports	(16)	N 15	5t	6:15	-
Co-op	Bob Finnigan; sports	(1)	A 15	Sa	6:30	-
(S)	CBS Saturday Sports Roundup	(1)	C 15	Sa	6:30	-
(S)	Field and Stream	(1)	A 15	Mo	8:15	-
Co-op	Rod and Gun Club	(3)	M 25	Th	9:05	-

Broadway and Hollywood Gossip Programs —

(S)	Ry Gardner; Broadway gossip	(1)	N 15	Fr	10:00	-
-----	-----------------------------	-----	------	----	-------	---

Miscellaneous Talk Programs —

(S)	AFL-CIO Program; CIO and You	(9)	A 15	Sa	6:45	-
(S)	Art of Living; Norman Vincent Peale	(3)	N 15	Su	10:30a	-
(S)	Critic at Large	(1)	N 15	Su	3:45	-
(S)	Elmo Roper; Public Opinion	(3)	N 15	Su	3:00	-
Co-op	Hazel Markel	(2)	M 15	Tu	7:15	-
(S)	It's Your Business	(9)	A 15	Sa	7:00	-
(S)	Invitation to Learning	(11)	C 25	Su	11:35a	-
(S)	Looking Into Space; Willy Ley	(1)	A 15	Su	10:45	-
(S)	Men's Corner	(1)	M 15	We	7:15	-
Co-op	Ruckeyser Reports; business conditions	(1)	M 15	Th	7:15	-
(S)	Science Editor	(1)	A 15	Su	10:30	-
(S)	Vacationland USA	(1)	A 15	Su	6:45	-
(S)	Viewpoint USA	(2)	N 15	Su	11:15a	-
(S)	You and the World	(5)	C 15	5t	6:15	-

Daytime Comedy Variety —

Colgate	Bob and Ray Program	(1)	N 15	5t	11:30a	3.0
General Foods	Bob Hope Program	(17)	N 15	5t	11:45a	3.0

Daytime General Variety —

Multi	Arthur Godfrey Time	(12)	C 90	5t	10:00a	6.5
Multi	Breakfast Club; Don McNeill	(20)	A 60	5t	9:00a	4.3
Co-op	Cliff's Family	(1)	M 45	5t	9:15a	-
Armour Pack'g	Dave Garraway Program	(4)	N 15	5t	2:00	-

(more)

Daytime General Variety - cont'd --

Co-op	Jack Kirkwood Show	(3)	M 30	5t	4:00	-
(S)	Jack Owens Show	(1)	A 30	5t	4:30	-
(S)	John B Gambling Club	(1)	M 60	5t	3:00	-
(S)	Make Way for Youth; teenage variety	(3)	C 30	Sa	2:30	-
(S)	Mind Your Manners; teenage variety	(2)	N 30	Sa	9:30a	-
Co-op	No School Today; teenage variety	(3)	A 90	Sa	9:00a	-

Daytime Amateur Variety --

(S)	Live Like a Millionaire	(3)	A 30	5t	11:30a	-
-----	-------------------------	-----	------	----	--------	---

Daytime Hillbilly Shows --

Pillsbury	Jack Hunt Program	(1)	C 30	5t	8:30a	-
(S)	Lucky U Ranch	(1)	M 30	5t	4:30	-
(S)	Ranch Boys	(7)	A 30	Sa	12:00N	-
(S)	Ranch Boys	(7)	M 30	Sa	2:30	-
(S)	Songs of the B-Bar-B	(2)	M 30	2t	5:00	-

Daytime Concert Music --

Texaco Oil	Metropolitan Opera Broadcasts	(22)	A 180	Sa	2:00	-
(S)	Musical Memos; Rex Maupin salon music	(1)	A 30	Sa	11:30a	-
(S)	Sylvan Levin's Music	(1)	M 25	Sa	11:00a	-
(S)	Sylvan Levin's Music	(1)	M 55	Sa	1:30	-
(S)	Symphonic Adventure	(1)	N 90	Sa	2:30	-
(S)	Treasury of Music; RCA records	(1)	N 30	Sa	4:00	-
(S)	US Army Band; Treasury Show	(4)	N 30	Sa	1:30	-
(S)	US Marine Band	(7)	N 30	Sa	2:00	-
(S)	US Navy Band	(5)	A 30	Sa	1:00	-

Daytime Musical Variety --

(S)	Bandstand USA	(4)	M 25	Sa	3:00	-
(S)	Charlie Spivak Orchestra	(2)	C 30	Sa	4:30	-
(S)	Chicagoans, The	(1)	C 30	Sa	4:00	-
(S)	City Serenade; Joe Galliccio orch	(1)	N 30	Sa	5:00	-
(S)	Design for Listening; W Berquist orch	(1)	N 30	Sa	3:30	-
Horwel Pack'g	Horwel Girls Band and Chorus	(4)	C 30	Sa	2:00	3.3
(S)	Music by Willard	(1)	M 15	5t	1:15	-
(S)	Roseland Ballroom Orchestra	(1)	A 60	Sa	5:00	-
(S)	Robert Armbruster Orchestra	(1)	N 30	Sa	4:30	-
(S)	Salute to the Nation	(1)	M 30	Sa	4:00	-
(S)	Saturday at the Chase	(2)	C 30	Sa	5:30	-
(S)	Vincent Lopez; Luncheon with Lopez	(6)	M 30	5t	1:30	-
(S)	Vincent Lopez Orchestra	(6)	A 30	Sa	1:30	-

Daytime Light Music --

Quaker Oats	Aunt Jemima Home Folks	(5)	C 10	5t	3:45	1.3
General Mills	Bill Ring Trio	(1)	N 15	5t	9:30a	-
Miles Labs.	Curt Massey Program; Martha Tilton	(6)	C 15	5t	5:45	4.8
Miles Labs	Curt Massey Program; Martha Tilton	(6)	M 15	5t	12:00N	2.5
(S)	Dixie Four Quartette	(1)	M 10	Sa	10:30a	-
(S)	Eddie Fisher Program	(2)	A 30	Sa	11:00a	-
(S)	Eddie Fisher Program	(2)	C 30	Sa	5:00	-
Multi	Every Day; Meredith Willson, piano, talk	(1)	N 15	5t	9:45a	-
(S)	Jane Pickens; songs	(1)	N 30	5t	2:15	-
General Mills	Joe Emerson Hymn Time	(2)	A 15	5t	3:00	-
(S)	Mutual Music Box	(1)	M 15	5t	10:15a	-
(S)	They Neighbor's Voice	(1)	N 15	5t	9:30a	-
(S)	Valentino	(1)	A 15	5t	12:15	-

Daytime Disk Jockey Programs —

(S)	Mac McGuire Show	(1)	M 30	Sa	4:30	-
Milner	Robert Q Lewis; Wax Works	(2)	C 25	Sa	9:35a	-
Multi	Tennessee Ernie Ford; records, guests	(1)	A 30	5t	2:30	-
Multi	Tennessee Ernie Ford; records, guests	(1)	A 45	5t	3:15	-
(S)	Walter Preston's Show Shop	(1)	M 55	Sa	5:00	-

Daytime Quiz Programs —

Multi	Break the Bank	(8)	A 30	5t	11:30a	4.0
Campbell Soups	Double or Nothing	(13)	N 30	5t	10:30a	5.5
(S)	Farm Quiz	(1)	M 30	Sa	11:30a	-
Toni	Fun for All	(1)	C 30	Sa	1:00	3.9
Cannon Mills	Give and Take	(8)	C 30	Sa	11:30a	2.4
Cont'l Baking	Grand Slam; Irene Beasley	(9)	C 15	5t	11:30a	3.9
Quaker Oats	Man on the Farm Quiz	(5)	M 30	Sa	12:00N	1.5
Colgate	Strike It Rich	(6)	N 30	5t	11:00a	5.3
Co-op	Take a Number	(5)	M 30	5t	10:30a	-

Daytime Human Interest Programs —

Multi	Art Linkletter House Party	(9)	C 30	5t	3:15	4.3
(S)	In Town Today; Bill Leonard, interviews	(1)	C 15	5t	9:45a	-
Sterling Drugs	Ladies Fair	(4)	M 25	5t	11:00a	1.6
Multi	Queen for a Day; Jack Bailey	(8)	M 30	5t	11:30a	2.9
Proctor & Gamble	Welcome Travelers	(6)	N 30	5t	10:00a	5.5

Daytime Comedy Talk Programs —

General Foods	Grady Cole; rustic humor	(1)	C 15	5t	4:00	-
---------------	--------------------------	-----	------	----	------	---

Daytime Light Drama —

Carter Prods	City Hospital	(2)	C 30	Sa	1:30	3.0
Cream of Wheat	Grand Central Station	(14)	C 30	Sa	11:00a	3.1
(S)	Hollywood Love Story	(2)	N 30	Sa	11:30a	-
(S)	My Secret Story	(1)	N 30	Sa	11:00a	-
Sterling Drugs	My True Story	(12)	A 25	5t	10:00a	4.8
Carnation Milk	Stars Over Hollywood	(12)	C 30	Sa	12:30	4.9
Armstrong Rugs	Theater of Today	(12)	C 30	Sa	12:00N	4.5
General Mills	Whispering Streets	(1)	A 20	5t	10:25a	4.2

Daytime Comedy Drama —

(S)	Archie Andrews	(7)	N 30	Sa	10:00a	-
-----	----------------	-----	------	----	--------	---

Daytime Thriller Drama —

Kraft Foods	Bobby Benson	(8)	M 30	Mo	5:00	4.4
Quaker Oats	Sergeant Preston of the Yukon	(2)	M 30	2t	5:00	4.1
Derby Foods	Sky King	(6)	M 30	2t	5:30	4.9
Ralston	Space Patrol	(3)	A 30	Sa	10:30a	3.2
Kellogg	Wild Bill Hickok	(2)	N 25	3t	5:30	5.1

Daytime Women's Serial Drama —

Lever Brothers	Aunt Jenny's Stories	(17)	C 15	5t	12:15	6.9
Proctor & Gamble	Backstage Wife	(18)	N 15	5t	4:00	6.1
Proctor & Gamble	Brighter Day	(5)	C 15	5t	2:45	5.6
Wesson Oil	Dr Paul	(2)	N 15	5t	1:45	-
Ex Lax	Doctor's Wife	(1)	N 15	5t	5:45	4.5
Whitehall	Front Page Farrell	(12)	N 15	5t	5:15	-
Proctor & Gamble	Guiding Light	(13)	C 15	5t	1:45	6.1

(more)

Daytime Women's Serial Drama - cont'd --

Whitehall	Helen Trent	(19)	C 15	5t	12:30	7.5
Miles Labs	Hilltop House	(9)	C 15	5t	3:00	5.1
Whitehall	Just Plain Bill	(21)	N 15	5t	5:00	-
Proctor & Gamble	Life Can Be Beautiful	(15)	N 15	5t	3:00	5.2
Colgate	Lorenzo Jones	(16)	N 15	5t	5:30	4.4
Proctor & Gamble	Ma Perkins	(20)	C 15	5t	1:15	6.4
Multi	Nora Drake	(6)	C 15	5t	2:30	6.2
Whitehall	Our Gal Sunday	(16)	C 15	5t	12:45	7.2
Proctor & Gamble	Pepper Young's Family	(17)	N 15	5t	3:30	6.4
Proctor & Gamble	Perry Mason	(10)	C 15	5t	2:15	5.8
Proctor & Gamble	Right to Happiness	(14)	N 15	5t	3:45	6.2
Proctor & Gamble	Road of Life	(16)	C 15	5t	1:00	6.2
Proctor & Gamble	Road of Life	(16)	N 15	5t	3:15	6.0
Proctor & Gamble	Rosemary	(9)	C 15	5t	11:45a	5.4
General Foods	Second Mrs Burton	(8)	C 15	5t	2:00	5.0
Sterling Drugs	Stella Dallas	(16)	N 15	5t	4:15	5.6
General Foods	Wendy Warren	(6)	C 15	5t	12:00N	6.6
Durkee	When a Girl Marries	(14)	A 15	5t	10:45a	2.9
Manhattan Soap	Woman in My House	(2)	N 15	5t	4:45	5.1
Proctor & Gamble	Young Dr Malone	(13)	C 15	5t	1:30	4.9
Sterling Drugs	Young Widder Brown	(16)	N 15	5t	4:30	5.0

Daytime Children's Programs --

Co-op	Big Jon and Sparkie	(3)	A 15	5t	5:00	-
(S)	Fun Factory; children's stories, music	(1)	A 30	5t	5:15	-
Multi	Howdy Dooddy	(2)	N 60	Sa	8:30a	-
(S)	Kukla, Fran and Ollie	(1)	N 10	5t	2:45	-
(S)	Let's Pretend; dramatized fairy tales	(14)	C 30	Sa	10:30a	-
Grass Noodles	Super Noodle	(1)	C 15	Sa	10:15a	-

Daytime News Programs --

(S)	ABC Late News	(1)	A 15	5t	12:45	-
Skelly Oil	Alex Dreier; NBC morning news	(2)	M 15	5t	8:00a	-
(S)	CBS News of America	(1)	C 15	5t	9:00a	-
(S)	CBS Report from Overseas	(1)	C 15	Sa	3:00	-
(S)	CBS World News Roundup	(2)	N 15	Sa	8:15a	-
Co-op	Cecil Brown; news	(8)	M 15	5t	10:00a	-
Co-op	Cedric Foster; news	(11)	M 15	5t	1:00	-
Durkee	Don Gardiner; news	(9)	A 10	5t	12:00N	-
Co-op	Martin Agronsky; ABC morning news	(9)	A 15	6t	8:00a	-
(S)	Merrill Muller; news	(1)	N 15	5t	1:30	-
(S)	NBC World News Roundup	(2)	N 15	Sa	8:15a	-
Co-op	Paul Harvey; news	(3)	A 15	5t	1:00	-
Co-op	Pauline Frederick; news for women	(4)	A 10	5t	8:45a	-
Co-op	Robert Hurlleigh	(4)	M 15	5t	9:00a	-

Daytime Public Affairs Talks --

(S)	Coffee in Washington	(5)	N 30	Sa	12:30	-
(S)	Public Affairs talks	(6)	N 15	Sa	5:45	-

Daytime Religious Talk Programs --

(S)	Faith in Our Time	(6)	M 15	5t	12:45	-
-----	-------------------	-----	------	----	-------	---

Daytime Sports News Programs --

(S)	Sports Parade; sports news roundup	(1)	M 30	Sa	3:30	-
-----	------------------------------------	-----	------	----	------	---



## Network Radio Programs 1952-53

Daytime Broadway or Hollywood Gossip —

Pequot Mills	Paula Stone: reminiscences of the stage	(1)	M 15	5t	2:30	-
(S)	Radio Reporter	(1)	C 15	Sa	3:45	-

Daytime Homemakers' Programs —

(S)	Helen Hall: beauty talks	(1)	M 15	Sa	10:45a	-
Pet Milk	Mary Lee Taylor: cooking talks	(16)	N 30	Sa	10:30a	2.8

Daytime Miscellaneous Talk Programs —

(S)	Adventures in Science	(13)	C 15	Sa	3:15	-
(S)	American Farmer	(8)	A 30	Sa	12:30	-
(S)	Author Speaks	(1)	N 15	Sa	5:30	-
Co-op	CBS Farm News	(3)	C 15	Sa	3:30	-
General Mills	Cal Tinney: homespun philosophy	(7)	A 25	5t	4:00	-
(S)	Fitzgeralds, The: husband-wife patter	(3)	A 30	5t	8:15a	-
(S)	Galen Drake	(8)	C 15	Sa	10:00a	-
(S)	Garden Gate: talks on gardening	(9)	C 15	Sa	9:15a	-
Co-op	Mary Margaret McBride: women's talk	(6)	A 30	5t	2:00	-
Allis Chalmers	National Farm and Home Hour	(24)	N 30	Sa	1:00	-
Co-op	Ted Malone: comment, poetry	(14)	A 15	5t	1:15	-
Skelly Oil	This Farming Business	(2)	N 30	Sa	8:00a	-
Serutan	Victor Lindlahr: talks on diet	(15)	N 15	5t	8:15a	-

MAJOR NETWORK RADIO PROGRAMS - SEASON 1953-1954  
On Air January 1954

203

Sponsor	Program	Season on Air	Net, Length, Day, Hour	Nielsen Rating
<u>Comedy Variety</u> —				
American Dairy	Bob Hope Show	(18)	N 30 Fr 8:30	-
Multi	Charlie McCarthy-Edgar Bergen Program	(16)	C 30 Su 9:30	4.7
Lucky Strike	Jack Benny Program	(22)	C 30 Su 7:00	8.2
<u>General Variety</u> —				
Multi	Arthur Godfrey Digest; taped repeats	(13)	C 60 Fr 8:30	-
General Elect	Bing Crosby Program	(23)	C 30 Su 8:00	6.0
(S)	George Jessel Salutes	(3)	A 30 Th 9:00	-
<u>Amateur or Talent Contest Variety</u> —				
Lipton Tea	Arthur Godfrey Talent Scouts	(13)	C 30 Mo 8:30	5.2
<u>Hillbilly Programs</u> —				
(S)	Dude Ranch Jamboree	(2)	N 30 Sa 10:00	-
Prince Albert	Grand Ol' Opry	(13)	N 30 Sa 9:30	-
Co-op	New England Barn Dance	(2)	M 30 Sa 9:00	-
(S)	Saturday Night, Country Style	(1)	C 60 Sa 9:30	-
Co-op	Virginia Barn Dance	(1)	M 30 Sa 8:30	-
<u>Semi-Variety</u> —				
Wrigley Gum	Gene Autry Program; Western music, drama	(13)	C 30 Su 6:00	4.0
<u>Magazine-Type Variety</u> —				
(S)	Collector's Item	(1)	N 120 Su 10:30a	-
(S)	Weekend	(1)	N 120 Su 4:00	-
<u>Concert Music</u> —				
(S)	American Music Hall	(2)	A 60 Su 8:00	-
Cities Service	Band of America	(6)	N 30 Mo 9:30	-
(S)	College Choirs	(5)	M 30 Su 12:00N	-
Co-op	Deems Taylor Concert; recorded music	(1)	M 30 3t 10:30	-
(S)	Enchanted Hour; Sylvan Levin orch	(4)	M 25 Su 8:30	-
(S)	Golden Treasury	(1)	N 30 Su 3:30	-
(S)	Golden Voices	(1)	N 30 Su 3:00	-
Longines Watch	Longines Choraliers	(4)	C 15 2t 7:30	-
Longines Watch	Longines Symphonette	(5)	C 30 Su 2:00	-
(S)	Metropolitan Opera Auditions	(16)	A 30 Mo 9:00	-
Socony Oil	NBC Symphony Orchestra	(17)	N 60 Su 6:30	2.1
(S)	Negro College Choirs	(3)	A 30 Su 10:30a	-
(S)	New York Philharmonic Orchestra	(26)	C 90 Su 2:30	-
(S)	Oklahoma City Symphony Orchestra	(5)	M 60 Su 9:00	-
(S)	Philadelphia Symphony Orchestra	(8)	C 60 Sa 6:00	-
(S)	Salt Lake Tabernacle Choir	(25)	C 30 Su 10:30a	-
(S)	Sunday at Home	(1)	N 25 Su 8:30	-
Bell System	Telephone Hour	(14)	N 30 Mo 9:00	4.5
(S)	Twentieth Century Concert Hall	(1)	C 30 Su 4:00	-
(S)	US Army Band; Front and Center	(5)	A 25 We 10:35	-
(S)	US Marine Band; Marines in Review	(8)	A 30 Su 3:00	-
Firestone Tires	Voice of Firestone	(25)	N 30 Mo 8:30	-
<u>Musical Variety</u> —				
(S)	ABC Dancing Party	(3)	A 115 Sa 8:05	-
(S)	Bandstand USA	(5)	M 30 Su 2:00	-
(S)	Chicago Theater of the Air; operettas	(14)	M 60 Sa 10:00	-

(more)

## Network Radio Programs 1953-54

Musical Variety - cont'd -

(S)	Dick Jurgens Orchestra	(1)	C 25	Th	10:35	-
Chevrolet	Dinah Shore Program	(8)	N 15	2t	8:00	-
(S)	Dorsey Brothers Orchestra	(1)	C 25	2t	10:35	-
Coca Cola	Eddie Fisher; Coke Time	(3)	M 15	2t	7:45	-
(S)	Ernie Rudy Orchestra	(1)	C 25	3t	10:35	-
(S)	Guy Lombardo Orchestra; Lombardoland USA	(19)	M 30	Sa	9:30	-
(S)	Hawaii Calls; music from Hawaii	(8)	M 30	Su	8:00	-
(S)	Johnny Mercer Show; guests, orch	(1)	C 60	Sa	7:00	-
(S)	Lawrence Welk Orchestra	(4)	A 25	Sa	10:30	-
Co-op	Pee Wee King Orchestra	(2)	N 30	Sa	10:30	-
Chesterfield	Perry Como Program	(1)	M 15	3t	7:45	-
Ass'n Railroads	Railroad Hour; operettas	(6)	N 30	Mo	8:00	4.1
(S)	Sammy Kaye Cameo Room	(13)	A 15	5t	8:15	-
(S)	Sammy Kaye Sunday Serenade	(13)	M 30	Su	2:30	-
(S)	Stage Struck; Broadway musical show hits	(1)	C 60	Su	5:00	-
(S)	Syncopation Piece	(2)	C 30	Su	1:30	-
Camel Cig'ts	Vaughn Monroe; Camel Caravan	(8)	C 30	Mo	10:00	3.0
(S)	Green Room Music	(2)	A 30	Sa	7:30	-

Light Music -

(S)	Canadian Chamber Music	(1)	M 30	Su	7:30	-
(S)	Dinner Date	(4)	M 15	5t	7:15	-
(S)	Don Cornell; songs	(1)	A 15	Su	6:45	-
(S)	Frank Sinatra; songs	(7)	N 15	2t	8:15	-
(S)	Gloria Parker; songs	(2)	A 15	Su	12:15	-
Co-op	Jane Pickens Program	(2)	M 30	Th	10:30	-
Campana Balm	Julius LaRosa Program	(1)	C 10	3t	7:35	3.9
(S)	Martha Lou Harp; songs	(1)	A 25	Mo	10:35	-
(S)	Martha Lou Harp; songs	(1)	A 15	Tu	10:45	-
Co-op	Merry Mailman	(2)	M 15	Su	11:15a	-
(S)	Put It to Pat	(1)	M 15	5t	10:15	-
(S)	Stars from Paris	(1)	N 30	Tu	10:30	-
General Foods	Sunday Gatherin'; hymn sing	(4)	C 45	Su	8:30a	1.9
(S)	Three Suns	(5)	A 15	Tu	10:35	-
(S)	Three Suns	(5)	A 15	Sa	7:15	-

Disk Jockey Programs -

Multi	Big Preview; new records	(1)	N 120	Sa	7:30	-
(S)	Eddie Cantor; records, reminiscences	(19)	N 25	Th	9:30	-

Quiz Programs -

(S)	College Quiz Bowl	(1)	N 30	Sa	6:30	-
(S)	Farm Quiz	(2)	M 25	Sa	7:30	-
DeSoto Motors	Groucho Marx Quiz; You Bet Your Life	(7)	N 30	We	9:00	6.2
Co-op	Take a Number	(6)	M 30	Fr	8:30	-
Old Gold	Two for the Money; Herb Shriner	(2)	C 30	Sa	9:00	5.1
Camel Cig'ts	Walk a Mile	(2)	N 30	We	8:00	6.1
(S)	What's the Name of That Song	(1)	A 30	Su	7:30	-

Human Interest Programs -

(S)	Anonymous; interviews with convicts	(1)	A 30	Sa	10:00	-
(S)	Have a Heart	(?) (1)	M 30	Fr	9:30	-
(S)	People	(1)	N 30	Sa	6:30	-

Comedy Audience Participation Programs -

Mars Candy	People are Funny; Art Linkletter	(12)	C 30	Tu	8:00	8.4
Pet Milk	Truth or Consequences; Ralph Edwards	(13)	N 30	Th	9:00	5.8

Panel Quiz or Comedy Programs —

(S)	Can You Top This; story-telling panel	(12)	N 15	5t	10:15	-
(S)	Twenty Questions	(8)	M 30	Sa	8:00	-

Prestige Drama —

Hallmark Cards	Hallmark Hall of Fame Playhouse	(6)	C 30	Su	9:00	4.0
Lever Brothers	Lux Radio Theater	(20)	C 60	Mo	9:00	6.2
(S)	NEC Star Playhouse	(1)	N 55	Su	9:00	-
Philco Radios	Philco Playhouse	(1)	A 30	We	9:00	-

Informative Drama —

(S)	Call Me Freedom; Freedom Found'n series	(1)	A 30	Su	9:30	-
(S)	Decision; Ins't for Dem Educ'n series	(1)	A 30	Mo	9:30	-
(S)	Disaster Strikes; Civil Defense drama	(1)	A 15	Sa	7:00	-
(S)	Eternal Light; Jewish program	(8)	N 30	Su	12:30	-
(S)	Family Theater; Father Peyton	(7)	M 30	We	9:30	-
Goodyear Tires	Greatest Story Ever Told; Bible dramas	(7)	A 30	Su	5:30	2.4
(S)	Heritage Over the Land; documentary	(1)	N 30	Su	1:00	-
(S)	Last Man Out; from behind Iron Curtain	(1)	N 30	Su	10:00	-
(S)	Search that Never Ends; medical docum'y	(2)	M 25	Tu	9:30	-

Light, Honey or 'Love Interest' Drama —

(S)	Hollywood Starway	(1)	A 15	5t	8:30	-
(S)	House of Glass	(1)	N 25	Fr	9:35	-
(S)	Marriage, The; Hugh Cronyn, J Tandy	(1)	N 25	Su	7:30	-
Miles Labs	One Man's Family	(21)	N 15	5t	7:45	-
(S)	On Stage; Cathy and Elliott Lewis	(2)	C 30	We	10:00	-
Multi	Starlight Theater; Madeline Carroll	(1)	M 30	Fr	8:00	2.2
(S)	Theater Royal	(1)	N 30	Sa	7:00	-
Jergens Lotion	Time for Love	(1)	C 30	Th	9:30	-

Comedy Drama —

Rexall Drugs	Amos 'n' Andy	(25)	C 30	Su	7:30	8.2
General Foods	Beulah	(8)	C 15	5t	7:15	3.0
Multi	Family Skeleton	(1)	C 15	5t	7:00	3.3
General Foods	Father Knows Best	(5)	N 30	Th	8:30	-
Multi	Fibber McGe and Molly	(19)	N 15	5t	10:00	3.6
Kraft Foods	Great Gildersleeve	(13)	N 30	We	8:30	5.8
(S)	Junior Miss	(4)	C 30	Th	8:30	-
Multi	Meet Millie	(3)	C 30	Th	8:00	-
General Elect	Meet Mr McNutley	(1)	C 30	Th	9:00	4.0
Multi	My Friend Irma; Marie Wilson	(7)	C 30	Tu	9:30	5.0
Philip Morris	My Little Margie	(2)	C 30	Su	8:30	6.5
Philip Morris	My Little Margie	(2)	M 30	Th	9:30	-
Colgate	Our Miss Brooks	(6)	C 30	Su	6:30	6.3
Multi	Ozzie and Harriet	(10)	A 30	Fr	9:00	2.8
RCA Victor	Phil Harris-Alice Faye Program	(8)	N 30	Fr	9:00	3.0
(S)	That's Rich; Stan Freberg	(1)	C 30	Fr	9:30	-

Thriller Drama —

(S)	Barrie Craig; Confidential Investigator	(3)	N 30	Tu	8:30	-
Pall Mall	Big Story	(7)	N 30	We	9:30	6.3
(S)	Bulldog Drummond	(5)	M 25	Su	6:00	-
(S)	Counterspy	(12)	M 30	Su	4:00	-
(S)	Crime Classics	(1)	C 30	We	9:30	-
Co-op	Crime Fighters	(5)	M 30	Th	8:30	-
(S)	Crime Photographer	(5)	C 30	We	9:00	-

(more)

Thriller Drama - cont'd -

Co-op	Deadline	(1)	M 30	We	8:30	-
Chesterfield	Dragnet; Jack Webb	(5)	N 30	Tu	9:00	-
Multi	FBI in Peace and War	(10)	C 30	We	8:00	4.5
Multi	Falcon, The	(9)	M 30	Mo	8:00	2.6
(S)	Gangbusters	(18)	C 30	Sa	8:30	-
(S)	Gunsmoke	(2)	C 25	Sa	8:00	-
Co-op	High Adventure; George Sanders	(2)	M 30	Tu	8:30	-
(S)	Horatio Hornblower	(1)	A 30	Fr	9:30	-
Wrigley Gum	Johnny Dollar	(3)	C 30	Tu	9:00	4.1
General Mills	Lone Ranger	(20)	A 25	3t	7:30	2.9
Multi	Mickey Spillane Mystery	(1)	M 30	Tu	8:00	3.1
(S)	Mike Malloy; detective story	(1)	A 15	5t	8:45	0.9
Palmolive Soap	Mr and Mrs North	(11)	C 30	Tu	8:30	6.1
Proctor & Gamble	Mr Keen	(17)	C 30	Fr	8:00	4.8
Sterling Drugs	Mystery Theater	(11)	A 30	We	9:30	1.5
(S)	Nick Carter	(11)	M 25	Su	4:30	-
Co-op	Nightmare; Peter Lorre	(1)	M 30	We	8:30	-
Multi	Official Detective	(8)	M 30	Th	8:00	2.7
(S)	Rocky Fortune; Frank Sinatra	(1)	N 25	Tu	9:35	-
General Foods	Roy Rogers	(8)	N 25	Th	8:00	-
(S)	Shadow, The	(20)	M 30	Su	5:00	-
(S)	Six Shooter; Jimmy Stewart	(1)	N 30	Su	8:00	-
Multi	Squad Room	(2)	M 30	Su	6:30	3.7
(S)	Starr of Space	(1)	A 25	2t	7:30	-
Auto Lite	Suspense	(12)	C 30	Mo	8:00	6.0
(S)	True Detective Mysteries	(12)	M 30	Su	5:30	-
(S)	Twenty-First Precinct	(1)	C 30	We	8:30	-
Co-op	Under Arrest	(5)	M 30	Mo	8:30	-
(S)	Zero-Zero-Ten	(?) (1)	M 30	Su	3:30	-

Sports Broadcasts -

Gillette	Friday Night Fights	(15)	A 45	Fr	10:00	2.3
----------	---------------------	------	------	----	-------	-----

News, Commentary -

Int Harvester	Alex Dreier; news	(3)	N 15	5t	7:00	2.6
Metrop'n Life	Allen Jackson; news	(4)	C 15	5t	6:00	1.0
Co-op	Bill Cunningham; comment	(10)	M 15	Su	12:30	-
Mutual Omaha	Bob Considine; On the Line	(4)	N 15	Su	6:00	-
Farm Mutual	Cecil Brown; news, comment	(9)	M 15	Su	6:30	3.9
Kent Cig'ts	Don Gardiner; Monday Morning Headlines	(10)	A 15	Su	6:00	2.9
American Oil	Edward R Murrow; news, comment	(9)	C 15	5t	7:45	2.1
C Sci Monitor	Edwin D Canham; Monitor Views	(9)	A 15	Tu	9:45	-
(S)	Elmer Davis; comment	(12)	A 15	Su	10:15	-
A F of Labor	Frank Edwards; news, comment	(5)	M 15	5t	10:00	-
Co-op	Fulton Lewis Jr; comment	(16)	M 15	5t	7:00	1.5
Multi	Gabriel Heatter; news, comment	(19)	M 15	5t	7:30	3.8
(S)	George Herman; news	(1)	C 15	Su	12:45	-
Co-op	George Hicks; news	(6)	A 15	5t	6:45	-
Co-op	George Sokolsky; comment	(5)	A 15	Su	6:30	-
Co-op	H V Kaltenborn; analysis and comment	(24)	N 15	Sa	6:15	-
General Motors	Henry J Taylor; Your Land and Mine	(8)	A 15	Mo	8:00	-
(S)	Howard K Smith; London report	(2)	C 15	Su	12:30	-
CIO Unions	John W Vandercook; news, comment	(7)	A 15	5t	7:00	1.0
(S)	Listen to Washington	(1)	N 30	Fr	10:30	-
Kaiser Motors	Lowell Thomas; news	(24)	C 15	5t	6:45	4.0
Miles Labs	Morgan Beatty; News of the World	(9)	N 15	5t	7:30	5.8
Co-op	Mutual Newsreel	(5)	M 15	5t	9:15	-

(more)

News, Commentary -- cont'd --

Co-op	Mutual Reporters' Roundup	(4)	M 30	Mo	9:30	-
(S)	NBC Saturday News	(1)	N 15	Sa	6:00	-
Beltone	Paul Harvey; news	(4)	A 15	Su	6:15	2.0
Co-op	Paul Harvey; news	(4)	A 15	Su	10:00	-
Co-op	Quincy Howe; news, comment	(4)	A 15	Su	7:15	-
(S)	Report from the Pentagon	(2)	M 15	Su	10:00	-
Co-op	Report from Washington	(1)	M 15	Sa	7:15	-
(S)	Report from the White House	(1)	N 30	We	10:30	-
(S)	Report on America	(1)	N 15	Su	6:15	-
(S)	Sunday News Special	(2)	A 15	Su	12:00N	-
Old Gold	Taylor Grant; news, comment	(9)	A 15	Su	9:15	3.6
Co-op	Taylor Grant; Headline Edition	(9)	A 15	4t	10:00	-
(S)	This Week Around the World; roundup	(8)	A 30	Su	7:00	-
(S)	Three City Byline	(1)	A 15	4t	8:00	-
Sun Oil	Three Star Extra	(7)	N 15	5t	6:45	1.4
(S)	Ulmer Turner; taped news interviews	(1)	A 15	4t	10:15	-
(S)	UN Report	(2)	C 10	Su	10:35	-
Multi	Walter Winchell; comment	(22)	A 15	Su	9:00	4.7
(S)	World Today; CBS news roundup	(5)	C 30	Su	4:30	-

Public Affairs Talks, Forums --

(S)	American Forum of the Air	(19)	N 30	Su	2:30	-
Co-op	America's Town Meeting	(19)	A 45	Tu	9:00	-
(S)	Answers for Americans	(1)	A 25	Tu	10:35	-
(S)	Civilian Cloakroom; panel interview	(6)	C 30	Fr	10:00	-
(S)	Leading Question	(1)	C 30	Su	12:00N	-
(S)	Man of the Week; panel interview	(1)	C 30	Su	10:00	-
(S)	Meet the Press; panel interview	(7)	N 30	Su	10:30	-
(S)	Northwestern Reviewing Stand	(17)	M 30	Su	11:30a	-
(S)	Pan-American Union talks	(3)	A 30	Su	11:00a	-
Co-op	Sounding Board	(1)	M 30	We	10:30	-
Co-op	State of the Nation	(1)	M 30	Tu	10:30	-
(S)	University of Chicago Roundtable	(21)	N 30	Su	1:30	-
(S)	Youth Wants to Know; panel interview	(2)	N 30	Mo	10:30	-

Religious Talk Programs --

Chr Reformed	Back to God Hour	(6)	M 30	Su	9:30a	-
(S)	CBS Church of the Air	(23)	C 60	Su	10:00a	-
(S)	Catholic Hour	(24)	N 30	Su	2:00	-
(S)	Christian in Action	(4)	A 30	Su	11:30a	-
Nelson Sons	Evening Comes; Bible readings, music	(1)	A 25	Su	5:05	1.1
Dawn Bible	Frank and Ernest	(5)	M 15	Su	11:00a	1.0
Oral Roberts	Healing Waters; Dr Oral Roberts	(1)	A 30	Su	2:00	0.4
Ch of Christ	Herald of Truth	(2)	A 30	Su	1:00	1.2
Billy Graham	Hour of Decision; Rev Billy Graham	(4)	A 30	Su	3:30	2.4
Free Methodist	Light and Life Hour	(3)	A 30	Su	8:30a	-
Lutheran Laymen	Lutheran Hour; Rev Walter A Maier	(16)	M 30	Su	1:30	1.5
(S)	Message of Israel	(19)	A 30	Su	10:00a	-
(S)	National Radio Pulpit	(28)	N 30	Su	10:00a	-
(S)	National Vespers	(27)	A 30	Su	1:30	-
Gospel B'c'g	Old Fashioned Revival Hour	(13)	A 60	Su	4:00	1.9
Bible Class	Radio Bible Class	(14)	A 30	Su	8:00a	-
Bible Class	Radio Bible Class	(14)	M 30	Su	10:00a	1.3
Assemblies God	Revival Time	(1)	A 30	Su	10:30	0.3
Voice Inc	Voice of Prophecy	(13)	A 30	Su	9:30a	1.0
Voice Inc	Voice of Prophecy	(13)	M 30	Su	10:30a	1.1
Wyatt	Wings of Healing; Dr Thomas Wyatt	(2)	A 30	Su	2:30	-
Wyatt	Wings of Healing; Dr Thomas Wyatt	(2)	M 30	Su	9:00a	0.7
Church of God	World Tomorrow	(1)	A 30	Su	12:30	0.3

## Network Radio Programs 1953-54

Sports News, Interviews —

Co-op	Al Helfer; sports news	(5)	M 15	Sa	7:00	-
Budweiser Beer	Bill Stern; Sports Today	(17)	A 15	5t	6:30	-
(S)	Bob Edge; Sports Afield	(1)	A 15	Sa	6:45	-
Co-op	Bob Finnegan; sports talk	(2)	A 15	Sa	6:30	-
(S)	John Durr; sports	(1)	C 15	Su	10:45	-
Co-op	Mel Allen-Russ Hodges; sports	(3)	N 15	5t	6:15	-
Co-op	Rod and Gun Club	(4)	M 30	Su	7:00	-
Philip Morris	Sports Ten	(1)	M 10	5t	9:05	-

Broadway and Hollywood Gossip Programs —

Colgate	Louella Parsons; Hollywood	(6)	C 15	Tu	10:00	3.1
---------	----------------------------	-----	------	----	-------	-----

Miscellaneous Talk Programs —

(S)	AFL-CIO Program; James Crowley	(10)	A 15	Sa	6:15	-
(S)	Dwight Cook; Guest Book	(1)	C 15	5t	6:15	-
(S)	Eric Hodgins; Minority of One	(1)	C 15	Th	10:00	-
Co-op	Hazel Markel	(3)	M 15	Su	10:15	-
(S)	Invitation to Learning	(12)	C 25	Su	11:35a	-
(S)	It's Your Business; management program	(10)	A 15	Sa	6:00	-
(S)	Keep Healthy	(1)	M 15	Su	3:15	-
(S)	Man's Right to Knowledge	(1)	C 30	Su	1:00	-
Co-op	Men's Corner	(2)	M 15	Su	10:30	-
Co-op	Rukeyer Reports; business talk	(2)	M 15	Su	10:45	-
(S)	UN Report	(2)	C 10	Su	10:35	-
(S)	World Traveler; Joe King	(1)	M 15	Su	1:15	-

Daytime Comedy Variety —

General Foods	Bob Hope Show	(18)	N 15	5t	10:30a	-
---------------	---------------	------	------	----	--------	---

Daytime General Variety —

Multi	Arthur Godfrey Program	(13)	C 90	5t	10:00a	5.7
Multi	Breakfast Club; Don McNeill	(21)	A 60	5t	9:00a	3.1
Co-op	Cliff's Family	(7) (1)	M 45	5t	9:15a	-
Multi	Galen Drake Program	(9)	C 55	Sa	10:00a	-
(S)	Jack Owens Show; variety, interviews	(2)	A 25	5t	4:00	-
(S)	John B Gambling Club	(2)	M 60	5t	3:00	-
(S)	Johnny Olson Show	(2)	M 25	5t	10:35a	-
Co-op	No School Today; teenage variety	(4)	A 90	Sa	9:00a	-
Multi	Robert C Lewis Show	(3)	C 60	Sa	11:00a	-

Daytime Hillbilly Shows —

(S)	Oklahoma Wranglers	(1)	A 10	5t	12:15	-
(S)	Ranch Boys	(8)	A 30	Sa	12:00N	-
(S)	Ranch Boys	(8)	M 30	Sa	2:30	-
(S)	Songs of the B-Bar-B	(3)	M 30	3t	5:00	-
Co-op	Welcome Ranch	(1)	M 30	5t	4:30	-

Daytime Magazine-Type Variety —

Multi	Road Show	(1)	N 240	Sa	2:00	-
-------	-----------	-----	-------	----	------	---

Daytime Concert Music —

(S)	Fifth Army Band	(1)	M 25	Sa	12:35	-
Texaco Oil	Metropolitan Opera Broadcasts	(23)	A 180	Sa	2:00	-
(S)	Symphonies for Youth	(4)	M 55	Sa	1:30	-
(S)	US Army Band	(5)	N 30	Sa	12:30	-
(S)	US Army Band; Musical Express	(5)	A 15	5t	5:45	-
(S)	US Marine Band	(8)	N 30	Sa	12:00N	-
(S)	US Military Academy Band	(2)	M 25	Sa	11:35a	-
(S)	US Navy Band; Navy Hour	(6)	A 30	Sa	1:00	-

Daytime Musical Variety —

(S)	All Star Parade of Bands; dance bands	(1)	N 30	Sa	1,30	-
(S)	Bandstand USA	(5)	M 30	Sa	3,00	-
Hormel Paack'g	Hormel Girls Band and Chorus	(5)	C 30	Sa	1,30	3.2
(S)	Ken Harris Orchestra	(1)	M 30	Sa	1,00	-
(S)	Music in the Afternoon	(1)	A 30	5t	4,30	-
(S)	Salute to the Nation	(2)	M 30	Sa	4,00	-
(S)	Saturday at the Chase	(3)	C 30	Sa	4,30	-
(S)	Vincent Lopez Orchestra	(7)	A 30	Sa	1,30	-
(S)	Vincent Lopez; Luncheon with Lopez	(7)	M 30	5t	1,30	-

Daytime Light Music —

(S)	Art and Dotty Todd	(1)	A 15	5t	5,15	-
General Mills	Bill Ring Trio	(2)	A 15	5t	12,30	-
Club Aluminum	Club Time; mixed quartette, hymns	(9)	A 15	Sa	5,45	-
Miles Labs	Curt Massey Program; Martha Tilton	(7)	C 15	5t	5,45	4.1
Miles Labs	Curt Massey Program; Martha Tilton	(7)	M 15	5t	12,00N	2.7
Florida Citrus	Every Day; Meredith Willson, piano, chat	(2)	N 15	5t	9,45a	-
(S)	Here's to My Lady	(1)	M 15	5t	1,15	-
(S)	Jane Pickens; songs	(2)	N 10	5t	2,45	-
General Mills	Joe Emerson; Hymn Time	(3)	A 15	5t	3,00	-
(S)	Paulena Carter; piano	(1)	A 15	Sa	5,30	-
Corn Products	Sunshine Sue	(1)	C 15	5t	4,15	-

Daytime Disk Jockey Programs —

Co-op	Fred Robbins Show; platters	(1)	M 25	5t	2,00	-
(S)	Mac McGuire Show; records	(2)	M 25	Sa	4,30	-
(S)	Martin Block Record Show	(2)	A 85	5t	2,35	-
(S)	Platterbrains; panel rating records	(1)	A 30	Sa	11,30a	-
(S)	Walter Preston's Show Shop	(2)	M 50	Sa	5,05	-

Daytime Quiz Programs —

Miles Labs	Break the Bank	(9)	N 15	5t	10,45a	3.4
Cusker Oats	Man on the Farm	(6)	M 30	Sa	12,00N	2.0
Colgate	Phrase that Pays	(1)	N 15	5t	11,30a	3.9
Multi	Second Chance	(1)	N 15	5t	11,45a	3.2
Colgate	Strike It Rich	(7)	N 30	5t	11,00a	4.5
Multi	Wizard of Odds	(1)	C 15	5t	3,45	3.4

Daytime Human Interest Programs —

Multi	Art Linkletter House Party	(10)	C 30	5t	3,15	5.1
(S)	Breakfast in Hollywood	(7)	N 30	Sa	10,00a	-
Multi	It Pays to Be Married	(1)	N 15	5t	5,45	3.0
(S)	Ladies Fair	(5)	M 30	5t	2,30	-
Multi	Queen for a Day; Jack Bailey	(9)	M 30	5t	11,30a	2.5
Proctor & Gamble	Welcome Travelers	(7)	N 30	5t	10,00a	4.0
(S)	Wonderful City	(1)	M 25	5t	11,00a	-

Daytime Panel Quiz Programs —

Cont'l Baking	Make Up Your Mind	(1)	C 15	5t	11,30a	3.5
---------------	-------------------	-----	------	----	--------	-----

Daytime Light Drama —

Carte. Prods	City Hospital	(3)	C 15	Sa	1,00	4.7
Campbell Soups	Grand Central Station	(15)	A 25	5t	11,00a	3.7
Ex Lax	Modern Romances	(3)	A 15	5t	11,25a	-
(S)	My Secret Story	(2)	N 30	Sa	11,00a	-
Sterling Drugs	My True Story	(13)	A 25	5t	10,00a	4.7
Carnation Milk	Stars Over Hollywood	(13)	C 30	Sa	12,30	5.5
Cream of Wheat	Theater of Today	(13)	C 25	Sa	12,05	5.7
General Mills	Whispering Streets	(2)	A 20	5t	10,25a	4.5
(S)	Woman in Love	(1)	N 30	Sa	11,30a	-



Daytime Comedy Drama —

Co-op	Lum and Abner	(15)	A 15	5t	5:30	-
-------	---------------	------	------	----	------	---

Daytime Thriller Drama —

Cusker Oats	Sergeant Preston of the Yukon	(3)	M 30	2t	5:00	4.0
Derby Foods	Sky King	(7)	M 25	2t	5:30	4.5
Ralston	Space Patrol	(4)	A 30	Sa	10:30a	3.1
Kellogg	Wild Bill Hickok	(3)	M 25	3t	5:30	4.7

Daytime Women's Serial Drama —

Spry	Aunt Jenny's Stories	(18)	C 15	5t	12:15	6.3
Proctor & Gamble	Backstage Wife	(19)	N 15	5t	4:00	6.0
Proctor & Gamble	Brighter Day	(6)	C 15	5t	2:45	6.1
(S)	Ever Since Eve	(1)	A 15	5t	11:40a	-
Am Home Prods	Front Page Farrell	(13)	N 15	5t	5:15	4.0
Proctor & Gamble	Guiding Light	(14)	C 15	5t	1:45	6.8
Am Home Prods	Helen Trent	(20)	C 15	5t	12:30	6.9
Miles Labs	Hilltop House	(10)	C 15	5t	3:00	5.3
Anacin	Just Flain Bill	(22)	N 15	5t	5:00	-
Proctor & Gamble	Life Can Be Beautiful	(16)	N 15	5t	3:00	3.8
Colgate	Lorenzo Jones	(17)	N 15	5t	5:30	4.3
Oxydol	Ma Perkins	(21)	C 15	5t	1:15	6.2
Bristol Myers	Nora Drake	(7)	C 15	5t	2:30	6.4
Anacin	Our Gal Sunday	(17)	C 15	5t	12:45	6.8
Camay Soap	Pepper Young's Family	(18)	N 15	5t	3:30	5.1
Tide	Ferry Mason	(11)	C 15	5t	2:15	6.0
Proctor & Gamble	Right to Happiness	(15)	N 15	5t	3:45	5.7
Ivory Soap	Road of Life	(17)	C 15	5t	1:00	5.5
Crisco	Road of Life	(17)	N 15	5t	3:15	4.6
Ivory Snow	Rosemary	(10)	C 15	5t	11:45a	5.5
General Foods	Second Mrs Burton	(9)	C 15	5t	2:00	5.6
Sterling Drugs	Stella Dallas	(17)	N 15	5t	4:15	5.7
Maxwell House	Wendy Warren	(7)	C 15	5t	12:00N	6.5
Carnation Milk	When a Girl Marries	(15)	A 15	5t	10:45a	3.0
Manhattan Soap	Woman in My House	(3)	N 15	5t	4:45	4.5
Proctor & Gamble	Young Doctor Malone	(14)	C 15	5t	1:30	5.7
Sterling Drug	Young Widder Brown	(17)	N 15	5t	4:30	5.3

Daytime Children's Programs —

Co-op	Big Jon and Sparkie	(4)	A 15	5t	5:00	-
(S)	Egbert and Ummley	(1)	N 30	Sa	9:30a	-
(S)	Howdy Dody	(3)	N 60	Sa	8:30a	-
(S)	Let's Pretend; dramatized fairy tales	(15)	C 25	Sa	2:05	-
Co-op	Mel Blanco; Woody Woodpecker program	(2)	M 60	Sa	10:00a	-

Daytime News Programs —

Skelly Oil	Alex Dreier; news	(3)	N 15	5t	8:00a	-
(S)	Austin Kiplinger; news	(1)	A 15	5t	5:00	-
(S)	CBS News of America	(1)	C 15	6t	9:00a	-
(S)	CBS World News Roundup	(2)	C 15	6t	8:00a	-
Co-op	Cecil Brown; news, comment	(9)	M 15	5t	10:00a	-
Co-op	Cedric Foster; news	(12)	C 15	5t	1:00	-
(S)	Daniel Schorr; news	(1)	C 15	Sa	5:45	-
(S)	Don Gardiner; news	(10)	A 15	5t	12:00N	-
(S)	Everett Rolles; MBS news	(1)	M 15	5t	4:00	-
Co-op	John McVane	(1)	A 10	5t	8:45a	-
(S)	McCarthy; news	(1)	A 15	5t	12:45	-

(more)

Daytime News Programs -- cont'd --

Co-op	Martin Agronsky; ABC morning news	(10)	A 15	5t	8:00a	--
(S)	NBC World News Roundup	(2)	N 15	6t	8:15a	--
Co-op	Paul Harvey; news	(4)	A 15	5t	1:00	--
Co-op	Pauline Frederick	(5)	N 15	5t	12:00N	--
(S)	Report from Overseas	(1)	C 15	Sa	3:00	--
Co-op	Robert F Burreigh; news	(5)	M 15	5t	9:00a	--
(S)	UN on the Record; taped interviews	(1)	C 15	Sa	4:00	--
(S)	Washington USA; Griffing Bancroft report	(1)	C 30	Sa	5:00	--
(S)	World Assignment	(1)	C 15	Sa	3:45	--

Daytime Religious Talk Programs --

(S)	Faith in Our Time	(7)	M 15	5t	10:15a	--
Voice Inc	Voice of Prophecy	(13)	A 30	Sa	8:15a	--

Daytime Sports News Programs --

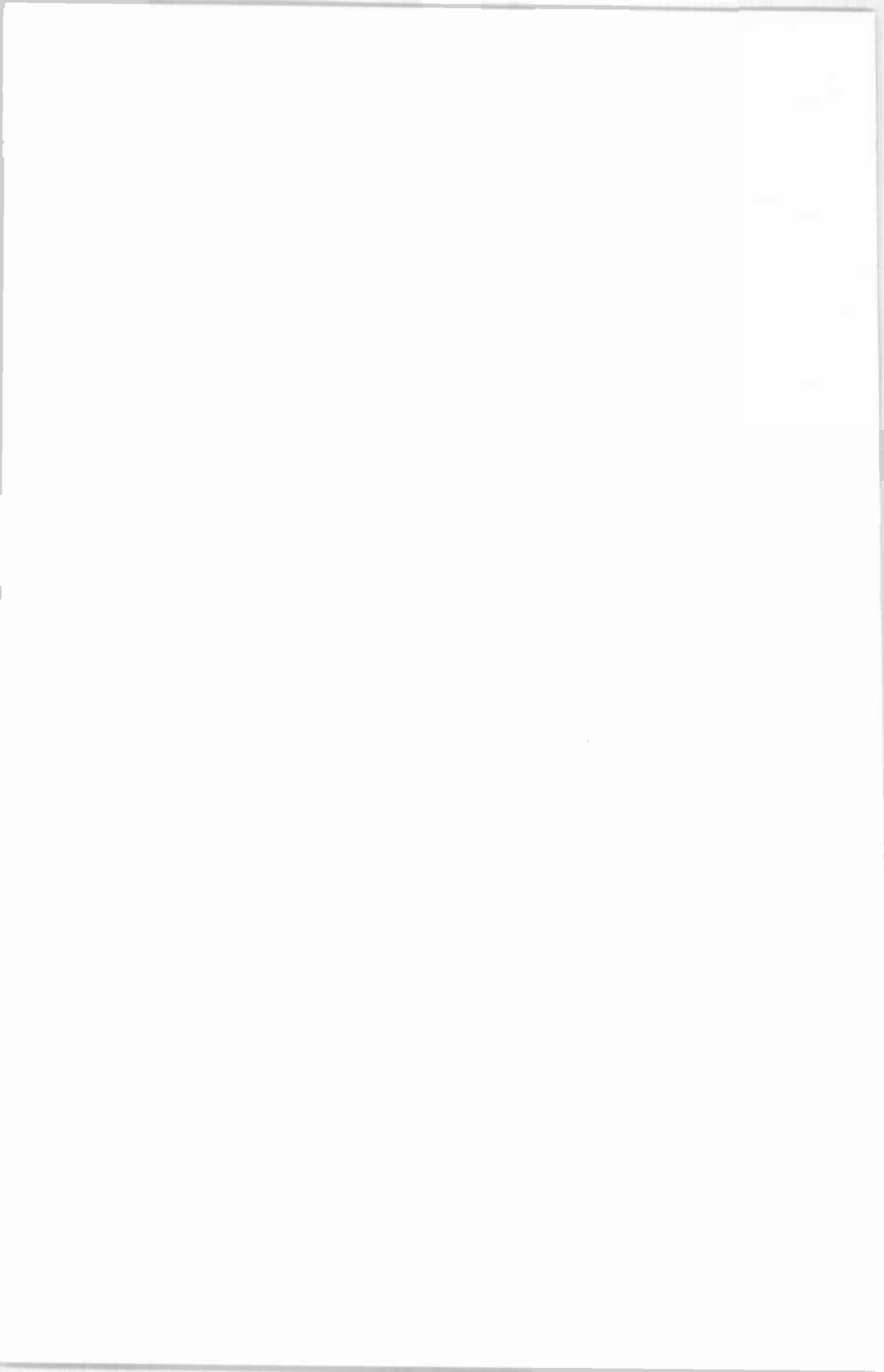
(S)	All-League Clubhouse	(1)	A 30	Sa	11:30a	--
(S)	Saturday Sports Roundup	(1)	C 15	Sa	5:30	--
(S)	Sports Parade	(1)	M 30	Sa	3:30	--

Daytime Homemakers' Programs --

(S)	Helen Hall; Beauty	(2)	M 15	Ja	11:00a	--
Pet Milk	Mary Lee Taylor; cooking talks	(17)	N 30	Sa	12:30a	3.8

Daytime Miscellaneous Talk Programs --

(S)	Adventures in Science	(14)	C 15	Sa	3:15	--
(S)	American Farmer	(9)	A 30	Sa	12:30	--
(S)	CBS Farm News	(4)	C 15	Sa	3:30	--
(S)	Garden Gate; talks on gardening	(10)	C 15	Sa	9:45a	--
Co-op	Mary Margaret McBride; chatter	(7)	A 30	5t	2:00	--
Allis Chalmers	National Farm and Home Hour	(25)	N 30	Sa	1:00	2.9
Co-op	Ted Malone; comments, poetry	(15)	A 15	5t	1:15	--
Skelly Oil	This Farming Business	(3)	N 15	Sa	8:00a	--



MAJOR NETWORK RADIO PROGRAMS - SEASON 1954-1955  
On Air January 1955

213

Sponsor	Program	Season on Air	Net, Length, Day, Hour	Nielsen Rating
<u>Comedy Variety</u> —				
American Dairy	Bob Hope Show	(19)	N 30 Th 8:30	2.5
Kraft Foods	Charlie McCarthy-Edgar Bergen Program	(17)	C 60 Su 9:00	3.3
Lucky Strike	Jack Benny Program	(23)	C 30 Su 7:00	5.8
<u>General Variety</u> —				
Multi	Arthur Godfrey Digest; taped repeats	(14)	C 30 Fr 8:30	3.1
Multi	Friday with Garroway; chatter, platters	(1)	N 90 Fr 8:30	-
(S)	Jack Gregson Program	(1)	A 25 Mo 8:00	-
(S)	Jack Gregson Program	(1)	A 50 4t 8:00	-
(S)	Make Way for Youth; teenage variety	(4)	C 25 Sa 7:05	-
<u>Amateur or Talent Contest Variety</u> —				
Lipton Tea	Arthur Godfrey's Talent Scouts	(14)	C 30 Mo 8:30	3.7
<u>Hillbilly Programs</u> —				
Prince Albert	Grand Ol' Opry	(14)	N 30 Sa 9:30	-
(S)	Ozark Jubilee	(1)	A 25 Sa 10:35	-
(S)	Saturday Night Country Style	(2)	C 55 Sa 9:30	-
(S)	Tex Williams Show	(1)	N 30 Sa 10:00	-
(S)	Town and Country Time	(1)	A 15 We 10:45	-
<u>Semi-Variety</u> —				
Multi	Amos 'n' Andy; comedy sketch, records	(26)	C 25 5t 9:30	3.5
Wrigley Gum	Gene Autry Program; Western music, drama	(14)	C 30 Su 6:00	-
<u>Magazine-Type Variety</u> —				
(S)	Sunday Afternoon; live music, records	(1)	C 110 Su 4:05	-
Multi	Weekend	(2)	N 120 Su 3:00	-
<u>Concert Music</u> —				
Cities Service	Band of America	(7)	N 30 Mo 9:30	-
(S)	Boston Symphony Orchestra	(13)	N 60 Sa 8:30	-
(S)	Enchanted Hour; Sylvan Levin orch	(5)	M 30 Su 7:30	-
(S)	Little Symphonies	(3)	M 30 Su 10:30	-
Longines Watch	Longines Choraliars	(5)	C 15 5t 7:30	2.3
Longines Watch	Longines Symphonette	(6)	C 30 Su 2:00	1.5
(S)	Metropolitan Opera Auditions	(17)	A 25 Mo 9:00	-
(S)	Negro College Choirs	(4)	A 30 Su 10:30a	-
(S)	New York Philharmonic Orchestra	(27)	C 90 Su 2:30	-
(S)	Oklahoma City Symphony Orchestra	(6)	M 60 Su 8:30	-
(S)	Salt Lake Tabernacle Choir	(26)	C 30 Su 11:00a	-
Bell System	Telephone Hour	(15)	N 30 Mo 9:00	2.0
(S)	US Army Band; Front and Center (taped)	(6)	A 30 Th 10:30	-
(S)	US Marine Band (taped)	(9)	A 25 Su 11:05a	-
(S)	US Marine Band (taped)	(9)	M 30 Su 12:00N	-
Firestone Tires	Voice of Firestone	(26)	A 30 Mo 8:00	-
<u>Musical Variety</u> —				
(S)	ABC Dancing Party	(4)	A 110 Sa 8:05	-
(S)	Art Wauer Orchestra	(1)	C 30 Th 10:30	-
(S)	Best of All; Broadway show tunes	(1)	N 45 Mo 8:15	-
(S)	Carlton Hayes Orchestra	(1)	C 30 Mo 10:30	-
(S)	Chicago Theater of the Air; operettas	(15)	M 60 Sa 10:00	-
(S)	Chuck Foster Orchestra	(1)	C 30 Tu 10:00	-

(more)

## Network Radio Programs 1954-55

Musical Variety - cont'd -

(S)	Chuck Foster Orchestra	(1)	C 30	We	10:00	-
(S)	Coconut Grove Orchestra	(1)	A 25	Sa	10:30	-
Chevrolet	Dinah Shore Show (taped from TV)	(9)	N 15	2t	8:00	-
(S)	Don Reid Orchestra	(1)	C 30	Fr	10:30	-
(S)	Dorsey Brothers Orchestra	(2)	C 30	2t	10:30	-
Coca Cola	Eddie Fisher; Coke Time (taped from TV)	(4)	M 15	2t	7:45	-
(S)	Green Room Music	(3)	A 25	Tu	9:30	-
(S)	Guy Lombardo Orchestra.	(20)	C 30	Su	1:00	-
(S)	Guy Lombardo Orchestra; Lombardoland	(20)	M 30	Sa	9:30	-
(S)	Hawaii Calls; music from Hawaii	(9)	M 30	Su	8:00	-
(S)	Henry Jerome Orchestra	(1)	C 30	Tu	10:30	-
(S)	Henry Jerome Orchestra	(1)	C 30	We	10:00	-
(S)	Henry Jerome Orchestra	(1)	M 30	Th	10:30	-
(S)	Joe Reichman Orchestra	(1)	C 30	Fr	10:30	-
(S)	London Studio Melodies	(1)	M 30	Fr	10:30	-
(S)	Manhattan Moods	(1)	N 30	Su	6:30	-
(S)	Music for Relaxation	(1)	N 30	Su	12:00N	-
(S)	Musical Almanac	(1)	M 30	Su	10:00	-
(S)	Musical Caravan	(1)	M 30	Th	10:00	-
Chesterfield	Perry Como Show (taped from TV)	(2)	C 15	3t	9:00	-
(S)	Ralph Flanagan Orchestra	(2)	A 25	Th	9:30	-
(S)	Ralph Flanagan Orchestra	(2)	C 30	Mo	10:00	-
(S)	Sammy Kaye Serenade	(14)	A 25	4t	9:00	-
(S)	Syncopation Piece	(3)	C 25	Su	1:35	-
Multi	Tennessee Ernie Ford Show	(1)	C 25	5t	7:00	2.6

Light Music -

Multi	Bing Crosby Program; small orch, guests	(24)	C 15	5t	9:15	3.1
(S)	Dinner Date	(5)	M 15	5t	7:15	-
(S)	Distinguished Artists	(1)	M 30	Su	10:30	-
Multi	Frank Sinatra Program	(8)	N 15	2t	8:15	-
(S)	Gil Houston Show	(1)	M 15	2t	9:15	-
(S)	In the Mood	(1)	M 15	3t	7:45	-
(S)	Jane Pickens Program	(3)	N 30	Th	10:30	-
(S)	Mahalia Jackson; songs	(1)	C 25	Su	10:05	-
(S)	Martha Lou Harp	(2)	A 30	Mo	10:30	-
(S)	Richard Hayes; Take Thirty	(1)	A 30	Tu	10:30	-
(S)	Rosemary Clooney	(1)	C 15	Th	9:00	-
(S)	Stars from Paris (taped)	(2)	N 25	Su	11:05a	-
General Foods	Sunday Gatherin'; hymn sing	(5)	C 25	Su	8:30a	-

Disk Jockey Programs -

(S)	Juke Box Jury; panel rating records	(1)	C 30	Sa	8:30	-
(S)	Platterbrains; panel rating records	(2)	A 30	Tu	9:30	-

Quiz Programs -

(S)	College Quiz Bowl	(2)	N 30	Sa	7:30	-
DeSoto Motors	Groucho Marx Quiz; You Bet Your Life	(8)	N 30	We	9:00	4.9
(S)	Spend a Million	(1)	N 25	Th	9:05	-
Multi	Stop the Music	(5)	C 75	Tu	8:00	-
Co-op	Take a Number	(7)	M 30	Fr	8:30	-
Co-op	True or False	(10)	M 30	Sa	7:00	-
Old Gold	Two for the Money	(3)	C 30	Sa	9:00	2.6

Human Interest Programs -

(S)	Have a Heart	(?)	(1)	M 30	Su	3:30	-
(S)	Pop the Question	(?)	(1)	M 30	Su	4:00	-
(S)	Where Have You Been	(?)	(1)	N 25	Th	9:30	-
(S)	Wonderful City	(2)	M 30	Su	3:00	-	

## Network Radio Programs 1954-55

Comedy Audience Participation Programs —

Toni	People are Funny; Art Linkletter	(13)	N 30	Tu	8:00	5.2
------	----------------------------------	------	------	----	------	-----

Prestige Drama —

Hallmark Cards	Hallmark Hall of Fame	(7)	C 30	Su	6:30	3.0
Lever Brothers	Lux Radio Theater	(21)	N 60	Tu	9:00	5.2

Informative Drama —

(S)	Eternal Light; Jewish program	(9)	N 30	Su	12:30	-
(S)	Family Theater	(8)	M 30	Fr	10:00	-
Goodyear Tires	Greatest Story Ever Told; Bible dramas	(8)	A 30	Su	5:30	1.3
(S)	Inheritance	(1)	N 30	Su	5:00	-
(S)	Search that Never Ends; medical docum'ry	(3)	M 30	Fr	9:30	-
(S)	World We Live In	(1)	A 25	Fr	9:30	-

Light, Homey or 'Love Interest' Drama —

(S)	Abbotts, The	(1)	N 30	Su	8:30	-
Mytinger	Mutrilite Radio Theater	(1)	N 30	Su	5:30	2.1
Toni	One Man's Family	(22)	N 15	5t	7:45	-

Comedy Drama —

(S)	Amos 'n' Andy	(26)	C 30	Su	7:30	-
Multi	Fibber McGee and Molly	(20)	N 15	5t	10:00	3.0
Multi	Great Gildersleeve	(14)	N 15	5t	10:15	3.6
Philip Morris	My Little Margie	(3)	C 30	Su	8:30	4.1
Multi	Our Miss Brooks	(7)	C 30	Su	8:00	5.6

Thriller Drama —

(S)	Barrie Craig; Confidential Investigator	(4)	N 25	We	8:30	-
Lucky Strike	Big Story	(8)	N 30	We	9:30	4.0
Co-op	Broadway Cop	(1)	M 30	Mo	8:30	-
Multi	Counterspy	(13)	M 30	Fr	8:00	2.1
Co-op	Crime Fighters	(6)	M 30	Th	8:30	-
(S)	Crime Photographer	(6)	C 25	5t	8:00	-
(S)	Dr Sixgun	(1)	N 30	Su	8:00	-
Liggett Myers	Dragnet; Jack Webb	(6)	N 30	Tu	8:30	5.7
(S)	Easy Money	(1)	N 30	Su	9:30	-
Wrigley Gum	FBI in Peace and War	(11)	C 25	We	8:00	4.2
(S)	Gangbusters	(19)	C 30	Sa	7:30	-
Co-op	John Steele, Adventurer	(3)	M 30	Tu	8:30	-
General Mills	Lone Ranger	(21)	A 30	3t	7:30	2.5
(S)	Mr and Mrs North	(12)	C 30	Mo	8:00	-
(S)	Nick Carter	(12)	M 30	Su	4:30	-
(S)	Nightwatch	(1)	C 30	Th	8:30	-
Multi	Official Detective	(9)	M 30	Th	8:00	1.9
(S)	Public Prosecutor	(1)	M 30	Su	6:00	-
Nabisco	Rin Tin Tin	(5)	M 30	Su	5:00	2.7
Dodge Motors	Roy Rogers	(9)	N 30	Th	8:00	3.3
Co-op	Sentenced	(1)	M 30	We	8:30	-
(S)	Sherlock Holmes	(16)	N 30	Su	9:00	-
General Mills	Silver Eagle	(3)	A 30	2t	7:30	-
Multi	Squad Room	(3)	M 30	We	8:00	1.6
(S)	Suspense	(13)	C 25	Th	8:00	-
Multi	Top Secret Files	(1)	M 30	Mo	8:00	1.9
Multi	Treasury Agent	(1)	M 30	Tu	8:00	2.7
(S)	True Detective Mysteries	(13)	M 30	Su	5:30	-
(S)	Twenty-First Precinct	(2)	C 30	We	8:30	-

## Network Radio Programs 1954-55

Sports Broadcasts ---

Co-op	Basketball Game	(1)	M 120	Tu	9:15	-
Gillette	Friday Night Fights	(16)	N 45	Fr	10:00	1.4
Co-op	Hockey Game	(1)	M 105	We	9:15	-
Co-op	Sports Parade	(2)	M 120	Sa	7:30	-

News, Commentary ---

Co-op	Alex Dreier; news	(4)	N 15	5t	7:00	-
Metrop'n Life	Allen Jackson; news	(5)	C 15	5t	6:00	-
(S)	Basil Heatter; news	(1)	M 15	Su	2:00	-
(S)	Basil Heatter; news	(1)	M 15	Sa	6:45	-
Co-op	Behind the Headlines	(1)	M 15	Sa	6:00	-
Co-op	Bill Cunningham; comment	(11)	M 15	Su	12:30	-
Mutual Omaha	Bob Considine; On the Line	(5)	M 15	Su	6:30	1.8
(S)	Don Gardiner; Monday Morning Headlines	(11)	A 15	Su	6:00	-
A F of Labor	Edward P Morgan; news, comment	(1)	A 15	5t	10:00	-
Multi	Edward R Murrow; news, analysis	(10)	C 15	5t	7:45	2.7
(S)	Elmer Davis; news	(13)	A 15	Su	10:15	-
Co-op	Fulton Lewis Jr; comment	(17)	M 15	5t	7:00	1.8
Multi	Gabriel Heatter; news, comment	(20)	M 15	5t	7:30	2.3
(S)	George Herman; news	(2)	C 15	Su	12:45	-
Co-op	George Hicks; news	(7)	A 15	5t	6:45	-
Co-op	George Sokolsky; comment	(6)	A 15	Su	7:15	-
Co-op	H V Kaltenborn; Edits the News	(25)	N 15	Sa	6:15	-
(S)	Headlines in Perspective	(1)	N 30	Su	10:30a	-
(S)	Heart of the News	(1)	N 25	Sa	7:05	-
General Motors	Henry J Taylor; comment	(9)	N 15	Mo	8:00	-
(S)	Howard K Smith; London report	(3)	C 15	Su	12:30	-
CIO Labor	John W Vandercook; news, comment	(8)	A 15	5t	7:00	-
(S)	Listen to Washington; news roundup	(2)	N 30	Tu	10:30	-
General Motors	Lowell Thomas; news	(25)	C 15	5t	6:45	3.4
Miles Labs	Morgan Beatty; News of the World	(10)	N 15	5t	7:15	4.0
Co-op	Mutual Reporters' Roundup	(5)	M 30	Mo	9:30	-
Beltone	Paul Harvey; news, comment	(5)	A 15	Su	6:15	-
Bankers' Life	Paul Harvey; news, comment	(5)	A 15	Su	10:00	-
(S)	Pauline Frederick; At the U N	(6)	N 15	Su	11:30a	-
Co-op	Quincy Howe; news	(5)	A 15	5t	7:15	-
Co-op	Report from Washington	(2)	M 15	Sa	6:30	-
(S)	Richard Rendell; news	(1)	A 10	5t	10:15	-
Sun Oil	Three-Star Extra	(8)	N 15	5t	6:45	-
(S)	UN Assignment	(1)	N 15	Su	11:45a	-
(S)	UN on the Record	(2)	C 15	Fr	6:15	-
American Razor	Walter Winchell; comment	(23)	A 15	Su	9:00	2.9

Public Affairs Talks, Forums ---

(S)	American Forum	(20)	N 30	Su	6:00	-
Co-op	America's Town Meeting	(20)	A 60	Su	8:00	-
(S)	Capitol Cloakroom; panel interview	(7)	C 30	Sa	6:30	-
Manion Forum	Dean Clarence Manion; Forum of Opinion	(1)	M 15	Su	9:30	-
(S)	Face the Nation; panel interview	(1)	C 30	Su	10:30	-
(S)	Keys to the Capitol	(1)	N 30	We	10:30	-
(S)	Leading Question	(2)	C 25	Su	12:05	-
(S)	Meet the Press; panel interview	(8)	N 30	Su	10:30	-
(S)	Northwestern Reviewing Stand; forum	(18)	M 30	Su	11:30a	-
Co-op	Pan American Union talks	(4)	A 30	Su	12:00N	-
Co-op	Sounding Board	(2)	M 30	Su	2:30	-
(S)	State of the Nation	(2)	M 30	Th	9:30	-
(S)	University of Chicago Roundtable	(22)	N 30	Su	1:30	-
(S)	Youth Wants to Know; panel interview	(3)	N 30	Su	2:30	-

Religious Talk Programs —

Chr Reformed	Back to God Hour	(7)	M 30	Su	9:30	0.4
(S)	CBS Church of the Air	(24)	C 60	Su	10:00a	-
(S)	Catholic Hour	(25)	N 30	Su	2:00	-
(S)	Christian in Action	(5)	A 25	Su	11:35a	-
Chr Science	Christian Science Heals	(2)	M 15	Su	1:15	1.0
(S)	Evening Comes; Bible readings, music	(2)	A 25	Su	5:00	-
(S)	Faith in Action	(2)	N 15	Su	9:30a	-
Dawn Bible	Frank and Ernest	(6)	M 15	Su	11:00a	0.8
Thomas Wyatt	Global Frontiers	(1)	M 15	Su	1:00	0.9
Oral Roberts	Healing Waters; Dr Oral Roberts	(2)	A 30	Su	2:00	-
Ch of Christ	Herald of Truth	(3)	A 30	Su	1:00	0.9
Billy Graham	Hour of Decision; Rev Billy Graham	(5)	A 30	Su	3:30	1.5
Billy Graham	Hour of Decision; Rev Billy Graham	(5)	M 30	Su	10:00	0.2
Free Methodist	Light and Life Hour	(4)	A 30	Su	8:30a	-
Lutheran Laymen	Lutheran Hour; Rev Walter A Maier	(17)	M 30	Su	1:30	0.8
(S)	Message of Israel	(20)	A 25	Su	10:05	-
(S)	National Radio Pulpit	(29)	N 30	Su	10:00a	-
Gospel B'o'g	Old Fashioned Revival Hour	(14)	A 60	Su	4:00	1.5
(S)	Pilgrimage (was National Vespers)	(1)	A 30	Su	1:30	-
Bible Class	Radio Bible Class	(15)	A 30	Su	8:00a	-
Bible Class	Radio Bible Class	(15)	M 30	Su	10:00a	0.9
World Church	Rev O L Jagers	(1)	A 30	Su	6:30	0.6
Assemblies God	Revival Time	(2)	A 30	Su	10:30	0.2
(S)	Thy Kingdom Come; Bible readings, music	(1)	N 30	Sa	6:30	-
Voice Inc	Voice of Prophecy	(14)	A 30	Su	9:30a	0.8
Voice Inc	Voice of Prophecy	(14)	M 30	Su	10:30a	0.6
Wyatt	Wings of Healing; Dr Thomas Wyatt	(3)	A 30	Su	2:30	-
Wyatt	Wings of Healing; Dr Thomas Wyatt	(3)	M 30	Su	9:00a	0.5
Church of God	World Tomorrow	(2)	A 30	Su	12:30	-

Sports News, Interviews —

Allstate Ins	Bill Stern; Sports Today	(18)	A 15	5t	6:30	-
Co-op	Bob Edge; Sports Afield	(2)	A 15	Sa	6:45	-
Co-op	Bob Finnegan; sports talk	(3)	A 15	Sa	6:30	-
General Tires	Harry Wismer; Sports Time	(6)	M 15	Su	6:45	-
(S)	Rod and Gun Club	(5)	M 30	Su	7:00	-
(S)	Sports Highlights	(1)	N 10	Fr	10:50	-
(S)	Sports Preview	(1)	C 15	Sa	6:15	-

Miscellaneous Talk Programs —

(S)	AFL-CIO Program; James Crowley	(11)	A 15	Sa	7:30	-
(S)	Art of Living; Norman Vincent Peale	(4)	N 15	Su	9:45a	-
(S)	Conversation	(1)	N 30	Sa	8:00	-
Co-op	Hazel Markel	(4)	M 15	Su	9:45	-
(S)	Indoors Unlimited; Dorian St George	(1)	A 30	Fr	10:30	-
(S)	Invitation to Learning	(13)	C 30	Su	11:30a	-
(S)	It's Your Business; management program	(11)	A 15	Sa	7:45	-
E Stevens	Save Money on Your Car	(1)	A 15	Su	9:15	-
(S)	World Traveler; Joe King	(2)	M 15	Sa	6:15	-

Daytime General Variety —

Multi	Arthur Godfrey Time	(14)	C 90	5t	10:00a	4.0
Multi	Breakfast Club; Don McNeill	(22)	A 60	5t	9:00a	3.1
(S)	Bruce and Dan	(7)	M 60	5t	4:00	-
(S)	Easy Does It	(2)	M 45	5t	9:15a	-

(more)



## Network Radio Programs 1954-55

<u>Daytime General Variety - cont'd -</u>					
Florida Citrus	Florida Calling; Tom Moore	(2)	M 25	5t 11:00a	1.9
Multi	Galen Drake Program	(10)	C 50	Sa 10:05a	-
(S)	Johnny Olson Show	(3)	M 25	5t 10:35a	-
Multi	No School Today; teenage variety	(5)	A 90	Sa 9:00a	-
Multi	Robert & Lewis Show	(4)	C 60	Sa 11:00a	2.7
(S)	Ruby Mercer Show	(1)	M 60	5t 3:00	-
(S)	Teenagers Unlimited	(1)	M 55	Sa 5:00	-
<u>Daytime Hillbilly Shows -</u>					
(S)	Country Jamboree	(1)	M 30	Sa 12:30	-
(S)	Dude Ranch Jamboree	(3)	N 30	Sa 1:00	-
(S)	Ranch Boys	(9)	A 25	Sa 12:35	-
<u>Daytime Magazine-Type Variety -</u>					
(S)	Road Show	(2)	N 90	Sa 10:30a	-
(S)	Road Show	(2)	N 270	Sa 1:30	-
<u>Daytime Concert Music -</u>					
(S)	Fifth Army Band	(2)	M 30	Sa 1:00	-
Texaco Oil	Metropolitan Opera Broadcasts	(24)	A 205	Sa 2:00	1.5
(S)	Opera Festival	(1)	A 30	Sa 5:30	-
(S)	Symphonies for Youth	(5)	M 55	Sa 1:30	-
(S)	US Army Bands; Musical Express	(6)	A 15	5t 5:00	-
(S)	US Military Academy Band	(3)	M 25	Sa 11:35a	-
<u>Daytime Musical Variety -</u>					
(S)	Bandstand USA	(6)	M 60	Sa 3:00	-
(S)	Don Reid Orchestra	(1)	C 30	Sa 2:00	-
(S)	Jan Garber Orchestra	(1)	C 30	Sa 4:00	-
(S)	Latin Quarter Matinee	(2)	A 25	5t 4:00	-
(S)	Pee Wee King Show	(3)	N 30	Sa 12:30	-
(S)	Ralph Marterie Orchestra	(1)	C 30	Sa 4:30	-
(S)	St Louis Melodies	(1)	C 15	Sa 9:30a	-
(S)	Salute to the Nation	(3)	M 30	Sa 4:00	-
(S)	Saturday at the Chase	(4)	C 25	Sa 5:35	-
(S)	Serenade to Romance	(1)	N 60	Sa 9:30a	-
(S)	Skinny Ennis Orchestra	(1)	C 30	Sa 3:30	-
(S)	Stan Daugherty Orchestra	(2)	C 25	Sa 1:35	-
(S)	String Serenade	(2)	C 30	Sa 3:00	-
(S)	Ted Steele Show	(1)	M 30	5t 1:30	-
(S)	Teddy Wilson Orchestra	(1)	C 15	Sa 2:30	-
(S)	Treasury Bandstand	(6)	A 30	5t 4:30	-
(S)	Vincent Lopez; Luncheon with Lopez	(8)	M 25	5t 1:30	-
(S)	Vincent Lopez Orchestra	(8)	A 15	5t 5:45	-
<u>Daytime Light Music -</u>					
(S)	Down at Holmesays	(1)	M 10	5t 12:20	-
(S)	Guest Time; guest vocalists	(1)	M 15	5t 10:15a	-
(S)	Gloria Parker; songs	(3)	A 15	5t 5:30	-
(S)	Richard Hayes; songs	(1)	M 25	Sa 2:35	-
(S)	Thy Neighbor's Voice; religious songs	(2)	A 15	5t 11:30	-
(S)	Valentino	(3)	A 15	5t 12:00N	-
<u>Daytime Disk Jockey Programs -</u>					
(S)	Martin Block Show	(3)	A 85	5t 2:05	-

Daytime Quiz Programs —

Miles Labs	Break the Bank	(10)	M 15	5t 12:00N	1.9
Miles Labs	Break the Bank	(10)	N 15	5t 10:45a	2.1
(S)	I Ask You	(1)	M 30	Sa 12:00	-
Colgate	Phrase that Pays	(2)	N 15	5t 11:30a	2.6
(S)	Second Chance	(2)	N 15	5t 11:45a	-
Colgate	Strike It Rich	(8)	N 30	5t 11:00a	3.1

Daytime Human Interest Programs —

Multi	Art Linkletter House Party	(11)	C 30	5t 3:15	3.6
(S)	Luncheon at Sardi's	(1)	M 15	5t 1:15	-
Multi	Queen for a Day; Jack Bailey	(10)	M 30	5t 11:30a	3.3
(S)	Wonderful City	(2)	M 30	5t 2:30	-

Daytime Panel Quiz Programs —

Cont'l Baking	Make Up Your Mind	(2)	C 15	5t 11:30a	2.8
---------------	-------------------	-----	------	-----------	-----

Daytime Comedy Talk Programs —

(S)	Fred Beck Show; humor in the news	(1)	A 15	5t 5:15	-
-----	-----------------------------------	-----	------	---------	---

Daytime Light Drama —

(S)	City Hospital	(4)	C 25	Sa 1:00	-
(S)	Companion; dramas of Marriage	(1)	A 15	5t 11:15a	-
Multi	Modern Romances	(4)	A 15	5t 11:00a	2.7
Multi	My True Story	(14)	A 30	5t 10:00a	4.0
(S)	Romance	(3)	C 25	Sa 12:05	-
Multi	Whispering Streets	(3)	A 15	5t 10:30a	4.2
(S)	Woman in Love	(2)	N 25	5t 3:05	-

Daytime Thriller Drama —

(S)	Bobby Benson	(8)	M 25	5t 5:30	-
Chesterfield	Gunsmoke	(3)	C 30	Sa 12:30	3.6
Quaker Oats	Sergeant Preston of the Yukon	(4)	M 30	25 5:00	2.3
Nestle	Space Patrol	(5)	A 30	Sa 10:30a	2.6

Daytime Women's Serial Drama —

Lever Brothers	Aunt Jenny's Stories	(19)	C 15	5t 12:15	4.6
Proctor & Gamble	Backstage Wife	(20)	N 15	5t 4:00	5.2
Proctor & Gamble	Brighter Day	(7)	C 15	5t 2:45	4.6
(S)	Doctor's Wife	(2)	N 15	5t 10:30a	-
Proctor & Gamble	Guiding Light	(15)	C 15	5t 1:45	5.5
Multi	Helen Trent	(21)	C 15	5t 12:30	5.2
Pharmaco	Hilltop House	(11)	C 15	5t 3:00	-
Quaker Oats	Hotel for Pets	(1)	N 15	5t 5:30	1.0
(S)	Joyce Jordan M. D.	(12)	N 15	5t 10:15a	-
Miles Labs	Just Plain Bill	(23)	N 15	5t 5:00	4.7
Colgate	Lorenzo Jones	(18)	N 15	5t 5:15	4.2
Proctor & Gamble	Ma Perkins	(22)	C 15	5t 1:15	5.5
Toni	Nora Drake	(8)	C 15	5t 2:30	5.3
Multi	Our Gal Sunday	(18)	C 15	5t 12:45	5.1
Proctor & Gamble	Pepper Young's Family	(19)	N 15	5t 3:30	4.1
Proctor & Gamble	Perry Mason	(12)	C 15	5t 2:15	5.3
Proctor & Gamble	Right to Happiness	(16)	N 15	5t 3:45	4.5
Proctor & Gamble	Road of Life	(18)	C 15	5t 1:00	5.1
Proctor & Gamble	Rosemary	(11)	C 15	5t 11:45a	3.1
Armour Pack'g	Second Mrs Burton	(10)	C 15	5t 2:00	-
Multi	Stella Dallas	(18)	N 15	5t 4:15	5.1

(more)

## Network Radio Programs 1954-55

Daytime Women's Serial Drama - cont'd -

Proctor & Gamble	Wendy Warren	(8)	C 15	5t	12:00N	4.8
Carnation	When a Girl Marries	(16)	A 15	5t	10:45a	4.0
Proctor & Gamble	Woman in My House	(4)	N 15	5t	4:45	4.8
Proctor & Gamble	Young Dr Malone	(15)	C 15	5t	1:30	5.3
Toni	Young Widder Brown	(18)	N 15	5t	4:30	5.3

Daytime Children's Programs -

(S)	Amazing Mr Whiz	(?)	(1)	M 30	Sa	10:30a	-
(S)	Half Pint Panel		(1)	A 25	Sa	11:05a	-

Daytime News Programs -

Skelly Oil	Alex Dreier; news	(4)	N 15	5t	8:00a	-
(S)	CBS News of America	(2)	C 15	6t	9:00a	-
(S)	CBS World News Roundup	(3)	C 15	6t	8:00a	-
Co-op	Cecil Brown; news	(10)	M 15	5t	10:00a	-
Co-op	Cedric Foster; news	(13)	M 15	5t	1:00	-
Co-op	John McVane; news	(2)	A 10	5t	8:45a	-
Co-op	Martin Agronsky; ABC morning news	(11)	A 15	6t	8:00a	-
Co-op	NEC World News Roundup	(3)	N 15	6t	8:15a	-
Co-op	Paul Harvey; news, comment	(5)	A 15	5t	1:00	-
Co-op	Pauline Frederick; news	(6)	N 15	5t	1:30	-
Co-op	Robert F Hurlleigh; news	(5)	M 15	5t	9:00a	-
(S)	Three-City Byline	(2)	A 15	5t	11:45a	-

Daytime Sports News Programs -

(S)	All-League Clubhouse	(2)	A 15	Sa	8:30a	-
(S)	All-League Clubhouse	(2)	A 30	Sa	11:30a	-
(S)	Sports Parade	(2)	M 30	Sa	4:30	-

Daytime Miscellaneous Talk Programs -

(S)	Adventures in Science	(15)	C 15	Sa	5:00	-
(S)	American Farmer	(10)	A 25	Sa	12:35	-
(S)	American Travel Guide	(1)	M 15	Sa	11:00a	-
(S)	Art of Living; Norman Vincent Peale	(4)	N 10	5t	10:05a	-
(S)	CBS Farm News	(5)	C 15	Sa	5:15	-
Kiplinger	Changing Times; news of business world	(1)	N 15	Sa	9:15a	-
(S)	Garden Gate; talks on gardening	(11)	C 15	Sa	9:45a	-
(S)	Mike and Buff; chatter	(1)	C 15	5t	3:45	-
Allis Chalmers	National Farm and Home Hour	(26)	N 30	Sa	12:00N	-
Co-op	Ted Malone; comment, poetry	(16)	A 15	5t	1:15	-
Skelly Oil	This Farming Business	(4)	N 15	Sa	8:00a	-

MAJOR NETWORK RADIO PROGRAMS - SEASON 1955-1956  
On Air January 1956

Sponsor	Program	Season on Air	Net, Length, Day, Hour	Nielsen Rating
<u>Comedy Variety</u> --				
(S)	Charlie McCarthy-Edgar Bergen Program	(18)	C 55 Su 7:05	3.9
Multi	Jack Carson Show	(7)	C 25 5t 9:05	-
<u>General Variety</u> --				
(S)	Arthur Godfrey Digest; taped repeats	(15)	C 30 Th 8:30	-
(S)	Goon Show	(7) (1)	N 30 Th 8:30	-
(S)	Mitch Miller; songs, chatter, platters	(1)	C 50 Su 9:05	-
<u>Amateur or Talent Contest Variety</u> --				
Toni	Arthur Godfrey Talent Scouts	(15)	C 30 Mo 8:30	2.0
<u>Hillbilly Programs</u> --				
Prince Albert	Grand Ol' Opry	(15)	N 30 Sa 9:30	-
(S)	Saturday Night Country Style	(3)	C 50 Sa 8:05	-
<u>Semi-Variety</u> --				
Multi	Amos 'n' Andy; comedy sketch, records	(27)	C 25 5t 9:30	2.4
Wrigley Gum	Gene Autry Program; Western music, drama	(15)	C 30 Su 6:00	3.2
<u>Magazine-Type Variety</u> --				
Multi	Monitor	(1)	N 120 Su 10:30a	-
Multi	Monitor	(1)	N 60 Su 1:00	-
Multi	Monitor	(1)	N 150 Su 2:30	-
Multi	Monitor	(1)	N 240 Su 6:30	-
Multi	Monitor	(1)	N 210 Sa 6:00	-
(S)	Sunday Afternoon	(2)	C 110 Su 4:05	-
<u>Concert Music</u> --				
<u>Cities Service</u>				
(S)	Band of America	(8)	N 30 Mo 9:30	1.7
(S)	Boston Symphony Orchestra	(14)	N 45 Mo 8:15	-
(S)	Festival of Opera	(1)	M 180 Su 2:00	-
<u>Longines Watch</u>				
(S)	Longines Symphonette	(7)	C 30 Su 2:00	-
(S)	Metropolitan Opera Auditions	(18)	A 25 Mo 8:00	-
(S)	Negro College Choirs	(5)	A 25 Su 10:35	-
(S)	New York Philharmonic Orchestra	(28)	C 90 Su 2:30	-
(S)	Oklahoma City Symphony Orchestra	(7)	M 60 Sa 10:00	-
(S)	Philadelphia Symphony Orchestra	(9)	C 55 Sa 9:05	-
(S)	Salt Lake Tabernacle Choir	(27)	C 30 Su 11:30a	-
<u>Bell System</u>				
(S)	Telephone Hour	(16)	N 30 Mo 9:00	1.7
(S)	US Army Band; Army Hour (taped)	(7)	M 30 Tu 9:30	-
(S)	US Army Band; At Ease (taped)	(7)	A 10 Sa 7:05	-
(S)	US Army Band; Front and Center (taped)	(7)	A 25 Su 12:35	-
(S)	US Marine Band; Marines in Review	(10)	A 25 Su 11:05a	-
Firestone Tires	Voice of Firestone	(27)	A 30 Mo 8:30	1.2
Woolworth	Woolworth Hour	(1)	C 60 Su 1:00	2.1
<u>Musical Variety</u> --				
(S)	ABC Dancing Party	(5)	A 75 Sa 8:05	-
(S)	Abbey Albert Orchestra	(1)	M 30 Mo 10:30	-
(S)	All-Star Parade of Bands	(2)	N 30 Mo 10:30	-
(S)	Bandstand USA	(7)	M 30 Su 5:00	-
(S)	Bobby Swain Orchestra	(1)	C 30 Mo 10:30	-
(S)	Bon Soir Paris	(1)	M 30 Su 8:30	-

(more)

## Network Radio Programs 1955-56

Musical Variety - cont'd -

(S)	Casa Noro Morales; Latin American music	(1)	A 10	Sa	7:15	-	
(S)	Chuck Foster Orchestra	(2)	C 30	Th	10:30	-	
(S)	Don Reid Orchestra	(2)	C 30	Th	10:00	-	
Coca Cola	Eddie Fisher; Coke Time (taped from TV)	(5)	M 15	2t	7:45	-	
(S)	Eddie Howard Orchestra	(2)	C 30	Tu	10:00	-	
(S)	George Shearing Orchestra	(1)	C 30	Mo	10:00	-	
(S)	Guy Lombardo Orchestra	(21)	C 30	Su	12:30	-	
(S)	Guy Lombardo Orchestra; Lombardoland	(21)	M 30	Sa	9:30	-	
(S)	Hawaii Calls; music from Hawaii	(10)	M 30	Su	8:00	-	
(S)	Henry Jerome Orchestra	(2)	C 30	Tu	10:30	-	
(S)	Holiday for Strings	(1)	A 25	Su	5:00	-	
(S)	Hotel Edison Orchestra	(1)	A 25	Sa	10:05	-	
(S)	Larry Faith Orchestra	(1)	C 30	2t	10:30	-	
(S)	Lawrence Welk Show	(5)	A 20	Sa	10:35	-	
(S)	Musical Caravan	(1)	M 30	Sa	8:30	-	
(S)	Pan American Panorama	(?)	(1)	M 30	Su	7:30	-
(S)	St Louis Melodies	(2)	C 15	Sa	9:30	-	
(S)	Sammy Kaye Orchestra	(15)	A 20	Su	9:35	-	
(S)	Tex Beneke Orchestra	(1)	C 30	Sa	10:30	-	
(S)	Vincent Lopez Orchestra; Treasury Show	(9)	A 30	Fr	10:30	-	
(S)	Woody Herman Orchestra	(1)	C 25	Sa	10:05	-	
(S)	Young Ideas	(1)	C 30	Sa	6:30	-	

Light Music -

Multi	Bing Crosby; songs, small combo	(25)	C 15	5t	7:30	2.2	
(S)	Curt Massey; songs	(8)	C 25	5t	7:05	-	
(S)	Double Date	(?)	(1)	M 30	Fr	9:30	-
(S)	E Power Biggs; organ	(1)	C 25	Su	11:05a	-	
(S)	Jane Pickens Show; songs	(4)	N 30	Th	10:30	-	
(S)	Martha Lou Harp	(3)	A 30	Mo	10:30	-	
(S)	Merry Mailman; songs, records	(3)	M 15	Su	1:15	-	
(S)	New Orleans Jazz	(1)	C 25	Sa	6:05	-	
(S)	Nighttime with Nordine; music, poetry	(1)	N 30	Tu	10:30	-	
(S)	Richard Hayes; songs	(2)	A 15	Su	10:15	-	
(S)	Richard Hayes; Take Thirty	(2)	A 30	Tu	10:30	-	
(S)	Sound Stage	(1)	M 15	5t	10:15	-	
(S)	Three Suns	(6)	A 20	4t	10:05	-	
(S)	Valentino	(2)	A 10	Su	7:35	-	

Disk Jockey Programs -

(S)	Juke Box Jury; panel evaluations	(2)	C 55	Sa	7:05	-
(S)	National Juke Box	(1)	A 25	Sa	9:35	-
(S)	National Radio Fan Club	(1)	N 110	Fr	8:00	-
(S)	Platterbrains; panel judging of records	(3)	A 30	Th	10:30	-

Quiz Programs -

DeSoto Motors	Groucho Marx Quiz; You Bet Your Life	(9)	N 30	We	9:00	3.2	
(S)	I Ask You	(?)	(2)	M 30	Sa	9:00	-
(S)	True or False	(11)	M 30	Sa	8:00	-	
P Lorillard	Two for the Money	(4)	C 30	Su	8:30	3.9	

Ruman Interest Programs -

(S)	Pop the Question	(?)	(2)	M 30	Sa	7:00	-
(S)	World and You; interviews	(1)	A 25	4t	8:00	-	

Comedy Audience Participation Programs -

Multi	People are Funny; Art Linkletter	(14)	N 30	Tu	8:00	3.5
Multi	Truth or Consequences; Ralph Edwards	(14)	N 30	We	8:00	-

Informative Drama --

(S)	American Adventure	(?)	(1)	N 25	Th	9:05	-
(S)	Eternal Light; Jewish program		(10)	N 30	Su	12:30	-
(S)	Family Theater		(9)	M 30	We	9:30	-
Goodyear Tires	Greatest Story Ever Told; Bible dramas		(9)	A 30	Su	5:30	0.9
(S)	Inspiration, Please		(1)	M 30	Sa	7:30	-
(S)	Sound Mirror; news documentaries		(1)	A 25	5t	9:00	-

Light, Honey or 'Love Interest' Drama --

Mytinger	Nutrilite Radio Theater		(2)	N 55	Su	5:05	1.5
Multi	One Man's Family		(23)	N 15	5t	7:45	3.2

Comedy Drama --

Multi	Fibber McGee and Molly		(21)	N 15	4t	10:00	2.2
Multi	Great Gildersleeve		(15)	N 30	Th	8:00	3.2
(S)	My Son Jeep		(1)	C 15	5t	8:00	-
Toni	Our Miss Brooks		(8)	C 25	Su	8:05	4.3

Thriller Drama --

Co-op	City Editor		(1)	M 30	Fr	8:30	-
Multi	Counterspy		(14)	M 30	Fr	8:00	1.8
Co-op	Crime Fighters		(7)	M 30	Th	8:30	-
Multi	Dragnet; Jack Webb		(7)	N 30	Tu	8:30	3.6
(S)	FBI in Peace and War		(12)	C 30	We	8:30	-
Multi	Gangbusters		(20)	M 30	We	8:00	2.0
L & M Cig'ts	Gunsmoke		(4)	C 25	Su	6:30	3.3
Co-op	John Steele, Adventurer		(4)	M 30	Mo	8:30	-
(S)	Johnny Dollar		(4)	C 15	5t	8:15	-
Multi	Official Detective		(10)	M 30	Th	8:00	2.1
Co-op	Public Prosecutor		(2)	M 30	We	8:30	-
Co-op	Squad Room		(4)	M 30	Tu	8:30	-
(S)	Suspense		(14)	C 30	Tu	8:30	-
Multi	Treasury Agent		(2)	M 30	Tu	8:00	2.3
Multi	True Detective Mysteries		(14)	M 30	Mo	8:00	2.3
(S)	Twenty-first Precinct		(3)	C 30	Fr	8:30	-
Co-op	Wild Bill Hickok		(4)	M 25	Su	5:30	-
(S)	X Minus One		(1)	N 30	We	9:30	-

Sports Broadcasts --

Gillette	Friday Night Fights		(17)	N 45	Fr	10:00	1.3
Pabst	Wednesday Night Fights		(3)	A 45	We	10:05	1.0

News, Commentary

Co-op	Alex Droder; news		(5)	N 15	5t	7:00	-
Metrop'n Life	Allan Jackson; news		(6)	C 15	5t	6:00	1.0
Co-op	Behind the Headlines		(2)	M 15	Sa	6:00	-
Co-op	Bill Cunningham; comment		(12)	M 15	Su	12:30	-
(S)	Bill Hillman; news, comment		(5)	M 15	Su	9:00	-
Mutual Omaha	Bob Considine; On the Line		(6)	M 15	Su	6:30	1.0
(S)	Don Gardiner; Monday Morning Headlines		(12)	A 10	Su	6:05	-
A F of Labor	Edward P Morgan; news comment		(2)	A 15	5t	7:00	0.6
Multi	Edward R Murrow; news and analysis		(11)	C 15	5t	7:45	-
(S)	Edwin D Canham; news, analysis		(10)	A 15	Su	10:00	-
(S)	Events of the Day; features, analysis		(1)	A 25	5t	7:30	-
Co-op	Fulton Lewis Jr; comment		(18)	M 15	5t	7:00	1.3
(S)	Heart of the News		(2)	N 10	Mo	10:20	-
General Motors	Henry J Taylor; comment		(10)	N 15	Mo	8:00	-

(more)

## Network Radio Programs 1955-56

News, Commentary -- cont'd --

(S)	Howard K Smith; London Report	(4)	C 15	Su	12:15	-
(S)	Joseph C Harsch	(3)	N 10	Tu	10:20	-
(S)	Joseph C Harsch	(3)	N 15	Fr	6:15	-
General Motors	Lowell Thomas; news	(26)	C 15	5t	6:45	3.4
Miles Labs	Morgan Beatty; News of the World	(11)	N 15	5t	7:30	3.3
Co-op	Mutual Reporters Roundup	(6)	M 30	Mo	9:30	-
(S)	NBC World News	(4)	N 30	Su	11:30a	-
(S)	News Makers	(1)	C 15	We	10:00	-
(S)	Offbeat; unusual news features	(1)	A 25	5t	9:30	-
(S)	Overseas Assignment	(1)	A 15	Su	9:00	-
Banker's Life	Paul Harvey; news	(6)	A 15	Su	6:15	1.2
Co-op	Quincy Howe; news, analysis	(6)	A 15	5t	7:15	-
Co-op	Report from Washington	(3)	M 15	Sa	6:30	-
(S)	Special Edition	(1)	M 10	3t	7:50	-
(S)	This is Moscow; overseas report	(1)	N 10	We	10:20	-
Sun Oil	Three Star Extra	(9)	N 15	5t	6:45	-
Air Wick	Tomorrow's Headlines	(2)	M 15	Su	6:15	1.3
Co-op	Virgil Pinkley; news	(1)	M 15	5t	10:00	-
Trans-World	Walter Winchell; comment	(24)	M 15	Su	6:00	-
(S)	Washington Week	(1)	C 10	Su	12:05	-

Public Affairs Talks, Forums --

(S)	American Forum of the Air	(21)	N 30	Su	10:30	-
(S)	America's Town Meeting; forum	(21)	A 60	Su	8:00	-
(S)	By the People	(?)	M 30	Su	7:00	-
(S)	Capitol Cloakroom; panel interview	(8)	C 30	Fr	10:00	-
(S)	Face the Nation; panel interview	(2)	C 25	Su	10:05	-
(S)	Halls of the Spoken Word	(?)	N 30	We	8:30	-
(S)	As I See It; talks	(?)	M 30	Su	12:00N	-
(S)	Keys to the Capitol	(?)	N 30	We	10:30	-
(S)	Leading Question; panel interview	(3)	C 30	Su	10:30a	-
(S)	Meet the Press; panel interview	(9)	N 30	Su	6:00	-
(S)	Northwestern Reviewing Stand; forum	(19)	M 30	Su	11:30a	-
(S)	Pan American Union; talks	(5)	A 20	Su	3:05	-
(S)	Pan American Union; talks	(5)	A 20	Su	6:05	-
(S)	Sounding Board; forum	(3)	M 30	We	10:30	-
Co-op	State of the Nation	(3)	M 30	Th	9:30	-

Religious Talk Programs --

Chr Reformed	Back to God Hour	(8)	M 30	Su	9:30a	0.4
(S)	CBS Church of the Air	(25)	C 30	Su	9:30a	-
(S)	CBS Church of the Air	(25)	C 30	Su	10:30	-
(S)	Catholic Hour	(26)	N 30	Su	2:00	-
(S)	Christian in Action	(6)	A 30	Su	11:35a	-
Chr Science	Christian Science Heals	(3)	M 15	Su	12:45	0.6
(S)	Evening Comes; Bible readings, music	(3)	A 25	Su	6:35	-
Dawn Bible	Frank and Ernest	(7)	M 15	Su	11:00a	0.8
Oral Roberts	Healing Waters; Dr Oral Roberts	(3)	A 30	Su	2:00	-
Oral Roberts	Healing Waters; Dr Oral Roberts	(3)	M 30	Su	8:30a	-
Church Christ	Herald of Truth	(4)	A 30	Su	1:00	0.5
Billy Graham	Hour of Decision; Rev Billy Graham	(6)	A 30	Su	3:30	1.4
Billy Graham	Hour of Decision; Rev Billy Graham	(6)	M 30	Su	10:00	-
Free Methodist	Light and Life Hour	(5)	A 30	Su	8:30a	-
Lutheran Laymen	Lutheran Hour	(18)	M 30	Su	1:30	1.1
(S)	Message of Israel	(21)	A 25	Su	10:05a	-
(S)	National Radio Pulpit	(30)	N 30	Su	10:00a	-

(more)

## Network Radio Programs 1955-56

Religious Talk Programs - cont'd -

Gospel B'c'g	Old Fashioned Revival Hour	(15)	A 60	Su	4:00	1.0
(S)	Pilgrimage; National Council of Churches	(2)	A 25	Su	1:35	-
Bible Class	Radio Bible Class	(16)	A 30	Su	8:00a	0.4
Bible Class	Radio Bible Class	(16)	M 30	Su	10:00a	0.9
Assemblies God	Revival Time	(3)	A 30	Su	10:30	0.2
Voice Inc	Voice of Prophecy	(15)	A 30	Su	9:30a	0.6
Voice Inc	Voice of Prophecy	(15)	M 30	Su	10:30a	0.9
Wyatt	Wings of Healing; Dr Thomas Wyatt	(4)	A 30	Su	2:30	-
Wyatt	Wings of Healing; Dr Thomas Wyatt	(4)	M 30	Su	9:00a	0.1
Wyatt	Wings of Healing; Dr Thomas Wyatt	(4)	M 30	Su	10:30	-

Sports News, Interviews -

AllState Ins	Bill Stern; Sports Today	(19)	A 15	5t	6:30	1.0
Co-op	Bob Edge; Sports Afield	(3)	A 15	Sa	6:45	-
General Tire	Harry Wismer; General Sports	(7)	M 10	Su	6:50	-
Co-op	Sports Kaleidoscope	(1)	A 15	Sa	6:30	-
Jax Beer	World of Sports	(1)	M 10	5t	9:05	-
Jax Beer	World of Sports	(1)	M 15	Sa	6:45	-

Miscellaneous Talk Programs -

(S)	AFL-CIO Program; As We See It	(12)	A 15	Sa	7:45	-
(S)	American Travel Guide	(2)	M 15	Fr	9:15	-
(S)	Behind the Iron Curtain	(1)	M 15	Mo	9:15	-
(S)	Book Hunter	(1)	M 15	Th	9:15	-
(S)	Conversation	(2)	N 30	Th	9:30	-
(S)	Dateline Defense	(1)	M 15	Tu	9:15	-
(S)	Dateline Defense	(2)	M 15	Su	9:30	-
Manion Forum	Dean Clarence Manion; Forum of Opinion	(2)	C 25	Su	10:05a	-
(S)	Invitation to Learning	(14)	A 15	Sa	7:30	-
(S)	It's Your Business; management program	(12)	A 15	Sa	7:30	-
(S)	Keep Healthy	(1)	M 15	Su	9:45	-
Admiral Radios	Life is Worth Living; Bishop Sheen	(1)	A 30	Tu	8:30	-
(S)	Lifetime of Living; Ted Malone	(1)	A 15	Su	9:15	-
(S)	Show Time Review	(1)	A 10	Su	7:05	-
(S)	Success Story USA	(1)	M 15	We	9:15	-
(S)	Success Story USA	(1)	M 15	We	9:15	-
Kiplinger	Sydney Walton; business conditions	(3)	C 15	Su	9:15a	-

Unidentified -

(S)	Breath of Life	(1)	N 55	Tu	9:05	-
-----	----------------	-----	------	----	------	---

Daytime General Variety -

(S)	America's Front Door	(?)	(1)	M 30	5t	2:30	-
Multi	Arthur Godfrey Time	(15)	C 90	5t	10:00a	4.4	
Multi	Breakfast Club; Don McNeill	(23)	A 60	5t	9:00a	2.6	
(S)	Easy Does It	(3)	M 45	5t	9:15a	-	
Multi	Galen Drake	(11)	C 55	Sa	10:05a	2.1	
(S)	Johnny Olson Show	(4)	M 25	5t	10:35a	-	
(S)	Kathy Godfrey Show	(1)	C 30	Sa	1:30	-	
(S)	Make Way for Youth; teenage variety	(5)	C 30	Sa	4:30	-	
(S)	Mutual Matinee; Don McCulloch	(?)	(1)	M 25	5t	4:05	-
Co-op	No School Today; teenage variety	(6)	A 90	Sa	9:00a	-	
Multi	Robert & Lewis Show	(5)	C 55	Sa	11:05a	3.2	
(S)	Ruby Mercer Show	(?)	(2)	M 60	5t	3:00	-
(S)	Stand By; Bob and Ray Show	(1)	M 45	5t	5:00	-	
(S)	Teenagers USA	(1)	M 60	Sa	5:00	-	

Daytime Hillbilly Programs -

(S)	Country Jamboree	(2)	M 30	Sa	3:00	-
(S)	Ranch Boys; with Andy Reynolds	(10)	A 15	Sa	12:15	-



## Network Radio Programs 1955-56

Daytime Magazine-Type Variety --

Multi	Monitor	(1)	N 60	Sa	8,00a	-
Multi	Monitor	(1)	N 150	Sa	9,30a	-
Multi	Monitor	(1)	N 330	Sa	12,30	-
Multi	Weekday	(1)	N 90	5t	10,15a	-
Multi	Weekday	(1)	N 30	5t	12,00N	-
Multi	Weekday	(1)	N 165	5t	12,45	-

Daytime Concert Music --

(S)	Fifth Army Band	(3)	M 30	Sa	2,30	-
(S)	Magic of Music	(1)	M 30	Sa	1,00	-
Texaco Oil	Metropolitan Opera Broadcasts	(25)	A 195	Sa	2,00	-
(S)	Symphonies for Youth	(6)	M 60	Sa	1,30	-
(S)	US Army Band; Musical Express	(7)	A 15	5t	5,00	-
(S)	US Navy Band; Navy Hour	(7)	A 25	Sa	1,05	-

Daytime Musical Variety --

(S)	A Ladd's Modern Moods	(1)	M 15	5t	12,15	-
(S)	Broadway Matinee	(1)	A 30	5t	4,00	-
(S)	Chuck Foster Orchestra	(2)	C 30	Sa	2,30	-
(S)	Green Room Music	(4)	A 30	Sa	5,30	-
(S)	Jan Garber Orchestra	(2)	C 30	Sa	3,30	-
(S)	Jerry Gray Orchestra	(1)	C 25	Sa	4,05	-
(S)	Larry Faith Orchestra	(1)	C 25	Sa	5,05	-
(S)	Salute to the Nation	(4)	M 30	5t	4,30	-
(S)	Saturday at the Chase	(5)	C 30	Sa	5,30	-
(S)	String Serenade	(3)	C 15	Sa	2,15	-
(S)	Treasury Bandstand	(7)	A 30	5t	4,30	-
(S)	Vincent Lopez; Luncheon with Lopez	(9)	M 30	5t	1,30	-
(S)	Vincent Lopez Orchestra	(9)	A 10	5t	5,45	-
(S)	Vincent Lopez; Shake the Maracas	(9)	A 20	Sa	1,35	-

Daytime Light Music --

(S)	Ebony and Ivory; organ music	(1)	A 15	5t	5,15	-
(S)	Gloria Parker; songs	(4)	A 15	5t	5,30	-
(S)	Mutual Music Box	(2)	M 15	5t	1,15	-
(S)	Richard Hayes; songs	(2)	C 25	Sa	3,05	-
(S)	Thy Neighbor's Voice	(2)	A 10	5t	11,35a	-
(S)	Valentino	(4)	A 15	5t	12,00N	-

Daytime Disk Jockey Programs --

(S)	Howard Miller Show; records	(1)	C 15	5t	11,45a	-
(S)	Lucky Pierre; records, French-accent MC	(1)	M 30	Sa	11,00a	-
(S)	Martin Block Show	(4)	A 90	5t	2,30	-

Daytime Quiz Programs --

(S)	Walt Disney's Magic Kingdom	(1)	A 25	5t	11,05a	-
(S)	Wheel of Chance	(1)	M 25	Sa	11,30a	-

Daytime Human Interest Programs --

Lever Brothers	Art Linkletter House Party	(12)	C 30	5t	3,00	3.4
(S)	Letters to Lee Graham	(1)	M 25	5t	2,05	-
(S)	Moppets and Melodies; children's panel	(1)	A 25	Sa	10,35a	-
Multi	Queen for a Day; Jack Bailey	(11)	M 30	5t	11,30a	1.6

Daytime Panel Quiz Programs --

Cont'l Baking	Wake Up Your Mind	(3)	C 15	5t	11,30a	2.4
---------------	-------------------	-----	------	----	--------	-----

Daytime Light Drama —

(S)	City Hospital	(5)	C 25	Sa	1:05	-
Sterling Drugs	My True Story	(15)	A 30	5t	10:00a	3.0
(S)	Romance	(4)	C 25	Sa	12:05	-
Multi	Story Time	(1)	M 25	5t	11:05a	1.4
Multi	Whispering Streets	(4)	A 15	5t	10:45a	-

Daytime Comedy Drama —

Wiles Labs	Fibber McGee and Molly	(21)	N 15	5t	11:45a	2.5
------------	------------------------	------	------	----	--------	-----

Daytime Thriller Drama —

L & M Cig'ts	Gunsmoke	(4)	C 25	Sa	12:30	3.2
Multi	Lone Ranger	(22)	N 25	5t	5:30	2.7

Daytime Women's Serial Drama —

Lever Brothers	Aunt Jenny's Stories	(20)	C 15	5t	2:45	3.7
(S)	Backstage Wife	(21)	C 15	5t	12:15	-
Multi	Brighter Day	(8)	C 15	5t	2:15	3.9
(S)	Doctor's Wife	(3)	N 15	5t	3:45	-
Proctor & Gamble	Guiding Light	(16)	C 15	5t	1:45	4.7
Pharmaco	Helen Trent	(22)	C 15	5t	12:30	4.7
Quaker Oats	Hotel for Pets	(2)	N 15	5t	3:30	1.1
Proctor & Gamble	Ma Perkins	(23)	C 15	5t	1:15	4.5
Bristol Myers	Nora Drake	(9)	C 15	5t	2:30	4.2
(S)	Our Gal Sunday	(19)	C 15	5t	12:45	-
Proctor & Gamble	Pepper Young's Family	(20)	N 15	5t	4:30	3.1
Proctor & Gamble	Right to Happiness	(17)	N 15	5t	4:00	2.4
Hazel Bishop	Road of Life	(19)	C 15	5t	1:00	4.1
Multi	Second Mrs Burton	(11)	C 15	5t	2:00	3.3
Multi	Wendy Warren	(9)	C 15	5t	12:00	3.9
Multi	When a Girl Marries	(17)	A 15	5t	10:30a	3.2
Miles Labs	Woman in My House	(5)	N 15	5t	4:45	2.9
Toni	Young Dr Malone	(16)	C 15	5t	1:30	4.7
Sterling Drugs	Young Widder Brown	(19)	N 15	5t	4:15	2.6

Daytime Sports Broadcasts —

Co-op	Stand By Sports; Harry Wismar	(1)	M 115	Sa	4:00	-
-------	-------------------------------	-----	-------	----	------	---

Daytime News Programs —

Skelly Oil	Alex Dreier; news	(5)	N 15	5t	8:00a	-
(S)	CBS News of America	(3)	C 15	6t	9:00a	-
(S)	CBS World News Roundup	(4)	C 15	6t	8:00a	-
Co-op	Cecil Brown; news	(11)	M 15	5t	10:00a	-
Co-op	Cedric Poster; news	(14)	M 15	5t	1:00	-
Co-op	John McVane; news	(4)	A 15	5t	8:45a	-
Co-op	Martin Agronsky; ABC morning news	(12)	A 15	6t	8:00a	-
(S)	NBC World News Roundup	(4)	N 15	5t	9:15a	-
Co-op	NBC World News Roundup	(4)	N 15	Sa	8:30a	-
Co-op	Paul Harvey; news, comment	(6)	A 15	5t	1:00	-
Co-op	Pauline Frederick; news	(7)	N 15	5t	12:30	-
Co-op	Robert F Hurleigh; news	(6)	M 15	5t	9:30a	-

Daytime Sports News Programs —

(S)	All-League Clubhouse	(2)	A 25	Sa	11:35a	-
(S)	Sports Parade	(3)	M 30	Sa	3:30	-

## Network Radio Programs 1955-56

Daytime Miscellaneous Talk Programs --

(S)	Adventures in Science	(16)	C 10	Sa	2:05	-
(S)	American Farmer	(11)	A 25	Sa	12:35	-
(S)	Art of Living; Norman Vincent Peale	(5)	N 15	5t	5:15	-
(S)	CBS Farm News	(6)	C 15	Sa	9:15a	-
Kiplinger	Changing Times; talks on business	(1)	N 15	2t	9:15a	1.0
Co-op	Footnotes to Medical History	(1)	M 10	5t	10:15a	-
(S)	Garden Gate; talks on gardening	(12)	C 15	Sa	9:45a	-
(S)	Good News; inspirational talks	(1)	M 15	Sa	10:30a	-
(S)	Helen Hayes; comments	(6)	N 15	5t	5:00	-
(S)	Inner Circle; women's magazine editors	(1)	A 15	5t	11:45a	-
(S)	Inner Circle; women's magazine editors	(1)	A 25	Sa	11:05a	-
Allis Chalmers	National Farm and Home Hour	(27)	N 30	Sa	12:00N	-
Co-op	Ted Malone; comments, poetry	(17)	A 15	5t	1:15	-
(S)	World Tourist; travel information	(1)	A 10	Sa	12:05	-

**HISTORY OF BROADCASTING:  
Radio To Television  
An Arno Press/New York Times Collection**

**Archer, Gleason L.**

**Big Business and Radio. 1939.**

**Archer, Gleason L.**

**History of Radio to 1926. 1938.**

**Arnheim, Rudolf.**

**Radio. 1936.**

**Blacklisting: Two Key Documents. 1952-1956.**

**Cantril, Hadley and Gordon W. Allport.**

**The Psychology of Radio. 1935.**

**Codel, Martin, editor.**

**Radio and Its Future. 1930.**

**Cooper, Isabella M.**

**Bibliography on Educational Broadcasting. 1942.**

**Dinsdale, Alfred.**

**First Principles of Television. 1932.**

**Dunlap, Orrin E., Jr.**

**Marconi: The Man and His Wireless. 1938.**

**Dunlap, Orrin E., Jr.**

**The Outlook for Television. 1932.**

**Fahie, J. J.**

**A History of Wireless Telegraphy. 1901.**

**Federal Communications Commission.**

**Annual Reports of the Federal Communications Commission.  
1934/1935-1955.**

**Federal Radio Commission.**

**Annual Reports of the Federal Radio Commission. 1927-1933.**

**Frost, S. E., Jr.**

**Education's Own Stations. 1937.**

**Grandin, Thomas.**

**The Political Use of the Radio. 1939.**

**Harlow, Alvin.**

**Old Wires and New Waves. 1936.**

**Hettinger, Herman S.**

**A Decade of Radio Advertising. 1933.**

**Huth, Arno.**

**Radio Today: The Present State of Broadcasting. 1942.**

**Jome, Hiram L.**

**Economics of the Radio Industry. 1925.**

**Lazarsfeld, Paul F.**

**Radio and the Printed Page. 1940.**

**Lumley, Frederick H.**

**Measurement in Radio. 1934.**

**Maclaurin, W. Rupert.**

**Invention and Innovation in the Radio Industry. 1949.**

**Radio: Selected A.A.P.S.S. Surveys. 1929-1941.**

**Rose, Cornelia B., Jr.**

**National Policy for Radio Broadcasting. 1940.**

**Rothafel, Samuel L. and Raymond Francis Yates.**

**Broadcasting: Its New Day. 1925.**

**Schubert, Paul.**

**The Electric Word: The Rise of Radio. 1928.**

**Studies in the Control of Radio: Nos. 1–6. 1940–1948.**

**Summers, Harrison B., editor.**

**Radio Censorship. 1939.**

**Summers, Harrison B., editor.**

**A Thirty-Year History of Programs Carried on  
National Radio Networks in the United States, 1926–1956. 1958.**

**Waldrop, Frank C. and Joseph Borkin.**

**Television: A Struggle for Power. 1938.**

**White, Llewellyn.**

**The American Radio. 1947.**

**World Broadcast Advertising: Four Reports. 1930–1932.**

