

YOU can sponsor one of these great network radio shows—locally



You pay only for your own area!

(Broadcast Live)

1—CHARLIE CHAN, that clever Oriental detective, smash hit of films and fiction, is now a radio hit too. The exciting ADVENTURES OF CHARLIE CHAN, broadcast at a popular *evening* time, attracts an ever-increasing family audience.

2—CONSTANCE BENNETT, glamorous movie star, gives warm, informal chats about Hollywood and Broadway—the personalities and fashions she knows so well. This *daytime* program is sure to attract a vast audience of women listeners.

Either of these great shows can be yours; can help sell your products or services right in your territory. Here is how it works . . .

Each program is broadcast LIVE over the coast-to-coast Blue Network, Monday through Friday. Your local station announcer gives your commercials during the broadcast—and identifies the great network show as yours.

Your sales message will have added appeal—will build more prestige—because it is linked with a big network program. The cost is low because you pay *only your area's share* of the program's national cost. Consult your local Blue Network station or contact the Co-operative Program Department of the American Broadcasting Co., Inc., 33 West 42nd Street, New York, or Merchandise Mart, Chicago.

AMERICAN BROADCASTING COMPANY

The Blue Network

HERE ARE OTHER BLUE NETWORK CO-OPERATIVE PROGRAMS YOU CAN SPONSOR LOCALLY

RAYMOND GRAM SWING: World-famous news analyst, broadcasting direct from Washington. Early evening, Mon.-Fri., 15 minutes.

HEADLINE EDITION: More famous people heard on this news program than on any other radio show. Early evening, Mon.-Fri., 15 minutes.

JOHN B. KENNEDY: Noted writer, newsreel commentator and radio analyst, direct from New York. Early afternoon, Mon.-Fri., 15 minutes.

THE PRIVATE LIVES OF ETHEL AND ALBERT: They live like the rest of us—only funnier! Popular daytime comedy. Broadcasting direct from New York. Monday through Friday, 15 minutes.

CORRESPONDENTS AROUND THE WORLD: Fourteen Blue Network overseas correspondents bring the news right from where it's happening! Mornings, Sun.-Fri., 15 minutes.

BAUKHAGE TALKING: Direct from Washington. Baukhage gets his news from men who make it—the White House, Cabinet, Congress. Mid-day, Mon.-Fri., 15 minutes.

MARTIN AGRONSKY: Direct from Washington. Famous news analyst who has broadcast from all over the world. Early A.M., Mon.-Sat., 15 min.

KIERNAN'S NEWS CORNER: Walter Kiernan direct from New York. One of the outstanding human-interest reporters of our time. Early evening, Mon.-Fri., 15 min. Available East only.

DICK TRACY. Popular juvenile adventure series. Late afternoon, Monday through Friday, 15 minutes.