

RADIO PROGRAMS CARRIED ON  
NATIONAL NETWORKS

1926-1956

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

1926 -- 1956

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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	—
Baukrite	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 Typew'r	Royal Music Makers	(1)	B 30 no inf	—	—
(S)	WAF Musical Comedy Hour	(1)	N 50 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	Trads & 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 Conferences; 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'ces; Rev Dan Poling	(1)	N 60 Su	3:00	—
<u>Miscellaneous Talk Programs</u> — Work-Whitehead	Auction Bridge Games; 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 3t	10:40a	—

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

Sponsor	Program	Season on Air	Net, Day,	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 France	La France 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 Hymn 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> --					
Dictophone	Acousticon Hour	(1)	N 30 Su	5:30	--
---	Breen & DeRose; songs, patter	(1)	B 30 Tu	10:30	--
---	Gold Strand Group	(1)	B 30 Su	1:00	--
Hoover Vacuum	Hoover Sentinels; quartette	(1)	N 30 Tu	8:30	--
Jeddo Coal	Jeddo Highlanders	(1)	B 30 We	6:30	--
Happiness Candy	Jones & Hare; 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	--
Soony Oil	Soonyans	(1)	N 30 We	7:30	--

(more)

Light Music -- cont'd --

Sylvania Tubas	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, Homely 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 Mm Wile: 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	---
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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 Services	(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)	Parnassus Trio	(1)	N - 10 times	---	---	---
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Daytime Public Affairs Talks --

(S)	Foreign Policy Association Program	(1)	N 120	Sa	1:45	---
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Daytime Homemakers' Talks --

General Mills	Betty Crocker: cooking talk	(2)	N 15	2t	11:00a	---
---	Lucile 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)	Cheerios 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 Utilis (S)	Majestic Theater Hour; Two Black Crows School Daze	(1) (1)	C 60 C 30	Su 9:00 Tu 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	—
Baulkito	Chicago Civic Opera	(3)	B 60	We 10:00	—
Cities Service	Cities Service Concert	(2)	H 60	Fr 8:00	—
DeForest Tubes	DeForest Audions Band; brass band	(1)	C 60	Su 10:00	—
Firestone Tires	Firestone Concert	(1)	H 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	We 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	Su 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 Disco Duo; orch	(1)	B 30	Mo 8:30	—
CeCo Paste	CeCo Couriers	(1)	C 30	Mo 8:30	—
Champion Plugz	Champion Sparkers	(3)	B 30	Th 8:30	—
Cliquet Club	Cliquet Club Eskimos; Harry Reser orch	(3)	N 30	Tu 10:00	—
Coward Shoes	Coward Comfort Hour; familiar music	(3)	N 30	Th 7:30	—
Diograph	Diograph 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	—
Fred Eismann	Fred 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	—
Wigley 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	—
Rudson Motors	Rudson 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)

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	—
Francino	Bromo & Llewellyn; songs, patter	(1)	C 30	We	9:30	—
E Jettick Shoes	Enna Jettick Melodies	(1)	B 15	Su	8:00	—
Jeddo Coal	Jeddo Highlanders	(2)	B 30	We	7:00	—
Happiness Candy	Jones & Hare; songs, patter	(3)	N 30	Fr	7:30	—
Lehn & Fink	Lehn & Fink Serenade	(1)	B 30	Th	8:00	—
—	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	—
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Light, Homey 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	—
Soony Oil	Soonyland 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	—
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News, Commentary -

(S)	David Lawrence; Our Government	(2)	N 15	Su	9:00	—
(S)	Frederick Van 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	—

## Network Radio Programs 1928-29

Miscellaneous Talk Programs —

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

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

—	Hands of History	(1)	N 15	Th	10:45a	—
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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-Whithead	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

Sponsor	Program	Season on Air	Net, Day, Hour	Length, 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)	Nit Wit 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>Billbilly, 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	---
Ealsey Stuart	Ealsey 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	---
Stronberg	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 Crumit, J Sanderson	(1)	C 30	Tu 8:00	---

(more)

Musical Variety - cont'd -

CcCo Paste	CcCo Couriers	(2)	C 30	Mo	8:30	---
Chase Sanborn	Chase & Sanborn Choral Orchestra	(1)	N 30	Su	8:30	---
Cliquot Club	Cliquot Club Makimos; 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	---
Bourjoia	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 Troubadours	(3)	B 30	Mo	8:30	---
Ipana	Jeddo Highlanders; Milton Crossz, orch	(3)	N 30	We	7:00	---
Jeddo Coal	La Palina Smoker	(2)	C 30	We	9:30	---
La Palina	Laundryland Lyrica	(1)	N 30	Sa	8:30	---
---	Lucky Strike Dance Orch; B A Rolfe orch	(2)	N 60	Sa	10:00	---
Lucky Strike	Maxwell House Melodies; trio, orch	(1)	B 30	Th	9:30	---
Maxwell House	Musical Melodrama	(1)	B 30	Tu	9:00	---
Johnson & J'n	Palmolive Hour; Paul Oliver, Olive Palmer	(3)	N 60	We	9:30	---
Palmolive Soap	Paul Whiteman Orchestra	(1)	C 60	Tu	9:00	---
Old Gold	Planters Pickers	(1)	N 30	Fr	10:00	---
El Peanuts	Roxy and His Gang	(3)	B 60	Mo	7:30	---
(S)	Rudy Vallee Orchestra	(1)	N 60	Th	8:00	---
Fleischmann	Savannah Liners Orchestra	(2)	B 30	Tu	6:30	---
---	Sonotron Orchestra	(2)	C 30	Su	8:30	---
Sonora Radios	Studebaker Champions	(1)	N 30	Su	10:15	---
Studebaker	Sylvania Foresters; quartette, orch	(3)	B 30	We	8:30	---
Sylvania Tubes	Voices from Finland	(1)	C 30	Mo	7:30	---
Purity Bread	Whittall Anglo-Persians; oriental music	(4)	N 30	Mo	10:00	---
Whittall Rugs	Williams Oilomatics	(1)	B 30	Tu	10:00	---
Williams	Yeast Foamers Orchestra	(1)	B 30	We	8:00	---
Yeast Foam						

Light Music -

Dictograph	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 & DeRoses; 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	Jones & 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 Serenades; 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	---
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## Network Radio Programs 1929-30

<u>Light, Honey or 'Love Interest' Drama</u> —						
	Famous Loves	(1)	B 15	Fr	8:45	—
(S)	Bank Simmons Show Boat	(2)	C 30	We	11:00	—
Littman	Mountainville	(1)	C 30	Mo	7:00	—
Ph 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	—
Scoony Oil	Scoonyland 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	—
<u>Comedy Drama</u> —						
Popsodent	Amos 'n' Andy	(1)	B 15	Sa	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	—
<u>Thriller Drama</u> —						
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	—
<u>News, Commentary</u> —						
(S)	Elliot Thurston; Washington News	(1)	N 15	Mo	7:45	—
(S)	Frederick M Wills; 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	—
<u>Public Affairs Talks, Forums</u> —						
	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	—
<u>Religious Talk Programs</u> —						
(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	—
<u>Miscellaneous Talk Programs</u> —						
Cook & Sons	Cook's Travelogue; travel talks	(4)	B 30	Su	7:00	—
Eversharp	Eversharp Penman; personality sketches	(1)	C 30	Fr	8:30	—
<u>Daytime Concert Music</u> —						
(S)	NBC Music Appreciation Hour; N Damrosch	(1)	B 60	Fr	11:00a	—
(S)	Rochester Philharmonic Orchestra	(1)	B 60	Fr	3:15	—
<u>Daytime Musical Variety</u> —						
R Keith Orph	RKO Program	(1)	N 30	Th	5:00	—
<u>Daytime Light Music</u> —						
	Ann Leaf at the Organ	(1)	C 30	3t	2:30	—
Queker 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	--
Esinz 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	--
G 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-Whithead	Auction Bridge Game: panel on bridge	(4)	N 30	Tu 4:30	--
(S)	Cheerio: inspirational talk, organ	(3)	N 30	5t 8:30a	--
Georgia Flour	Dr Royal S Copeland: health talk	(3)	B 30	Sa 10:00a	--
(S)	Magic of Speech: Vida R Suttan	(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	CAR Rating
<u>Comedy Variety</u> —				
(S)	Cuckoo Hour: with Ray Knight	(2)	B 30 Tu 10:30	-
—	Ebony Twins: negro comedy, orch	(1)	C 30 Th 8:00	-
Henry George	Henry George Program: negro comedy, orch	(2)	C 30 Tu 9:00	-
(S)	Nit Wit Hour: comedy monologues	(2)	C 30 Fr 10:30	-
Smith Brothers	Smith Brothers Program: Trade & Mark, orch	(5)	B 15 We 7:45	-
<u>General Variety</u> —				
Cancel	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 Appolen, 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	-
E'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
Abrasives	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 Black 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 Tabernacle 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 Lo 8:30	23.0
Aroo	Aroo Birthday Party: dramatic musicale	(1)	N 30 Th 9:00	19.5

(more)

Musical Variety - cont'd -

Armstrong <del>Ensembles</del>	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	-
X 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 <del>PR</del>	Musical Crusaders	(1)	B 30	Su	4:15	-
Necco Candy	Necco Candy Party	(1)	C 30	Sa	7:30	-
Nestle Cho.	Nestle Chocolateers: 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)	Rexy 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	-
Eaffe 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 Typewriter	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 Pete	(1)	B 15	Su	10:15	-
Pennzoil	Phil Cook, the Quaker Man: songs, patter	(1)	B 15	5t	7:30	16.1
Quaker Oats	Pickard Family: songs, novelty orch	(3)	B 15	Sa	7:45	-
Billiken Shoes	Old Company Songalogue: tenor, quartette	(3)	N 30	Fr	7:30	-
Old Co Coal	Radiotron Varieties	(1)	N 15	2t	8:15	-
Radio Corp'n	Roth String Quartette	(1)	N 30	Su	3:00	-
---	Singin' Sam, the Barbasol Man	(1)	C 15	2t	8:15	-
Barbasol	Southernaires Quartette: spirituals	(1)	N 30	Su	10:30a	-
(S)	South Sea Islanders: Hawaiian music	(4)	B 15	Su	9:15	-
(S)	Tastyeast Jesters	(1)	B 15	3t	7:15	-
Tastyeast	Three Bakers: songs, patter	(1)	C 30	Mo	9:00	-

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 Gay'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	9:50	—
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	—
C Wash Coffee	Sherlock Holmes	(1)	N 30	Mo	10:00	—

News, Commentary —

(S)	Charles Fleishers; 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 Yaltenborn; Current Events	(3)	C 15	Mo	7:00	—
(S)	H V Yaltenborn; 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 C 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	—

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	Crumbit & 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 &amp; 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 Mabic	(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	-
Ecine 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 Mi-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)

## Network Radio Programs 1930-31

<u>Daytime Homemakers' Programs - cont'd -</u>					
Atlantic & Pac	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	-
<u>Daytime Miscellaneous Talk Programs -</u>					
Work-Whitehead	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
Minnesota Flour	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)	Magic 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

Sponsor	Program	Season on Air	Nct, Day,	Length, Hour	CAB Rating
<u>Comedy Variety</u> ---					
(C) Chase Sanborn	Cuckoo Hour: with Ray Knight Eddie Cantor Show; Rubinoff orch	(3) (1)	B 15 N 60	Sa 10:15 Su 8:00	-- 28.9
<u>General Variety</u> ---					
Colliers Mag	Colliers Hour: guests, dramatization, orch	(5)	B 60	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	--
H'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	--
Limit	Hart-Schaffner-Marx Program: E C Hill, orch	(1)	C 30	Th 10:00	3.6
Lucky Strike	Limit 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
Ealsey Stuart	Musical Showmen: talk, quartette, orch	(1)	B 30	Su 4:30	--
General Motors	Old Counselors: investment talk, orch	(2)	N 30	We 9:00	2.9
---	Parade of States: talk, orch	(1)	N 30	Mo 9:30	--
Bayuk	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	Carborandum 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
McKesson	McKesson Concert Orchestra	(2)	N 30	Tu 9:00	8.8
(S)	Major Bowes 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 12:00a	--
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)



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
Pabst 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	-
Pond'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 Chocolateers: 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&M 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: Pattis 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 Huggers 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)

## Network Radio Programs 1931-32

Light Music -- cont'd --

---	Pickard Family: songs, novelty orch	(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
Toycast	Rein & 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	-
N & P Syrup	Vermont Lumberjacks: male quartette	(2)	N 15	2t	7:00	-

Comedy Talk Programs --

---	East & Dunke: 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, Honey or 'Love Interest' Drama --

Esso 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 30	Su	2:30	-
Log Cabin	Real Folks	(4)	C 30	Su	5:00	9.1
Socory Oil	Socoryland Sketches	(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	-
Peanamint	Danger Fighters	(1)	B 30	Sa	8:00	10.9
Pacific Borax	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
Eatchmacher	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	-
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(more)

News, Commentary -- cont'd --

	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	-

Public Affairs Talks, Forums --

(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	-

Religious Talk Programs --

(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	-

Miscellaneous Talk Programs --

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	-

Daytime Concert Music --

---	Metropolitan Opera broadcasts	(1)	N 135	Sa	3:15	-
(S)	NBC Music Appreciation Hour: W Damrosch	(3)	B 60	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	-

Daytime Musical Variety --

---	Fred Waring Orchestra and Chorus	(1)	N 30	Mo	9:15a	-
General Elect	GE Home Circle: baritone, orch	(1)	N 15	5t	12:00N	-
---	Keys to Happiness: with Sigmund Spaeth	(1)	N 30	Sa	11:30a	-

Daytime Light Music --

---	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 Cats	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	-

## Network Radio Programs 1931-32

<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	-	
Westclox	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 Wins	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	Cuckoo 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	-	

Daytime Miscellaneous Talk Programs --

	Back of the Scenes in Radio	(1)	C 15	2t	9:45a	-
(S)	Cherio; inspirational talk, organ	(5)	N 30	6t	8:30a	-
Carosota Flour	Dr Royal S Copeland; health talk	(5)	C 15	Th	10:00a	-
Carosota 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	-
	Mouth Health; Marley R Sherris	(2)	B 15	We	5:15	-
(S)	National Farm & Home Hour (with USDA)	(3)	B 60	6t	12:30	-
	Tony Mons Scrapbook; poetry reading	(2)	C 15	6t	9:30a	-
(S)	Your Child; Katherine Lenroot	(3)	N 15	Tu	11:00a	-

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

Sponsor	Program	Season on Air	Net, Day, Hour	Length, Hour	CAD Rating
<u>Comedy Variety</u> ---					
Chevrolet	Al. Jolson Program; Silver orch	(1)	N 30	Fr 10:00	22.0
Robert Burns	Burns and Allens; Guy Lombardo orch	(1)	C 30	We 9:30	33.3
Armour Pack'g	East & Dunke; Stokes orch	(3)	B 30	Fr 9:30	20.5
Chase Sanborn	Eddie Cantor Program; Rubinoff orch	(2)	N 60	Sa 8:00	58.6
Texaco Oil	Ed Wynn - Fire Chief; Don Verhaes orch	(1)	N 30	Tu 9:30	44.8
Limit	Fred Allen - Knight of Bath; Katzman orch	(1)	C 30	Sa 9:00	-
Chesterfield	Howard & Shelton; Hayton orch	(1)	C 15	Fr 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
Std 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 Shatta, orch	(1)	N 30	Sa 9:30	-
Centaur	Pages of Romance; vocals, sketch, orch	(1)	B 30	Su 5:30	-
Fleischmann	Rudy Vallee 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>All-billy, 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 Ross, 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 States; narrator, orch	(2)	B 30	Th 7:30	-
	Pond's Program; Mrs F D Roosevelt, orch	(1)	N 30	Fr 9:30	5.9
<u>Concert Music</u> ---					
(S)	Andre Kostelanetz Orchestra; Mary Eastman	(1)	C 30	Su 8:15	-
Abrasives	Boston Symphony Orchestra	(2)	B 120	Sa 8:15	-
(S)	Carborundum Band; brass band	(3)	C 30	Sa 9:30	-
(S)	Cathedral Hour; soloists, orch	(4)	C 30	Su 6:30	3.1
Cities Service	Chicago A Capella Choir; Noble Cain, dir	(1)	B 30	Su 4:00	-
(S)	Cities Service Orchestra; J Dragonette	(6)	N 60	Fr 8:00	13.3
(S)	Cleveland Symphony Orchestra	(1)	N 60	Su 1:30	-
Firestone Tires	Ernest Hutchinson, pianist; concert orch	(2)	C 30	Su 10:30	-
(S)	Firestone Concert; Lawrence Tibbett, orch	(4)	N 30	Mo 8:30	-
General Elect	Frank Black Concert Orchestra	(1)	N 30	Sa 9:00	-
Jack Frost	General Electric Concert; guest vocalists	(2)	N 30	Su 9:00	-
(S)	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	11.5
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	Abc 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&K 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	-
Scaled Power	Scaled 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	Lawnhurst & 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 Bachelor	(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)

## Network Radio Programs 1932-33

Light Music - cont'd -

Tastycast	Tastycast 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	-
Masterrols	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 -

Westclox	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, Mick Dawson	(1)	C 15	2t	8:15	12.4
(S)	Moonshine and Honeysuckle	(3)	N 30	Su	2:30	-
—	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	-
Socony Oil	Soconyland 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
Wheatena	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
Kelynes	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 Wa Wile: 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	-



Public Affairs Talks, Forums —

(S)	Congress; talks by members of Congress	(1)	B 30	Tu	7:15	--
(S)	Gleason Archer; Law and Society	(2)	B 15	Sa	6:30	--
(S)	James G McDonald; World Today	(5)	N 15	Sa	7:45	--
(S)	Merle Thorpe; business talk	(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 Lotton	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; Your Child	(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 Recker'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; Tune Detective	(2)	B 15	Tu	10:15	--
—	Tom Terris; Vagabond Adventures	(1)	N 15	Su	12:15	--

Daytime Comedy Variety —

(S)	Kaltenmeyer's Kindergarten	(1)	B 30	We	4:00	--
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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	--
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Daytime Light Music —

—	Aunt Janina; songs	(3)	C 15	2t	2:00	--
—	Ben Alley; tenor	(2)	C 15	3t	11:15a	--
—	Bill & Gingers; songs	(1)	C 15	2t	8:45a	--
—	Braen & DeRoses; songs, patter	(6)	N 15	5t	var	--
—	Claude W Moye; 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	--
—	Pollock & Longhurst; songs	(2)	B 15	5t	12:15	--
—	Rcis & Dunn; songs, patter	(2)	C 15	4t	9:45a	--

(more)

## Network Radio Programs 1932-33

<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)	Snackouts; 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 Doolittle; children's drama	(1)	B 15	2t	5:15	-
	Don Lang; animal stories	(1)	C 15	3t	5:45	-
Krigley 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	-
Maltex	Safety Soldiers	(1)	N 15	2t	5:45	-
Ralston	Seketary Hawkins	(1)	N 15	3t	5:45	-
Kellogg	Singing Lady's 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)

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)	Gheerio; inspirational talk, organ	(6)	N 30	6t	8:30a	-
—	Elsie Mae Gordon; characterizations	(1)	B 15	Mo	11:15a	-
DuPont Chem	Edly Post; talk on etiquette	(3)	H 15	2t	10:45a	-
(S)	Farm Forum Program	(1)	B 30	Sa	1:30	-
—	Hazzard's Health Talk	(1)	C 15	Fr	12:45	-
(S)	Health Talk	(1)	C 15	6t	9:30a	-
—	Magic of Speech; Vida R Sutton	(4)	N 30	Fr	2:00	-
Calident	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)	H 15	Tu	11:00a	-

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

Sponsor	Program	Season on Air	Net, Day, Hour	Length	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 Verhees orch	(2)	N 30	Tu 9:30	31.5
Sal Hepatica	Fred Allen Program; F Grofe orch	(2)	N 30	We 9:30	16.5
---	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 & Eudd Show; Renard orch	(3)	C 15	2t 9:15	-
Nestle Choc	Walter O'Keefe Program; Don Bestor orch	(1)	B 30	Fr 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 Ssth Parker; Phillips Lord	(1)	N 30	Tu 10:00	-
Maxwell House	Maxwell House Show Beat; 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
Plough	Musical Cruise; Tony Caboss, 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
Rudson 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 Warrenrath, 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	Arnoo 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)

Concert Music -- cont'd --

Lehn & Fink	Hall of Fame; Lily Pons, N Shilkret orch	(1)	N 30	Su	10:30	11.8
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 Symphonic Choir	(1)	B 30	Tu	6:00	-
Limit	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, Danny 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	-
Pepsi-Juris	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 Alley; tenor	(3)	C 15	Su	10:30a	-
Djer Kiss	Cyrena Van Gordon; songs	(1)	B 15	Mo	8:30	-
	Elizabeth Lennax; songs	(1)	N 30	Su	2:00	-
Wheatena	Happy Minstrel	(1)	C 15	3t	6:45	-

(more)

## Network Radio Programs 1933-34

Light Music - cont'd ---

<u>Humphreys</u>	Howe 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 Peerce: operatic tenor	(1)	N 15	We	6:45	-
<u>Wildroot</u>	Lawnhurst & Siegel: songs, piano	(2)	N 15	Su	4:15	-
<u>O English Wax</u>	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	-
<u>Tydel Oil</u>	Music on the Air; Travelers ensemble	(1)	C 15	3t	7:30	2.8
---	Pickens Sisters	(2)	B 15	We	11:00	-
<u>Pepto-Mangan</u>	Playboys Trio	(1)	C 15	Su	10:45a	-
<u>Molle</u>	Shirley Howard, songs; with Jesters Trio	(1)	N 15	3t	7:30	1.9
<u>Acme Paint</u>	Smiling Ed McConnell: songs	(2)	C 15	Su	6:30	1.7
<u>Feenamint</u>	Three X Sisters	(1)	B 15	2t	6:30	-
<u>Brillo</u>	Tito Guizar; Latin-American songs	(2)	C 15	2t	var	-
<u>Smith Brothers</u>	Trade & Marks; songs, patter	(8)	C 15	Sa	8:45	-
<u>Fitch Shampoo</u>	Wendell Hall: songs	(1)	N 15	Su	7:45	4.9

Human Interest Programs ---

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

Prestige Drama ---

<u>Ponds Cream</u>	Ponds Players; Maude Adams, Young orch	(1)	N 30	Fr	9:30	-
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Informative Drama ---

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

Light, Homey or 'Love Interest' Drama ---

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

Comedy Drama ---

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

Thriller Drama ---

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

(more)

Thriller Drama -- cont'd --

Del LAY 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 --

Peppercut	Goldbergs, The	(5)	N 15	5t	7:45	13.2
Kolynea	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	Hoake Carter: news	(2)	C 15	5t	7:45	8.1
Earbasel	Edwin C Hill: Human Side of News	(2)	C 15	5t	8:15	11.5
(S)	Frederick Van 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	-
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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	-
Jergers Lotion	Walter Winchell: Broadway gossip	(2)	B 15	Su	9:30	11.5

Miscellaneous Talk Programs --

Herlick Malt	Adventures in Health: Dr H N Bundeson	(2)	B 15	2t	8:30	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	6:20	-
(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	-
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Daytime Concert Music --

(S)	Cleveland Symphony Orchestra	(2)	C 120	Sa	2:30	-
(S)	Curtis Institute Musicale	(1)	C 45	Th	3:45	-
(S)	Eastman 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)

Network Radio Programs 1933-34

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	-
Maeller	Bill & Ginger; songs	(2)	C 15	5t 10:00Ca	-
---	Bradley Kincaid; songs	(1)	N 15	6t 9:30Ca	-
---	Breen & DeRose; songs, patter	(7)	N 15	6t 10:00Ca	-
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 10:00Ca	-
---	Fields & Hall; songs	(1)	N 15	We 11:45a	-
---	Fireside Songs	(1)	B 15	2t 12:15	-
---	Frank Banta; piano	(1)	N 15	2t 9:00Ca	-
Admiracion	Freddy Miller; songs	(1)	C 15	Fr 11:15a	-
Whacena	Happy Minstrel; songs	(1)	C 15	2t 4:45	-
---	Hawaiian Ensemble	(1)	N 30	Mo 5:00	-
Humphreys	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 11:00Ca	-
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	-
Acne Paint	Smiling Ed McConnell	(2)	C 15	We 12:30	-
---	Story Singer	(1)	N 15	Fr 10:30Ca	-
---	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	-
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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	-
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Daytime Light Drama -

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

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



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 Phillips	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 Browster: poetry reading	(1)	N 15	We	3:15	-
(S)	Magio of Speech: Vida R Sutton	(5)	N 30	Fr	2:00	-
—	Mouth Health: Marley R Skeris	(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	2.5
(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, Length, Day, Hour	CAB Rating
<u>Comedy Variety</u> —				
Borden Milk	Beatrice Lillie Show; Perrin orch	(1)	B 30 Fr 9:00	11.7
Ex Lax	Block & 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; Eddic 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
Carrel	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> —				
Peccamin	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; Bonine 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 Wolcott, 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>Concert 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	Armco 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; Moe Schumann-Heink, orch	(2)	N 30 Su 5:00	23.5
(S)	Major Boxes Capitol Family	(9)	N 45 Su 11:30a	-

(more)

Concert Music - cont'd -

(S)	Midweek Eym 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 Frosan, 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; oporetas	(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
Bina-dol	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	Crunit & Sanderson; orch	(4)	C 30	Su	5:30	-
Life Savers	Diane; tabloid musical comedy	(1)	C 15	2t	8:00	2.3
F 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 Olsen Orchestra	(1)	B 30	Sa	8:30	-
P & Gamble	Gibson Family; serialized musical comedy	(1)	N 60	Sa	9:30	19.1
Plough	Guy Lombardo Orchestra	(5)	N 30	We	10:00	23.5
Wrigley Gum	Harry Roser 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
Yorthern 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
Phillip Morris	Leo Reisman Orchestra	(3)	N 30	Tu	8:00	6.7
Kit's 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	-
Sal-C	Mary Small Surprise Party	(1)	N 30	Su	1:30	-
Phillips	Melodiana; Abe Lyman orch	(1)	C 30	Tu	8:30	7.4
Fire Queen	Mildred Bailey; Plantation Echoes, orch	(2)	B 15	3t	7:15	5.0
Carleton	Morton Downey; Sinatra orch	(4)	B 30	Su	4:30	5.6
Beck's	O'Flynn; The; musical drama	(1)	C 30	Fr	10:30	2.2
Three Lads	Pat Kennedy; Art Kassel orch	(1)	C 15	Su	1:45	1.1
—	Ruth Etting; Red Nichols orch	(2)	B 15	Th	7:45	-
Leafy Milk	Silken Strings; Previn orch	(2)	B 30	Su	9:00	9.5
Walt 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
Fire Queen	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
Leafy Milk	Wayne King Orchestra	(4)	C 30	2t	10:00	12.7
Leafy Milk	Wayne King Orchestra	(4)	N 30	2t	8:30	12.7
—	Xavier Cugat Orchestra	(2)	N 15	5t	6:00	-

Light Music —

Fepto Mangon	Anthony France, tenor: poetry	(1)	B 15	Su	2:00	-
Humphreys	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
Kon-L Ration	Jackie Heller: tenor	(2)	B 15	Mo	10:00	4.0
—	Jerry Cooper: baritone	(1)	C 15	Tu	7:30	-
—	Jesse Crawfords: 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	-
Pinax	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)	Southernairs 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	-
Pitch 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 Human 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, Homely or 'Love Interest' Drama —

Westclax	Big Ben Dream Dramas	(4)	N 15	Su	4:45	-
Wheatena	Bill Bachelor Sketches	(2)	N 15	5t	6:45	5.6
Spratt	Dog Dramas: Albert Fayson Terhune	(2)	B 15	Su	5:45	-
Campana Balm	First Nighter	(5)	N 30	Fr	10:00	20.5
Tastycast	Gigantic Pictures	(1)	B 30	Su	12:00	1.1
Campana Balm	Grand Hotel	(2)	B 30	Su	6:30	14.4
Kelch Juice	Irene Rich Dramas	(2)	B 15	Fr	8:00	5.3
—	Motion Picture Dramas	(1)	B 30	Sa	8:00	-
North'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

<u>Comedy Drama</u> —						
Pepsodent	Amos 'n' Andy	(6)	B 15	5t	7:00	22.6
(S)	Grunmits, The	(1)	N 15	2t	11:00	-
Alka Seltzer	Uncle Ezra's Radio Station	(1)	N 15	3t	7:45	2.3
<u>Thriller Drama</u> —						
	Black Chamber	(1)	N 15	2t	7:15	2.0
Hecker H-O	Bobby Benson's Adventures	(3)	C 15	5t	6:15	7.9
Cocacolt	Buck Rogers	(3)	C 15	4t	6:00	8.9
Woodbury Soap	Dangerous Paradise	(2)	B 15	3t	7:45	12.1
Pacific Borax	Death Valley Dams	(5)	B 30	Th	9:00	15.8
Eno Salts	Eno Crime Clues	(4)	B 30	Tu	8:00	16.4
	Lone Ranger	(1)	M 30	3t	8:00	-
Beechnut	Red Davis	(2)	B 15	3t	8:00	14.3
(S)	Secret Service Sketches	(2)	N 30	Su	11:00	-
Del L&W Coal	Shadow, The	(3)	C 25	2t	6:30	7.6
G Wash Coffee	Sherlock Holmes	(5)	B 30	Su	9:45	7.4
Sloan Linament	Warden Lawes; at Sing Sing	(2)	B 30	We	9:00	11.6
	Witch's Tale	(1)	M 30	Mo	9:30	-
<u>Women's Serial Drama</u> —						
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
<u>News, Commentary</u> —						
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	-
<u>Public Affairs Talks, Forums</u> —						
(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	-
<u>Religious Talk Programs</u> —						
(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	-
<u>Sports News, Interviews</u> —						
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 —

Tanges	Jimmy Fidler; Hollywood gossip	(1)	B 15	We	10:00	3.1
Ry-Erisp	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	-
Morroll 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	-
Socony 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 & Duke; 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	-
NCA 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)	DN 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 Kessell orch	(1)	C 15	3t	1:45	-

Daytime Light Music —

---	Al and Lee Reiser; piano team	(1)	N 15	We	2:45	-
Canay 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 & Sheffer; piano team	(1)	N 15	Th	2:45	-
---	Grace and Eddie Albert	(1)	B 15	5t	11:00a	-
---	Harman & 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	-

<u>Daytime Human Interest Programs</u> —						
Wasey	Voice of Experience; advice program	(2)	C 15	5t 12:00		—
<u>Daytime Comedy Talk Programs</u> —						
—	East & Dumke; 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		—
<u>Daytime Prestige Drama</u> —						
(S)	Radio Guild Dramas	(6)	B 60	Mo 3:00		—
<u>Daytime Informative Drama</u> —						
(S)	American School of the Air	(5)	C 30	5t 2:30		—
(S)	Stones of History	(1)	N 30	Th 2:00		—
<u>Daytime Light Drama</u> —						
(S)	Adventures of Helen and Mary	(6)	C 30	Sa 10:30a		—
<u>Daytime Comedy Drama</u> —						
Jed Salts	Easy Aces; Goodman Acc.	(3)	C 15	5t 3:45		—
Karo Syfup	Gumps, The	(1)	C 15	5t 12:15		—
Phillips	Skippy	(4)	C 15	5t 5:15		—
<u>Daytime Thriller Drama</u> —						
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		—
Ralston	Ten Mix	(2)	N 15	3t 5:15		—
<u>Daytime Women's Serial Drama</u> —						
General Mills	Betty and Bob	(3)	B 15	5t 4:00		—
Superauds	Clara, Lu and Em	(4)	N 15	5t 10:15a		—
Elna W Hopper	Helen Trent	(2)	C 15	5t 2:15		—
—	Home Sweet Home	(1)	B 15	5t 1:45		—
Louis Phillippe	Little French Princess	(2)	C 15	5t 2:00		—
Crysol	Ma Perkins	(2)	N 15	5t 3:15		—
Electra	Mary Marlin	(1)	N 15	5t 12:00N	4.9	—
Sol Lox Coal	Peggy's Doctor	(1)	N 15	3t 1:15		—
Millsbury	Today's Children	(2)	B 15	5t 10:30a		—
P & Cable	Vic and Sade	(3)	N 15	5t 3:00	5.8	—
<u>Daytime Children's Programs</u> —						
—	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		—
Rollins	Singing Lady; songs, children's stories	(4)	B 15	5t 5:30		—
<u>Daytime Faraway or Hollywood Gossip</u> —						
Worcester	Wallace Butterworth; radio gossip	(1)	C 15	3t 12:30		—
<u>Daytime Homemakers' Programs</u> —						
General Mills	Betty Crocker; cooking talk	(8)	N 15	2t 10:45a		—
Home Point	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		—
General Mills	Jane Ellison; recipes	(2)	N 15	We 11:45a		—
Millsbury	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)	Cherio: 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 Barrow	(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)	N 30	Sa	5:30	--
(S)	Science Talk	(1)	C 15	Tu	5:30	--
Ivory Soap	Stamp Club; Captain Tim Realy	(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

Sponsor	Program	Season on Air	Net, Day, Hour	Length, 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	Burns and Allen Program; Renard orch	(4)	C 30	We 8:30	23.0
(S)	Cuckoo Hour; Ray Knight	(4)	B 30	Mo 10:00	—
Febeco	Eddie Cantor Program	(4)	C 30	Su 7:00	16.1
Johnson's Wax	Fibber McGee and Molly	(1)	B 30	Mo 8:00	6.6
Sal Hepatica	Fred Allen Program: Town Hall Tonight	(4)	N 60	We 9:00	22.2
Jello	Jack Benny Program	(4)	B 30	Su 7:00	26.8
Texaco Oil	Jimmy Durante; Jumbo Fire Chief	(1)	N 30	Tu 9:30	4.1
Gulf Oil	Phil Baker Program; Gulf Headliner	(3)	C 30	Su 7:30	20.4
—	Stoopnagle & Budd; Frank Black orch	(4)	B 30	Su 2:00	—
Camel	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 Sauborn	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
Peenamin	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 Pats; 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, Bonine 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	Armco Iron Master; brass band	(3)	B 30	We 8:30	0.7
(S)	Boston Symphony Orchestra	(3)	B 60	Sa 8:15	—
Abrasives	Carborundum Band; brass band	(5)	C 30	Sa 7:30	4.8
Cities Service	Cities Service Concert; Jessica Dragonette	(9)	N 60	Fr 8:00	10.0
(S)	Cleveland Symphony Orchestra	(3)	N 30	Su 4:30	—
Firestone Tires	Firestone Concert; Richard Crooks	(7)	N 30	Mo 8:30	10.4
Ford Motors	Ford Sunday Evening Hour	(2)	C 60	Su 9:00	8.1
General Motors	General Motors Concert; Leopold Stokowski	(2)	N 60	Su 10:00	9.9
Kolynos	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	Rubioff 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
Vince	Vince Program; J McCormack, J C Thomas	(3)	B 30	We 10:00	4.2

Musical Variety --

Atlantic & Pac	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	Crunit & 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
Esso 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
Mabelline	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	Rendezvous; 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)

## Network Radio Programs 1935-36

Light Music - cont'd -

	Charioteers 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 Berche; songs	(1)	M 15	Su	1:00	-
	Jack Fulton; tenor	(2)	N 30	Su	5:00	-
Atlantic & Pac	Kate 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	-
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Prestige Drama -

Sanka Coffee	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, Nancy or 'Love Interest' Drama -

Westclox	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 Juices	Irene Rich Dramas	(3)	B 15	Fr	8:00	7.4
L C Smith	Nine 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)

Comedy Drama -- cont'd --

Anacin	Easy Access	(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 K-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
Kno Salts	Kno 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 Liniment	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
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Children's Programs --

Wheatena	Popeye, the Sailor	(1)	N 15	3t	7:15	12.2
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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 Nile; 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 Lemax; sports program	(1)	M 15	7t	7:00	-
Wildroot	Ted Busing; sports talk, quartette	(1)	C 15	Mo	7:15	3.2
---	Thornton Fisher; sports talk	(2)	N 15	Sa	7:00	-

## Network Radio Programs 1935-36

<u>Broadway and Hollywood Gossip Programs --</u>				
Tanger	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
<u>Miscellaneous Talk Programs --</u>				
---	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 -
---	Lamplighter; 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 -
Better Speech	Your English	(1)	B 15	Su 3:00 -
<u>Daytime Comedy Variety --</u>				
Pepsodent	Al Pearce and His Gang	(3)	N 30	2t 5:00 -
Quaker Oats	Kaltmeyer's Kindergarten	(2)	N 30	Sa 5:30 -
<u>Daytime General Variety --</u>				
(S)	Breakfast Club; Don McNeill	(3)	B 60	6t 9:00a -
<u>Daytime Concert Music --</u>				
(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 -
<u>Daytime Light Music --</u>				
Mueller	Bill & Gingers; songs	(4)	C 15	3t 10:30a -
Humphreys	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 & Sheffer; 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; Joe Emerson choir	(1)	M 15	5t 9:00a -
Knox Gelatin	Jack Berch and His Boys	(1)	B 15	Fr 10:15a -
---	Landt Trip & White	(7)	B 15	5t 8:45a -
---	Merry Maes	(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 -
---	Titto Guizar; Latin-American music	(4)	C 15	3t 3:15 -
---	Vass Family; songs	(2)	N 15	Sa 10:15a -
---	Vaughn de Leathe; songs	(4)	N 15	6t 10:00a -
---	Virginia Verrill; 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 -

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	—
Dream	Voice of Experience; advice program	(3)	C 15	5t	12:00N	—

Daytime Comedy Talk Programs —

—	Honeyboy & Sassafras; 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	—
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Daytime Informative Drama —

(S)	American School of the Air	(6)	C 30	5t	2:30	—
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Daytime Light Drama —

(S)	Adventures of Helen and Mary	(7)	C 30	Sa	10:30a	—
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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	—
Klecnex	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	Vic 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)

## Network Radio Programs 1935-36

Daytime Homemakers' Programs - cont'd -

Ecinz 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	Mo	4:30	-
(S)	Homespun: Rev E W Foulkes: inspiration	(2)	B 15	We	11:15a	-
---	Lamplighters: 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

Sponsor	Program	Season on Air	Net, Day, hour	Length, hour	Hooper Rating
<u>Comedy Variety</u> ---					
Lifebuoy Soap	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 Soups	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 Espatica	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
Coca-Cola	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	8.3
---	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: Y 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	Welcome 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	Arno 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 Fraubel; orch	(1)	B 30	Su 7:00	--
Radio Corp'n	Magic Key of RCA; Phila Symp'h'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 Wins	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	--
Dark 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	Rubinoff 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; Vic 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 Bill	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	Eal 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	--
Philip Morris	Leo Reisman Orchestra	(5)	N 30	Tu 8:00	9.8
Dr Lyons	Manhattan Merry-go-Round; Samella 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; Vic Arden orch	(2)	N 30	Su 1:30	--
---	Ray Block Orchestra	(1)	N 30	Mo 10:30	--
Scaltest	Saturday Evening Party	(1)	N 30	Sa 8:00	5.3
Pet Milk	Saturday Night Serenade; H Barlow orch	(1)	C 30	Sa 9:30	2.6
Woodbury Soap	Shep Fields Orchestra; Frank Parker	(1)	B 30	Su 9:15	9.4
Acme Paint	Smiling Ed McConnell; Clark orch	(5)	N 30	Su 5:30	--
Studebaker	Studebaker Champions; R Kimber orch	(5)	N 30	Mo 9:30	4.2
Phillips	Sweetest Love Songs	(1)	B 30	Mo 8:30	1.9
Homel Pack'g	Swing with Strings	(1)	C 30	Sa 6:45	--
Armin	Ted Neems 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	2t 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 -

Humphrey	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	Fireside 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; baritone	(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
Krueger Beer	Musical Toast: Euddy 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
Tastycast	Tastycast 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 --

Gillcote	Community Sing: M Berle, W Hall, M Ca	(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 McQuarrie MC	(1)	N 60	Su	8:00	12.8
Caluset	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, Novelty 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 --

	Grunmits, The	(2)	M 30	Fr	8:30	-
	Johnson Family	(1)	M 15	5t	6:00	-
Horlick Malt	Lum and Abner	(2)	B 15	5t	7:30	9.0
Atlantic Oil	Ma and Pa	(1)	C 15	3t	7:15	4.1
Wrigley Gum	Mortimer Gooch	(1)	C 15	Fr	7:00	3.6
Whcatena	Popcye, the Sailor	(2)	C 15	3t	7:15	10.2
Alka Seltzer	Uncle Ezra's Radio Station	(3)	B 15	3t	7:15	10.7

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	-
Sil'cup Bread	Lone Ranger	(3)	M 30	3t	7:30	-
Wonder Bread	Renfrew of the Mounted	(1)	C 15	5t	6:45	-
Packer Soap	Thatcher Colt Mysteries	(1)	N 30	Su	2:30	-
Detective Mag	True Detective Mysteries	(2)	M 30	Tu	9:30	-
Sloan Liniment	Warden Lawes; at Sing Sing	(4)	N 30	Mo	9:00	7.7
	Mitch'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 Ecaly; 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	(6)	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'c'g	Gospel 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	-

## Network Radio Programs 1936-37

<u>Broadway and Hollywood Gossip Programs ---</u>						
	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
<u>Sports News, Interviews ---</u>						
	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	--
<u>Miscellaneous Talk Programs ---</u>						
Granger	Alexander Holcott; Town Crier	(3)	C 15	2t	7:30	4.7
	Belle Bartle; 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	--
	Nauplighter; 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	--
<u>Daytime Comedy Variety ---</u>						
(S)	Kalteimyer's Kindergarten	(3)	N 30	Sa	5:30	--
<u>Daytime General Variety ---</u>						
	Air Brakes	(1)	B 30	We	5:00	--
(S)	Breakfast Club; Don McNeill	(4)	B 60	6t	9:00a	--
Reinz Foods	Magazine of the Air; speakers, orch	(1)	C 30	3t	11:00a	--
	Modern Romances; East & Dumke, guests	(1)	B 30	We	2:00	--
<u>Daytime Concert Music ---</u>						
(S)	Chicago A 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	--
<u>Daytime Musical Variety ---</u>						
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; Webb orch	(1)	N 30	Tu	4:00	--
<u>Daytime Light Music ---</u>						
Humphrey	Breen and DeRose; songs, patters	(10)	B 15	2t	5:45	--
---	Clark Dennis; tenor	(2)	B 15	Sa	10:45a	--
---	Dorothy Gordons; 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)

<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	10:00a	--	
---	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	--	
Krenl	Voice of Experience: advice program	(4)	N 15	3t	11:45a	--	
<u>Daytime Comedy Talk Programs --</u>							
Knex Gelatin	East and Dumke: Sisters of Skillet	(4)	C 15	2t	11:15a	--	
---	Honeyboy and Sassafraz: 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 & Fink	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 Farum	(1)	N 15	5t	11:00a	--	
Oxydol	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)

## Network Radio Programs 1936-37

Daytime Women's Serial Drama - cont'd -

	Grandpa Burton	(2)	N 15	5t	4:45	-
Am Home Prods	Helen Trent	(3)	C 15	5t	12:30	-
	Hope Adams Romance	(1)	M 15	5t	4:00	-
Louis Phillips	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	-
Krigley 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	-
Killsbury	Today's Children	(4)	N 15	5t	10:45a	-
Crisco	Vic and Sade	(5)	B 15	5t	11:30a	-
Crisco	Vic 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 --

	Adela Roberts St John; news	(1)	N 15	3t	9:45a	-
Chipsa	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	(6)	M 15	6t	12:30	-
(S)	News and Markets	(6)	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 Payns; 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)	Homespur; Rev Wm H Foulkes	(3)	B 15	We	12:15	-
(S)	Rumor in the News	(1)	E 15	2t	10:45a	-

(more)

## Network Radio Programs 1936-37

Daytime Miscellaneous Talks - cont'd -

Dr. Edwards	Lanplighter; Jacob Tarshish	(2)	M 15	3t	9:30a	--
(S)	Magio 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	--
Hinda Cream	Ted Malone; Between Bookends Poetry	(1)	C 15	5t	12:15	--
	Victor Lindlahr; talks on dict	(1)	M 15	Mo	12:00	--

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

Sponsor	Program	Season on Air	Net, Day, Hour	Length	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
Grape-Nuts	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
Cocacola	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>Hillbilly, 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 Warner 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)



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 Mims	Metropolitan Opera Auditions	(3)	B 30	Sa	5:00	2.4
(S)	NEC Symphony Orchestra; Toscanini	(1)	N 90	Su	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	--
Scaltest	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 Himber 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
Hornel 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	--
---	Kidoodlers 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	--
Tuna	Vocal Varieties	(1)	N 15	2t	7:15	--

## Network Radio Programs 1937-38

<u>Quiz Programs</u> ---					
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	--
<u>Human Interest Programs</u> ---					
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
<u>Prestige Drama</u> ---					
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
<u>Informative Drama</u> ---					
(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
Engine	Radio News Reel	(1)	N 30	Su 3:00	5.6
(S)	World is Yours; Smithsonian program	(2)	N 30	Su 4:30	--
<u>Light, Honey or 'Love Interest' Drama</u> ---					
Modern Process	Dog Heroes	(1)	B 15	Su 4:45	--
Vaseline	Dr Christian; Jean Hersholt	(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
---	Heaven 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
<u>Comedy Drama</u> ---					
Campbell Scups	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
<u>Thriller Drama</u> ---					
Edgeworth	Alias Jimmy Valentine	(1)	B 30	Tu 9:30	--
Rinso	Big Town; Edward G 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)

Thriller Drama -- cont'd --

Palmolive Soap	Gang Busters	(3)	C 30	We	10:00	13.7
Silvercup Broad	Lone Ranger	(4)	M 30	3t	7:30	--
Bisodol	Mr Egan; 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 Lewis; at Sing Sing	(5)	B 30	We	10:00	9.8

Children's Programs --

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

Adam Hats	Madison Square Garden Boxing	(1)	B 30	Fr	10:00	--
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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	--
Peppercell	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)	GBS Church of the Air	(7)	C 30	Su	10:00a	--
(S)	GBS 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 Lomax; 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	--
---	Charioteers Quartette	(3)	N 15	Sa	10:15a	--
---	Deep River Boys	(1)	C 15	Fr	3:45	--
Ivory Soap	Edward McHugh, 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 Fan Mail	(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	--
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Daytime Informative Drama -

(S)	American School of the Air	(8)	C 30	5t	2:30	--
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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	11:00Ca	6.6
Pebecco	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	11:30Ca	-
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	10:30Ca	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	11:00Ca	6.1
Ivory Flakes	Mary Marlin	(4)	N 15	5t	4:15	10.4
Hind's 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	-
Caray 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)

## Network Radio Programs 1937-38

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

Chipsco	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
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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 Recl	(1)	N 15	5t	4:30	3.2
Pontiac Motors	Katherine Gravens: 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 --

-----	Guiney Wright: International Affairs	(1)	C 15	We	3:30	--
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Daytime Religious Talk Programs --

(S)	Devotional Program	(1)	B 15	5t	12:00	--
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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 Daves: 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 Hynd, 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, Day, Hour	Length, Hour	Hooper Rating
<u>Comedy Variety</u> ---					
Lifebuy 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 Amzoch, 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
Buskies	Joe Penner Program; Pollock orch	(5)	C 30 Th	7:30	11.0
(S)	Kaltemeyer's Kindergarden	(5)	N 30 Sa	6:00	-
Haw'n Pineapple	Phil Baker Program; Andrews Sisters	(6)	C 30 Sa	9:00	11.9
Quaker 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>Hillbilly, 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	Arno 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)

Concert Music -- cont'd --

(S)	NBC Symphony Orchestra; A 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; Bonina 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
Fall 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)	Drena Hicker; Musical Plays	(1)	N 30	Su	1:00	--
Dr Lyons	Manhattan Merry-go-Round	(7)	N 30	Su	9:00	10.0
Wheeling Steel	Morton Gould Orchestra	(3)	M 30	Tu	8:30	--
(S)	Musical Steelmakers	(1)	M 30	Su	5:00	--
Chesterfield	Operettas	(1)	B 30	Tu	8:00	--
(S)	Paul Whiteman Orchestra	(7)	C 30	We	8:30	9.2
Philip Morris	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	--
Ralcigh	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
Energene	Spelling Bee	(2)	N 30	Su	5:30	6.1
Williams	True 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	--



## Network Radio Programs 1938-39

Ruman Interest Programs ---

Wrigley 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 orch	(2)	B 30	We	8:30	8.9
Mennen	People's Rally	(1)	M 30	Su	3:00	4.1
---	Radic 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 Fadiman	(1)	B 30	Tu	7:30	8.7
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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 Zreynberg	(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, Humoy 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 Elix	Curtain Time	(1)	M 30	Fr	10:00	--
Thrive	Dog Heroes	(2)	B 15	Su	5:45	--
Vaseline	Dr Christian: Jean Herxholt	(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)

<u>Thriller Drama -- cont'd --</u>						
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 Liniment	Warden Lawes: at Sing Sing	(6)	B 30	Fr	8:00	6.1
<u>Sports Broadcasts --</u>						
Adam Hats	Boxing Bouts	(2)	B 30	Fr	10:00	10.1
<u>News Commentary --</u>						
(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)	E V Maltenborn: comment	(10)	C 15	Su	10:30	--
Sun Oil	Lowell Thomas: news	(9)	B 15	5t	6:45	15.7
(S)	News Reports	(9)	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
<u>Public Affairs Talks, Forums --</u>						
(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	--
<u>Religious Talk Programs --</u>						
(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'c'g	Gospel Hour	(3)	M 60	Su	9:00a	--
(S)	Message of Israel	(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	--
<u>Sports News, Interviews --</u>						
---	Bill Stern: sports talk	(2)	N 15	Th	6:30	--
Phillies	Sam Balter: Inside of Sports	(1)	M 15	3t	7:45	--
---	Stan Lemax: sports	(3)	M 15	6t	7:00	--
<u>Broadway and Hollywood Gossip Programs --</u>						
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)	Gheerle: readings, music	(12)	B 30	Su	10:30	--
Cook & Sons	Cook's Travlogue; 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 Denton	(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 Matinee	(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 Danrosch	(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-Pine	Mighty Show	(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	--

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 K 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	-
---	Pebbles 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 Intern	(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)

## Network Radio Programs 1938-39

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
Chipso	Road of Life	(2)	C 15	5t	1:30	8.0
Chipso	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 Fix	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
Fillsbury	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	-
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Daytime Broadway or Hollywood Gossip --

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

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 Epatica	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	-
Texaco Oil	Ken Murray Program; Texaco 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	Allec Templeton Time	(1)	F 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
Grape-nuts	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	21.0
<u>Billbilly, Minstrel Shows</u> ---					
Lusterole	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 Farn 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	(14)	C 60	Su 11:30a	-
Sherwin W'ams	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)

Concert Music -- cont'd --

(S)	Radio City Music Hall	(8)	B 60	Su	12:00	--
(S)	Rochester Civic Orchestra	(9)	R 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
(S)	Andrew Sisters; Glenn Miller orch	(1)	C 15	We	10:00	6.2
(S)	Around New York; Bonine orch	(2)	B 30	Tu	7:30	--
(S)	Bob Crosby Orchestra	(2)	M 30	We	8:00	--
Cazel	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
Cherterfield	Fred Waring Orchestra and Chorus	(6)	N 15	St	7:00	11.5
(S)	Glenn Miller Orchestra	(1)	C 15	2t	10:00	6.2
Schlo 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
(S)	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	--
(S)	Raymond Scott Orchestra; Nan Ryan	(1)	C 30	Tu	9:30	--
(S)	Roy Shields Revue	(1)	B 30	2t	10:00	--
Sons'n Cig	Sauzy Kaye Orchestra	(2)	N 30	Mo	7:30	8.0
Ret Milk	Saturday Night Serenade; S Kaye orch	(4)	C 30	Sa	9:45	8.7
(S)	Ted Fiorito Orchestra	(2)	M 30	Mo	8:30	--
Phillips	Waltz Time	(7)	N 30	Fr	9:00	8.8
Hale 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 --

(S)	Charioteers Quartette	(5)	M 30	Sa	6:30	--
(S)	Dinah Shore; songs	(1)	B 15	Su	7:00	--
(S)	Felix Knight; tenor	(1)	N 30	Th	7:30	--
(S)	Four Clubmen; songs	(1)	C 15	Tu	10:45	--
(S)	John Gurney; baritone	(1)	B 30	Su	1:30	--
(S)	Josef Marais; African Trek	(1)	B 30	Fr	7:00	--
Thrivo	Moylan Sisters	(1)	B 15	Su	5:00	--
(S)	Perole String Quartette	(1)	M 30	Su	12:00	--
(S)	Ray Perkins; piano, songs	(3)	B 15	Mo	6:30	--
(S)	Revelers Quartette	(2)	N 30	We	7:30	--
(S)	Rollind Trio	(1)	M 30	St	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	--
(S)	Southernaires Quartette; spirituals	(10)	B 30	Su	11:30a	--
(S)	Ted Steele; songs	(1)	M 15	Fr	10:45	--
(S)	Vass Family; songs	(4)	B 15	Su	1:15	--

Platter Music --

(S)	Kay Kyser (recorded orchestra music)	(2)	M 60	Th	8:00	--
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## Network Radio Programs 1939-40

Quiz Programs ---

Colgate	Ask-It-Basket	(2)	G 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
Mennen	Col Lernal Stoopnagle; Guixis-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 Kysor'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)	G 30	Fr	7:30	13.5
Tums	Quicksilver	(1)	B 30	We	8:30	5.3
Energine	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)	G 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
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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 Harsholt	(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	--



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 ---

Rinse	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	-
Popsodent	Mr. 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	-
Dol 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 Bout	(3)	B 45	Fr	10:00	-
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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 Elliot	(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)	NEC 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'c'g	Gospel Hour: Old Fashioned Revival	(4)	M 60	Su 9:00Ca	-
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 Seckman	(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 Balter: 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
Dreco	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)

Daytime Concert Music -- cont'd --

(S)	Philadelphia Symphony Children's Concert	(5)	C 60	Sa	11:00a	--
(S)	NBC Music Appreciation Hour; W Darrsch	(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	--
---	Charlotcers (quartet)	(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	--
Tastyco Bread	Smiling Ed McConnell	(8)	C 15	5t	4:45	8.2
Acne 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 Coder'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	--
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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 Grimm's Daughter	(3)	N 15	5t	2:15	6.9

(more)

Daytime Women's Serial Drama — cont'd —

Spy	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 Mix	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 Pin	Doc 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 Interns	(2)	C 15	5t 3:00	3.8
Anacin	Just Plain Bill	(8)	N 15	5t 10:30a	6.2
Dreft	Eitty 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
Teel	Meet Miss Julia	(1)	M 15	5t 5:00	-
Teel	Midstream	(1)	B 15	5t 10:45	2.2
Calumet	Midstream	(1)	N 15	5t 5:15	8.4
Supersuds	My Son and I	(1)	C 15	5t 2:45	5.7
Ivory Soap	Myrt and Marge	(9)	C 15	5t 10:15	6.9
Dr Lyons	O'Neills, The	(6)	N 15	5t 12:15	8.5
Anacin	Orphans of Divorce	(1)	B 15	5t 3:00	1.8
Camay Soap	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
Wonder Bread	Pepper Young's Family	(4)	N 15	5t 3:30	9.4
Crisco	Pretty Kitty Kelly	(3)	C 15	5t 10:00	6.5
Chipso	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 Esines	(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
Ootagon	Woman of Courage	(1)	C 15	5t 9:00a	3.7
Young Doctor Malone	Young Doctor Malone	(1)	B 15	5t 11:15a	-
Bayer Aspirin	Young Widder Brown	(3)	N 15	5t 4:45	7.0
Scaltest	Your Family and Mine	(2)	C 15	5t 2:30	4.9

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	-
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Daytime Religious Talk Programs ---

(S)	Devotional Program	(3)	N 15	6t	12:30	-
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Daytime Broadway or Hollywood Gossip ---

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

Sponsor	Program	Season on Air	Net, Day,	Length, Hour	Hooper Rating
<u>Comedy Variety --</u>					
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
Hornel Pack'g	Burns & 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
<u>General Variety --</u>					
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	-
Scaltest	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	-
<u>Amateur or Talent Contest Variety --</u>					
Chrysler Motors	Major Bowes Amateur Hour	(6)	C 60	Th 9:00	19.8
<u>Hillbilly, Minstrel Shows --</u>					
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
<u>Semi-Variety --</u>					
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	-
<u>Concert Music --</u>					
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'ims	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 65	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 Tabernacle 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; Bonine orch	(3)	B 30	We	7:30	--
Camel	Bob Crosby Orchestra	(3)	M 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	--
Whecling 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 Tock	(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 Santero; 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
Monnon	Col Lemuel Stoopnagle; Quixic-Doodle	(2)	C 30	Su	5:30	7.9
Mars Candy	Doctor I Q	(2)	N 30	Mo	9:00	11.2
Peenamint	Double or Nothing	(1)	M 30	Su	6:00	7.9
Lucky Strike	Kay Kyser's Kollege	(3)	N 60	We	10:00	18.8
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)

## Network Radio Programs 1940-41

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	-
Dronized Yeast	Court of Missing Heirs	(2)	R 30	Th	8:00	10.8
Nature's Rem	Fame and Fortune	(1)	B 30	Th	8:30	5.6
Dronized Yeast	Good Will Hour; John J Anthony	(4)	D 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	Vo 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
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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	-
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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	Sorecn 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)	Kings Over America	(1)	N 30	Su	12:30	-

Light, Honey or 'Love Interest' Drama --

Dl Cent RR	Cameos 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	(1)	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



Comedy Drama ---

General Foods	Aldrich Family	(2)	N 30	Th	8:30	26.3
Campbell Soups	Amos 'n' Andy	(12)	C 15	5t	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

Thriller Drama ---

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
G 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 Broad	Lone Ranger	(7)	M 30	3t	7:30	-
Vitalis	Mr District Attorney	(2)	N 30	We	9:30	14.1
Hi-So-Dol	Mr Keen	(4)	B 15	3t	7:15	7.4
Beich	Peter Quill	(1)	M 30	Su	4:00	-
Del H & W Coal	Shadow, The	(7)	M 30	Su	5:30	13.5
Bromo Guinine	Sherlock Holmes	(7)	B 30	Su	8:30	10.2
Wings	Wings of Destiny	(1)	N 30	Fr	10:00	10.5

Sports Broadcasts ---

Adam Hats	Boxing Bouts	(4)	B 45	Fr	10:00	8.2
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News, Commentary ---

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 Saerchinger; Behind Headlines	(2)	N 15	Yr	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
Erasm	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

Public Affairs Talks, Forums ---

(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)

## Network Radio Programs 1940-41

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 Sockman	(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 th. 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
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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 Decker; 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	--

Daytime Musical Variety --

(S)	Eddie Duchin Orchestra	(4)	C 30	Sa	5:30	--
Camel	Luncheon at the Waldorf	(1)	B 30	Sa	1:30	4.7

Daytime Light Music --

(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	--

Daytime Quiz Programs --

(S)	Consumers' Quiz	(1)	M 15	5t	12:45	--
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Daytime Comedy Talk Programs --

(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	--

Daytime Informative Drama --

(S)	American School of the Air	(11)	C 30	5t	9:00a	--
(S)	World is Yours: Smithsonian series	(5)	N 30	Sa	5:00	--

Daytime Light Drama --

Shinola Polish	Lincoln Highway	(1)	N 30	Sa	10:00a	5.3
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Daytime Comedy Drama --

Co-op	Johnson Family	(5)	M 15	5t	5:00	--
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Daytime Thriller Drama --

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

Daytime Women's Serial Drama --

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	Pertie Paces 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	Woman 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	Sa	10:30a	-
(S)	Irene Wicker; stories for children	(3)	B 15	5t	5:15	-
(S)	Let's Pretend; dramatized fairy tales	(2)	C 30	Sa	1:00	-

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 Ewson; Market Basket	(2)	N 15	3t	9:15a	--
Pot 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)	Illa 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, Day,	Length, Hour	Hooper Rating
<u>Comedy Variety</u> ---					
Carrel	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)	Dunke & 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	-
Ralco	Red Skelton Show	(1)	N 30	Tu 10:30	28.0
<u>General Variety</u> ---					
(S)	Anchors Aweigh; 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	-
Eraft Cheese	Bing Crosby Program; Eraft 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; croch	(6)	B 30	Sa 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
Ralco	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 Williams	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)

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	--
Garnation 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

Quiz Programs ---

Esso Oil	Auction Quiz	(1)	B 30	Fr	8:00	2.9
Kolle	Battle of the Sexes	(4)	N 30	Tu	9:00	11.8
Mara Candy	Doctor I Q	(3)	N 30	Mo	9:00	11.0
Peppermint	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 Hill	(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
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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	-
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Prestige Drama ---

(S)	Authors' Playhouse	(1)	M 30	Su	11:30	-
DePont 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, Homey 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



Comedy Drama ---

Postum	Aldrich Family	(3)	N 30	Th	8:30	30.9
Campbell Soups	Amos 'n' Andy	(13)	C 15	St	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
Henson	Captain Flagg and Sergeant Quirt	(1)	B 30	Su	7:30	7.1
Anacin	Easy Aces	(10)	B 15	3t	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
Lifeguard 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 ---

Ringo	Big Town; Edward G Robinson	(5)	C 30	We	7:30	17.0
(S)	Bull Dog Drummond	(1)	M 30	Su	6:30	-
Philip Morris	Crime Doctor	(2)	C 30	Su	8:30	10.8
Pacific Borax	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 Liniment	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	3t	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
Biscodol	Mr Keen; Tracer of Lost Persons	(5)	B 15	3t	7:15	5.6
Dal L & W Coal	Shadow, The	(8)	N 30	Su	5:30	14.5
Ercco Guinine	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	-
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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 Saerchinger; Story behind Headlines	(2)	N 15	Su	11:15	-
Scrutan	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
Krcml	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 Ealtenborn; 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 Vandercok; 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	-

Network Radio Programs 1941-42

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	10:30Ca	-
(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	9:00a	-

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 Eiltes; Inside of Sports	(4)	N 15	3t	7:45	3.2
(S)	Stan Lomax; sports comment	(5)	M 15	6t	7:00	-

Broadway and Hollywood Gossip Programs --

Murray 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	Elcanor 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	-
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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 Maupin 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 Lux	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	--
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Daytime Comedy Talk Programs --

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

Oraltine	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 Grimm'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
Daz	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 Internee	(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	None 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
Chipso	Road of Life	(5)	C 15	5t	1:45	8.4
Chipso	Road of Life	(5)	N 15	5t	10:45a	8.4
Wrigley Gum	Scattergood Daines	(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	Vic and Sade	(10)	C 15	5t	1:30	7.0
Crisco	Vic 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 Widder Brown	(5)	N 15	5t	4:45	7.8

Daytime Children's Programs --

(S)	Let's Pretend; dramatized fairy tales	(3)	C 30	Sa 11:30a	-
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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 Hewley; news	(1)	C 15	3t 4:45	1.9
(S)	Mutual Morning News Reports	(3)	M 15	6t 8:00a	-
(S)	NEC 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 Mitchell'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

Sponsor	Program	Season on Air	Net, Day,	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 (S)	Charlie McCarthy Program	(6)	N 30	Su 8:00	34.8
Bristol Myers	Danny Thomas Show	(1)	A 30	Sa 7:00	-
Bristol Myers	Duffy's Tavern; Ed Gardiner	(2)	A 30	Tu 8:30	13.6
Johnson's Wax	Eddie Cantor Program; Time to Smile	(10)	N 30	We 9:00	21.4
Maxwell House	Fibber McGee and Molly Program	(8)	N 30	Tu 9:30	37.7
Texaco Oil	Frank Morgan-Fannie Brice Program	(5)	N 30	Th 8:00	27.5
Jello	Fred Allen; Texaco Star Theater	(11)	C 30	Su 9:30	21.6
Raleigh	Jack Benny Program	(11)	N 30	Su 7:00	33.9
Lever Brothers	Red Skelton Program	(2)	N 30	Tu 10:30	40.7
	Toumy 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
Scaltest	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'ams	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
Wheeling 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 -

Molle	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 College	(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

Human 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 Hall	(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
Jacky 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 Lemaal Stoopnagle Stooperoos	(3)	C 15	Su	1:45	5.5
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Prestige Drama --

Philip Morris	Author's Playhouse	(2)	C 30	Fr	9:00	11.6
DePont 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 --

Lockheed	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, Honey 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
Std 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	Able'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	Ism 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	Long 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)



Thriller Drama -- cont'd --

Am Home Prods	Mr Egan; Tracer of Lost Persons	(6)	C 15	3t	7:45	6.9
Dol. N. & 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 Saechinger; 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 G 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 Hunt	(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 Maltenborn; Edits the news	(13)	N 15	5t	7:45	17.5
(S)	Jay Sias; 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 Ino	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

<u>Sports News, Interviews ---</u>						
Colgate (S)	Bill Stern: Sports Newsreel Stan Lomax; sports comment	(6) (6)	N 15 M 15	Sa 10:00 Su 7:00	8.4 -	
<u>Broadway and Hollywood Gossip Programs ---</u>						
Carter Prods	Jimmy Fidler: Hollywood Gossip	(7)	A 15	Su 9:30	8.5	
<u>Miscellaneous Talk Programs ---</u>						
(S)	Invitation to Learning	(3)	C 30	Su 11:30a	-	
<u>Daytime General Variety ---</u>						
Multi (S) (S) (S)	Breakfast Club; Don McNeill Mutual Matinee Spirit of 1943 Victory Hour: H S Victory Corps Program	(10) (1) (1) (1)	A 60 M 120 C 30 A 30	5t 9:00a 5t 2:30 Sa 2:30 Tu 2:30	4.1 - - -	
<u>Daytime Concert Music ---</u>						
(S) (S) (S) (S) (S)	Cleveland Symphony Orchestra Metropolitan Opera Broadcasts NBC Symphony Orchestra US Army Band US Marine Band	(7) (12) (6) (3) (3)	C 60 A 90 N 45 M 30 A 30	Sa 5:00 Sa 2:00 Sa 2:00 Sa 11:30a We 1:45	- - - - -	
<u>Daytime Musical Variety ---</u>						
Wrigley Gum (S) (S) (S) (S) (S)	Ben Bernie Orchestra Glen Gray Orchestra Hal McIntire Orchestra Hawaiian Music Music of America Pan-American Music	(12) (1) (1) (1) (1) (1)	C 15 M 45 M 30 C 30 N 30 C 30	5t 5:45 Sa 5:00 Sa 1:30 Sa 3:30 Sa 4:30 Sa 4:30	5.3 - - - - -	
<u>Daytime Light Music ---</u>						
General Mills	Eyems of All Churches; Joe Emerson Choir	(8)	N 15	4t 2:45	4.5	
<u>Daytime Informative Drama ---</u>						
(S) (S)	American School of the Air Doctors at War; AMA drama series	(13) (8)	C 30 N 30	5t 9:15a Sa 5:00	- -	
<u>Daytime Light Drama ---</u>						
(S) Armstrong Rugs	Stars Over Hollywood Theater of Today	(2) (2)	C 30 C 30	Sa 2:30 Sa 12:00	- -	
<u>Daytime Thriller Drama ---</u>						
Ovaltine (S) General Mills (S) (S)	Captain Midnight Hop Harrigan Jack Armstrong Sea Hound; Inter-American program Superman	(3) (1) (10) (1) (2)	A 15 A 15 A 15 A 15 M 15	5t 5:45 5t 5:15 5t 5:30 5t 5:00 5t 5:30	5.0 - 5.8 - -	
<u>Daytime Women's Serial Drama ---</u>						
Lever Brothers Cont'l Baking Sterling Drugs Lever Brothers Lever Brothers Bab-O Bab-O	Aunt Jenny's Stories Bachelor's Children Backstage Wife Big Sister Bright Horizon David Harum David Harum	(7) (7) (8) (7) (2) (7) (7)	C 15 C 15 N 15 C 15 C 15 C 15 N 15	5t 11:45a 5t 10:45a 5t 4:15 5t 12:15 5t 11:30a 5t 3:00 5t 11:45a	8.6 4.2 6.9 8.9 5.8 3.3 3.8	

(more)

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	(3)	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
Pot 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)	Columbus's Country Journal	(4)	C 30	Sa	1:00	--
(S)	Farm and Home Hour (with USNA)	(14)	A 30	Sa	12:30	--
(S)	Garden Gate; gardening program	(2)	C 30	Sa	9:30a	--
General Foods	Fate Smith Chats	(11)	C 15	Sa	12:00	7.6
(S)	Men and Books; parcel on important books	(3)	C 30	Sa	2:00	--
(S)	Ted Malone; Between the Rockers; poetry	(7)	A 15	Sa	11:00a	--

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

Sponsor	Program	Season on Air	Net, Day, Hour	Length, Hour	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
Fabst 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
Scaltest	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	--
Ralco	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 Sims 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	Sa 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	2.6
<u>Semi-Variety</u> ---					
Pall Mall	Believe-it-or-Not Ripley; orch	(7)	M 15	St 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)

Concert Music -- cont'd --

(S)	Cleveland Symphony Orchestra	(8)	M 60	Su	9:00	-
Kooso Lodge	Fireside Party	(1)	M 30	Su	5:00	2.6
Gelanese	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
Wentlinghouse	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 Wms	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	IEC 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	-
Matchless	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	-
Garnation 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	St	7:00	8.6
Am Home Prods	Friday on Broadway; Renald 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	St	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	-

Quiz Programs ---

Emerging	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
Turns	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
Camel	Thanks to the Yanks; Bob Hawk	(2)	C 30	Sa	7:30	11.2

Human Interest Programs ---

Scrutan	Alexander's Mediation Board	(1)	M 45	Su	8:00	4.1
Lehn & Fink	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 Wins	Joseph Dunninger; mentalist	(1)	A 30	We	9:00	6.2
Adam Eat	Star for a Night	(1)	A 30	We	10:30	2.5
(S)	Trans-Atlantic Call	(1)	C 30	Su	12:30	-
Bruno 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; Tex 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	We	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 ---

Small 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, Honey 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

Candy 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	Elondie	(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
Arzoin	Easy Aces	(11)	G 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	—
Phillip 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	Ellexy Queen	(4)	N 30	Sa	7:30	10.1
O Henry Candy	Famous Jury Trials	(5)	A 30	Tu	9:00	7.9
Sloans Liniment	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
An 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 E & W Coal	Shadow, The	(10)	M 30	Su	5:30	12.8
Patri 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	—
Scrutan	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
Locws 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)



Network Radio Programs 1943-44

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	3a	10:45	--
O'Sullivan	Leon Henderson; comment	(1)	A 15	3a	6:45	2.6
Sun Oil	Lesell Thomas; news	(14)	A 15	5t	6:45	13.7
(S)	Ned Calmar; news	(1)	C 15	4t	6:00	--
(S)	Paul Schubert; news	(2)	M 15	5t	10:30	--
(S)	Guincy 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; CBS news	(2)	C 15	6t	6:45	4.7

Public Affairs Talks, Forums --

(S)	American Forum of the Air; Theodore Grandt	(9)	M 45	Tu	9:30	--
(S)	America's Town Meeting; 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	11:30Ca	--
(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	10:00Ca	--
(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	11:30Ca	--
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	10:00Ca	--
(S)	National Vespers; Rev Harry E Fosdick	(17)	A 30	Su	2:30	--
Gospel B'c'g	Old Fashioned Revival Hour	(8)	M 60	Su	7:00	1.7
Gospel B'c'g	Pilgrim Hour	(2)	M 60	Su	2:00	2.5
Bible Class	Radio Bible Class	(4)	M 30	Su	10:00Ca	--
(S)	Religion in the News; Walter Van Kirk	(11)	N 15	Sa	6:45	--
Wesley League	Rev John E Zoller	(1)	M 30	Su	11:00Ca	--
Voice Inc	Voice of Prophecy	(3)	M 30	Su	9:30Ca	--
Young People	Young People's Church of the Air	(4)	M 30	Su	9:00Ca	--

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
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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	-
Orens-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 Dunke	(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	-
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Daytime Concert Music —

Texas 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
Schutter Gandy	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
Gun 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
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Daytime Comedy Audience Participation —

(S)	Ed East and Polly	(1)	A 30	5t 2:30	-
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Daytime Informative Drama —

(S)	American School of the Air	(14)	C 30	5t 9:15a	-
(S)	Baxters; PEA 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

Daytime Light Drama ---

(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

Daytime Comedy Drama ---

(S)	Anchie Andrews	(1)	M 15	5t 5:15	--
Anchor Glass	Corliss Archer	(1)	C 30	Sa 5:00	3.8

Daytime Thriller Drama ---

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	--

Daytime Women's Serial Drama ---

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 Earum	(8)	N 15	5t 11:45a	3.2
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	Elen Trent	(10)	C 15	5t 12:30	6.6
Gum Labs	Helimate	(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)	N 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)

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 Sado	(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-in-Dee	Boake Carter; news	(10)	M 15	5t	12:00	2.3
(S)	Gary Longacre; news	(2)	N 15	5t	1:45	-
(S)	Cesar Saerchinger; Behind the Headlines	(4)	N 15	Sa	5:30	-
Co-op	Cedric Foster; news	(2)	M 15	5t	2:00	5.0
(S)	Elizabeth Davis; news	(1)	C 15	5t	3:15	-
Kellogg	Gilbert Martyn; news	(1)	A 15	5t	11:30a	5.2
Co-op	H R Baudhage; 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	-
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Daytime Homemakers' Programs -

General Mills	Betty Crocker; 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 H. Lindlahr; talks on diet	(7)	M 15	5t	9:00a	-

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

Sponsor	Program	Season on Air	Net, Day,	Length, 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
Lifebuoy 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; I 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
Wversharp	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 W'ms	Metropolitan Opera Auditions; Ezio Pinza	(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	NEC Symphony Orchestra; Arturo Toscanini	(8)	N 60	Su 5:00	4.2
Electric Cos	Nelson Eddy Program; Arrbruster orch	(2)	C 30	Su 5:30	6.4

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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
Alleghy 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 Shampee	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 Brinay 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 Amocha, 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)	G 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	Sanny Kaye Orchestra	(5)	A 30	Su	1:30	4.8
Tangee	Sanny 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
Knox 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
John & Pink	Blind Date; Arlene Francis	(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, Honey 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
Naxena	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 Jamson	(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 8:00	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 Hally	(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 --

Ironized Yeast (S)	Big Town	(7)	C 30	Tu	8:00	15.4
	Cisco Kid	(2)	M 30	We	9:30	-
Mail Pouch	Counteresp	(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 (S)	Hollywood Mystery Theater	(1)	A 30	Su	9:15	9.7
	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
Lockheed	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
Ecolynos (S)	Mr Keen	(8)	C 30	Th	7:30	8.6
	Mysterious Traveler	(2)	M 30	Sa	9:15	-
Molle	Mystery Theater	(2)	M 30	Su	9:00	13.5
Acme Paint (S)	Nick Carter	(2)	M 30	Su	3:30	4.2
	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 (S)	Thin Man	(4)	C 30	Fr	8:30	17.3
	True Detective Stories	(3)	M 30	Su	1:30	-

Sports Broadcasts --

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

Richfield Oil (S)	Arthur Hale; news	(6)	M 15	3t	7:30	4.4
	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 Foster; news	(3)	M 15	Su	9:30	2.9
Scrutan (S)	Don Gardiner; Monday Morning Headlines	(1)	A 15	Su	7:15	7.1
	Dorothy Thompson; comment	(5)	A 15	Su	8:15	-
Nutrex	Drew Pearson; comment	(6)	A 15	Su	7:00	10.3
Eastings (S)	Earl Godwin; news	(3)	A 15	Th	8:00	4.1
	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
Simclair Oil (S)	Frank Singiser; news	(2)	M 15	3t	8:00	5.0
	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 Rich	John B Kennedy; news	(7)	A 15	Su	1:00	4.3
Miles Labs	John W Vandercook; News of the World	(5)	N 15	5t	7:15	8.6
National Und's	Leland Stowe; 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

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	4.8
(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; APC 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 Zollner	(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
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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 Freds	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	Glamour Manor	(1)	A 30	5t	12:00	3.6

<u>Daytime Hillbilly Shows</u> ---						
(S)	Carolina Hayride	(1)	C 30	Sa	2:30	-
Jacques	F. C. Jamboree	(1)	N 30	Sa	11:00a	2.4
(S)	Shady Valley Folks	(1)	M 30	5t	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	5t	10:30a	-
General Mills	Hymns of All Churches; Joe Emerson Choir	(10)	N 15	5t	2:45	4.5
(S)	Jack Berch and his Boys	(5)	A 15	5t	11:45a	-
(S)	Milt Heath Trio	(2)	C 15	5t	4:45	-
Coca Cola	Morton Downey; songs	(7)	M 15	5t	12:15	2.5
Sealer	Stone and Brice; songs	(1)	M 15	5t	1:30	2.0
<u>Daytime Quiz Programs</u> ---						
Wesson Oil	Grand Slam; Irene Beasley	(2)	C 15	5t	3:15	3.0
<u>Daytime Edman Interest Programs</u> ---						
General Elect	Art Linkletter's House Party	(1)	C 30	5t	4:00	2.7
Kellogg	Breakfast in Hollywood; Tom Bruchman	(2)	A 30	5t	11:00a	8.7
(S)	Women's Jury	(1)	M 30	5t	1:45	-
<u>Daytime Comedy Judicious Participation</u> ---						
(S)	Ladies Be Seated	(1)	A 30	5t	2:30	-
<u>Daytime Informative Drama</u> ---						
(S)	American School of the Air	(15)	C 30	5t	9:15a	-
(S)	Assignment Home; veterans program	(1)	C 30	Sa	4:30	-
(S)	Doctors Look Ahead; AMA 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> ---						
Hillsbury	Grand Central Station	(6)	C 30	Sa	1:00	6.5
Campna Balm	Grand Hotel	(7)	N 30	Sa	5:00	4.5
Sat Eve Post	Listening Post	(1)	A 15	4t	10:45a	4.0
Libby Pack'g	My True Story	(4)	A 30	5t	10:00a	4.0
Dreft	Star Playhouse	(2)	N 30	5t	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	5t	1:30	-
<u>Daytime Thriller Drama</u> ---						
Ovaltine	Captain Midnight	(5)	A 15	5t	5:45	4.6
Sweets Co	Dick Tracy	(6)	A 15	5t	5:15	3.5
General Foods	Hop Harrigan	(3)	A 15	5t	4:45	4.0
General Mills	Jack Armstrong	(12)	A 15	5t	5:30	5.6
Kellogg	Superman	(4)	M 15	5t	5:15	3.1
Clinker Oats	Terry and the Pirates	(4)	A 15	5t	5:00	4.3
Ralston	Tom Mix	(10)	M 15	5t	5:45	4.5
(S)	True Detective Stories	(3)	M 15	5t	3:15	-

Network Radio Programs 1944-45

Daytime Woman's Serial Drama —

Lever Brothers	Aunt Jonny'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
Bill 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	Guilding 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
Crydol	Ma Perkins	(12)	C 15	5t	1:15	8.3
Crydol	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 Gauth; 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	3.8
(S)	Ray Dady; news	(2)	N 15	5t	1:00	—
Time Mag	Westbrook Van Voorhis; news	(2)	A 15	4t	4:00	2.2

Daytime Religious Talk Programs --  
(S) Bible Messages

(1) A 15 Sa 9:15a -

Daytime Homemakers' Programs --

General Mills Betty Crocker: cooking talks  
Pet Milk Mary Lee Taylor: cooking talks  
Co-op Mystery Chef: recipes  
Van Camp Take It Easy: cooking talks  
Boy-Ar-Dec What's Cooking: recipes

(18) N 15 Fr 2:45 -  
(8) C 30 Sa 10:30a 2.1  
(9) A 15 5t 2:15 -  
(1) M 15 5t 11:30a 2.9  
(1) A 30 Sa 10:00a -

Daytime Miscellaneous Talk Programs --

(S) Adventures in Science  
(S) Consumer Time  
(S) Columbia's Country Journal  
(S) Farm and Home Hour (with USDA)  
Duffy-Mott Imogene Walcott: What's Your Idea  
(S) Jane Cowd: comments  
Caluset Kate Smith Chats  
(S) Men and Becks  
Scmler William Lang

(5) C 15 Sa 2:15 -  
(4) N 15 Sa 12:15 -  
(6) C 30 Sa 9:30 -  
(16) A 30 6t 12:30 -  
(2) M 15 5t 11:45a 1.7  
(1) M 15 5t 2:15 -  
(13) C 15 5t 12:00 7.9  
(5) C 15 Sa 2:00 -  
(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, Day, Hour	Length, 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
Lifebuoy 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	Fibber McGee 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
Ralcigh	Red Skelton Show; Anita Ellis	(4)	N 30	Tu 10:20	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
Cent'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
Ralcigh	Hildegard; Ralcigh Recd	(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	4.8
Philco Radio	Paul Whiteman; Radio Hall of Fame	(10)	A 30	Su 6:00	7.8
Procter & 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	5.8
Citico 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; Ambruster 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

<u>Musical Variety</u> ---						
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
Scheffer Pens	Carron Cavallero Orchestra	(2)	N 30	Su	3:00	9.5
Chesterfield	Chesterfield Supper Club; Perry Como	(2)	N 15	5t	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 Haynes 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; Picd 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	5t	7:00	7.9
Proctor & Gamble	Jack Smith Show; Earl Sheldon orch	(2)	C 15	5t	7:15	7.4
(S)	Johnny Thompson; Ilere Woods Show	(1)	A 30	Su	3:30	-
Squibb	Keep Singing, America; chorus, orch	(2)	C 15	3t	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	-
Bou-Joia	Powder Box Theater; Ray Bloch orch	(1)	C 30	Th	10:30	4.1
Rayco	Sarmy 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	3t	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
<u>Light Music</u> ---						
(S)	Jan Gart Trio	(1)	M 15	Fr	10:15	-
(S)	Korn Kobbler	(2)	M 15	3t	7:15	-
Proctor & Gamble	Mommie and the Men	(1)	C 15	5t	7:00	4.8
(S)	Piano Playhouse	(1)	A 30	Su	12:30	-
(S)	Southernaires Quartette; spirituals	(16)	A 30	Su	10:30a	-
<u>Quiz Programs</u> ---						
(S)	Better Elf	(2)	M 30	Tu	10:30	-
Canal	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 G; 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 Kollage	(8)	N 60	We	10:00	16.4
Eelbros 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	-
<u>Human Interest Programs</u> ---						
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 Dixon	(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
Daz	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. Heighley	(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	Su	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 Henschelt	(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
St'd 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	St	9:15	3.3
Colgate	Theater of Romance	(2)	C 30	Tu	8:30	10.3

Comedy Drama —

Grape-Nuts	Aldrich Family; Ezra Stone, H. Jameson	(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
Scaltest	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
Dyershard	Maizie; Ann Southern	(1)	C 30	We	9:30	9.3
Old Gold	Meet Me at Farley's	(1)	N 30	Su	10:30	8.5
Int'l Silver	Cizzie and Harriet	(2)	C 30	Su	6:00	9.4
Quaker Oats	Those Websters	(1)	C 30	Fr	9:30	8.0

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)	Counteresp	(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
Amacin	Willery Green	(5)	C 30	We	7:30	11.1
Lava Soap	FBI in Peace and War	(2)	C 30	Th	8:30	13.4
Gen 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
Cheerics	Ironc 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
Enox Chem	Murder is My Hobby	(1)	M 30	Su	4:00	6.2
Holle	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
Rona 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
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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
Scrutan	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
North'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
Mullit	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)



## Network Radio Programs 1945-46

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
Dante 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'c'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	6:45	-
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	Louella 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	St	3:00	-
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Daytime General Variety --

(S)	Arthur Godfrey Program	(5)	C 45	St	9:15a	-
Multi	Breakfast Club; Don McNeill	(13)	A 60	St	9:00a	5.5
(S)	Club Matinee	(6)	A 30	St	12:30	-
Ivory Soap	Glamour Manor; Kenny Baker	(2)	A 30	St	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
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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	St	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	St	4:30	-
General Mills	Hymns of All Churches; Joe Emerson choir	(11)	A 15	St	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	St	4:00	1.9
Coca Cola	Morton Downey; songs	(8)	M 15	St	12:15	2.4
(S)	Piano Playhouse	(1)	A 15	Sa	12:00N	-
Scrutan	Richard Maxwell; hymns	(5)	M 15	St	12:30	-
(S)	Vera Massey and Bob Johnson; songs	(1)	A 30	Sa	10:30a	-

Daytime Quiz Programs --

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

Daytime Human Interest Programs --

General Elect	Art Linkletter House Party	(2)	C 30	St	4:00	4.0
Multi	Breakfast in Hollywood; Tom Breneman	(3)	A 30	St	11:00a	6.3
Sterling Drugs	Bride and Grocm; John Nelson	(1)	A 30	St	2:30	2.4
Carter Prods	John J Anthony; advice program	(1)	M 15	St	1:45	2.6
Multi	Queen for a Day; Jack Bailey	(1)	M 30	St	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	St	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; PEA 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 Night 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	Todays 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	5.6
(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	Cedric Posters; 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 R Kennedy; news	(7)	A 15	5t	2:00	-
(S)	John McVane; 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	-
Scrutan	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

Sponsor	Program	Season on Air	Net, Day,	Length, Hour	Hooper Rating
<u>Comedy Variety --</u>					
Camel	Abbott and Costello; Skinny 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; Roy 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 Moore	(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 Berge 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	Hildegard 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
Philip 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>					
Erigley Gum	Gene Autry Program; Western music, drama	(6)	C 30	Su 7:00	7.3
Lewis Howe	Pot O' Gold; Happy Pelton	(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)	NEC 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

Musical Variety --

Sterling Drugs	Album of Familiar Music; Donald Dams	(16)	N 30	Su	9:30	13.0
Sheffer Pens	Carmen Cavallero Orchestra	(3)	N 30	Su	3:00	11.6
Chesterfield	Chesterfield Supper Club; Perry Como	(3)	N 15	5t	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 Haynes 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 Shelton orch	(3)	C 15	5t	7:15	8.7
Bidmat	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
Bidmat	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	10:30Ca	-

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	(6)	N 30	Mo	10:30	10.8
Pharmaco	Double or Nothing; Todd Russell	(7)	M 30	Su	9:30	7.4
Colgate	Kay Kysen'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	-

## Network Radio Programs 1946-47

Prestige Drama ---

DuPont Chem	Cavalcade 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, Foney or 'Love Interest' Drama ---

Mars Candy	Curtain Time	(2)	N 30	Sa	7:30	10.1
Vaseline	Dr Christian; Jean Harsholt	(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	5t	9:15	3.6
Proctor & Gamble	This is Hollywood; Edda Hopper	(1)	C 30	Sa	10:15	9.9

Comedy Drama ---

Grapefruit	Aldrich Family; Extra 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 Hows	Date with Judy	(4)	N 30	Tu	8:30	16.8
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
Sealtast	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
Home Finance	That's Finnigan; 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	Tu	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
Brono 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 Kcen	(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 Lennor	(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	-
Dol E & W 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
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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 Hats	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)

## Network Radio Programs 1946-47

News, Commentary -- cont'd --

Co-op	Taylor Grant; Headline Edition	(2)	A 15	5t	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; NEC 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	5t	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 K 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	5t	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 Durocher; Sports Question Box	(1)	A 15	Su	1:15	2.9
(S)	Red Barber; sports talk	(1)	C 15	5t	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	Glamour Manor: Kenny Baker, Lubin orch	(3)	A 30	5t	12:00P	4.6
Teentimers	Teentimers Club: Gordon Mackae	(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	12:00P	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
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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	12:00P	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	12:00P	--

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
Whitchell	Hollywood Jackpot: Kenny Delmar	(1)	C 30	3t	4:30	3.7
(S)	Winner Take All	(1)	C 30	5t	3:30	--

Daytime Roman 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	--

## Network Radio Programs 1946-47

Daytime Light Drama ---

Pillsbury	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
Dani-Rich	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 Drama ---

(S)	Adventure Parade: books dramatized	(1)	M 15	5t	4:30	-
General Foods	Buck Rogers	(5)	M 15	5t	4:45	2.7
Oraltine	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	(6)	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 Gauth; 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 Faulkage; news	(5)	A 15	5t 1:00	2.2
(S)	Martin Agronsky; AEC morning news	(3)	A 15	5t 8:00a	--
Co-op	Walter Zieman; 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	--
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Daytime Broadway or Hollywood Gossip ---

Kellogg	Charles Paul; Hollywood Story	(1)	A 15	5t 11:30a	4.5
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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, Day,	Length, Hour	Hooper Rating
<u>Comedy Variety</u> ---					
Go-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
Fopodent	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	Sa 8:00	26.2
General Foods	Danny Thomas Show	(2)	C 30	Fr 8:30	7.3
Bristol Myers	Puffy's Tavern	(7)	N 30	We 9:00	19.1
Pabst 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	Sa 8:30	28.7
Lucky Strike	Jack Benny Program; Phil Harris orch	(16)	N 30	Su 7:00	25.0
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
Phillip 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	--
Dnt 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
Earnsworth	Metropolitan Opera Auditions	(11)	A 30	Su 4:30	3.5
(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

<u>Musical Variety</u> --						
(S)	Air Force Hour	(1)	C 30	Su	2:00	-
Sterling Drugs	Album of Familiar Music	(17)	N 30	Su	9:30	13.9
Borden Milk	Borden Program: Mark Warnow orch	(1)	C 30	We	9:00	5.2
Chesterfield	Chesterfield Supper Club; Perry Como	(4)	N 15	St	7:00	10.5
(S)	Chicago Theater of the Air; operettas	(8)	M 60	Sa	10:00	-
Campbell Soups	Club Fifteen; Bob Crosby orch	(1)	C 30	We	9:00	5.2
Carnation Milk	Contented Program	(17)	N 30	Mo	10:00	9.1
Schaeffer Pens	Eddie Howard Orchestra	(1)	N 30	Su	3:00	9.9
General Elect	Fred Waring Orchestra and Chorus	(13)	N 30	Mo	10:30	7.9
Texaco Oil	Gordon MacRae; Victor Young orch	(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	Here's To You	(1)	C 15	Su	5:15	4.7
Electric Cos	Hour of Charm; Phil Spitalny girl orch	(13)	C 30	Su	5:30	5.9
Proctor & Gamble	Jack Smith Show	(4)	C 15	St	7:15	9.1
Dr Lyons	Manhattan Merry-go-Round	(16)	N 30	Su	9:00	14.0
(S)	Sammy Kaye Serenade	(8)	A 30	Su	1:30	-
Pet Milk	Saturday Night Serenade	(12)	C 30	Sa	10:00	6.1
Coca Cola	Spotlight Revue; Spike Jones orch	(1)	C 30	Fr	10:30	10.0
Camel Cig'ts	Vaughn Monroe Orchestra	(2)	C 30	Sa	9:30	5.9
Texaco Oil	Tony Martin Orchestra	(1)	A 30	We	10:30	8.4
Phillips	Waltz Time; Abe Lyman orch	(15)	N 30	Fr	9:30	8.6
Lucky Strike	Your Hit Parade; Frank Sinatra	(13)	N 30	Sa	9:00	-
<u>Light Music</u> --						
(S)	Alan Lomax; folk songs	(1)	C 30	Su	1:30	-
Philco Radios	Burl Ives; folk songs and ballads	(3)	M 15	Fr	8:00	1.1
(S)	Hoagy Carmichael	(2)	C 15	Sa	7:45	-
Revere Camera	Jan August Show	(1)	M 30	Th	8:00	1.9
(S)	Southernaires Quartette; spirituals	(18)	A 30	Su	10:30a	-
<u>Quiz Programs</u> --						
Camel Cig'ts	Bob Hawk Show	(3)	N 30	Th	10:00	18.0
Bristol Myers	Break the Bank; Bert Parks	(3)	A 30	Fr	9:00	14.7
Mars Candy	Doctor I Q	(9)	N 30	Mo	9:30	11.7
Elgin Bracelet	Groucho Marx Quiz; You Bet Your Life	(1)	A 30	We	9:30	10.4
Colgate	Kay Kysner's Kollege	(10)	N 30	Sa	10:00	13.9
American Oil	Professor Quiz; Craig Earl	(7)	A 30	Sa	10:00	6.5
Helbros Watch	Quick as a Flash; Win Elliott	(4)	M 30	Su	5:30	7.5
(S)	R F D America	(1)	M 30	Th	9:30	-
Ludens	Strike It Rich; Todd Russell	(1)	C 30	Su	10:30	7.9
Eversharp	Take It or Leave It; Garry Moore	(8)	N 30	Su	10:00	16.7
(S)	What's the Name of That Song	(4)	M 30	Sa	9:30	-
<u>Human Interest Programs</u> --						
(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	Vox Pop; Parks Johnson, Warren Bull	(13)	A 30	We	8:30	6.0
(S)	Want to Lead a Band	(2)	A 30	Mo	9:30	-
Gulf Oil	We, the People; Dwight Weist	(11)	C 30	Tu	9:00	10.5
<u>Comedy Audience Participation Programs</u> --						
Ralrigh	People are Funny; Art Linkletter	(6)	N 30	Fr	9:00	13.1
Duz	Truth or Consequences; Ralph Edwards	(8)	N 30	Sa	8:30	25.7
<u>Panel Quiz or Comedy Programs</u> --						
Colgate	Can You Top This; story-telling panel	(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
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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's	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
Hexzema	Mayor of the Town; Lionel Barrymore	(5)	A 30	We 8:00	10.0
Std 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 Hove	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
Sealtast	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
Frell	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 Cates	(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



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)	Kilery 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	(6)	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 Harabee	(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 Sanctum	(8)	C 30	Mo	8:00	14.6
Cheerics	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
Whitchall	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 Roman, Detective	(1)	A 30	Sa	8:00	-
Mildroot	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
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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 Reatter; 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	-
Froctor & 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-Drumler	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	Su	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 Fidin	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

Daytime Hillbilly Shows —

Ralston	Checkerboard Jamboree	(2)	M 15	5t	1:45	2.7
(S)	Oklahoma Roundup	(2)	C 45	5t	9:15a	-
(S)	Ozark Valley Polka	(1)	M 30	5t	9:30	-

Daytime Concert Music —

Texaco Oil	Metropolitan Opera Broadcasts	(17)	A 180	Sa	2:00	3.0
(S)	Philadelphia Symphony Orchestra	(8)	C 60	Sa	5:00	-

Daytime Musical Variety —

Multi	Fred Waring Orchestra and Chorus	(13)	N 30	5t	10:00	4.3
(S)	Treasury Bandstand	(2)	C 30	Sa	4:00	-

Daytime Light Music —

Club Aluminum	Club Time; mixed quartette, hymns	(3)	A 15	Tu	10:45a	2.4
(S)	First Fiano 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)	Swansea River Boys; Negro quartette	(1)	N 15	Sa	5:15	-

Daytime Disk Jockey Program —

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

Daytime Quiz Programs —

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	-

Daytime Human Interest Programs —

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 20	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	4.6

Daytime Comedy Audience Participation —

Borden Milk	County Fair	(3)	C 30	Sa	1:30	6.0
Multi	Ladies Be Seated	(4)	A 30	5t	3:00	4.9

Daytime Informative Drama —

(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	-

Daytime Light Drama —

Pillsbury	Grand Central Station	(9)	C 30	Sa	1:00	7.8
Sat Eve Post	Listening Post	(4)	A 15	3t	10:45a	3.9
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

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	Luna 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
Whitchall	Front Page Farrell	(7)	N 15	5t	5:45	5.5
Proctor & Gamble	Guiding Light	(8)	C 15	5t	1:45	5.7
Whitchall	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
Whitchall	Just Plain Bill	(16)	N 15	5t	5:30	6.0
Manhattan Soap	Eatie'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	Pertie 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

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	2.0
Cream of Wheat	Let's Pretend; dramatized fairy tales	(9)	C 30	Sa 11:00a	4.3
Brown Shoes	Smiling Ed McConnell; children's variety	(13)	N 30	Sa 11:30a	3.2

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 Agronaky; ABC morning news	(4)	A 15	6t 8:00a	-
(S)	Richard Harkness; 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	2.4
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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, Day,	Length, 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-Eowe	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's	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	-
Froctor & Gamble	Red Skelton Program	(7)	N 30	Fr 9:30	13.7
<u>General Variety ---</u>					
Philco Radios	Bing Crosby Show	(10)	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)	Hayloft Hoedown	(3)	A 30	Sa 10:30	-
(S)	Korn's a-Trackin'	(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>					
Citico 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	-
Int 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 Cheraliers	(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

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
Procter & 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)	Meredith 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 Arren	(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

Night Music ---

(S)	Alan Lomax; folk songs	(2)	M 30	Su	12:00a	--
(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 J G	(10)	N 30	Mo	9:30	7.9
Elgin Bracelets	Go for the House	(1)	A 30	Su	7:00	--
DeSoto Motors	Grouche 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
Procter & 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	28.6
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	-

Night, Homey, 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	11.8
Hallmark Cards	Hallmark Playhouse	(1)	C 30	Th	10:00	11.9
Am Home Prods	Hollywood Star Theater	(2)	N 30	Sa	9:00	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	5t	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



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	Counterspy	(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
Whitchell	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 E & 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
Himson 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
Leo 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
Fruchauf	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)

News, Commentary - cont'd -

(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

Public Affairs Talks, Forums -

Carloading	American Forum; Theodore Granik	(14)	M 30	Tu	10:00	3.2
Co-op	America's Town Meeting; George V Penny	(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 Trist; 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	-

Religious Talk Programs -

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	-

Sports News, Interviews -

Colgate	Bill Stern; Sports Newsweek	(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

Broadway and Hollywood Gossip Programs -

Carter	Jimmy Fidler; Hollywood gossip	(13)	M 15	Su	9:30	3.1
Jergens Lotien	Louella Parsons; Hollywood	(3)	A 15	Su	9:15	12.3

Miscellaneous Talk Programs -

(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	-

Daytime General Variety -

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	Eerb Shriner Time	(1)	C 15	5t	5:45	4.7
(S)	Junior Junction; teenage variety	(2)	A 30	Sa	12:00N	-
(S)	Robert Q Lewis Program	(1)	C 30	5t	4:30	-

Daytime Hillbilly Shows --

(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	-

Daytime Concert Music --

(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	-

Daytime Musical Variety --

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	-

Daytime Light Music --

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	-

Daytime Disk Jockey Programs --

(S)	Bob Peole Show	(1)	M 30	5t	9:30a	-
(S)	Peole's Paradise	(1)	M 30	Sa	3:00	-
(S)	Two Ten Baker: records	(1)	M 15	5t	4:45	-

Daytime Quiz Programs --

Mars Candy	Doctor I Q 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
Gent'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 Kysen's College	(11)	A 30	5t	4:00	3.4
(S)	Man on the Pano 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	-

Daytime Human Interest Programs --

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	-
Procter & Gamble	Welcome Travelers	(2)	A 30	5t	12:00N	4.7
Procter & Gamble	What Makes You Tick	(1)	C 15	5t	2:45	3.2

Daytime Comedy Audience Participation --

Multi	Ladies Be Seated	(5)	A 30	5t	3:00	4.3
(S)	On Your Mark	(1)	M 15	5t	2:45	-

## Network Radio Programs 1948-49

Daytime Light Drama —

Pillsbury	Grand Central Station	(10)	C 30	Sa 12:30	8.9
Morrill 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	-
Qualtine	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 Merrivell	(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	Ferry 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; AEC 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	-
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Daytime Sports New Programs —

(S)	Red Barber's Club Room; sports chats	(2)	C 30	Sa 10:00a	-
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Daytime Broadway or Hollywood Gossip —

Drackett	Dorothy Kilgallen; Broadway gossip	(2)	A 15	Th 10:45a	-
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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	-
Scaltest	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	Eandy 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	-
Scrutan	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, Day,	Length, 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 Garraway 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's	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)	Eate 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)

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	St	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	St	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	--
Horrel Pack'g	Horrel Girls Band and Chorus	(1)	A 30	Su	6:30	4.4
Proctor & Gamble	Jack Smith Show	(6)	C 15	St	7:15	11.8
Miller Beer	Lawrence Walk 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'ets	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 --

Bird Products	American Radio Warblers	(2)	M 15	Su	1:30	--
(S)	Buddy Weed Trio	(1)	A 15	Mo	8:45	--
(S)	Dinner Date	(1)	M 15	St	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'ets	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	3.6
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 Marsholt	(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	St	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	6.6
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
Roifan 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	15.8
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
Rehall Drugs	Phil Harris-Alice Faye Program	(4)	N 30	Su	7:30	11.5



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	Dagnet: 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	Pat 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	Long 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 Charleton	(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 Salca	(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
Wimson 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)

News, Commentary -- cont'd --

Air-Week	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 Baroff; news	(1)	C 15	Sa	6:00	-
Pure Oil	H V Kaltenborn; analysis and comment	(20)	N 15	St	7:45	-
Fruckauf	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	Lichel Ricau; news	(1)	N 15	St	6:00	-
(S)	Larry Lescar; news	(1)	C 15	Sa	6:45	-
Proctor & Gamble	Lowell Thomas; news	(20)	C 15	St	6:45	10.7
Miles Labs	Morgan Bently; 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	2t	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	-
Rudmat	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 Dooly	(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'c'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

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	-
Scruten	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	St	6:15	-

Daytime General Variety —

Multi	Arthur Godfrey Program	(9)	C 75	St	10:15a	10.5
Multi	Breakfast Club; Don McNeill	(17)	A 60	St	9:00a	6.6
(S)	Dave Caraway Program; Connie Russell	(1)	N 15	St	11:15a	-
(S)	Eddie Albert Show	(2)	N 30	St	9:00a	-
(S)	Garry Moore Program	(1)	C 60	St	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	St	9:15a	-
Ralston	Checkerboard Jamboree	(4)	M 15	St	1:45	-
(S)	Georgia Jamboree	(1)	M 30	St	4:30	-
(S)	Ranch Boys	(4)	A 30	Sa	12:00N	-
(S)	Tennessee Jamboree	(1)	M 30	St	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	St	9:30a	-
Minn'a Canning	Fred Waring Orchestra and Chorus	(15)	N 30	Sa	10:00a	6.8
(S)	Treasury Bandstand	(4)	C 30	St	4:30	-
(S)	Vincent Lopez; Luncheon with Lopez	(3)	N 30	St	1:00	-

## Network Radio Programs 1949-50

<u>Daytime Light Music</u> —					
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	-
<u>Daytime Disk Jockey Programs</u> —					
(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	-
<u>Daytime Quiz Programs</u> —					
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
Hallcrafters	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
Analist	True or False	(7)	M 30	Sa 5:00	3.3
<u>Daytime Human Interest Programs</u> —					
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
<u>Daytime Comedy Audience Participation</u> —					
Borden Milk	County Fair	(5)	C 30	Sa 2:00	9.9
Philip Morris	Ladies Be Seated	(6)	A 30	5t 11:30a	4.5
<u>Daytime Light Drama</u> —					
Pillsbury	Grand Central Station	(11)	C 30	Sa 12:30	13.4
Morrell Pack'g	Lassic	(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
Arnour 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
<u>Daytime Comedy Drama</u> —					
(S)	Archie Andrews	(5)	N 30	Sa 12:30	-
Lever Brothers	Junior Miss	(2)	C 30	Sa 11:30a	9.8
<u>Daytime Thriller Drama</u> —					
(S)	Bobby Benson	(5)	M 30	2t 5:00	-
Quaker Oats	Challenge of the Yukon	(3)	A 30	3t 5:00	6.5
(S)	Eannibal 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
<u>Daytime Women's Serial Drama</u> —					
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)

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
Whitchall	Front Page Farrell	(9)	N 15	5t	5:45	6.3
Proctor & Gamble	Guiding Light	(10)	C 15	5t	1:45	8.7
Whitchall	Helen Trent	(16)	C 15	5t	12:30	11.0
Miles Labs	Hilltop House	(6)	C 15	5t	3:15	5.2
Whitchall	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
Toml	Nora Drake	(3)	C 15	5t	2:30	7.0
Whitchall	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:CON	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 Barleigh; 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	--
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Daytime Homemakers' Programs --

General Mills	Betty Crocker; cooking talks	(22)	A 15	5t	10:30a	4.2
Pot 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	-
Bunt 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 Reatter'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	12:00M	--
(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	-
Scrutan	Victor Lindlahr: diet and health	(12)	A 15	5t	10:45a	2.2

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

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Sponsor	Program	Season on Air	Net, Day, Hour	Length, Hour	Nielsen Rating
<u>Comedy Variety --</u>					
Camel Cig'ets	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 Taverna	(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'ets	Bing Crosby Program	(21)	C 30 We	9:30	10.0
(S)	Redda 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 Choraliers	(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	NEC Symphony Orchestra	(14)	N 60 Mo	10:00	4.4
Squibb Drug	NEC 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	7.8
Firestone Tires	Voice of Firestone	(22)	N 30 Mo	8:30	7.8
<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	-
Normel Pack'g	Normel 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 Bear	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	Su	8:30a	2.8

Disk Jockey Programs --

Multi	Frank Sinatra; platters, songs, interv's	(6)	C 45	Su	5:00	4.1
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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	(7)	(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)	IBC University Theater	(3)	N 60	We 10:30	--

Light, Honey 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	5t 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	Boulah Show	(5)	C 15	5t 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 Howc	Fannie Brice Program: Baby Snecks 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	2t 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)	Rashknife Hartley	(1)	M 30	Su 3:30	--
General Foods	Hopalong Cassidy	(2)	C 30	Sa 8:30	10.4
(S)	I Fly Anything: Dick Haymes	(1)	A 30	Tu 6:30	--
(S)	I Love a Mystery	(6)	M 15	5t 10:15	--
Mars Candy	Inner Sanctum	(11)	A 30	Mo 8:00	5.3
(S)	International Airport	(2)	M 30	We 8:30	--

(more)

Thriller Drama -- cont'd --

(S)	Johnny Dollar	(1)	C 30	Sa	7:00	--
(S)	John Steele, Adventurer	(2)	M 30	Tu	9:00	--
(S)	Lincolp	(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 Life	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 Eats	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

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## Network Radio Programs 1950-51

News, Commentary -- cont'd --

(S)	John B Kennedy; news	(10)	A 15	4t	10:30	1.2
Richfield Oil	Larry LaSueur; 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 Harrison; 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; Readline 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 Deany	(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	(16)	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 Bro's	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 Kasel; 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
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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	Dwain 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	-
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Daytime Hillbilly Shows ---

(S)	Cumberland Valley Barn Dance	(1)	M 60	Sa	3:30	-
(S)	Chucklewagon	(1)	M 30	5t	4:30	-
(S)	Barnyard Follies	(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	-
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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	-
Hornel Pack'g	Hornel 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
Cent'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 Maughan 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	-
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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)	Superman	(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
Whitchall	Front Page Farrell	(10)	N 15	5t	5:45	5.9
Proctor & Gamble	Cuiding Light	(11)	C 15	5t	1:45	8.3
Whitchall	Helen Trent	(17)	C 15	5t	12:30	9.3
Miles Labs	Hilltop House	(7)	C 15	5t	3:15	5.0
Whitchall	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	Lucretia Jones	(14)	N 15	5t	4:30	5.9

(more)

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

Proctor & Gamble	Ma Perkins	(18)	C 15	5t	1:00	9.4
Toni	Rora 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	(6)	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:CON	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	Sa	11:30a	5.4

Daytime Sports Broadcasts --

(S)	A Barriault; News from Washington	(3)	N 15	Sa	12:CCN	-
Co-op	Cecil Brown; news	(7)	M 15	5t	10:00a	-
Co-op	Cedric Poster; 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	-
Scrutan	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 Barleigh; 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	-
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Daytime Sports News Programs --

Carling Beer	Horse Racing Results	(1)	M 15	Su	4:30	-
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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 Arity	(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	-
Scrutau	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, Day, Hour	Length	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)	Faul 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	6:30	-



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 O. 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	-

Roman 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
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Panel Quiz or Comedy Programs ---

(S)	Twenty Questions: Bill Slater	(6)	M 30	Sa	8:00	-
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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

## Network Radio Programs 1951-52

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	(2)	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	-
Milcs 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	Turns 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-Allice Faye Program	(6)	N 30	Su	8:00	7.1

Thriller Drama ---

(S)	Barric 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 Chicle	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)

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 Chamoleon	(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 Chicle	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
Fabst 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	--

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## Network Radio Programs 1951-52

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	2t	6:00	-
Procter & Gamble	Lowell Thomas; news	(22)	C 15	5t	6:45	6.5
Co-op	Mutual Newsreel	(3)	M 15	5t	7:45	-
Co-op	Mutual Reporters' Roundup	(2)	M 30	Th	9:30	-
(S)	News of Tomorrow	(1)	A 15	4t	10:00	-
Dixie Cup	Paul Harvey; news	(2)	A 15	Su	10:00	-
Parc Oil	Richard Harkness; news, comment	(6)	N 15	5t	7:00	-
Miller	Robert Hurlough; news	(3)	M 15	5t	7:45	-
Co-op	Taylor Grant; Headline Edition	(7)	A 15	5t	7:00	-
(S)	This Week Around the World; news roundup	(6)	A 30	Su	3:00	-
Sun Oil	Three Star Extra	(5)	N 15	5t	6:45	1.9
(S)	Twin Views of the News	(3)	M 15	Sa	7:15	-
(S)	UN is My Best	(2)	N 15	Su	11:15a	-
(S)	Vanderventer; news	(1)	M 15	Su	1:00	-
Rudnut	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 Clockroom; 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	-

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 Kierman	(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
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Daytime Hillbilly Shows —

(S)	Barnyard Pollics	(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)	Symphonics 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 Night 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)

## Network Radio Programs 1951-52

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 Ruman Interest Programs -

Billsbury	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 12:00a	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	6.8

(more)

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 Doodie	(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 Eurlight; 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	-
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Daytime Sports News Programs --

Mutual Benefit	Bob Considine; sports talk	(2)	R 15	Sa	5:45	-
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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	5t	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	-
Scrutan	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	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	
Eudimt	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	Th 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	(7)	(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	-	
Willys 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	-	



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 Pringle 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; Stitch 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)	Pec 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 Haupin Orchestra; Solo and Soliloquy	(1)	A 30	Mo	9:30	-
(S)	Sammy Kaye Sunday Serenade	(12)	N 30	Su	12:00N	-
(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'ts	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 Aluminum	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 Starch 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)	Mercedith 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	-

## Network Radio Programs 1952-53

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 Winman	(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

Rural Interest Programs ---

Riggio Tobacco	America Calling; trans-atlantic calls	(1)	C 30	Su	4:00	--
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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	Ja	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; Fathey Payton	(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 documentary	(1)	M 25	Tu	9:05	--	
(S)	Time Capsule; current events documentary	(1)	A 30	Su	7:30	--	

Light, Honey 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)

## Comedy Drama -- cont'd --

Electric Cos (S)	Corliss Archer	(6)	A 30	Fr	9:30	2.4
General Foods	December Bride	(1)	C 30	Su	6:00	-
Kraft Foods (S)	Father Knows Best	(4)	N 30	Th	8:30	6.5
Wrigley Gum Multi	Great Gildersleeve	(12)	N 30	We	8:30	7.6
Camel Cig'ts	Junior Miss	(3)	C 15	5t	7:15	-
Philip Morris	Life with Luigi: J Carroll Naish	(5)	C 30	Tu	9:00	8.8
Colgate	Meet Millie	(2)	C 30	Th	8:00	6.0
Lambert	My Friend Irma; Marie Wilson	(6)	C 30	Tu	9:30	7.4
RCA Victor	My Little Margie	(1)	C 30	Su	8:30	8.3
	Our Miss Brooks; Eve Arden	(5)	C 30	Su	6:30	9.4
	Ozzie and Harriet	(9)	A 30	Fr	9:00	3.6
	Phil Harris-Alice Payne 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 (S)	Big Story	(6)	N 30	We	9:30	7.9
Buick Motors (S)	Broadway is My Beat	(2)	C 30	Sa	7:00	-
Gulf Oil Co-op	Cafe Istanbul; Marlene Dietrich	(2)	A 30	Su	8:30	2.5
Toni (S)	Chase, The	(1)	N 30	Su	4:00	-
Chesterfield (S)	Counterspy	(11)	N 30	Su	5:30	2.5
Multi	Crime Fighters	(4)	M 30	We	8:30	-
General Mills	Dan Dodge	(1)	A 30	Fr	8:00	3.0
General Mills	Dangerous Assignment	(3)	N 25	We	10:35	-
General Foods (S)	Dragnet; Jack Webb	(4)	N 30	Su	9:30	-
General Foods (S)	Escape	(1)	C 30	Su	9:30	-
General Foods (S)	FBI in Peace and War	(9)	C 30	We	8:00	6.7
General Foods (S)	Falcon, The	(8)	M 30	Mo	8:00	2.6
General Foods (S)	Flamond; Crime Files	(1)	M 30	We	8:00	2.6
General Foods (S)	Gangbusters	(17)	C 25	Sa	9:00	7.1
General Foods (S)	Gunsmoke	(1)	C 30	Sa	9:30	-
General Foods (S)	Hall of Fantasy	(1)	M 30	Mo	8:30	-
General Foods (S)	High Adventure	(1)	M 30	Tu	8:30	-
General Foods (S)	John Steele, Adventurer	(2)	E 30	Th	9:30	-
General Foods (S)	Johnny Dollar	(2)	C 30	Fr	8:30	-
General Foods (S)	Lineup	(3)	C 30	We	10:00	-
General Foods (S)	Lone Ranger	(19)	A 35	3t	7:30	5.2
General Foods (S)	Michael Shane	(2)	A 30	Th	9:30	-
General Foods (S)	Mr and Mrs North	(10)	C 30	Tu	8:30	7.9
General Foods (S)	Mr Keen	(16)	C 30	Fr	8:00	6.0
General Foods (S)	Mr Mystery	(1)	M 15	2t	7:15	-
General Foods (S)	Mystery Theater	(10)	A 30	We	8:00	4.0
General Foods (S)	Nick Carter	(10)	M 25	Su	6:00	-
General Foods (S)	Official Detective	(7)	M 30	Th	8:00	2.6
General Foods (S)	Peter Salem	(4)	M 30	Su	3:30	-
General Foods (S)	Roy Rogers	(7)	N 25	Th	8:00	4.5
General Foods (S)	Scarlet Pimpernel	(1)	N 30	Su	6:00	-
General Foods (S)	Shadow, The	(19)	M 30	Su	5:00	4.1
General Foods (S)	Silver Eagle	(2)	A 25	2t	7:30	4.6
General Foods (S)	Squad Room	(1)	M 30	Su	6:30	-
General Foods (S)	Suspense	(11)	C 30	Mo	8:00	8.1
General Foods (S)	Tales of Tomorrow	(1)	A 30	Th	9:00	-
General Foods (S)	Tarzan	(1)	C 30	Sa	8:30	5.5
General Foods (S)	That Kanner Guy	(1)	M 30	Tu	8:00	2.2
General Foods (S)	This is Your FBI	(6)	A 30	Fr	8:30	-
General Foods (S)	Top Guy	(2)	A 30	Th	8:00	-
General Foods (S)	True Detective Mysteries	(11)	M 30	Su	5:30	4.8
General Foods (S)	Under Arrest	(4)	M 30	Su	4:00	-

## Network Radio Programs 1952-53

<u>Sports Broadcasts</u> —						
Gillette	Friday Night Fights	(14)	A 45	Fr 10:00	3.3	
<u>News, Commentary</u> —						
(S)	Aliastaire 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 Utley; 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	Rare 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	—	
Pare 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	—	
Green 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	
<u>Public Affairs Talks, Forums</u> —						
(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 Cleakroom; 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	—	

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	Sa	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	Red and Gun Club	(3)	M 25	Th	9:05	-

Broadway and Hollywood Gossip Programs --

(S)	Hy Gardner; Broadway Gossip	(1)	N 15	Fr	10:00	-
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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	Eazel 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	Ruckyscr 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	Sa	6:15	-

Daytime Comedy Variety --

Colgate	Bob and Ray Program	(1)	N 15	Sa	11:30a	3.0
General Foods	Bob Hope Program	(17)	N 15	Sa	11:45a	3.0

Daytime General Variety --

Multi	Arthur Godfrey Time	(12)	C 90	Sa	10:00a	6.5
Multi	Breakfast Club; Don McNeill	(20)	A 60	Sa	9:00a	4.3
Co-op	Cliff's Family	(1)	M 45	Sa	9:15a	-
Armour Pack'g	Dave Garraway Program	(4)	N 15	Sa	2:00	-

(more)

Daytime General Variety -- cont'd --

Co-op	Jack Kirlwood 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	--
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Daytime Hillbilly Shows --

Hillsbury	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, etc	(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	--
Horrel Pack'g	Horrel 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 Ambroster 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 --

Cusker Cats	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 Ryan 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; Dyne 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	-
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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	-
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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)	M 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)

## Network Radio Programs 1952-53

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

Whitchall	Helen Trent	(19)	C 15	5t	12:30	7.5
Miles Labs	Hilltop House	(9)	C 15	5t	3:00	5.1
Whitchall	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
Whitchall	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	Ferry 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 Purton	(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
Darkee	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 Doodie	(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	Alcaz 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	-
Darkee	Don Gardiner: news	(9)	A 10	5t	12:00N	-
Co-op	Martin Agronsky: ABC morning news	(9)	A 15	6t	8:00a	-
(S)	Merrill Miller: 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 Burleigh	(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	-
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Daytime Sports News Programs --

(S)	Sports Parade: sports news roundup	(1)	M 30	Sa	3:30	-
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<u>Daytime Broadway or Hollywood Gossip --</u>						
Pequot Mills	Paula Stone; reminiscences of the stage	(1)	M 15	5t	2:30	-
(S)	Radio Reporter	(1)	C 15	Sa	3:45	-
<u>Daytime Homemakers' Programs --</u>						
(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
<u>Daytime Miscellaneous Talk Programs --</u>						
(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

Sponsor	Program	Season on Air	Net, Day, Hour	Length, 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)	G 60	Sa 9:30	-
Co-op	Virginia Barn Dance	(1)	M 30	Sa 8:30	-
<u>Semi-Variety</u> ---					
Whigley Gun	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	-
Secony 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 Rome	(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)	AEC 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 bits	(1)	C 60	Su 5:00	-
(S)	Syncopation Piece	(2)	C 30	Su 1:30	-
Camel Cig'ets	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)	N 30	Th 10:30	-
Campana Balm	Julius LaRoca 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	Greuchio 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'ets	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

## Network Radio Programs 1953-54

Panel Quiz or Comedy Programs ---

(S)	Can You Top This; story-telling panel	(12)	N 15	Su	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 docu'm'y	(2)	M 25	Tu	9:30	-

Light, Homey or 'Low Interest' Drama ---

(S)	Hollywood Starway	(1)	A 15	Su	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	Su	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	Boulah	(8)	C 15	Su	7:15	3.0
Multi	Family Skeleton	(1)	C 15	Su	7:00	3.3
General Foods	Father Knows Best	(5)	N 30	Th	8:30	-
Multi	Fibber McGee and Molly	(19)	N 15	Su	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)

## Network Radio Programs 1953-54

Thriller Drama -- cont'd --

Co-op	Deadline	(1)	M 30	We	8:30	-
Chesterfield	Dragnet; Jack Webb	(5)	M 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	-
Erigley 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	6:45	0.9
Palmolive Soap	Mr and Mrs North	(11)	C 30	Tu	8:30	6.1
Procter & 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
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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	-
Para 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 P 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)

## Network Radio Programs 1953-54

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	5t	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)	Capitol 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

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	McL 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
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Miscellaneous Talk Programs --

(S)	APL-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	Rukeyser 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	--
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Daytime General Variety --

Multi	Arthur Godfrey Program	(15)	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	(?) (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	--
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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	-
Horzmel Pack'g	Horzmel 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 65	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
Quaker 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
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Daytime Light Drama —

Carter 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 Iax	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	--
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Daytime Thriller Drama --

Quaker Oats	Sergeant Preston of the Yukon	(3)	M 30	2t	5:00	4.0
Darby 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)	G 15	5t	12:30	6.9
Miles Labs	Hilltop House	(10)	C 15	5t	3:00	5.3
Anacin	Just Plain 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 Umley	(1)	N 30	Sa	9:30a	--
(S)	Howdy Doody	(3)	N 60	Sa	8:30a	--
(S)	Let's Pretend; dramatized fairy tales	(15)	C 25	Sa	2:05	--
Co-op	Mel Blanc; 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 Poster; 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; NES news	(1)	M 15	5t	4:00	--
Co-op	John McVane	(1)	A 10	5t	8:45p	--
(S)	McCarthy; news	(1)	A 15	5t	12:45	--

(more)

## Network Radio Programs 1953-54

Daytime News Programs -- cont'd --

Co-op	Martin Agronsky: AEC 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. Hurleigh: 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	Sa	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

Sponsor	Program	Season on Air	Net, Day, Hour	Length	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 Choraliers	(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 Wamer 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)

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; Lombardland	(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)	Sally Kaye Serenade	(14)	A 25	4t	9:00	-
(S)	Syncopeation Piece	(3)	C 25	Su	1:35	-
Multi	Tennessee Ernie Ford Show	(1)	C 25	5t	7:00	2.8

Night 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
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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 documentary	(3)	M 30	Fr	9:30	-
(S)	World We Live In	(1)	A 25	Fr	9:30	-

Light, Honey or 'Love Interest' Drama ---

(S)	Abbotts, The	(1)	N 30	Su	8:30	-
Mytinger	Nutrillite 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	Dagnet; 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	-

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 Consiidine; 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 Vandercreek; 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	(7)	(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	-	
(S)	Pan American Union talks	(4)	A 30	Su	12:00N	-	
Co-op	Sounding Board	(2)	M 30	Su	2:30	-	
Co-op	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'c'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	Sa	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)	APL-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 Golfrey Time	(14)	C 90	Sa	10:00a	4.0	
Multi	Breakfast Club; Don McNeill	(22)	A 60	Sa	9:00a	3.1	
(S)	Bruce and Dan	(?)	(1)	M 60	Sa	4:00	-
(S)	Easy Does It	(?)	(2)	M 45	Sa	9:15a	-

(more)

Daytime General Variety -- cont'd --

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 O 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	-

Daytime Hillbilly Shows --

(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	-

Daytime Magazine-Type Variety --

(S)	Road Show	(2)	N 90	Sa	10:30a	-
(S)	Road Show	(2)	N 270	Sa	1:30	-

Daytime Concert Music --

(S)	Fifth Army Band	(2)	M 30	Sa	1:00	-
Texas Oil	Metropolitan Opera Broadcasts	(24)	A 205	Sa	2:00	1.5
(S)	Opera Festival	(1)	A 30	Sa	5:30	-
(S)	Symphonics for Youth	(5)	M 55	Sa	1:30	-
(S)	US Army Band; Musical Express	(6)	A 15	5t	5:00	-
(S)	US Military Academy Band	(3)	M 25	Sa	11:35a	-

Daytime Musical Variety --

(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)	Skinnay 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	-

Daytime Light Music --

(S)	Down at Holmesseys	(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	-

Daytime Disk Jockey Programs --

(S)	Martin Block Show	(3)	A 65	5t	2:05	-
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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	(7)	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	(7)	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
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Daytime Comedy Talk Programs ---

(S)	Fred Beck Show; humor in the news	(1)	A 15	5t 5:15	-
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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)

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

Proctor & Gamble	Wendy Warren	(8)	C 15	5t	12:00N	4.8
Garnation	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	(7)	(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 Huntington; 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	10:00a	--
(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, Day, Hour	Length, 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	(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 11.0	Su 4:05	-
<u>Concert Music</u> ---					
Cities Service	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	-
Longines Watch	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	-
Bell System	Telephone Hour	(16)	N 30	Mo 9:00	1.7
(S)	US Army Band; Army Hour	(7)	M 30	Tu 9:30	-
(S)	US Army Band; At Ease	(7)	A 10	Sa 7:05	-
(S)	US Army Band; Front and Center	(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)

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; Coca 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 Walk Show	(5)	A 20	Sa	10:35	--	
(S)	Musical Caravan	(1)	M 30	Sa	8:30	--	
(S)	Pan American Panorama	(7)	(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 Bencke 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	(7)	(1)	M 30	Fr	9:50	--
(S)	E Power Biggs; organ	(1)	C 25	Su	11:05a	--	
(S)	Jane Dickens Show; songs	(4)	M 30	Th	10:30	--	
(S)	Martha Lou Harp	(2)	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)	M 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)	M 110	Fr	8:00	--
(S)	Flatterbrains; 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	(7)	(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	

Human Interest Programs --

(S)	Pop the Question	(7)	(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, Homey or 'Love Interest' Drama —

Mytinger	Nutrilita 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'rs	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 Dreier: 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)

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	(?) (1)	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	(?) (1)	N 30	We 8:30	-
(S)	As I See It: talks	(?) (1)	M 30	Su 12:00N	-
(S)	Keys to the Capitol	(?) (1)	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 Toady	(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	--
Manion Forum	Dean Clarence Manion; Forum of Opinion	(2)	M 15	Su	9:30	--
(S)	Invitation to Learning	(14)	C 25	Su	10:05a	--
(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	--
Kiplinger	Sydney Walton; business conditions	(3)	C 15	Su	9:15a	--

Unidentified --

(S)	Breath of Life	(1)	N 55	Tu	9:05	--
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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 Q 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	--

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)	Symphonics 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	Make Up Your Mind	(3)	C 15	5t	11:30a	2.4
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## Network Radio Programs 1955-56

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 --

Miles Labs	Fibber McGee and Molly	(21)	N 15	5t	11:45a	2.5
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Daytime Thriller Drama --

L & M Cig's	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 Wismer	(1)	M 115	Sa	4:00	-
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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 Foster; 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	8:00a	-
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 Earleigh; news	(6)	M 15	5t	9:00a	-

Daytime Sports News Programs --

(S)	All-League Clubhouse	(2)	A 25	Sa	11:35a	-
(S)	Sports Parade	(3)	M 30	Sa	3:30	-

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	--

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	BLUEBIRD OF HAPPINESS	Art Mooney--MGM
#1	*BUTTONS AND BOWS	Dinah Shore--Columbia
	BUTTONS AND BOWS	Dinning Sisters & Art Van Damme Quintet--Capitol
	COOL WATER	Vaughn Monroe--RCA Victor
	QUANTO LA GUSTA	Carmen Miranda & The Andrews Sister--Decca
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	I'LL DANCE AT YOUR WEDDING	Buddy Clark & Ray Noble--Columbia
	*I'M LOOKING OVER A FOUR-LEAF CLOVER	Art Mooney--MGM
	I'M LOOKING OVER A FOUR-LEAF CLOVER	3 Suns--RCA Victor
	IT'S MAGIC	Doris Day--Columbia
	*LITTLE WHITE LIES	Dick Haymes--Decca
	LOVE SOMEBODY	Doris Day--Columbia
#1	*MANANA	Peggy Lee--Capitol
	*MAYBE YOU'LL BE THERE	Gordon Jenkins--Decca
	MY DARLING, MY DARLING	Jo Stafford & Gordon McRae & Starlighters--Capitol
	MY DARLING, MY DARLING	Doris Day & B. Clark--Capitol
	MY HAPPINESS	Jon & Sondra Steele--Damon
	MY HAPPINESS	Pied Pipers--Capitol
	MY HAPPINESS	Ella Fitzgerald--Decca
#1	*NATURE BOY	Nat "King" Cole--Capitol
	*NOW IS THE HOUR	Bing Crosby--Decca
	NOW IS THE HOUR	Gracie Fields--London
	NOW IS THE HOUR	Margaret Whiting--Capitol
	ON A SLOW BOAT TO CHINA	Kay Kyser & H. Babbitt & G. Woods--Columbia
	ON A SLOW BOAT TO CHINA	Freddy Martin & G. Hughs--RCA Victor
	SABRE DANCE BOOGIE	Freddy Martin--RCA Victor
	SERENADE OF THE BELLS	Sammy Kaye--RCA Victor
	SERENADE OF THE BELLS	Jo Stafford--Columbia
	ST. LOUIS BLUES MARCH	Freddy Martin--RCA Victor
	ST. LOUIS BLUES MARCH	Tex Beneke--RCA Victor
	*TOO FAT POLKA	Arthur Godfrey--Columbia
	TOOLIE OOLIE DOOLIE	The Andrews Sisters--Decca
#1	*A TREE IN THE MEADOW	Margaret Whiting--Capitol
#1	*TWELFTH STREET RAG	Pee Wee Hunt--Capitol
	UNDERNEATH THE ARCHES	P. Scala's Banjo & Accordion Orch.--Decca
	UNDERNEATH THE ARCHES	Andrews Sisters--Decca
	UNDERNEATH THE ARCHES	The Keynotes--London
	WILLIAM TELL OVERTURE	Spike Jones--RCA Victor
#1	*WOODY WOODPECKER	Kay Kyser--Columbia
	WOODY WOODPECKER	The Sportsmen & Mel Blanc--Capitol
#1	YOU CALL EVERYBODY DARLIN'	Al Trace--Regent
	YOU WERE ONLY FOOLIN'	Blue Barron--MGM

1949

AGAIN	Gordon Jenkins Orch. & Joe Graydon--Decca
AGAIN	Mel Torme--Capitol
AGAIN	Vic Dana--Mercury
AGAIN	Doris Day & The Mellomen--Fontana
"A" YOU'RE ADORABLE	Perry Como & Fontane Sisters--RCA Victor
"A" YOU'RE ADORABLE	Jo Stafford & Gordon McRae--Capitol
BABY IT'S COLD OUTSIDE	Johnny Mercer & Margaret Whiting--Capitol
BABY IT'S COLD OUTSIDE	Dinah Shore & B. Clark--Columbia
BLUE SKIRT WALTZ	Frankie Yankovic & His Yanks & Martin Sisters --Columbia
CARELESS HANDS	Sammy Kaye Orch.--RCA Victor
CARELESS HANDS	Mel Torme--Capitol
CHARLEY MY BOY	Andrews Sisters--Decca

- #1 \*CRUISING DOWN THE RIVER  
 #1 \*CRUISING DOWN THE RIVER  
 DON'T CRY JOE  
 FAR AWAY PLACES  
 FAR AWAY PLACES  
 FAR AWAY PLACES  
 FOREVER AND EVER  
 FOREVER AND EVER  
 THE 4 WINDS & THE 7 SEAS  
 \*GALWAY BAY  
 HOP SCOTCH POLKA  
 HUCKLEBUCK  
 HUCKLEBUCK  
 I DON'T SEE ME IN YOUR EYES ANYMORE  
 I DON'T SEE ME IN YOUR EYES ANYMORE  
 I NEVER SEE MAGGIE ALONE  
 I'VE GOT A LOVELY BUNCH OF COCOANUTS  
 I'VE GOT MY LOVE TO KEEP ME WARM  
 I'VE GOT MY LOVE TO KEEP ME WARM  
 JEALOUS HEART  
 #1 \*A LITTLE BIRD TOLD ME  
 MAYBE IT'S BECAUSE  
 #1 \*MULE TRAIN  
 MULE TRAIN  
 POWDER YOUR FACE WITH SUNSHINE  
 RED ROSES FOR A BLUE LADY  
 RED ROSES FOR A BLUE LADY  
 #1 \*RIDERS IN THE SKY  
 RIDERS IN THE SKY  
 ROOM FULL OF ROSES  
 ROOM FULL OF ROSES  
 ROOM FULL OF ROSES  
 \*SLIPPING AROUND  
 SOMEDAY  
 SOMEDAY  
 #1 SOME ENCHANTED EVENING  
 SOME ENCHANTED EVENING  
 SOME ENCHANTED EVENING  
 SO TIRED  
 SWEET GEORGIA BROWN  
 #1 \*THAT LUCKY OLD SUN  
 THAT LUCKY OLD SUN  
 WHISPERING HOPE  
 A WONDERFUL GUY  
 #1 \*YOU'RE BREAKING MY HEART  
 YOU'RE BREAKING MY HEART  
 YOU'RE BREAKING MY HEART
- Russ Morgan Orch. --Decca  
 Blue Barron Orch. --MGM  
 Gordon Jenkins Orch. --Decca  
 Bing Crosby & K. Darby Choir--Decca  
 Perry Como--RCA Victor  
 Margaret Whiting & the Crew Chiefs--Capitol  
 Russ Morgan Orch. --Decca  
 Perry Como--RCA Victor  
 Sammy Kaye Orch. --RCA Victor  
 Bing Crosby--Decca  
 Guy Lombardo Orch. --Decca  
 Tommy Dorsey Orch. & S. Shavers--RCA Victor  
 Frank Sinatra--Columbia  
 Gordon Jenkins & the Stardusters--Decca  
 Perry Como--RCA Victor  
 K. Roberts--Coral  
 Freddy Martin Orch. --RCA Victor  
 Les Brown Orch. --Columbia  
 Mills Bros. --Decca  
 A. Morgan Orch. --Universal  
 E. Knight & The Stardusters --Decca  
 Dick Haymes & Gordon Jenkins Orch. --Decca  
 Frankie Laine --Mercury  
 Bing Crosby & Perry Potkin's String Band --Decca  
 E. Knight & Stardusters--Decca  
 Vaughn Monroe Orch. --RCA Victor  
 Guy Lombardo--Decca  
 Vaughn Monroe Orch. --RCA Victor  
 Bing Crosby & Ken Darby Singers--Decca  
 Sammy Kaye & Don Cornell & the Kaydets  
 --RCA Victor  
 Eddy Howard--Mercury  
 Dick Haymes--Decca  
 Jimmy Wakely & Margaret Whiting--Capitol  
 Vaughn Monroe Orch. --RCA Victor  
 Mills Bros. --Decca  
 Perry Como--RCA Victor  
 Bing Crosby--Decca  
 Ezio Pinza--Columbia  
 Russ Morgan--Decca  
 Brother Jones & His Shadows--Tempo  
 Frankie Laine--Mercury  
 Vaughn Monroe Orch. --RCA Victor  
 Jo Stafford & Gordon McRae--Capitol  
 Margaret Whiting--Capitol  
 Vic Damone--Mercury  
 Ink Spots--Decca  
 R. Clark--Columbia

1950

- ALL MY LOVE  
 ALL MY LOVE  
 BEWITCHED  
 BEWITCHED  
 BEWITCHED  
 BONAPARTE'S RETREAT  
 A BUSHEL & A PECK  
 #1 CAN ANYONE EXPLAIN?  
 #1 CHATTANOOGIE SHOE SHINE BOY  
 CHATTANOOGIE SHOE SHINE BOY  
 COUNT EVERY STAR  
 THE CRY OF THE WILD GOOSE  
 DEAR HEARTS AND GENTLE PEOPLE  
 DEAR HEARTS AND GENTLE PEOPLE  
 A DREAMER'S HOLIDAY
- Patti Page--Mercury  
 Guy Lombardo--Decca  
 Bill Snyder Orch. --Tower  
 Gordon Jenkins Orch. --Decca  
 Doris Day--Columbia  
 Kay Starr--Capitol  
 Betty Hutton & Perry Como--RCA Victor  
 Ames Bros. --Coral  
 Red Foley--Decca  
 Bing Crosby--Decca  
 Hugo Winterhalter--RCA Victor  
 Frankie Laine--Mercury  
 Bing Crosby--Decca  
 Dinah Shore--Columbia  
 Perry Como--RCA Victor

ENJOY YOURSELF	Guy Lombardo--Decca
#1 *GOODNIGHT BEENE + TZENA, TZENA, TZENA	Weavers-Decca
#1 HARBOR LIGHTS	Sammy Kaye--Columbia
HARBOR LIGHTS	Guy Lombardo--Decca
HARBOR LIGHTS	Ray Anthony--Capitol
HOOP-DE-DOO	Perry Como & Fontane Sisters--RCA Victor
#1 *I CAN DREAM CAN'T I?	Andrews Sisters--Decca
*IF I KNEW YOU WERE COMING	Eileen Barton--Mercury-National
I'D'VE BAKED A CAKE	Dean Martin--Capitol
I'LL ALWAYS LOVE YOU	Kay Starr & Tenn. Ernie Ford--Capitol
I'LL NEVER BE FREE	Fran Warren & Tony Martin--RCA Victor
I SAID MY PAJAMAS	Don Cornell & Sammy Kaye--RCA Victor
IT ISN'T FAIR	Andrews Sisters--Decca
I WANNA BE LOVED	Billy Eckstine--MGM
I WANNA BE LOVED	J. Teter Trio--London
JOHNSON RAG	Tony Martin--RCA Victor
LA VIE EN ROSE	Nat "King" Cole--Capitol
#1 *MONA LISA	Victor Young--Decca
MONA LISA	Frankie Laine--Mercury
MUSIC, MAESTRO, PLEASE	Teresa Brewer--London
#1 MUSIC, MUSIC, MUSIC	Gordon Jenkins Orch. --Decca
MY FOOLISH HEART	Billy Eckstine--MGM
MY FOOLISH HEART	Mills Bros. --Decca
NEVERTHELESS	Paul Weston--Columbia
NEVERTHELESS	Ray Anthony--Capitol
NEVERTHELESS	Les Paul--Capitol
NOLA	Jo Stafford--Capitol
NO OTHER LOVE	Dick Haynes --Decca
THE OLD MASTER PAINTER	Richard Hayes --Mercury
THE OLD MASTER PAINTER	Hoagy Carmichael & C. Daley--Decca
THE OLD PIANO ROLL BLUES	"King" Cole Trio & Stan Kenton--Capitol
ORANGE COLORED SKY	Richard Hayes & Kitty Kallen--Mercury
OUR LADY OF FATIMA	Perry Como--RCA Victor
PATRICIA	Bing Crosby & Andrews Sisters--Decca
QUICKSILVER	Ames Bros. --Coral
*RAG MOP	Ralph Flanagan Orch. --RCA Victor
RAG MOP	Lionel Hampton Orch. --Decca
RAG MOP	Gary & Bing Crosby--Decca
SAM'S SONG	Ames Bros. --Coral
*SENTIMENTAL ME	Russ Morgan Orch. --Decca
SENTIMENTAL ME	Gary & Bing Crosby--Decca
SIMPLE MELODY	Boston Pops Orch. & Arthur Feidler--RCA Victor
SLEIGH RIDE	Tony Martin--RCA Victor
THERE'S NO TOMORROW	Phil Harris--RCA Victor
#1 *THE THING	Don Cherry--Decca
THINKING OF YOU	Eddie Fisher--RCA Victor
THINKING OF YOU	Anton Karas--London
#1 THE 3RD MAN THEME	Guy Lombardo--Decca
THE 3RD MAN THEME	Weavers-Decca
TZENA, TZENA, TZENA	Vic Damone--Mercury
TZENA, TZENA, TZENA	Mitch Miller Orch. --Columbia
TZENA, TZENA, TZENA	

1951

ABADABA HONEYMOON	C. Carpenter & D. Reynolds--MGM
AND SO TO SLEEP AGAIN	Patti Page--Mercury
BEAUTIFUL BROWN EYES	Rosemary Clooney--Columbia
#1 *BECAUSE OF YOU	Tony Bennett--Columbia
BECAUSE OF YOU	Les Baxter--Capitol
BELLE, BELLE, MY LIBERTY BELLE	Guy Mitchell--Columbia
#1 *BE MY LOVE	Mario Lanza--RCA Victor
BRING BACK THE THRILL	Eddie Fisher--RCA Victor
CHARMAINE	Montovani--London
#1 *COLD COLD HEART	Tony Bennett--Columbia

- #1 \*COME ON-A MY HOUSE  
 DETOUR  
 DOMINO  
 DOWN YONDER  
 THE HOT CANARY
- #1 \*HOW HIGH THE MOON  
 \*I APOLOGIZE  
 I GET IDEAS  
 I GET IDEAS 4 A KISS TO BUILD A DREAM ON  
 \*IF  
 I LIKE THE WIDE OPEN SPACES  
 I'M IN LOVE AGAIN  
 I TAUT I TAW A PUDDY-TAT  
 IT'S ALL IN THE GAME  
 \*JEZEBEL  
 JOHN & MARSHA  
 JOSEPHINE
- \*THE LOVELLEST NIGHT OF THE YEAR  
 MISTER & MISSISSIPPI  
 MISTER & MISSISSIPPI  
 \*MCCKING BIRD HILL  
 \*MOCKING BIRD HILL  
 MOONLIGHT BAY  
 THE MORNING SIDE OF THE MOUNTAIN
- \*MY HEART CRIES FOR YOU  
 MY HEART CRIES FOR YOU  
 MY HEART CRIES FOR YOU  
 MY HEART CRIES FOR YOU  
 MY TRULY, MY FAIR  
 OLD SOLDIERS NEVER DIE
- \*ON TOP OF OLD SMOKEY  
 ON TOP OF OLD SMOKEY  
 PENNY A KISS, PENNY A HUG  
 ROSE, ROSE, I LOVE YOU  
 ROVING KIND  
 ROVING KIND  
 SEPTEMBER SONG  
 SHANGHAI
- #1 SIN  
 SIN  
 SIN  
 SO LONG  
 SOUND OFF  
 SPARROW IN THE TREE TOP  
 SPARROW IN THE TREE TOP  
 SWEET VIOLETS  
 SWEET VIOLETS  
 SYNCOPATED CLOCK
- #1 \*TENNESSEE WALTZ  
 TENNESSEE WALTZ  
 TENNESSEE WALTZ  
 TENNESSEE WALTZ
- #1 \*TOO YOUNG  
 TURN BACK THE HANDS OF TIME  
 UNDECIDED  
 UNFORGETTABLE  
 UNLESS  
 UNLESS  
 WHEN YOU & I WERE YOUNG MAGGIE BLUES  
 WHISPERING
- \*THE WORLD IS WAITING FOR THE SUNRISE  
 WOULD I LOVE YOU  
 YOU'RE JUST IN LOVE
- Rosemary Clooney--Columbia  
 Patti Page--Mercury  
 Tony Martin--RCA Victor  
 Del Wood--Tennessee  
 Florian Zabach--Decca  
 Les Paul & Mary Ford--Capitol  
 Billy Eckstine--MGM  
 Tony Martin--RCA Victor  
 Louis Armstrong--Decca  
 Perry Como  
 Arthur Godfrey & L. Anders--Columbia  
 A. Stevens & Henri Rene--RCA Victor  
 Mel Blanc--Capitol  
 Tommy Edwards--MGM  
 Frankie Laine--Columbia  
 Stan Freberg--Capitol  
 Les Paul  
 Mario Lanza--RCA Victor  
 Patti Page--Mercury  
 Doris Day--RCA Victor  
 Les Paul & Mary Ford--Capitol  
 Patti Page--Mercury  
 Gary & Bing Crosby--Decca  
 Tommy Edwards--MGM  
 Guy Mitchell--Columbia  
 Dinah Shore--RCA Victor  
 Jimmy Wakely--Capitol  
 Vic Damone--Mercury  
 Guy Mitchell--Columbia  
 Vaughn Monroe--RCA Victor  
 The Weavers & Terry Gilkyson--Decca  
 Vaughn Monroe--RCA Victor  
 Dinah Shore & Tony Martin--RCA Victor  
 Frankie Laine--Columbia  
 Guy Mitchell--Columbia  
 The Weavers--Decca  
 Stan Kenton--Capitol  
 Doris Day--Columbia  
 Eddy Howard--Mercury  
 4 Aces--Victoria  
 S. Churchill--RCA Victor  
 Gordon Jenkins & The Weavers--Decca  
 Vaughn Monroe--RCA Victor  
 Guy Mitchell--Columbia  
 Bing Crosby & Andrews Sisters--Decca  
 Dinah Shore--RCA Victor  
 Jane Turzy--Decca  
 Leroy Anderson--Decca  
 Patti Page--Mercury  
 Les Paul--Capitol  
 Guy Lombardo--Decca  
 Jo Stafford--Columbia  
 Nat "King" Cole--Capitol  
 Eddie Fisher--RCA Victor  
 Ames Bros.--Coral  
 Nat "King" Cole--Capitol  
 Eddie Fisher--RCA Victor  
 Guy Mitchell--Columbia  
 Gary & Bing Crosby--Decca  
 Les Paul--Capitol  
 Les Paul & Mary Ford--Capitol  
 Patti Page--Mercury  
 Perry Como--RCA Victor

- \*ANY TIME  
 #1 \*AUF WIEDERSICHN SWEETHEART  
 BE ANYTHING (BUT BE MINE)  
 BE MY LIFE'S COMPANION  
 BECAUSE YOU'RE MINE  
 BERMUDA  
 \*BLACKSMITH BLUES  
 #1 \*BLUE TANGO  
 BLUE TANGO  
 BLUE TANGO  
 BOTCH-A-ME  
 CARIOCA + I'M CONFESSIN'  
 COME WHAT MAY + RETREAT  
 #1 CRY + THE LITTLE WHITE CLOUD THAT CRIED  
 #1 DELICADO  
 FORGIVE ME  
 \*GLOW WORM  
 A GUY IS A GUY  
 HALF AS MUCH  
 HAMBONE  
 #1 HERE IN MY HEART  
 HIGH NOON  
 I'LL WALK ALONE  
 I'LL WALK ALONE  
 I'M YOURS  
 I'M YOURS  
 \*INDIAN LOVE CALL  
 #1 \*I SAW MOMMY KISSING SANTA CLAUS  
 #1 IT'S IN THE BOOK (I & II)  
 IT TAKES TWO TO TANGO  
 #1 \*I WENT TO YOUR WEDDING  
 JALOUSIE  
 JAMBALAYA  
 KEEP IT A SECRET  
 \*KISS OF FIRE  
 KISS OF FIRE  
 LADY OF SPAIN + OUTSIDE OF HEAVEN  
 LOVER  
 MAYBE  
 MEET MR. CALLAGHAN  
 PERFIDIA  
 PITTSBURGH PENNSYLVANIA  
 PLEASE MR. SUN + (HERE AM I) BROKEN-  
 HEARTED  
 SHRIMP BOATS  
 \*SLOW POKE  
 SLOW POKE + DANCE ME LOOSE  
 SLOW POKE  
 SOMEWHERE ALONG THE WAY  
 SUGAR BUSH  
 \*TELL ME WHY + A GARDEN IN THE RAIN  
 TELL ME WHY  
 TIGER RAG  
 TRYING  
 TULIPS & HEATHER  
 VANESSA  
 WALKIN' MY BABY BACK HOME  
 WALKIN' MY BABY BACK HOME  
 WALKIN' TO MISSOURI  
 #1 \*WHEEL OF FORTUNE  
 WHEEL OF FORTUNE  
 #1 \*WHY DON'T YOU BELIEVE ME  
 WIMOWEH  
 WISH YOU WERE HERE  
 #1 YOU BELONG TO ME  
 YOU BELONG TO ME  
 YOURS
- Eddie Fisher--RCA Victor  
 Vera Lynn--London  
 Eddie Howard--Mercury  
 Mills Bros.--Decca  
 Mario Lanza--RCA Victor  
 Bell Sisters--RCA Victor  
 Ella Mae Morse--Capitol  
 Leroy Anderson--Decca  
 Hugo Winterhalter--RCA Victor  
 Guy Lombardo--Decca  
 Rosemary Clooney--Columbia  
 Les Paul--Capitol  
 Patti Page--Mercury  
 Johnny Ray--Okeh  
 Percy Faith & S. Freeman--Columbia  
 Eddie Fisher--RCA Victor  
 Mills Bros.--Decca  
 Doris Day--Columbia  
 Rosemary Clooney--Columbia  
 Jo Stafford & Frankie Laine--Columbia  
 Al Martino--BBS  
 Frankie Laine--Columbia  
 Don Cornell--Coral  
 Jane Froman--Capitol  
 Don Cornell--Coral  
 Eddie Fisher--RCA Victor  
 Slim Whitman--Imperial  
 Jimmy Boyd--Columbia  
 J. Standley--Capitol  
 Pearl Bailey--Coral  
 Patti Page--Mercury  
 Frankie Laine--Columbia  
 Jo Stafford--Columbia  
 Jo Stafford--Columbia  
 Georgia Gibbs--Mercury  
 Tony Martin--RCA Victor  
 Eddie Fisher--RCA Victor  
 Peggy Lee--Decca  
 Perry Como & Eddie Fisher--RCA Victor  
 Les Paul--Capitol  
 4 Aces--Decca  
 Guy Mitchell--Columbia  
 Johnny Ray--Columbia  
 Jo Stafford--Columbia  
 Pee Wee King--RCA Victor  
 Arthur Godfrey--RCA Victor  
 Helen O'Connell--Capitol  
 Nat "King" Cole--Capitol  
 Doris Day & Frankie Laine--Columbia  
 4 Aces--Decca  
 Eddie Fisher--RCA Victor  
 Les Paul & Mary Ford--Capitol  
 Hilltoppers--Dot  
 Perry Como--RCA Victor  
 Hugo Winterhalter--RCA Victor  
 Johnnie Ray--Columbia  
 Nat "King" Cole--Capitol  
 Sammy Kaye--Columbia  
 Kay Star--Capitol  
 B. Wayne--Mercury  
 Joni James--MGM  
 Weavers--Decca  
 Eddie Fisher--RCA Victor  
 Jo Stafford--Columbia  
 Dean Martin--Capitol  
 Vera Lynn



- \*ANNA  
ANYWHERE I WANDER  
APRIL IN PORTUGAL
- \*CARAVAN  
C'EST SI BON  
CRYING IN THE CHAPEL  
CRYING IN THE CHAPEL
- #1 \*DOGGIE IN THE WINDOW
- #1 \*DON'T LET THE STARS GET IN YOUR EYES  
DRAGNET  
EBB TIDE
- \*EH CUM PARI
- \*GAMBLER'S GUITAR  
HALF A PHOTOGRAPH + ALLEZ VOUS EN
- \*HAVE YOU HEARD  
HEY JOE  
THE HO HO SONG + STRANGE THINGS  
ARE HAPPENING  
HOLD ME, THRILL ME, KISS ME  
HOT TODDY
- \*I BELIEVE  
I BELIEVE  
I LOVE PARIS
- #1 \*I'M WALKING BEHIND YOU  
IN THE MISSION OF ST. AUGUSTINE  
ISTANBUL  
LIMELIGHT (TERRY'S THEME)  
MANY TIMES  
MY LOVE, MY LOVE
- \*OH  
OH HAPPY DAY  
OH HAPPY DAY  
PRETEND  
P.S. I LOVE YOU
- #1 \*RAGS TO RICHES
- \*RICOCHET  
RUBY  
RUBY  
SAY YOU'RE MINE AGAIN  
7 LONELY DAYS  
SIDE BY SIDE
- #1 \*SONG FROM MOULON ROUGE
- #1 \*ST. GEORGE & THE DRAGONET  
TELL ME A STORY  
TELL ME YOU'RE MINE
- \*THAT'S AMORE
- #1 \*TILL I WALTZ AGAIN WITH YOU  
TO BE ALONE
- #1 \*VAYA CON DIOS  
WILD HORSES  
WITH THESE HANDS  
YOU ALONE  
\*YOUR CHEATIN' HEART  
\*YOU, YOU, YOU
- Sylvana Mangano--MGM  
Julius LaRosa--Cadence  
Les Baxter--Capitol  
Ralph Marterie--Mercury  
Eartha Kitt--RCA Victor  
June Valli--RCA Victor  
D. Glenn--Valley  
Patti Page--Mercury  
Perry Como--RCA Victor  
Ray Anthony--Capitol  
Frank Chacksfield--London  
Julius LaRosa--Cadence  
Rusty Draper--Mercury  
Kay Starr--Capitol  
Joni James--MGM  
Frankie Laine--Columbia
- Red Buttons--Columbia  
K. Chandler--Coral  
Ralph Flanagan--RCA Victor  
Frankie Laine--Columbia  
Jane Froman--Capitol  
Georgia Gibbs--Mercury  
Eddie Fisher--RCA Victor  
Sammy Kaye--Columbia  
4 Lads--Columbia  
Frank Chacksfield--London  
Eddie Fisher--RCA Victor  
Joni James--MGM  
Pee Wee Hunt--Capitol  
D. Howard--Essex  
Lawrence Welk--Coral  
Nat "King" Cole--Capitol  
Hilltoppers--Dot  
Tony Bennett--Columbia  
Teresa Brewer--Coral  
Richard Haymen--Mercury  
Les Baxter--Capitol  
Perry Como--RCA Victor  
Georgia Gibbs--Mercury  
Kay Starr--Capitol  
Percy Faith & Felicia Sanders--Columbia  
Stan Freberg--Capitol  
Frankie Laine & Jimmy Boyd--Columbia  
Gaylords--Mercury  
Dean Martin--Capitol  
Teresa Brewer--Coral  
Hilltoppers--Dot  
Les Paul & Mary Ford--Capitol  
Perry Como--RCA Victor  
Eddie Fisher--RCA Victor  
Perry Como--RCA Victor  
Joni James--MGM  
Ames Bros.--RCA Victor

1954

- A GIRL, A GIRL + ANEMA E CORE  
ANSWER ME, MY LOVE
- \*CARA MIA
- \*CHANGING PARTNERS  
CHANGING PARTNERS  
COUNT YOUR BLESSINGS + FANNY  
CRAZY 'BOUT YOU BABY
- \*CROSS OVER THE BRIDGE  
DARKTOWN STRUTTERS' BALL

- Eddie Fisher--RCA Victor  
Nat "King" Cole--Capitol  
David Whitfield--London  
Patti Page--Mercury  
Kay Starr--Capitol  
Eddie Fisher--RCA Victor  
Crew Cuts--Mercury  
Patti Page--Mercury  
Lou Monte--RCA Victor

- DIM, DIM THE LIGHTS  
FROM THE VINE CAME THE GRAPE  
FROM THE VINE CAME THE GRAPE  
GOODNIGHT, SWEETHEART, GOODNIGHT  
THE HAPPY WANDERER  
THE HAPPY WANDERER  
HEART OF MY HEART  
HERE  
HERNANDO'S HIDEAWAY
- #1 \*HEY THERE  
THE HIGH & THE MIGHTY  
THE HIGH & THE MIGHTY  
THE HIGH & THE MIGHTY  
HOLD MY HAND  
HOME FOR THE HOLIDAYS  
IF I GIVE MY HEART TO YOU  
I GET SO LONELY  
IF YOU LOVE ME (REALLY LOVE ME)  
+ THE MAN UPSTAIRS  
I'M A FOOL TO CARE
- #1 \*I NEED YOU NOW  
IN THE CHAPEL IN THE MOONLIGHT  
ISLE OF CAPRI  
I UNDERSTAND JUST HOW YOU FEEL  
JILTED  
LITTLE SHOEMAKER  
LITTLE SHOEMAKER
- #1 \*LITTLE THINGS MEAN A LOT
- #1 \*MAKE LOVE TO ME  
MAKE YOURSELF COMFORTABLE  
MAMBO ITALIANO  
THE MAN WITH THE BANJO
- #1 \*MR. SANDMAN  
MR. SANDMAN  
MUSKRAT RAMBLE  
THE NAUGHTY LADY OF SHADY LANE  
THE NAUGHTY LADY OF SHADY LANE  
OH, BABY MINE
- #1 \*OH, MY PAPA  
OH MEIN PAPA
- #1 \*PAPA LOVES MAMBO
- #1 \*SECRET LOVE  
\*SHAKE, RATTLE & ROLL
- #1 \*SH-BOOM  
SH-BOOM  
SKOKIAAN  
SKOKIAAN  
SMILE  
\*STRANGER IN PARADISE  
STRANGER IN PARADISE  
SWAY  
TEACH ME TONIGHT  
THERE'LL BE NO TEARDROPS TONIGHT  
THEY WERE DOING THE MAMBO  
THIS OLE HOUSE  
3 COINS IN THE FOUNTAIN  
3 COINS IN THE FOUNTAIN  
TILL THEN  
TILL WE TWO ARE ONE
- #1 \*WANTED  
WHITHER THOU GOEST  
\*YOUNG AT HEART
- Bill Haley & The Comets--Decca  
Gaylords--Mercury  
Hilltoppers--Dot  
McGuire Sisters--Coral  
Frank Weir--London  
Henri Rene--RCA Victor  
4 Aces--Decca  
Tony Martin--RCA Victor  
Archie Blyer--Cadence  
Rosemary Clooney--Columbia  
Victor Young--Decca  
Les Baxter--Capitol  
L. Holmes--MGM  
Don Cornell--Coral  
Perry Como--RCA Victor  
Doris Day--Columbia  
4 Knights--Capitol
- Kay Starr--Capitol  
Les Paul & Mary Ford--Capitol  
Eddie Fisher--RCA Victor  
Kitty Kallen--Decca  
Gaylords--Mercury  
4 Tunes--Jubilee  
Teresa Brewer--Coral  
Gaylords--Mercury  
Hugo Winterhalter--RCA Victor  
Kitty Kallen--Decca  
Jo Stafford--Columbia  
Sarah Vaughn--Mercury  
Rosemary Clooney--Columbia  
Ames Bros.--RCA Victor  
Chordettes--Cadence  
4 Aces--Decca  
McGuire Sisters--Coral  
4 Aces--Decca  
Ames Bros.--RCA Victor  
4 Knights--Capitol  
Eddie Fisher--RCA Victor  
E. Calvert--Essex  
Perry Como--RCA Victor  
Doris Day--Columbia  
Bill Haley--Decca  
Crew Cuts--Mercury  
Chords--Cat  
Ralph Marterie--Mercury  
4 Lads--Columbia  
Nat "King" Cole--Capitol  
Tony Bennett--Columbia  
4 Aces--Decca  
Dean Martin--Capitol  
DeCastro Sisters--Abbott  
Tony Bennett--Columbia  
Vaughn Monroe--RCA Victor  
Rosemary Clooney--Columbia  
4 Aces--Decca  
Frank Sinatra--Capitol  
Hilltoppers--Dot  
G. Shaw--Decca  
Perry Como--RCA Victor  
Les Paul & Mary Ford--Capitol  
Frank Sinatra--Capitol

- \*AIN'T THAT A SHAME  
 \*AIN'T IT A SHAME  
 AT MY FRONT DOOR
- #1 \*AUTUMN LEAVES
- #1 \*THE BALLAD OF DAVEY CROCKETT  
 THE BALLAD OF DAVEY CROCKETT  
 THE BALLAD OF DAVEY CROCKETT  
 THE BIBLE TELLS ME SO  
 BLACK DENIM TROUSERS  
 A BLOSSOM FELL  
 THE BREEZE & I
- #1 \*CHERRY PINK & APPLE BLOSSOM WHITE  
 CRAZY OTTO MEDLEY  
 \*DANCE WITH ME HENRY  
 DARLING JE VOUS AIME BEAUCOUP  
 + THE SAND & THE SEA  
 DIM, DIM THE LIGHTS
- \*EARTH ANGEL  
 EARTH ANGEL + KO KO MO  
 FEEL SO GOOD  
 HARD TO GET  
 HANDS OFF  
 HE  
 HE  
 HEART
- #1 HEARTS OF STONE  
 HEARTS OF STONE  
 HONEY BABE  
 HOUSE OF BLUE LIGHTS  
 HOW IMPORTANT CAN IT BE  
 HOW IMPORTANT CAN IT BE  
 HUMMINGBIRD  
 I HEAR YOU KNOCKIN'  
 I HEAR YOU KNOCKIN'  
 IT'S ALMOST TOMORROW  
 IT'S A SIN TO TELL A LIE  
 KO KO MO
- \*LEARNIN' THE BLUE S
- #1 \*LET ME GO, LOVER  
 LET ME GO, LOVER  
 LONGEST WALK  
 LOVE & MARRIAGE
- #1 \*LOVE IS A MANY SPLENDORED THING  
 MAYBELLENE  
 \*MELODY OF LOVE  
 MELODY OF LOVE  
 MELODY OF LOVE
- \*MOMENTS TO REMEMBER  
 NO MORE
- \*ONLY YOU  
 OPEN UP YOUR HEART  
 PLAY ME HEARTS & FLOWERS
- #1 \*ROCK AROUND THE CLOCK  
 17  
 17  
 SHIFTING, WHISPERING SANDS  
 SHIFTING, WHISPERING SANDS
- #1 \*SINCERELY  
 SOMETHING'S GOTTA GIVE  
 SOMETHING'S GOTTA GIVE + LOVE ME OR  
 LEAVE ME
- \*SUDDENLY THERE'S A VALLEY  
 THAT'S ALL I WANT FROM YOU  
 TINA MARIE  
 TUTTI FRUTTI
- \*TWEEDLEE DEE  
 UNCHAINED MELODY  
 UNCHAINED MELODY
- Pat Boone--Dot  
 Fats Domino--Imperial  
 Pat Boone--Dot  
 Roger Williams--Kapp  
 Bill Hayes--Cadence  
 Fess Parker--Columbia  
 Tenn. Ernie Ford--Capitol  
 Don Cornell--Coral  
 Cheers--Capitol  
 Nat "King" Cole--Capitol  
 Caterina Valente--Decca  
 Perez Prado--RCA Victor  
 Johnny Maddox--Dot  
 Georgia Gibbs--Mercury
- Nat "King" Cole--Capitol  
 Bill Haley--Decca  
 Penguins--Docto  
 Crew Cuts--Mercury  
 Shirley & Lee--Aladdin  
 Gisele McKenzie--X  
 J. McShann & P. Bowman--VeeJay  
 Al Hibler--Decca  
 McGuire Sisters--Capitol  
 Eddie Fisher--RCA Victor  
 Fontane Sisters--Dot  
 Charms--Deluxe  
 Art Mooney--MGM  
 C. Miller--Mercury  
 Sarah Vaughn--Mercury  
 Joni James--MGM  
 Les Paul & Mary Ford--Capitol  
 Gale Storm--Dot  
 Fats Domino--Imperial  
 Dream Weavers--Decca  
 S. Smith & the Redheads--Epic  
 Perry Como--RCA Victor  
 Frank Sinatra--Capitol  
 Joan Weber--Columbia  
 Teresa Brewer--Coral  
 Jaye P. Morgan--RCA Victor  
 Frank Sinatra--Capitol  
 4 Aces--Decca  
 Chuck Berry--Chess  
 Billy Vaughn--Dot  
 David Carroll--Mercury  
 4 Aces--Decca  
 4 Lads--Columbia  
 DeJohn Sisters--Epic  
 Platters--Mercury  
 Cowboy Church Sunday School--Decca  
 Johnny Desmond--Coral  
 Bill Haley--Decca  
 B. Bennet--King  
 Fontane Sisters--Dot  
 Billy Vaughn--Dot  
 Rusty Draper--Mercury  
 McGuire Sisters--Coral  
 McGuire Sisters--Coral
- Sammy Davis, Jr. --Decca  
 Gogi Grant--Era  
 Jaye P. Morgan--RCA Victor  
 Perry Como--RCA Victor  
 Little Richard--Specialty  
 Georgia Gibbs--Mercury  
 Al Hibler--Decca  
 Les Baxter--Capitol

- WAKE THE TOWN & TELL THE PEOPLE  
 WHATEVER LOLA WANTS  
 WHEN YOU DANCE  
 \*THE YELLOW ROSE OF TEXAS  
 THE YELLOW ROSE OF TEXAS
- Les Baxter--Capitol  
 Sarah Vaughn--Mercury  
 Turbans--Herald  
 Mitch Miller--Columbia  
 Johnny Desmond--Coral
- 1956
- AFTER THE LIGHTS GO DOWN LOW  
 \*ALLEGHENY MOON  
 ANGELS IN THE SKY + MOSTLY MARTHA  
 ARE YOU SATISFIED?  
 BAND OF GOLD  
 BE BOP A LULA  
 \*BLUEBERRY HILL  
 BLUE SUEDE SHOES  
 BORN TO BE WITH YOU  
 \*CANADIAN SUNSET  
 CANADIAN SUNSET  
 CHURCH BELLS MAY RING  
 CINDY, OH, CINDY  
 CINDY, OH, CINDY  
 #1 \*DON'T BE CRUEL + HOUND DOG  
 DUNGAREE DOLL  
 EDDIE MY LOVE  
 \*THE FLYING SAUCER  
 THE FOOL  
 \*FRIENDLY PERSUASION  
 GLENDORA + MORE  
 \*GREAT PRETENDER  
 \*GREEN DOOR  
 THE HAPPY WHISTLER  
 #1 \*HEARTBREAK HOTEL + I WAS THE ONE  
 \*HEAVEN ON EARTH + MY PRAYER  
 HEY! JEALOUS LOVER  
 \*HONKY TONK  
 \*HOT DIGGITY  
 \*I ALMOST LOST MY MIND  
 \*I'LL BE HOME + TUTTI FRUTTI  
 \*I'M IN LOVE AGAIN + MY BLUE HEAVEN  
 IT ONLY HURTS FOR A LITTLE WHILE  
 IVORY TOWER  
 IVORY TOWER  
 I WALK THE LINE  
 #1 \*I WANT YOU, I NEED YOU, I LOVE YOU  
 JUST WALKIN' IN THE RAIN  
 #1 \*LISBON ANTIGUA  
 LONG TALL SALLY  
 #1 \*LOVE ME TENDER  
 THE MAGIC TOUCH  
 MAMA FROM THE TRAIN  
 #1 \*MEMORIES ARE MADE OF THIS  
 \*MOONGLOW & THEME FROM PICNIC  
 MOONGLOW & THEME FROM PICNIC  
 NIGHT LIGHTS + TILL THE ENDS OF THE EARTH  
 \*NO, NOT MUCH  
 ON THE STREET WHERE YOU LIVE  
 PICNIC  
 #1 \*POOR PEOPLE OF PARIS  
 PRISCILLA  
 \*QUE SERA SERA  
 \*ROCKABYE YOUR BABY WITH A DIXIE MELODY  
 \*THE ROCK & ROLL WALTZ  
 ROCK ISLAND LINE  
 \*A ROSE & A BABY RUTH  
 #1 \*SINGING THE BLUES
- Al Hibbler--Decca  
 Patti Page--Mercury  
 Crew Cuts--Mercury  
 Rusty Draper--Mercury  
 Don Cherry--Columbia  
 Gene Vincent--Capitol  
 Fats Domino--Imperial  
 Carl Perkins--Sun  
 Patience & Prudence--Cadence  
 Hugo Winterhalter--RCA Victor  
 Andy Williams--Cadence  
 Diamonds--Mercury  
 V. Martin--Clory  
 Eddie Fisher--RCA Victor  
 Elvis Presley--RCA Victor  
 Eddie Fisher--RCA Victor  
 Teen Queens--RCA Victor  
 Buchanan & Goodman--Luniverse  
 Sanford Clark--Dot  
 Pat Boone--Dot  
 Perry Como--RCA Victor  
 Platters--Mercury  
 Jim Lowe--Dot  
 Don Robertson--Capitol  
 Elvis Presley--RCA Victor  
 Platters--Mercury  
 Frank Sinatra--Capitol  
 Bill Foggett--King  
 Perry Como--RCA Victor  
 Pat Boone--Dot  
 Pat Boone--Dot  
 Fats Domino--Imperial  
 Ames Bros.--RCA Victor  
 Cathy Carr--Fraternity  
 Gale Storm--Dot  
 Johnny Cash--Sun  
 Elvis Presley--RCA Victor  
 Johnnie Ray--Columbia  
 Nelson Riddle--Capitol  
 Little Richard--Specialty  
 Elvis Presley--RCA Victor  
 Platters--Mercury  
 Patti Page--Mercury  
 Dean Martin--Capitol  
 Morris Stoloff--Decca  
 George Cates--Coral  
 Nat "King" Cole--Capitol  
 4 Lads--Columbia  
 Vic Damone--Columbia  
 McGuire Sisters--Coral  
 Les Baxter--Capitol  
 Eddie Cooley--Roulette  
 Doris Day--Columbia  
 Jerry Lewis--Decca  
 Kay Starr--RCA Victor  
 Lonnie Donegan--London  
 George Hamilton IV--ABC-Paramount  
 Guy Mitchell--Columbia

- SOFT SUMMER BREEZE  
 SONG FOR A SUMMER NIGHT  
 SEE YOU LATER, ALLIGATOR  
 STANDING ON THE CORNER  
 STRANDED IN THE JUNGLE  
 SWEET OLD-FASHIONED GIRL  
 A TEAR FELL  
 THEME FROM THE 3-PENNY OPERA (MORITAT)  
 \*TONIGHT YOU BELONG TO ME  
 TRANSFUSION  
 TREASURE OF LOVE  
 TRUE LOVE  
 TRUE LOVE  
 #1 \*THE WAYWARD WIND  
 WHY DO FO OLS FAIL IN LOVE  
 YOU DON'T KNOW ME
- Eddie Heywood--Mercury  
 Mitch Miller--Columbia  
 Bill Haley--Decca  
 4 Lads--Columbia  
 Cadets--Modern  
 Teresa Brewer--Coral  
 Teresa Brewer--Coral  
 D. Hayman--MGM  
 Patience & Prudence--Liberty  
 Nervous Norvus--Dot  
 Clyde McPhatter--Atlantic  
 Bing Crosby & Grace Kelly--Capitol  
 Jane Powell--Verve  
 Gogi Grant--Era  
 Frankie Lymon & The Teenagers--Gee  
 Jerry Vale--Columbia
- 1957
- #1 \*ALL SHOOK UP  
 ALL THE WAY  
 ALMOST PARADISE  
 AN AFFAIR TO REMEMBER  
 #1 \*APRIL LOVE  
 AROUND THE WORLD  
 AROUND THE WORLD  
 AUCTIONEER  
 BALLERINA  
 \*BE BOP BABY  
 BERNADINE  
 BLACK SLACKS  
 BLUE MONDAY  
 BONY MORONIE  
 #1 \*BUTTERFLY  
 BUTTERFLY  
 \*BYE BYE LOVE  
 C. C. RIDER  
 \*CHANCES ARE  
 CHANTEZ, CHANTEZ  
 COCOANUT WOMAN  
 \*COME GO WITH ME  
 COULD THIS BE MAGIC  
 DARK MOON  
 DARK MOON  
 DAY-O (BANANA BOAT)  
 DAY-O (BANANA BOAT)  
 \*DIANA  
 #1 \*DON'T FORBID ME  
 EMPTY ARMS  
 EMPTY ARMS  
 FASCINATION  
 4 WALLS  
 FRAULEIN  
 FRAULEIN  
 FREIGHT TRAIN  
 THE GIRL CAN'T HELP IT  
 THE GIRL WITH THE GOLDEN BRAIDS  
 GONE  
 GONNA FIND ME A BLUEBIRD  
 GONNA GET ALONG WITHOUT YA NOW  
 GOODY GOODY  
 HAPPY HAPPY BIRTHDAY BABY  
 HONEST I DO  
 #1 \*HONEYCOMB  
 HULA LOVE  
 I DREAMED
- Elvis Presley--RCA Victor  
 Frank Sinatra--Capitol  
 Roger Williams--Kapp  
 Vic Damone--Columbia  
 Pat Boone--Dot  
 Victor Young--Decca  
 Montovani--London  
 LeRoy Van Dyke--Dot  
 Nat "King" Cole--Capitol  
 Ricky Nelson--Imperial  
 Pat Boone--Dot  
 Joe Bennett & the Sporkletones--ABC Paramount  
 Fats Domino--Imperial  
 Larry Williams--Specialty  
 Andy Williams--Cadence  
 Charlie Gracie--Cameo  
 Everly Bros.--Cadence  
 Chuck Willis--Atlantic  
 Johnny Mathis--Columbia  
 Dinah Shore--RCA Victor  
 Harry Belafonte--RCA Victor  
 Del-Vikings--Dot  
 Dubs--Gone  
 Gale Storm--Dot  
 Bonnie Guitar--Dot  
 Harry Belafonte--RCA Victor  
 Tarricars--Glory  
 Paul Anka--ABC-Paramount  
 Pat Boone--Dot  
 Teresa Brewer--Coral  
 Ivory Joe Hunter--Atlantic  
 Jane Morgan--Kapp  
 Jim Reeves--RCA Victor  
 Bobby Helms--Decca  
 Steve Lawrence--Coral  
 Rusty Draper--Mercury  
 Little Richard--Specialty  
 Perry Como--RCA Victor  
 Ferlin Husky--Capitol  
 Marvin Rainwater--MGM  
 Patience & Prudence--Liberty  
 Frankie Lymon & the Teenagers--Gee  
 Tune Weavers--Checker  
 Jimmy Reed--Vee Jay  
 Jimmie Rodgers--Roulette  
 Buddy Knox--Roulette  
 B. Johnson--Bally

- I LIKE YOUR KIND OF LOVE  
 I'LL TAKE ROMANCE  
 I'M AVAILABLE  
 \*I'M GONNA SIT RIGHT DOWN & WRITE MYSELF  
 A LETTER  
 I'M SORRY  
 I'M STICKIN' WITH YOU  
 \*I'M WALKIN'  
 IN THE MIDDLE OF AN ISLAND  
 ISLAND IN THE SUN  
 \*IT'S NOT FOR ME TO SAY  
 \*IT'S YOU I LOVE  
 #1 \*JAILHOUSE ROCK  
 JAMAICA FAREWELL  
 JENNY JENNY  
 JIM DANDY  
 JUNE NIGHT  
 KEEP A-KNOCKIN'  
 KNEE DEEP IN THE BLUES  
 LIECHTENSTEINER POLKA  
 LITTLE BITTY PRETTY ONE  
 \*LITTLE DARLIN'  
 LOTTA' LOVIN'  
 LOVING YOU  
 LOVE IS STRANGE  
 #1 \*LOVE LETTERS IN THE SAND  
 LOVE ME  
 LUCILLE  
 MAMA LOOK A BOOROO  
 MANGOS  
 MARIANNE  
 MARIANNE  
 MELDOIE D'AMOUR  
 \*MOONLIGHT GAMBLER  
 MR. LEE  
 MY DREAM  
 \*MY SPECIAL ANGEL  
 99 WAYS  
 OLD CAPE COD  
 ONE FOR MY BABY  
 ONE IN A MILLION  
 OVER THE MOUNTAIN  
 PARTY DOLL  
 PARTY DOLL  
 RAINBOW  
 \*RAUNCHY  
 \*ROUND & ROUND  
 ROCKABILLY  
 ROCK & ROLL MUSIC  
 ROCKIN' PNEUMONIA & THE BOOGIE WOOGIE  
 FLU  
 SCHOOL DAY  
 \*SEARCHIN' + YOUNG BLOOD  
 SEND FOR ME  
 SHORT FAT FANNIE  
 \*SILHOUETTES + DADDY COOL  
 SINCE I MET YOU BABY  
 SITTING IN THE BALCONY  
 \*SO RARE  
 \*STARDUST  
 START MOVIN'  
 #1 \*TAMMY  
 #1 \*TEDDY BEAR  
 \*TEENAGE CRUSH  
 \*TEENAGER'S ROMANCE  
 \*THAT'LL BE THE DAY  
 TO THE AISLE  
 'TILL
- Andy Williams--Cadence  
 Eydie Gorme--ABC-Paramount  
 Margie Rayburn--Liberty  
 Billy Williams--Coral  
 Platters--Mercury  
 Jimmy Bowen--Roulette  
 Fats Domino--Imperial  
 Tony Bennett--Columbia  
 Harry Belafonte--RCA Victor  
 Johnny Mathis--Columbia  
 Fats Domino--Imperial  
 Elvis Presley--RCA Victor  
 Harry Belafonte--RCA Victor  
 Little Richard--Specialty  
 LaVerne Baker--Atlantic  
 Jimmy Dorsey--Fraternity  
 Little Richard--Specialty  
 Guy Mitchell--Columbia  
 Will Glaze--London  
 Thurston Harris--Aladdin  
 Diamonds--Mercury  
 Gene Vincent--Capitol  
 Elvis Presley--RCA Victor  
 Mickey & Sylvia--Groove  
 Pat Boone--Dot  
 Elvis Presley--RCA Victor  
 Little Richard--Specialty  
 Harry Belafonte--RCA Victor  
 Rosemary Clooney--Columbia  
 Terry Gilkyson & the Easy Riders--Columbia  
 Hilltoppers--Dot  
 Ames Bros.--RCA Victor  
 Frankie Laine--Columbia  
 Bobbettes--Atlantic  
 Platters--Mercury  
 Bobby Helms--Decca  
 Tab Hunter--Dot  
 Patti Page--Mercury  
 Tony Bennett--Columbia  
 Platters--Mercury  
 Johnny & Joe--Chess  
 Buddy Knox & the Rhythm Orchids--Roulette  
 Steve Lawrence--Coral  
 Russ Hamilton--Kapp  
 Bill Justis--Philips  
 Perry Como--RCA Victor  
 Guy Mitchell--Columbia  
 Chuck Berry--Chess  
 Huey Smith--Ace  
 Chuck Berry--Chess  
 Coasters--Atco  
 Nat "King" Cole--Capitol  
 Larry Williams--Specialty  
 Rays--Cameo  
 Ivory Joe Hunter--Atlantic  
 Eddie Cochran--Liberty  
 Jimmy Dorsey--Fraternity  
 Billy Ward--Liberty  
 Sal Mineo--Epic  
 Debby Reynolds--Coral  
 Elvis Presley--RCA Victor  
 Tommy Sands--Capitol  
 Ricky Nelson--Verve  
 Buddy Holly & the Crickets--Brunswick  
 5 Satins--Ember  
 Roger Williams--Kapp

- TONIGHT-TONIGHT  
 \*TOO MUCH  
 A THOUSAND MILES AWAY  
 THE 12TH OF NEVER  
 VALLEY OF TEARS  
 #1 \*WAKE UP LITTLE SUZIE  
 WHISPERING BELLS  
 WHITE SILVER SANDS  
 A WHITE SPORT COAT & A PINK CARNATION  
 \*WHOLE LOTTA SHAKIN' GOIN' ON  
 WHO NEEDS YOU  
 \*WHY, BABY, WHY?  
 WONDERFUL! WONDERFUL!  
 WRITTEN ON THE WIND  
 WUNNERFUL, WUNNERFUL  
 #1 \*YOUNG LOVE  
 #1 \*YOUNG LOVE  
 YOU DON'T OWE ME A THING  
 YOU'RE MY ONE & ONLY LOVE  
 #1 \*YOU SEND ME
- Mello-Kings -- Herald  
 Elvis Presley -- RCA Victor  
 Heartbeats -- Rama  
 Johnny Mathis -- Columbia  
 Fats Domino -- Imperial  
 Everly Bros. -- Cadence  
 Del-Vikings -- Dot  
 Don Rondo -- Jubilee  
 Marty Robbins -- Columbia  
 Jerry Lee Lewis -- Sun  
 4 Lads -- Columbia  
 Pat Boone -- Dot  
 Johnny Mathis -- Columbia  
 4 Aces -- Decca  
 Stan Freberg -- Capitol  
 Sonny James -- Capitol  
 Tab Hunter -- Dot  
 Johnnie Ray -- Columbia  
 Ricky Nelson -- Verve  
 Sam Cooke -- Keen
- 1958
- #1 \*ALL I HAVE TO DO IS DREAM  
 ARE YOU SINCERE  
 \*AT THE HOP  
 THE BALLAD OF THUNDER ROAD  
 \*BEEP BEEP  
 BETTY LOU GOT A NEW PAIR OF SHOES  
 BIG MAN  
 BOMBOMBEY  
 \*BIRD DOG + DEVOTED TO YOU  
 BLUE BLUE DAY  
 BOOK OF LOVE  
 BORN TOO LATE  
 BREATHLESS  
 BUZZ BUZZ PUZZ  
 CALL ME  
 \*CATCH A FALLING STAR  
 A CERTAIN SMILE  
 \*CHANSON D'AMOUR  
 CHANTILLY LACE  
 #1 \*CHIPMUNK SONG  
 CRAZY LOVE  
 THE DAY THE RAINS CAME  
 DEDE DINAH  
 #1 \*DON'T  
 DON'T YOU JUST KNOW IT  
 DO YOU WANT TO DANCE  
 EARLY IN THE MORNING  
 EARLY IN THE MORNING  
 THE END  
 ENDLESS SLEEP  
 EVERYBODY LOVES A LOVER  
 FEVER  
 FIREFLY  
 FOR YOUR PRECIOUS LOVE  
 #1 \*GET A JOB  
 GINGERBREAD  
 GOOD GOLLY MISS MOLLY  
 \*GREAT BALLS OF FIRE  
 \*HARD-HEADED WOMAN  
 \*HE'S GOT THE WHOLE WORLD IN HIS HANDS  
 HIGH SCHOOL CONFIDENTIAL  
 I GOT A FEELING  
 \*I GOT STUNG
- Everly Bros. -- Cadence  
 Andy Williams -- Cadence  
 Danny & the Juniors -- ABC-Paramount  
 Robert Mitchum -- Capitol  
 Playmates -- Roulette  
 Bobby Freeman -- Josie  
 4 Preps -- Capitol  
 Jimmie Rodgers -- Roulette  
 Everly Bros. -- Cadence  
 Don Gibson -- RCA Victor  
 Monotones -- Argo  
 PoniTails -- ABC-Paramount  
 Jerry Lee Lewis -- Sun  
 Hollywood Flames -- Ebb  
 Johnny Mathis -- Columbia  
 Perry Como -- RCA Victor  
 Johnny Mathis -- Columbia  
 Art & Dotty Todd -- Era  
 Big Bopper -- Mercury  
 David Seville -- Liberty  
 Paul Anka -- ABC-Paramount  
 Jane Morgan -- Kapp  
 Frankie Avalon -- Chancellor  
 Elvis Presley -- RCA Victor  
 Huey Smith -- Ace  
 Bobby Freeman -- Josie  
 Bobby Darin & the Rinky Dinks -- Atco  
 Buddy Holly -- Coral  
 Earl Grant -- Decca  
 Jody Reynolds -- Demon  
 Doris Day -- Columbia  
 Peggy Lee -- Capitol  
 Tony Bennett -- Columbia  
 Jerry Butler -- Abner  
 Silhouettes -- Ember  
 Frankie Avalon -- Chancellor  
 Little Richard -- Specialty  
 Jerry Lee Lewis -- Sun  
 Elvis Presley -- RCA Victor  
 Laurie London -- Capitol  
 Jerry Lee Lewis -- Sun  
 Ricky Nelson -- Imperial  
 Elvis Presley -- RCA Victor

- I MET HIM ON SUNDAY  
 #1 \*IT'S ALL IN THE GAME  
 #1 \*IT'S ONLY MAKE BELIEVE  
 JENNIE LEE  
 JINGLE BELL ROCK  
 JOHNNY B. GOODE  
 JUST A DREAM  
 \*KISSES SWEETER THAN WINE  
 LAZY MARY  
 LEFT RIGHT OUT OF MY HEART  
 LEROY  
 LET THE BELLS KEEP RINGING  
 #1 \*LITTLE STAR  
 LOLLIPOP  
 LOOKING BACK  
 LOVE IS ALL WE NEED  
 \*A LOVER'S QUESTION  
 MAGIC MOMENTS  
 MAYBE BABY  
 MEXICAN HAT ROCK  
 THE MOCKING BIRD  
 MOON TALK  
 \*MY TRUE LOVE  
 NEAR YOU  
 #1 \*NEL BLU DI PINTO DI BLU  
 NO CHEMISE, PLEASE  
 NON DIMENTICAR  
 OH BOY  
 OOH! MY SOUL + TRUE FINE MAMA  
 OH, JULIE  
 OH LONESOME ME  
 \*OH-OH, I'M FALLING IN LOVE AGAIN  
 ONE NIGHT  
 ONE SUMMER NIGHT  
 OVER & OVER  
 PADRE  
 #1 \*PATRICIA  
 \*PEGGY SUE  
 POOR BOY  
 #1 \*POOR LITTLE FOOL + LONESOME TOWN  
 PROBLEMS  
 #1 \*PURPLE PEOPLE EATER  
 \*QUEEN OF THE HOP  
 REBEL ROUSLER  
 RETURN TO ME  
 ROCK & ROLL IS HERE TO STAY  
 \*ROCKIN' ROBIN  
 RUMBLE  
 \*SAIL ALONG SILVERY MOON  
 THE SECRET  
 \*SECRETLY  
 SHORT SHORTS  
 SKINNY MINNIE  
 \*SPLISH SPLASH  
 \*STOOD UP  
 \*THE STROLL  
 STUPID CUPID  
 SUGAR MOON  
 \*SUGARTIME  
 SUMMERTIME BLUES  
 SUMMERTIME, SUMMERTIME  
 \*SU ZIE DARLIN'  
 SWEET LITTLE ROCK & ROLLER  
 SWEET LITTLE 16  
 TEACHER'S PET  
 \*TEA FOR TWO CHA CHA  
 TEARS ON MY PILLOW  
 THE 10 COMMANDMENTS  
 Shirelles--Decca  
 Tommy Edwards--MGM  
 Conway Twitty--MGM  
 Jan & Arnie--Arwin  
 Bobby Helms--Decca  
 Chuck Berry--Chess  
 Jimmy Clanton--Ace  
 Jimmy Rodgers--Roulette  
 Lou Monte--RCA Victor  
 Patti Page--Mercury  
 Jack Scott--Carlton  
 Paul Anka--ABC-Paramount  
 Elegants--Apt  
 Chordettes--Cadence  
 Nat "King" Cole--Capitol  
 Tommy Edwards--MGM  
 Clyde McPhatter--Atlantic  
 Perry Como--RCA Victor  
 Buddy Holly & the Crickets--Coral  
 Applejacks--Cameo  
 4 Lads--Columbia  
 Perry Como--RCA Victor  
 Jack Scott--Carlton  
 Roger Williams--Kapp  
 Domenico Modugno--Decca  
 Gerry Granahan--Sunbeam  
 Nat "King" Cole--Capitol  
 Buddy Holly & the Crickets--Brunswick  
 Little Richard--Specialty  
 Crescendos--Nasco  
 Don Gibson--RCA Victor  
 Jimmy Rodgers--Roulette  
 Elvis Presley--RCA Victor  
 Danleers--Mercury  
 Bobby Day--Class  
 Toni Arden--Decca  
 Perez Prado--RCA Victor  
 Buddy Holly--Coral  
 Royal Tones--Jubilee  
 Ricky Nelson--Imperial  
 Everly Bros.--Cadence  
 Sheb Wooley--MGM  
 Bobby Darin--Atco  
 Duane Eddy--Jamie  
 Dean Martin--Capitol  
 Danny & the Juniors--ABC-Paramount  
 Bobby Day--Class  
 Link Wray--Cadence  
 Billy Vaughn--Dot  
 Gordon McRae--Capitol  
 Jimmy Rodgers--Roulette  
 Royal Teens--ABC-Paramount  
 Bill Haley & the Comets--Decca  
 Bobby Darin--Atco  
 Ricky Nelson--Imperial  
 Diamonds--Mercury  
 Connie Francis--MGM  
 Pat Boone--Dot  
 McGuire Sisters--Coral  
 Eddie Cochran--Liberty  
 Jamies--Epic  
 Robin Luke--Dot  
 Chuck Berry--Chess  
 Chuck Berry--Chess  
 Doris Day--Columbia  
 Tommy Dorsey--Decca  
 Little Anthony & the Imperials--End  
 Harvey & the Moonglows--Chess



#1 *TEQUILA THINK IT OVER	Charap.--Challenge
#1 *TO KNOW HIM IS TO LOVE HIM	Crickets--Brunswick
#1 *TOM DOOLEY	Teddy Bears--Dore
*TOPSY II	Kingston Trio--Capitol
TORERO	Cozy Cole--Love
TUMBLING TUMBLEWEEDS	Renato Carosone--Capitol
26 MILES	Billy Vaughn--Dot
#1 *TWILIGHT TIME	4 Preps--Capitol
A VERY PRECIOUS LOVE	Platters--Liberty
THE WALK	Ames Bros.--Decca
*WEAR MY RING AROUND YOUR NECK	Jimmy McCracklin--Checker
WESTERN MOVIES	Elvis Presley--RCA Victor
*WHAT AM I LIVING FOR	Olympics--Demon
*WHEN	Chuck Willis--Atlantic
*WHO'S SORRY NOW	Kalin Twins--Decca
WILLIE & THE HAND JIVE	Connie Francis--MGM
WITCHCRAFT	Johany Otis--Capitol
#1 *THE WITCH DOCTOR	Frank Sinatra--Capitol
WITH YOUR LOVE	David Seville--Liberty
#1 *YAKETY YAK	Jack Scott--Carlton
YOU ARE MY DESTINY	Coasters--Atco
YOU CHEATED	Paul Anka--ABC-Paramount
YOUNG & WARM & WONDERFUL	Shields--Dot
	Tony Bennett--Columbia

1959

ALL AMERICAN BOY	Bill Parsons--Fraternity
(ALL OF A SUDDEN) MY HEART SINGS	Paul Anka--ABC-Paramount
ALONG CAME JONES	Coasters--Atco
*ALVIN'S HARMONICA	David Seville--Liberty
ALWAYS	Sammy Turner--Big Top
BABY TALK	Jan & Dean--Dore
BATTLE HYMN OF THE REPUBLIC	Morman Tabernacle Choir--Columbia
#1 *THE BATTLE OF NEW ORLEANS	Johnny Horton--Columbia
BE MY GUEST	Fats Domino--Imperial
#1 *A BIG HUNK OF LOVE	Elvis Presley--RCA Victor
BOBBY SOX TO STOCKINGS	Frankie Avalon--Chancellor
BONGO ROCK	Preston Epps--Original
A BOY WITHOUT A GIRL	Frankie Avalon--Chancellor
*BROKEN-HEARTED MELODY	Sarah Vaughn--Mercury
*CHARLIE BROWN	Coasters--Atco
THE CHILDREN'S MARCHING SONG	Mitch Miller--Columbia
#1 *COME SOFTLY TO ME	Fleetwoods--Dolphin
CROSSFIRE	Johnny & the Hurricanes--Warwick
DANCE WITH ME	Drifters--Atlantic
DANNY BOY	Conway Twitty--MGM
*DECK OF CARDS	Wink Martindale--Dot
THE DIARY	Neil Sedaka--RCA Victor
*DONNA	Ritchie Valens--Del-Fi
DON'T YOU KNOW	Della Reese--RCA Victor
*DREAM LOVER	Bobby Darin--Atco
DREAMY EYES	Johnny Tillotson--Cadence
ENCHANTED	Platters--Mercury
ENDLESSLY	Brook Benton--Mercury
EVERYBODY LIKES TO CHA CHA CHA	Sam Cooke--Keen
*A FOOL SUCH AS I	Elvis Presley--RCA Victor
FRANKIE	Connie Francis--MGM
GOODBYE BABY	Jack Scott--Carlton
GOTTA TRAVEL ON	Billy Grammer--Monument
GUITAR BOOGIE SHUFFLE	Ventures--Hunt
THE HANGING TREE	Marty Robins--Columbia
#1 THE HAPPY ORGAN	Dave "Baby" Cortez--Clock
HAWAIIAN WEDDING SONG	Andy Williams--Cadence

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| #1 | HEARTACHES BY THE NUMBER                 | Guy Mitchell--Columbia                       |
|    | HEY, LITTLE GIRL                         | Dee Clark--Abner                             |
|    | HIGH HOPES                               | Frank Sinatra--Capitol                       |
| *  | I CRIED A TEAR                           | LaVerne Baker--Atlantic                      |
|    | I LOVES YOU FORGY                        | Nina Simone--Bethlehem                       |
|    | I'M GONNA GET MARRIED                    | Lloyd Price--ABC-Paramount                   |
|    | I NEED YOUR LOVE TONIGHT                 | Elvis Presley--RCA Victor                    |
|    | IN THE MOOD                              | Ernie Fields--Rendezvous                     |
|    | I ONLY HAVE EYES FOR YOU                 | Flamingos--End                               |
|    | IT DOESN'T MATTER ANYMORE                | Buddy Holly--Coral                           |
| *  | IT'S JUST A MATTER OF TIME               | Brook Benton--Mercury                        |
| *  | IT'S LATE + NEVER BE ANYONE ELSE BUT YOU | Ricky Nelson--Imperial                       |
|    | IT WAS I                                 | Skip & Flip--Brent                           |
|    | I'VE HAD IT                              | Bell Notes--Time                             |
|    | I WANT TO WALK YOU HOME                  | Fats Domino--Imperial                        |
|    | JUST A LITTLE TOO MUCH                   | Ricky Nelson--Imperial                       |
|    | JUST ASK YOUR HEART                      | Frankie Avalon--Chancellor                   |
|    | JUST KEEP IT UP                          | Dee Clark--Abner                             |
|    | KANSAS CITY                              | Wilbert Harrison--Fury                       |
|    | KISSIN' TIME                             | Bobby Rydell--Cameo                          |
| *  | KOOKIE, KOOKIE, LEND ME YOUR COMB        | Edward Byrnes & Connie Stevens--Warner Bros. |
|    | LA BAMBA                                 | Ritchie Valens--Del Fi                       |
|    | LAVENDER BLUE                            | Sammy Turner--Big Top                        |
|    | LIPSTICK ON YOUR COLLAR                  | Connie Francis--MGM                          |
|    | THE LITTLE DRUMMER BOY                   | Harry Simeone Chorale--20th Cent. Fox        |
| #1 | *LONELY BOY                              | Paul Anka--ABC-Paramount                     |
|    | LONELY STREET                            | Andy Williams--Cadence                       |
|    | LONELY TEARDROPS                         | Jackie Wilson--Brunswick                     |
|    | LOVE POTION #9                           | Clovers--United Artists                      |
|    | A LOVER'S QUESTION                       | Clyde McPhatter--Atlantic                    |
| #1 | *MACK THE KNIFE                          | Bobby Darin--Atco                            |
|    | MAKIN' LOVE                              | Floyd Robinson--RCA Victor                   |
|    | MANHATTAN SPIRITUAL                      | Reg Owen Orch. --Palette                     |
|    | MAY YOU ALWAYS                           | McGuire Sisters--Coral                       |
|    | MORGEN                                   | Ivo Rubic--Challenge                         |
| #1 | *MR. BLUE                                | Fleetwoods--Dolton                           |
|    | MTA                                      | Kingston Trio--Capitol                       |
| *  | MY HAPPINESS                             | Connie Francis--MGM                          |
|    | MY HEART IS AN OPEN BOOK                 | Carl Dobkins Jr. --Decca                     |
|    | MY WISH COME TRUE                        | Elvis Presley--RCA Victor                    |
| *  | NEVER BE ANYONE ELSE BUT YOU + IT'S LATE | Ricky Nelson--Imperial                       |
|    | NOLA                                     | Billy Williams--Coral                        |
|    | OH! CAROL                                | Neil Sedaka--RCA Victor                      |
|    | ONLY 16                                  | Sam Cooke--Keen                              |
|    | ONLY YOU                                 | Frank Pourcel--Capitol                       |
| *  | PERSONALITY                              | Lloyd Price--ABC-Paramount                   |
|    | PETER GUNN THEME                         | Ray Anthony--Capitol                         |
| *  | PETITE FLEUR                             | Chris Barber's Jazz Band--Laurie             |
| *  | PINK SHOELACES                           | Dodie Stevens--Crystalette                   |
| *  | POISON IVY                               | Coasters--Atco                               |
| *  | PRIMROSE LANE                            | Jerry Wallace--Challenge                     |
|    | PUT YOUR HEAD ON MY SHOULDER             | Paul Anka--ABC-Paramount                     |
| *  | QUIET VILLAGE                            | Martin Denny--Liberty                        |
|    | RED RIVER ROCK                           | Johnny & the Hurricanes--Warwick             |
|    | SEA CRUISE                               | Frankie Ford--Ace                            |
| *  | SEA OF LOVE                              | Phil Phillips--Mercury                       |
|    | 7 LITTLE GIRLS SITTING IN THE BACK SEAT  | Paul Evans & the Curls--Guaranteed           |
|    | SHOUT                                    | Isely Bros. --RCA Victor                     |
|    | 16 CANDLES                               | Crests--Coed                                 |
|    | SINCE I DON'T HAVE YOU                   | Skyliners--Calico                            |
| #1 | *SLEIPWALK                               | Santo & Johnny--Canadian-American            |
|    | SMALL WORLD                              | Johnny Mathis--Columbia                      |
| #1 | *SMOKE GETS IN YOUR EYES                 | Platters--Mercury                            |
|    | SO FINE                                  | Fiestas--Old Town                            |
|    | SO MANY WAYS                             | Brook Benton--Mercury                        |
|    | *SORRY, I RAN ALL THE WAY HOME           | Impalas--Cub                                 |
| #1 | *STAGGER LEE                             | Lloyd Price--ABC-Paramount                   |
|    | TAKE A MESSAGE TO MARY                   | Every Bros. --Cadence                        |

- TALK THAT TALK  
TALLAHASSEE LASSIE  
TALL PAUL  
TEEN BEAT  
A TEENAGER IN LOVE  
TELL HIM NO  
TELL HIM NO  
THANK YOU PRETTY BABY  
THAT'S WHY  
\*THERE GOES MY BABY  
3 STARS  
#1 \*3 BELLS  
TIGER  
(TILL) I KISSED YOU  
TILL THERE WAS YOU  
TIJUANA JAIL  
TRAGEDY  
TRY ME  
TURN ME LOOSE  
'TWIN' 12 & 20  
UNFORGETTABLE  
#1 \*VENUS  
WATERLOO  
WE GOT LOVE  
WHAT A DIFFERENCE A DAY MAKES  
WHAT'D I SAY  
WHAT IS LOVE  
\*WHOLE LOTTA LOVIN'  
WORRIED MAN  
YOU WERE MINE

Jackie Wilson--Brunswick  
Freddie Cannon--Swan  
Annette--Disneyland  
Sandy Nelson--Original Sound  
Dion & the Belmonts--Laurie  
Travis & Bob--Sandy  
Dean & Marc--Bullseye  
Brook Benton--Mercury  
Jackie Wilson--Brunswick  
Drifters--Atlantic  
Tommy Dee--Crest  
Browns--RCA Victor  
Fabian--Chancellor  
Everly Bros.--Cadence  
Anita Bryant--Carlton  
Kingston Trio--Capitol  
Thomas Wayne--Fenwood  
James Brown--Federal  
Fabian--Chancellor  
Pat Boone--Dot  
Dinah Washington--Mercury  
Frankie Avalon--Chancellor  
Stonewall Jackson--Columbia  
Bobby Rydell--Cameo  
Dinah Washington--Mercury  
Ray Charles--Atlantic  
Playmates--Roulette  
Fats Domino--Imperial  
Kingston Trio--Capitol  
Fireflies--Ribbon

1960

- #1 \*ALLEY OOP  
\*AMONG MY SOUVENIRS  
ARTIFICIAL FLOWERS  
#1 \*ARE YOU LONESOME TONIGHT  
\*BABY (YOU GOT WHAT IT TAKES)  
BEATNIK FLY  
BECAUSE THEY'RE YOUNG  
BEYOND THE SEA  
THE BIG HURT  
BIG IRON  
BLUE ANGEL  
BURNING BRIDGES  
#1 \*CATHY'S CLOWN  
CHAIN GANG  
CHERRY PIE  
CLEMENTINE  
CRADLE OF LOVE  
DEVIL OR ANGEL  
DON'T BE CRUEL  
DOWN BY THE STATION (EARLY IN THE  
MORNING)  
DREAMIN'  
EL PASO  
#1 \*EVERYBODY'S SOMEBODY'S FOOL  
FANNIE MAE  
FEEL SO FINE  
FINGER POPPIN' TIME  
FOOTSTEPS  
FOREVER  
#1 GEORGIA ON MY MIND  
GO JIMMY GO  
\*GOOD TIMIN'  
GREENFIELDS

Hollywood Argyles--Lute  
Connie Francis--MGM  
Bobby Darin--Atco  
Elvis Presley--RCA Victor  
Brook Benton & Dinah Washington--Mercury  
Johnny & the Hurricanes--Warwick  
Duane Eddy--Jamie  
Bobby Darin--Atco  
Toni Fisher--Signet  
Marty Robbins--Columbia  
Roy Orbison--Monument  
Jack Scott--Top Rank  
Everly Bros.--Warner Bros.  
Sam Cooke--RCA Victor  
Skip & Flip--Brent  
Bobby Darin--Atco  
Johnny Preston--Mercury  
Bobby Vee--Liberty  
Bill Black's Combo--Hi  
4 Preps--Capitol  
Johnny Burnette--Liberty  
Marty Robbins--Columbia  
Connie Francis--MGM  
Buster Brown--Fire  
Johnny Preston--Mercury  
Hank Ballard & the Midnighters--King  
Steve Lawrence--ABC-Paramount  
Little Dippers--University  
Ray Charles--ABC-Paramount  
Jimmy Clanton--Ace  
Jimmy Jones--Cub  
Brothers 4--Columbia

- THE GREEN LEAVES OF SUMMER  
 \*HANDY MAN  
 HAPPY-GO-LUCKY ME  
 HARBOR LIGHTS  
 \*HE'LL HAVE TO GO  
 HE'LL HAVE TO STAY  
 HE WILL BREAK YOUR HEART  
 HOUND DOG MAN  
 (I DO THE) SHIMMY SHIMMY  
 I LOVE THE WAY YOU LOVE  
 IMAGE OF A GIRL  
 #1 \*I'M SORRY + THAT'S ALL YOU GOT TO DO  
 IN MY LITTLE CORNER OF THE WORLD  
 #1 \*IT'S NOW OR NEVER  
 #1 \*IT'SY BITSY TEENIE WEENIE POLKA DOTBIKINI  
 #1 I WANT TO BE WANTED  
 KIDDIO  
 LADY LUCK  
 \*LAST DATE  
 LET IT BE ME  
 LET'S GO, LET'S GO, LET'S GO  
 LET'S THINK ABOUT LIVIN'  
 LET THE GOOD TIMES ROLL  
 LET THE LITTLE GIRL DANCE  
 \*LONELY BLUE BOY  
 LONELY TEENAGER  
 LOVE WALKED IN  
 LOVE YOU SO  
 \*MAMA + TEDDY  
 \*MANY TEARS AGO  
 A MILLION TO ONE  
 MISSION BELL  
 MONEY  
 MOUNTAIN OF LOVE  
 #1 MR. CUSTER  
 MULE SKINNER BLUES  
 MY GIRL JOSEPHINE  
 #1 MY HEART HAS A MIND OF ITS OWN  
 MY HOME TOWN  
 NEVER ON SUNDAY  
 NEW ORLEANS  
 NICE 'N' EASY  
 \*NIGHT + DOGGIN' AROUND  
 NORTH TO ALASKA  
 O, DIO MIO  
 THE OLD LAMPLIGHTER  
 \*ONLY THE LONELY  
 PAPER ROSES  
 PERFIDIA  
 PLEASE HELP ME, I'M FALLING  
 POETRY IN MOTION  
 PRETTY BLUE EYES  
 PUPPY LOVE  
 QUESTION  
 A ROCKIN' GOOD WAY  
 #1 \*RUNNING BEAR  
 SAILOR  
 #1 \*SAVE THE LAST DANCE FOR ME  
 SHIMMY SHIMMY KO KO BOP  
 SINK THE BISMARCK  
 16 REASONS  
 SMOKIE  
 SO SAD  
 STARWAY TO HEAVEN  
 #1 STAY  
 STEP BY STEP  
 #1 \*STUCK ON YOU  
 SWAY
- Brothers 4--Columbia  
 Jimmy Jones--Cub  
 Paul Evans--Guaranteed  
 Platters--Mercury  
 Jim Reeves--RCA Victor  
 Jeanne Black--Capitol  
 Jerry Butler--Vee Jay  
 Fabian--Chancellor  
 Bobby Freeman--King  
 Marv Johnson--United Artists  
 Safaris--Eldo  
 Brenda Lee--Decca  
 Anita Bryant--Carlton  
 Elvis Presley--RCA Victor  
 Brian Hyland--Leader  
 Brenda Lee--Decca  
 Brook Benton--Mercury  
 Lloyd Price--ABC-Paramount  
 Floyd Cramer--RCA Victor  
 Everly Bros.--Cadence  
 Hank Ballard & the Midnighters--King  
 Bob Luman--Warner Bros.  
 Shirley & Lee--Warwick  
 Billy Bland--Old Town  
 Conway Twitty--MGM  
 Dion--Laurie  
 Dinah Washington--Mercury  
 Ron Holden--Donna  
 Connie Francis--MGM  
 Connie Francis--MGM  
 Jimmy Charles--Promo  
 Donnie Brooks--Era  
 Barrett Strong--Anna  
 Harold Dorman--Rita  
 Larry Verne--Era  
 Fendermen--Soma  
 Fats Domino--Imperial  
 Connie Francis--MGM  
 Paul Anka--ABC Paramount  
 Don Costa--United Artists  
 Gary U. S. Bonds--Legrand  
 Frank Sinatra--Capitol  
 Jackie Wilson--Brunswick  
 Johnny Horton--Columbia  
 Annette--Vista  
 Browns--RCA Victor  
 Roy Orbison--Monument  
 Anita Bryant--Carlton  
 Ventures--Dolton  
 Hank Locklin--RCA Victor  
 Johnny Tillotson--Cadence  
 Steve Lawrence--ABC-Paramount  
 Paul Anka--ABC-Paramount  
 Lloyd Price--ABC-Paramount  
 Dinah Washington & Brook Benton--Mercury  
 Johnny Preston--Mercury  
 Lolita--Kapp  
 Drifters--Atlantic  
 Little Anthony & the Imperials--End  
 Johnny Horton--Columbia  
 Connie Stevens--Warner Bros.  
 Bill Black's Combo--Hi  
 Everly Bros.--Warner Bros.  
 Neil Sedaka--RCA Victor  
 Maurice Williams & the Zodiacs--Herald  
 Crests--Coed  
 Elvis Presley--RCA Victor  
 Bobby Rydell

- SWEET NOTHIN'S  
SWINGIN' SCHOOL
- #1 \*TEEN ANGEL  
TELL LAURA I LOVE HER
- #1 \*THEME FROM A SUMMER PLACE  
THEME FROM THE APARTMENT  
THIS MAGIC MOMENT  
THERE IS SOMETHING ON YOUR MIND  
A THOUSAND STARS  
TRACY'S THEME
- #1 \*TWIST + TWISTIN' USA  
VILLAGE OF ST. BERNADETTE  
VOLARE  
WALK, DON T RUN  
WALKIN' TO NEW ORLEANS  
\*WAY DOWN Y CNDER IN NEW ORLEANS  
\*WHAT IN THE WORLD  
WHEN WILL I BE LOVED  
WHERE OR WHEN  
WHY  
\*WHITE SILVER SANDS  
\*WILD ONE + LITTLE BITTY GIRL  
WONDERFUL WORLD  
YOGI  
YOU GOT WHAT IT TAKES  
YOUNG EMOTIONS  
YOU'RE 16  
YOU TALK TOO MUCH
- Brenda Lee--Decca  
Bobby Rydell--Cameo  
Mark Dinning--MGM  
Ray Peterson--RCA Victor  
Percy Faith--Columbia  
Ferrante & Teicher--United Artists  
Drifters--At Jantic  
Bobby Marchan--Fire  
Kathy Young & the Innocents--Indigo  
Spencer Ross--Columbia  
Chubby Checker--Parkway  
Andy Williams--Cadence  
Bobby Rydell--Cameo  
Ventures--Dolton  
Fats Domino--Imperial  
Freddy Cannon--Swan  
Jack Scott--Top Rank  
Everly Bros. --Cadence  
Dion & the Belmonts--Lauri  
Frankie Avalon--Chancellor  
Bill Black's Combo--Hi  
Bobby Rydell--Cameo  
Sam Cooke--Keen  
Ivy 3--Shell  
Marve Johnson--United Artists  
Ricky Nelson--Imperial  
Johnny Burnette--Liberty  
Joe Jones--Roulette

1961

- AMORE  
ANGEL BABY  
APACHE  
ASIA MINOR  
AS IF I DIDN'T KNOW  
BABY BLUE  
BABY SITTING BOOGIE  
BARBARA ANN
- #1 \*BIG BAD JOHN  
BLESS YOU
- #1 BLUE MOON  
BOLL WEEVIL SONG  
BREAKIN' IN A BRAND NEW BROKEN HEART  
BRISTOL STOMP  
BUMBLE BOOGIE  
BUT I DO
- #1 \*CALCUTTA  
CALENDAR GIRL  
CORINNA, CORINNA  
CRAZY  
CRYIN'  
CUPID  
DADDY'S HOME  
DANCE ON LITTLE GIRL  
DEDICATED TO THE ONE I LOVE  
DOES YOUR CHEWING GUM LOSE ITS FLAVOR  
ON THE BEDPOST OVERNIGHT  
DON'T BET MONEY HONEY  
DON'T WORRY (LIKE ALL THE OTHER TIMES)  
DUM DUM  
EBONY EYES  
EMOTIONS  
EVERLOVIN'  
EVERY BEAT OF MY HEART  
\*EXODUS
- Ben E. King--Atco  
Rosie & the Originals--Highland  
Jorgen Ingmann--Atco  
Ko Ko Mo--Felsted  
Adam Wade--Coed  
Echoes--Seg-Way  
Buzz Clifford--Columbia  
Regents--Gee  
Jimmy Dean--Columbia  
Tony Orlando--Epic  
Marcel's--Colpix  
Brook Benton--Mercury  
Connie Francis--MGM  
Dovells--Parkway  
B. Bumble & the Stingers--Rendesvous  
Clarence "Frogman" Henry--Argo  
Lawrence Welk--Dot  
Neil Sedaka--RCA Victor  
Ray Peterson--Dunes  
Patsy Cline--Decca  
Roy Orbison--Monument  
Sam Cooke--RCA Victor  
Shep & the Limelites--Hull  
Paul Anka--ABC-Paramount  
Shirelles--Scepter
- Lonnie Donegan--Dot  
Linda Scott--Canadian-American  
Marty Robbins--Columbia  
Brenda Lee--Decca  
Everly Bros. --Warner Bros.  
Brenda Lee--Decca  
Ricky Nelson--Imperial  
Gladys Knight & the Pips--VeeJay  
Ferrante & Teicher--United Artists

EXODUS TO JAZZ	Eddie Harris--Vee Jay
FIND ANOTHER GIRL	Jerry Butler--Vee Jay
FLAMING STAR	Elvis Presley--RCA Victor
THE FLY	Chubby Checker--Parkway
FOOL #1	Brenda Lee--Decca
GEE WHIZ (LOOK AT HIS EYES)	Carla Thomas--Atlantic
GOODBYE, CRUEL WORLD	James Darren--Colpix
GOOD TIME BABY	Bobby Rydell--Cameo
HATS OFF TO LARRY	Del Shannon--Big Top
HEARTACHES	Marcells--Colpix
HEART & SOUL	Cletones--Gee
HEARTS OF STONE	Bill Black's Combo--Hi
HELLO WALLS	Faron Young--Capitol
#1 HIT THE ROAD JACK	Ray Charles--ABC-Paramount
A HUNDRED POUNDS OF CLAY	Gene McDaniels--Liberty
HURT	Timi Yuro--Liberty
I FEEL SO BAD	Elvis Presley--RCA Victor
I LIKE IT LIKE THAT	Chris Kenner--Instant
I LOVE HOW YOU LOVE ME	Paris Sisters--Gregmark
I'M GONNA KNOCK ON YOUR DOOR	Eddie Hodges--Cadence
I REMEMBER (IN THE STILL OF THE NIGHT)	5 Satins--Ember
I UNDERSTAND (JUST HOW YOU FEEL)	G-Clefs--Terrace
I'VE TOLD EVERY LITTLE STAR	Linda Scott--Canadian-American
LAST NIGHT	Mar-Keys--Sattelite
LAZY RIVER	Bobby Darin--Atco
LET'S GET TOGETHER	Hayley Mills--Vista
*LET'S TWIST AGAIN	Chubby Checker--Parkway
LET THE FOUR WINDS BLOW	Fats Domino--Imperial
LET THERE BE DRUMS	Sandy Nelson--Imperial
#1 *THE LION SLEEPS TONIGHT	Tokens--RCA Victor
A LITTLE BIT OF SOAP	Jarmels--Laurie
LITTLE DEVIL	Neil Sedaka--RCA Victor
LITTLE SISTER	Elvis Presley--RCA Victor
THE MAGNIFICENT 7	Al Caiola--United Artists
MAMA SAID	Shirelles--Scepter
(MARIE'S THE NAME) HIS LATEST FLAME	Elvis Presley--RCA Victor
MEXICO	Bob Moore--Monument
#1 *MICHAEL	Highwaymen--United Artists
#1 MOODY RIVER	Pat Boone--Dot
MCON RIVER	Henry Mancini--RCA Victor
MOTHER-IN-LAW	Ernie K. Doe--Minit
THE MOUNTAIN'S HIGH	Dick & DeeDee--Liberty
MY EMPTY ARMS	Jackie Wilson--Brunswick
MY KIND OF GIRL	Matt Monroe--Warwick
MY TRUE STORY	Jive 5--Beltone
NEVER ON SUNDAY	Chordettes--Cadence
ONCE IN A WHILE	Chimes--Tag
ONE TRACK MIND	Bobby Lewis--Beltone
ONE MINT' JULIP	Ray Charles--Impulse
ON THE REBOUND	Floyd Cramer--RCA Victor
PLEASE LOVE ME FOREVER	Cathy Jean & the Roommates--Valmor
#1 *PLEASE MR. POSTMAN	Marvelettes--Tamla
PLEASE STAY	Drifters--Atlantic
#1 PONY TIME	Chubby Checker--Parkway
PORTRAIT OF MY LOVE	Steve Lawrence--United Artists
PRETTY LITTLE ANGEL EYES	Curtis Lee--Dunes
#1 *QUARTER TO 3	Gary U. S. Bonds--LeGrand
RAINDROPS	Dee Clark--VeeJay
RAMA LAMA DING DONG	Edsels--Twin
RUBBER BALL	Bobby Vee--Liberty
#1 *RUNAROUND SUE	Dion--Laurie
#1 *RUNAWAY	Del Shannon--Big Top
#1 RUNNING SCARED	Roy Orbison--Monument
RUN TO HIM	Bobby Vee--Liberty
SAD MOVIES (MAKE ME CRY)	Sue Thompson--Hickory
SAN ANTONIO ROSE	Floyd Cramer--RCA Victor
SCHOOL IS OUT	Gary U. S. Bonds--LeGrand
SEA OF HEARTBREAK	Don Gibson--RCA Victor

- THE 2ND TIME AROUND  
 SEPTEMBER IN THE RAIN  
 SHOP AROUND  
 SPANISH HARLEM  
 STAND BY ME  
 STICK SHIFT  
 #1 \*SURRENDER  
 SWEETS FOR MY SWEET  
 TAKE 5  
 TAKE GOOD CARE OF HER  
 #1 \*TAKE GOOD CARE OF MY BABY  
 THERE'S A MOON OUT TONIGHT  
 THINK TWICE  
 THIS TIME  
 THOSE OLDIES BUT GOODIES  
 TONIGHT  
 TONIGHT (COULD BE THE NIGHT)  
 TONIGHT I FELL IN LOVE  
 #1 TOSSIN' & TURNIN'  
 TOWER OF STRENGTH  
 TRAGEDY  
 TRANSISTOR SISTER  
 #1 \*TRAVELIN' MAN + HELLO MARY LOU  
 WALK RIGHT BACK  
 WALK ON BY  
 WHEELS  
 WHEN WE GET MARRIED  
 \*WHERE THE BOYS ARE  
 WHO PUT THE BOMP IN THE BOMP, BOMP  
 BOMP?  
 #1 WILL YOU LOVE ME TOMORROW  
 WINGS OF A DOVE  
 WITHOUT YOU  
 #1 \*WONDERLAND BY NIGHT  
 A WONDER LIKE YOU  
 WOODEN HEART (MUSS-I-DENN)  
 THE WRITING ON THE WALL  
 YA YA  
 YELLOW BIRD  
 YOU ALWAYS HURT THE ONE YOU LOVE  
 YOU CAN DEPEND ON ME  
 YOU CAN HAVE HER  
 YOU DON'T KNOW WHAT YOU'VE GOT UNTIL  
 YOU LOSE IT  
 YOU MUST HAVE BEEN A BEAUTIFUL BABY  
 YOU'RE THE REASON
- Frank Sinatra--Reprise  
 Dinah Washington--Mercury  
 Miracles--Tamla  
 Ben E. King--Atco  
 Ben E. King--Atco  
 Duane--Sue  
 Elvis Presley--RCA Victor  
 Drifters--Atlantic  
 Dave Brubeck--Columbia  
 Adam Wade--Coed  
 Bobby Vee--Liberty  
 Capris--Old Town  
 Brook Benton--Mercury  
 Troy Shondell--Liberty  
 Caesar & the Romans--Del-Fi  
 Ferrante & Teicher--United Artists  
 Velvets--Monument  
 Tokens--Warwick  
 Bobby Lewis--Beltone  
 Gene McDaniels--Liberty  
 Fleetwoods--Dolton  
 Freddie Cannon--Swan  
 Ricky Nelson--Imperial  
 Everly Bros.--Warner Bros.  
 Leroy VanDyke--Mercury  
 String-A-Longs--Warwick  
 Dreamlovers--Heritage  
 Connie Francis--MGM
- Barry Mann--ABC-Paramount  
 Shirelles--Scepter  
 Ferlin Husky--Capitol  
 Johnny Tilletson--Cadence  
 Bert Kaempfert--Decca  
 Ricky Nelson--Imperial  
 Joe Dowell--Smash  
 Adam Wade--Coed  
 Lee Dorsey--Fury  
 Arthur Lyman--Hi Fi  
 Clarence Henry--Argo  
 Brenda Lee--Decca  
 Roy Hamilton--Epic
- Ral Donner--Gone  
 Bobby Darin--Atco  
 Bobby Edwards--Crest

1962

- AHAB THE ARAB  
 AL DI LA  
 ALL ALONE AM I  
 \*ALLEY CAT  
 BABY ELEPHANT WALK  
 BABY IT'S YOU  
 BEECHWOOD 4-5789  
 #1 \*BIG GIRLS DON'T CRY  
 BOBBY'S GIRL  
 BORN TO LOSE  
 BREAK IT TO ME GENTLY  
 #1 BREAKING UP IS HARD TO DO  
 BRING IT ON HOME TO ME  
 \*CAN'T HELP FALLING IN LOVE  
 THE CHA CHA CHA  
 CHAINS  
 CHIP CHIP
- Ray Stevens--Mercury  
 Emilio Pericoli--Warner Bros.  
 Brenda Lee--Decca  
 Bent Fabric--Atco  
 Lawrence Welk--Dot  
 Shirelles--Scepter  
 Marvelettes--Tamla  
 Four Seasons--VeeJay  
 Marcie Blane--Seville  
 Ray Charles--ABC-Paramount  
 Brenda Lee--Decca  
 Neil Sedaka--RCA Victor  
 Sam Cooke--RCA Victor  
 Elvis Presley--RCA Victor  
 Bobby Rydell--Cameo  
 Cookies--Dimension  
 Gene McDaniels--Liberty

CINDY'S BIRTHDAY	Johnny Crawford--Del Fi
CONSCIENCE	Jimmy Darren--Colpix
COTTON FIELDS	Highwaymen--United Artists
THE CROWD	Roy Orbison--Monument
CRYING IN THE RAIN	Everly Bros.--Warner Bros.
(DANCE WITH THE) GUITAR MAN	Duane Eddy--RCA Victor
DANCING PARTY	Chubby Checker--Parkway
DEAR LADY TWIST	Gary U.S. Bonds--Legrand
DEAR ONE	Larry Finnegan--Old Town
DESFINADO	Stan Getz & Charlie Byrd--Verve
DON'T BREAK THE HEART THAT LOVES YOU	Connie Francis--MGM
DON'T HANG UP	Orlons--Cameo
*DO YOU LOVE ME	Contours--Gordy
DREAM BABY	Roy Orbison--Monument
#1 *DUKE OF EARL	Gene Chandler--VecJay
EVERYBODY LOVES ME BUT YOU	Brenda Lee--Decca
FUNNY WAY OF LAUGHIN'	Burl Ives--Decca
GINA	Johnny Mathis--Columbia
(GIRLS, GIRLS, GIRLS) MADE TO LOVE	Eddie Hodges--Cadence
#1 *GOOD LUCK CHARM	Elvis Presley--RCA Victor
GRAVY	Dee Dee Sharp--Cameo
*GREEN ONIONS	Booker T & the MG's--Stax
HAPPY BIRTHDAY, SWEET 16	Neil Sedaka--RCA Victor
HAVING A PARTY	Sam Cooke--RCA Victor
HER ROYAL MAJESTY	James Darren--Colpix
#1 HE'S A REBEL	Crystals--Philles
#1 *HEY! BABY	Bruce Chancell--Smash
#1 *I CAN'T STOP LOVING YOU	Ray Charles--ABC Paramount
IF I HAD A HAMMER	Peter, Paul, & Mary--Warner Bros.
I KNOW	Barbara George--AFO
I LEFT MY HEART IN SAN FRANCISCO	Tony Bennett--Columbia
I'M BLUE	Ikettes--Atco
I REMEMBER YOU	Frank Field--VecJay
IT KEEPS RIGHT ON A HURTIN'	Johnny Tillotson--Cadence
I'VE GOT BONNIE	Bobby Rydell--Cameo
#1 JOHNNY ANGEL	Shelly Fabares--Colpix
JOHNNY GET ANGRY	Joanie Summers--Warner Bros.
LET ME IN	Sensations--Argo
LET'S DANCE	Chris Montez--Monogram
LET'S GO	Routers--Warner Bros.
*LIMBO ROCK + POPEYE	Chubby Checker--Parkway
A LITTLE BITTY TEAR	Burl Ives--Decca
LITTLE DIANE	Dion--Laurie
#1 *THE LOCO-MOTION	Little Eva--Dimension
LOLLIPOPS & ROSES	Jack Jones--Kapp
LOVE CAME TO ME.	Dion--Laurie
LOVE LETTERS	Ketty Lester--Era
LOVE ME WARM & TENDER	Paul Anka--RCA Victor
LOVER PLEASE	Clyde McPhatter--Mercury
LOVERS WHO WANDER	Dion--Laurie
THE LONELY BULL	Tijuana Brass--A & M
THE MAN WHO SHOT LIBERTY VALANCE	Gene Pitney--Musicor
*MASHED POTATO TIME	Dee Dee Sharp--Cameo
MIDNIGHT IN MOSCOW	Kenny Ball--Kapp
#1 *MONSTER MASH	Bobby "Boris" Pickett & the Crypt Kickers--Garpax
MULTIPLICATION	Bobby Darin--Atco
MY BOOMERANG WON'T COME BACK	Charlie Drake--United Artists
NEXT DOOR TO AN ANGEL	Neil Sedaka--RCA Victor
NIGHT TRAIN	James Brown--King
NORMAN	Sue Thompson--Hickory
NUT ROCKER	B. Bumble & the Stingers--Rendezvous
OLD RIVERS	Walter Brennan--Liberty
THE ONE WHO REALLY LOVES YOU	Mary Wells--Motown
ONLY LOVE CAN BREAK A HEART	Gene Pitney--Musicor
PALISADES PARK	Freddie Cannon--Swan
PARTY LIGHTS	Claudine Clark--Chancellor



	PATCHES	Dickey Lee--Smash
#1	*PEPPERMINT TWIST	Joey Dee & the Starlighters--Roulette
	PERCOLATER(TWIST)	Billy Joe & the Checkmates--Dore
	PLAYBOY	Marvellettes--Tamla
	PLEASE DON'T ASK ABOUT BARBARA	Bobby Vee--Liberty
	P. T. 109	Jimmy Dean--Columbia
	*RAMBLIN' ROSE	Nat "King" Cole--Capitol
	RAIN, RAIN, GO AWAY	Bobby Vinton--Epic
	RELEASE ME	"Little Fister" Phillips--Lenox
	*RETURN TO SENDER	Elvis Presley--RCA Victor
	RIDE!	Dee Dee Sharp--Cameo
#1	*ROSES ARE RED	Bobby Vinton--Epic
	RUMORS	Johnny Crawford--Del Fi
	SEALED WITH A KISS	Brian Hyland--ABC-Paramount
	SHARING YOU	Bobby Vee--Liberty
	SHE CRIED	Jay & the Americans--United Artists
#1	SHILLA	Tommy Roe--ABC-Paramount
#1	*SHERRY	4 Seasons--VeeJay
	SHE'S NOT YOU	Elvis Presley--RCA Victor
	SHOUT	Isley Bros. --RCA Victor
	SHOUT	Joey Dee & the Starlighters--Roulette
	SHOUT! SHOUT! (KNOCK YOURSELF OUT)	Ernie Maresca--Seville
	SLOW TWISTIN'	Chubby Checker--Parkway
	SMOKY PLACES	Corsairs--Tuff
	SNAP YOUR FINGERS	Joe Henderson--Todd
#1	*SOLDIER BOY	Shirelles--Scepter
	SOUL TWIST	King Curtis--Enjoy
	SPEEDY GONZALES	Pat Boone--Dot
	A STEEL GUITAR & A GLASS OF WINE	Paul Anka--RCA Victor
#1	*STRANGER ON THE SHORE	Mr. Acker Bilk--Atco
#1	*THE STRIPPER	David Rose--MGM
	SURFER'S STOMP	Marketts--Liberty
	SURFIN' SAFARI	Beach Boys--Capitol
	A TASTE OF HONEY	Martin Denny--Liberty
#1	TELSTAR	Tornadoes--London
	THAT'S OLD FASHIONED	Everly Bros.--Warner Bros.
	THEME FROM DR. KILDARE	Richard Chamberland--MGM
	THINGS	Bobby Darin--Atco
	'TIL	Angels--Caprice
	TOWN WITHOUT PITY	Gene Pitney--Musicor
	TUFF	Ace Cannon--Hi
#1	THE TWIST + TWISTIN USA	Chubby Checker--Parkway
	TWIST & SHOUT	Isley Bros. --Wand
	TWISTIN' MATILDA	Jimmy Soul--SPQR
	TWISTIN' THE NIGHT AWAY	Sam Cooke--RCA Victor
	TWIST, TWIST, SENORA	Gary U. S. Bonds--LeGrand
	UNCHAIN MY HEART	Ray Charles--ABC-Paramount
	UP A LAZY RIVER	Si Zentner--Liberty
	UPTOWN	Crystals--Phillies
	VENUS IN BLUE JEANS	Jimmy Clanton--Ace
	THE WAH-WATUSI	Orlons--Cameo
	THE WANDERER	Dion--Laurie
	WHAT KIND OF FOOL AM I	Sammy Davis Jr. --Reprise
	WHAT KIND OF LOVE IS THIS?	Joey Dee & the Starlighters--Roulette
	WHAT'S A MATTER BABY	Timi Yuro--Liberty
	WHAT'S YOUR NAME?	Don & Juan--Big Top
	WHEN I FALL IN LOVE	Lettermen--Capitol
	WHERE HAVE ALL THE FLOWERS GONE	Kingston Trio--Capitol
	*WOLVERTON MOUNTAIN	Claude King--Columbia
	A WONDERFUL DREAM	Majors--Imperial
	YOU ARE MY SUNSHINE	Ray Charles--ARC-Paramount
	YOU DON'T KNOW ME	Ray Charles--ARC-Paramount
	YOUNG WORLD	Ricky Nelson--Imperial

ABILENE	George Hamilton IV--RCA Victor
ALICE IN WONDERLAND	Neil Sedaka--RCA Victor
BABY WORKOUT	Jackie Wilson--Brunswick
BE MY BABY	Ronettes--Philles
BE TRUE TO YOUR SCHOOL	Beach Boys--Capitol
BIRDLAND	Chubby Checker--Parkway
BLAME IT ON THE BOSSA NOVA	Eydie Gorme--Columbia
BLOWIN' IN THE WIND	Peter, Paul, & Mary--Warner Bros.
BLUE ON BLUE	Bobby Vinton--Epic
#1 BLUE VELVET	Bobby Vinton--Epic
BOSSA NOVA BABY	Elvis Presley--RCA Victor
THE BOY NEXT DOOR	Secrets--Philips
BUSTED	Ray Charles--ABC-Paramount
CALL ME IRRESPONSIBLE	Frank Sinatra--Reprise
CANDY GIRL	4 Seasons--VeeJay
CAN'T GET USED TO LOSING YOU	Andy Williams--Columbia
CHARMS	Bobby Vee--Liberty
CINNAMON CINDER	Pastel 6--Zen
CRY BABY	Garnett Mimms & the Enchanters--United Artists
DA DO RON RON	Crystals--Philles
DANKE SCHOEN	Wayne Newton--Capitol
DAYS OF WINE & ROSES	Henry Mancini--RCA Victor
#1 DEEP PURPLE	Nino Tempo & April Stevens--Atco
DENISE	Randy & the Rainbows--Rust
DETROIT CITY	Bobby Bare--RCA Victor
DONNA THE PRIMA DONNA	Dion--Columbia
DON'T SAY NOTHIN' BAD ABOUT MY BABY	Cookies--Dimension
DON'T THINK TWICE, IT'S ALL RIGHT	Peter, Paul & Mary--Warner Bros.
DO THE BIRD	Dee Dee Sharp--Cameo
(DOWN AT) PAPA JOE'S	Dixie Belles--Sound Stage 7
DRIP DROP	Dion--Columbia
#1 EASIER SAID THAN DONE	Essex--Roulette
18 YELLOW ROSES	Bobby Darin--Capitol
THE END OF THE WORLD	Skeeter Davis--RCA Victor
EVERYBODY	Tommy Roe--ABC-Paramount
#1 FINGERTIPS II	Stevie Wonder--Tamla
500 MILES AWAY FROM HOME	Bobby Bare--RCA Victor
FLY ME TO THE MOON BOSSA NOVA	Joe Harnell Orch.--Kapp
FOLLOW THE BOYS	Connie Francis--MGM
FOOLISH LITTLE GIRL	Shirelles--Scepter
FOOLS RUSH IN	Rick Nelson--Decca
FROM A JACK TO A KING	Ned Miller--Fabor
#1 *GO AWAY LITTLE GIRL	Steve Lawrence--Columbia
THE GOOD LIFE	Tony Bennett--Columbia
GREEN, GREEN	New Christy Minstrels--Columbia
HALF HEAVEN, HALF HEARTACHE	Gene Pitney--Musicor
HEAT WAVE	Martha & the Vandellas--Gerdy
HELLO STRANGER	Barbara Lewis--Atlantic
#1 HE'S SO FINE	Chiffons--Laurie
HE'S SURE THE BOY I LOVE	Crystals--Philles
HEY GIRL	Freddie Scott--Colpix
HEY LITTLE GIRL	Major Lance--Okeh
#1 HEY PAULA	Paul & Paula--Philips
HITCH HIKE	Marvin Gaye--Tamla
HONOLULU LULU	Jan & Dean--Liberty
HOTEL HAPPINESS	Brook Benton--Mercury
HOT PASTRAMI	Dartells--Dot
I CAN'T STAY MAD AT YOU	Skeeter Davis--RCA Victor
IF I HAD A HAMMER	Trini Lopez--Reprise
#1 IF YOU WANT TO BE HAPPY	Jimmy Soul--SPQR
I LOVE YOU BECAUSE	Al Martino--Capitol
#1 I'M LEAVING IT ALL UP TO YOU	Dale & Grace--Montel-Michele
IN DREAMS	Roy Orbison--Monument
I SAW LINDA YESTERDAY	Dickey Lee--Smash
IT'S ALL RIGHT	Impressions--ABC-Paramount
#1 IT'S MY PARTY	Lesley Gove--Mercury
IT'S UP TO YOU	Rick Nelson--Decca
#1 I WILL FOLLOW HIM	Little Peggy March--RCA Victor

I WONDER WHAT SHE'S DOING TONIGHT	Barry & the Tamerlans--Valiant
JUDY'S TURN TO CRY	Lesley Gore--Mercury
JUST ONE LOOK	Doris Troy--Atlantic
LITTLE DEUCE COUPE	Beach Boys--Capitol
LITTLE RED ROOSTER	Sam Cooke--RCA Victor
LITTLE TOWN FLIRT	Del Shannon--Big Top
LODDY LO	Chubby Checker--Parkway
LOOP DE LOOP	Johnny Thunder--Diamond
MAKE THE WORLD GO AWAY	Timi Yuro--Liberty
LOSING YOU	Brenda Lee--Decca
MAMA DIDN'T LIE	Jan Bradley--Chess
MARIA ELENA	Los Indios Tabajaras--RCA Victor
MARTIAN HOP	Ran-Dells--Chairman
MEAN WOMAN BLUES	Roy Orbison--Monument
MECCA	Gene Pitney--Musicor
MEMPHIS	Lonnie Mack--Fraternity
MICKEY'S MONKEY	Miracles--Tamla
MOCKING BIRD	Inez Fox--Symbol
THE MONKEY TIME	Major Lance--Okeh
MORE	Kai Winding--Verve
MR. BASS MAN	Johnny Cymbal--Kapp
#1 MY BOYFRIEND'S BACK	Angels--Smash
MY COLORING BOOK	Kitty Kallen--RCA Victor
MY DAD	Paul Peterson--Colpix
THE NIGHT HAS A THOUSAND EYES	Bobby Vee--Liberty
NOT ME	Orlons--Cameo
ON BROADWAY	Drifters--Atlantic
ONE FINE DAY	Chiffons--Laurie
#1 OUR DAY WILL COME	Ruby & the Romantics--Kapp
OUR WINTER LOVE	Bill Pursell--Columbia
PAINTED, TAINTED ROSE	Al Marino--Capitol
*PEPINO	Lou Monte--Reprise
PIPELINE	Chantays--Dot
PRIDE & JOY	Marvin Gaye--Tamla
PUFF, THE MAGIC DRAGON	Peter, Paul & Mary--Warner Bros.
REVEREND MR. BLACK	Kingston Trio--Capitol
RING OF FIRE	Johnny Cash--Columbia
RHYTHM OF THE RAIN	Cascades--Valiant
RUBY BABY	Dion--Columbia
SALLY, GO ROUND THE ROSES	Jaynetts--Tuff
SEND ME SOME LOVIN'	Sam Cooke--RCA Victor
SHE'S A FOOL	Lesley Gore--Mercury
SINCE I FELL FOR YOU	Lenny Welch--Cadence
#1 SO MUCH IN LOVE	Tymes--Parkway
SOUTH STREET	Orlons--Cameo
STILL	Bill Anderson--Decca
#1 *SUGAR SHACK	Jimmy Gilmer & the Fireballs--Dot
SUKIYAKI	Kyo Sakamoto--Capitol
#1 SURF CITY	Jan & Dean--Liberty
SURFER GIRL	Beach Boys--Capitol
SURFIN' USA	Beach Boys--Capitol
TAKE THESE CHAINS FROM MY HEART	Ray Charles--ABC-Paramount
TALK TO ME	Sunny & the Sunglows--Teardrop
TELL HIM	Exciters--United Artists
THAT SUNDAY, THAT SUMMER	Nat "King" Cole--Capitol
THEN HE KISSED ME	Crystals--Philles
THOSE LAZY HAZY CRAZY DAYS OF SUMMER	Nat "King" Cole--Capitol
TIE ME KANGAROO DOWN, SPORT	Rolf Harris--Epic
20 MILES	Chubby Checker--Parkway
TWO FACES HAVE I	Lou Christie--Roulette
TWO LOVERS	Mary Wells--Motown
WALKING PROUD	Steve Lawrence--Columbia
WALKING THE DOG	Rufus Thomas--Stax
A WALKIN' MIRACLE	Essex--Roulette
#1 WALK LIKE A MAN	4 Seasons--VeeJay
#1 *WALK RIGHT IN	Rooftop Singers--Vanguard
WASHINGTON SQUARE	Village Stompers--Epic
WATERMELON MAN	Mongo Santamaria--Battle

WHAT WILL MY MARY SAY  
 WIGGLE WOBBLE  
 WILD WEEKEND  
 WIPE OUT  
 WIVES & LOVERS  
 WONDERFUL! WONDERFUL  
 YOU CAN'T SIT DOWN  
 YOU DON'T HAVE TO BE A BABY TO CRY  
 (YOU'RE THE ) DEVIL IN DISGUISE  
 YOU'VE REALLY GOT A HOLD ON ME  
 YOU'RE THE REASON I'M LIVING  
 ZIP-A-DEE-DOO-DAH

Johnny Mathis--Columbia  
 Les Cooper--Everlast  
 Rebels--Swan  
 Surfaris--Dot  
 Jack Jones--Kapp  
 Tymes--Parkway  
 Dovells--Parkway  
 Caravelles--Smash  
 Elvis Presley--RCA Victor  
 Miracles--Tamla  
 Bobby Darin--Capitol  
 Bob B. Soxx & the Blue Jeans--Phillies

1964

ABAGAIL BEECHER  
 AIN'T THAT LOVING YOU BABY  
 AS USUAL  
 BABY I NEED YOUR LOVING  
 #1 BABY LOVE  
 BAD TO ME  
 BECAUSE  
 BITS & PIECES  
 BREAD & BUTTER  
 CALIFORNIA SUN  
 #1 \*CAN'T BUY ME LOVE  
 CAN'T YOU SEE THAT SHE'S MINE  
 #1 CHAPEL OF LOVE  
 CHUG-A-LUG  
 C'MON & SWIM  
 COME A LITTLE BIT CLOSER  
 #1 COME SEE ABOUT ME  
 COTTON CANDY  
 DAISY PETAL PICKIN'  
 DANCE, DANCE, DANCE  
 DANCING IN THE STREET  
 DANG ME  
 DAWN  
 DEAD MAN'S CURVE  
 DIANE  
 #1 DOMINIQUE  
 DON'T LET THE RAIN COME DOWN  
 (CROOKED LITTLE MAN)  
 DON'T LET THE SUN CATCH YOU CRYING  
 DON'T THROW YOUR LOVE AWAY  
 THE DOOR IS STILL OPEN TO MY HEART  
 DO WAH DIDDY DIDDY  
 DO YOU LOVE ME  
 DO YOU WANT TO KNOW A SECRET  
 DRAG CITY  
 EVERYBODY KNOWS  
 #1 \*EVERYBODY LOVES SOMEBODY  
 A FOOL NEVER LEARNS  
 FORGET HIM  
 442 GLENWOOD AVENUE  
 FUN, FUN, FUN  
 FUNNY  
 FUNNY GIRL  
 \*THE GIRL FROM IPANEMA  
 GLAD ALL OVER  
 GOOD NEWS  
 GOOD TIMES  
 #1 \*A HARD DAY'S NIGHT  
 HAVE I THE RIGHT?  
 HAUNTED HOUSE  
 #1 HELLO, DOLLY!

Freddie Cannon--Warner Bros.  
 Elvis Presley--RCA Victor  
 Brenda Lee--Decca  
 4 Tops--Motown  
 Supremes--Motown  
 Billy J. Kramer--Imperial  
 Dave Clark 5--Epic  
 Dave Clark 5--Epic  
 Newbeats--Hickory  
 Rivieras--Riviera  
 Beatles--Capitol  
 Dave Clark 5--Epic  
 Dixie Cups--Red Bird  
 Roger Miller--Smash  
 Bobby Freeman--Autumn  
 Jay & the Americans--United Artists  
 Supremes--Motown  
 Al Hirt--RCA Victor  
 Jimmy Gilmer & the Fireballs--Dot  
 Beach Boys--Capitol  
 Martha & the Vandellas--Gordy  
 Roger Miller--Smash  
 4 Seasons--Philips  
 Jan & Dean--Liberty  
 Bachelors--London  
 Singing Nun--Philips  
 Serendipity Singers--Philips  
 Gerry & the Pacemakers--Laurie  
 Searchers--Kapp  
 Dean Martin--Reprise  
 Manfred Mann--Ascot  
 Dave Clark 5--Epic  
 Beatles--VerJay  
 Jan & Dean--Liberty  
 Dave Clark 5--Epic  
 Dean Martin--Reprise  
 Andy Williams--Columbia  
 Bobby Rydell--Cameo  
 Pixies 3--Mercury  
 Beach Boys--Capitol  
 Joe Hinton--Backbeat  
 Barbra Streisand--Columbia  
 Stan Getz & Astrud Gilberto--Verve  
 Dave Clark 5--Epic  
 Sam Cooke--RCA Victor  
 Sam Cooke--RCA Victor  
 Beatles--Capitol  
 Honeycombs--Interphon  
 Gene Simmons--Hi  
 Louis Armstrong--Kapp

- HEY, BOBBA NEEDLE  
 HEY LITTLE COBRA  
 HI HEEL SNEAKERS  
 #1 THE HOUSE OF THE RISING SUN  
 HOW DO YOU DO IT?  
 #1 I GET AROUND  
 I LIKE IT  
 I'LL KEEP YOU SATISFIED  
 AND I LOVE HER  
 I LOVE YOU MORE & MORE EACH DAY  
 I'M GONNA BE STRONG  
 I'M INTO SOMETHING GOOD  
 IN THE MISTY MOONLIGHT  
 INVISIBLE TEARS  
 I ONLY WANT TO BE WITH YOU  
 IT HURTS TO BE IN LOVE  
 IT'S OVER  
 #1 \*I WANT TO HOLD YOUR HAND + I SAW HER  
 STANDING THERE  
 I WANT TO HOLD YOUR HAND + HELLO, DOLLY  
 JAVA  
 (JUST LIKE) ROMEO & JULIET  
 KEEP ON PUSHING  
 KISSIN' COUSINS  
 LAST KISS  
 #1 LEADER OF THE PACK  
 LET IT BE ME  
 LITTLE BOXES  
 LITTLE CHILDREN  
 LITTLE HONDA  
 THE LITTLE OLD LADY FROM PASADENA  
 LOUIE, LOUIE  
 #1 LOVE ME DO  
 LOVE ME WITH ALL YOUR HEART  
 THE MATADOR  
 MATCHBOX  
 MAYBE I KNOW  
 MAYBELLINE  
 MEMPHIS  
 MIDNIGHT MARY  
 MIXED-UP, SHOOK-UP GIRL  
 MONEY  
 MOUNTAIN OF LOVE  
 #1 MR. LONELY  
 MY BOY LOLLIPOP  
 #1 MY GUY  
 MY HEART BELONGS TO ONLY YOU  
 MY HEART CRIES FOR YOU  
 NAVY BLUE  
 NEEDLES & PINS  
 THE NITTY GRITTY  
 NO PARTICULAR PLACE TO GO  
 OUT OF LIMITS  
 PEOPLE  
 PEOPLE SAY  
 THE PINK PANTHER THEME  
 PLEASE PLEASE ME  
 PRETTY PAPER  
 PRETTY WOMAN  
 POPSICLES & ICICLES  
 P. S. I LOVE YOU  
 PUPPY LOVE  
 QUICKSAND  
 #1 \*RAG DOLL  
 REMEMBER (WALKIN' IN THE SAND)  
 RIGHT OR WRONG  
 #1 RINGO  
 RONNIE  
 RULES OF LOVE  
 Chubby Checker--Parkway  
 Rip Chords--Columbia  
 Tommy Tucker--Checker  
 Animals--MGM  
 Gerry & the Pacemakers--Laurie  
 Beach Boys--Capitol  
 Gerry & the Pacemakers--Laurie  
 Billy J. Kramer--Imperial  
 Beatles--Capitol  
 Al Martino--Capitol  
 Gene Pitney--Musicor  
 Herman's Hermits--MGM  
 Jerry Wallace--Challenge  
 Ray Conniff Singers--Columbia  
 Dusty Springfield--Philips  
 Gene Pitney--Musicor  
 Roy Orbison--Monument  
 Beatles--Capitol  
 Boston Pops--RCA Victor  
 Al Hirt--RCA Victor  
 Reflections--Golden World  
 Impressions--ABC-Paramount  
 Elvis Presley--RCA Victor  
 J. Frank Wilson & the Cavaliers--Josie  
 Shangri-La's--Red Bird  
 Betty Everett & Jerry Butler--VeeJay  
 Pete Seeger--Columbia  
 Billy J. Kramer--Imperial  
 Hondells--Mercury  
 Jan & Dean--Liberty  
 Kingsmen--Wand  
 Beatles--Tollie  
 Ray Charles Singers--Command  
 Major Lance--Okch  
 Beatles--Capitol  
 Lesley Gore--Mercury  
 Johnny Rivers--Imperial  
 Johnny Rivers--Imperial  
 Joey Powers--Amy  
 Patty & the Embiems--Herald  
 Kingsmen--Wand  
 Johnny Rivers--Imperial  
 Bobby Vinton--Epic  
 Millie Small--Smash  
 Mary Wells--Motown  
 Bobby Vinton--Epic  
 Ray Charles--ABC-Paramount  
 Diane Renay--20th Century Fox  
 Searchers--Kapp  
 Shirley Ellis--Congress  
 Chuck Berry--Chess  
 Marketts--Warner Bros.  
 Barbra Streisand--Columbia  
 Dixie Cups--Red Bird  
 Henry Mancini & Orch.--RCA Victor  
 Beatles--VeeJay  
 Roy Orbison--Monument  
 Roy Orbison--Monument  
 Murmaids--Chattahoochee  
 Beatles--Tollie  
 Barbara Lewis--At lantic  
 Martha & the Vandellas--Gordy  
 4 Seasons--Philips  
 Shangri-La's--Red Bird  
 Ronnie Dove--Diamond  
 Lorne Greene--RCA Victor  
 4 Seasons--Philips  
 Orleans--Cameo

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|---------------------------------------|---|
| SAVE IT FOR ME                        | 4 Seasons--Philips                        |
| SAY YOU                               | Ronnie Dove--Diamond                      |
| SELFISH ONE                           | Jackie Ross--Chess                        |
| SHE'S A WOMAN                         | Beatles--Capitol                          |
| #1 *SHE LOVES YOU                     | Beatles--Swan                             |
| SHE'S NOT THERE                       | Zombies--Parrot                           |
| SHE'S THE ONE                         | Chartbusters--Mutual                      |
| SHOOPI SHOOPI SONG                    | Betty Evrett--VeeJay                      |
| SOFTLY, AS I LEAVE YOU                | Frank Sinatra--Reprise                    |
| SOME DAY WE'RE GONNA LOVE AGAIN       | Searchers--Kapp                           |
| STAY                                  | 4 Seasons--Philips                        |
| STOP & THINK IT OVER                  | Dale & Grace--Montel                      |
| A SUMMER SONG                         | Chad Stuart & Jeremy Clyde--World Artists |
| SURFIN' BIRD                          | Trashmen--Carrett                         |
| SUSPICION                             | Terry Stafford--Crusader                  |
| TALK BACK TREMBLING LIPS              | Johnny Tillotson--MGM                     |
| TALKING ABOUT MY BABY                 | Impressions--ABC-Paramount                |
| TELL ME WHY                           | Bobby Vinton--Epic                        |
| THAT'S THE WAY BOYS ARE               | Lesley Gore--Mercury                      |
| #1 THERE! I'VE SAID IT AGAIN          | Bobby Vinton--Epic                        |
| TIME IS ON MY SIDE                    | Rolling Stones--London                    |
| TOBACCO ROAD                          | Nashville Teens--London                   |
| TODAY                                 | New Christy Minstrels--Columbia           |
| TRA LA LA LA SUZY                     | Jan & Dean--Rust                          |
| TWIST & SHOUT                         | Beatles--Tollie                           |
| UM, UM, UM, UM, UM, UM                | Major Lance--Okeh                         |
| UNDER THE BOARDWALK                   | Drifters--Atlantic                        |
| WALK, DON'T RUN '64                   | Ventures--Dolton                          |
| WALK ON BY                            | Dionne Warwick--Scepter                   |
| THE WAY YOU DO THE THINGS YOU DO      | Temptations--Gordy                        |
| WE'LL SING IN THE SUNSHINE            | Gale Garnett--RCA Victor                  |
| WHAT KIND OF FOOL (DO YOU THINK I AM) | Tams--ABC-Paramount                       |
| WHEN I GROW UP TO BE A MAN            | Beach Boys--Capitol                       |
| WHEN THE LOVE LIGHT STARTS SHINING    |   |
| THROUGH HIS EYES                      | Supremes--Motown                          |
| #1 WHERE DID OUR LOVE GO              | Supremes--Motown                          |
| WHISPERING                            | Nino Temp & April Stevens--Atco           |
| WHITE ON WHITE                        | Danny Williams--United Artists            |
| WISHIN' N' HOPIN'                     | Dusty Springfield--Philips                |
| WIVES & LOVERS                        | Jack Jones--Kapp                          |
| THE WORLD I USED TO KNOW              | Jimmy Rodgers--Dot                        |
| #1 A WORLD WITHOUT LOVE               | Peter & Gordon--Capitol                   |
| YOU DON'T OWN ME                      | Lesley Gore--Mercury                      |
| YOU REALLY GOT ME                     | Kinks--Reprise                            |
| YOU'RE A WONDERFUL ONE                | Marvin Gaye--Tamla                        |

1965

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|-----------------------------------|-------------------------------------|
| ACTION                            | Freddie Cannon--Warner Bros.        |
| AIN'T THAT PECULIAR               | Marvin Gaye--Tamla                  |
| ALL I REALLY WANT TO DO           | Cher--Atco                          |
| ALL OF THE DAY & ALL OF THE NIGHT | Kinks--Reprise                      |
| AMEN                              | Impressions--ABC-Paramount          |
| "... AND ROSES & ROSES"           | Andy Williams--Columbia             |
| ANY WAY YOU WANT IT               | Dave Clark 5--Epic                  |
| AS TEARS GO BY                    | Marianne Faithfull--London          |
| BABY DON'T GO                     | Sonny & Cher--Reprise               |
| BABY I'M YOURS                    | Barbara Lewis--Atlantic             |
| BABY THE RAIN MUST FALL           | Glenn Yarborough--RCA Victor        |
| #1 BACK IN MY ARMS AGAIN          | Supremes--Motown                    |
| THE BIRDS & THE BEES              | Jewel Akins--Era                    |
| THE BOY FROM NEW YORK CITY        | Ad Libs--Blue Cat                   |
| BUMBLE BEE                        | Searchers--Kapp                     |
| CALIFORNIA GIRLS                  | Beach Boys--Capitol                 |
| CAN'T YOU HEAR MY HEARTBEAT       | Herman's Hermits--MGM               |
| CARA MIA                          | Jay & the Americans--United Artists |

CAST YOUR FATE TO THE WIND	Sounds Orchestral--Parkway
CATCH US IF YOU CAN	Dave Clark 5--Epic
THE CLAPPING SONG	Shirley Ellis--Congress
COME HOME	Dave Clark 5--Epic
CONCRETE & CLAY	Eddie Rambeau--Dynovoice
COUNT ME IN	Gary Lewis & the Playboys--Liberty
CRYING IN THE CHAPEL	Elvis Presley--RCA Victor
DEAR HEAR	Andy Williams--Columbia
DEAR HEAR	Jack Jones--Kapp
DON'T THINK TWICE	Wonder Who?--Philips
DO THE CLAM	Elvis Presley--RCA Victor
DO THE FREDDIE	Freddie & the Dreamers--Mercury
DOWN IN THE BOONDOCKS	Billy Joe Royal--Columbia
#1 *DOWNTOWN	Petula Clark--Warner Bros.
DO YOU BELIEVE IN MAGIC	Lovin' Spoonful--Kama Sutra
DO YOU WANNA DANCE?	Beach Boys--Capitol
#1 *8 DAYS A WEEK	Beatles--Capitol
ENGINE, ENGINE #9	Roger Miller--Smash
ENGLAND SWINGS	Roger Miller--Smash
#1 EVE OF DESTRUCTION	Barry McGuire--Dunhill
EVERYBODY LOVE A CLOWN	Gary Lewis & the Playboys--Liberty
EVERYONE'S GONE TO THE MOON	Johnathan King--Parrot
FANCY PANTS	Al Hirt--RCA Victor
FERRY ACROSS THE MERSEY	Gerry & the Pacemakers--Laurie
FEVER	McCoys--Bang
FOR LOVIN' ME	Peter, Paul & Mary--Warner Bros.
FOR YOUR LOVE	Yardbirds--Epic
#1 GAME OF LOVE	Wayne Fontana & the Mindbenders--Fontana
#1 GET OFF MY CLOUD	Rolling Stones--London
GIVE HIM A GREAT BIG KISS	Shangri-La's--Red Bird
GOIN' OUT OF MY HEAD	Little Anthony & the Imperials--DCP
GOLDFINGER	Shirley Bassey--United Artists
GOLDFINGER	Billy Strange & Orch.--Crescendo
GO NOW	Moody Blues--London
GOT TO GET YOU OFF OF MY MIND	Solomon Burke--Atlantic
#1 HANG ON SLOOPY	McCoys--Bang
HANG ON SLOOPY	Ransey Lewis Trio--Cadet
HEART FULL OF SOUL	Yardbirds--Epic
HEART OF STONE	Rolling Stones--London
#1 *HELP	Beatles--Capitol
#1 HELP ME RHONDA	Beach Boys--Capitol
HOLD ME, THRILL ME, KISS ME	Mel Carter--Imperial
HOLD WHAT YOU'VE GOT	Joe Tex--Dial
HOUSTON	Dean Martin--Reprise
HOW SWEET IT IS (TO BE LOVED BY YOU)	Marvin Gaye--Tamla
HURT SO BAD	Little Anthony & the Imperials--DCP
HUSH, HUSH, SWEET CHARLOTTE	Pattie Page--Columbia
I CAN NEVER GO HOME ANY MORE	Shangri-Las--Red Bird
#1 I CAN'T HELP MYSELF	4 Tops--Motown
*I FEEL FINE	Beatles--Capitol
IF I RULED THE WORLD	Tony Bennett--Columbia
I GO TO PIECES	Peter & Gordon--Capitol
I GOT YOU (I FEEL GOOD)	James Brown--King
#1 *I GOT YOU BARE	Sonny & Cher--Atco
#1 I HEAR A SYMPHONY	Supremes--Motown
I KNOW A PLACE	Petula Clark--Warner Bros.
I KO I KO	Dixie Cups--Red Bird
I LIKE IT LIKE THAT	Dave Clark 5--Epic
I'LL BE DOGGONE	Marvin Gaye--Tamla
I'LL BE THERE	Gerry & the Pacemakers--Laurie
I'LL NEVER FIND ANOTHER YOU	Seekers--Capitol
I'M A FOOL	Dino, Desi & Billy--Reprise
#1 *I'M HENRY THE VIII, I AM	Herman's Hermits--MGM
#1 I'M TELLING YOU NOW	Freddie & the Dreamers--Tower
I'M YOURS	Elvis Presley--RCA Victor
THE "IN" CROWD	Dobie Gray--Charger

THE "IN" CROWD  
 IN THE MIDNIGHT HOUR  
 IT AIN'T ME BABE  
 IT'S GONNA BE ALRIGHT  
 IT'S GROWING  
 IT'S NOT UNUSUAL  
 IT'S THE SAME OLD SONG  
 I WILL  
 THE JERK  
 JUST A LITTLE  
 JUST A LITTLE BIT BETTER  
 JUST ONCE IN MY LIFE  
 THE JOLLY GREEN GIANT  
 KEEP ON DANCING  
 KEEP ON SEARCHIN'  
 KING OF THE ROAD  
 LAST CHANCE TO TURN AROUND  
 THE LAST TIME  
 LAUGH AT ME  
 LAUGH, LAUGH  
 LEMON TREE  
 LET'S HANG ON  
 LET'S LOCK THE DOOR (& THROW AWAY  
 THE KEY)  
 LIAR, LIAR  
 LIKE A ROLLING STONE  
 LITTLE THINGS  
 LONG LONELY NIGHTS  
 LOOK OF LOVE  
 LOVE POTION #9  
 \*A LOVER'S CONCERTO  
 LOVIN' PLACE  
 MAKE ME YOUR BABY  
 MAKE THE WORLD GO AWAY  
 MARIE  
 #1 MR. TAMBOURINE MAN  
 #1 \*MRS. BROWN YOU'VE GOT A LOVELY DAUGHTER  
 #1 \*MY GIRL  
 MY LOVE FORGIVE ME (AMORE, SCUSAMI)  
 THE NAME GAME  
 NOWHERE TO RUN  
 ONE HAS MY NAME  
 ONE KISS FOR OLD TIME'S SAKE  
 1-2-3  
 OOO BABY BABY  
 #1 OVER & OVER  
 PAPA'S GOT A BRAND NEW BAG  
 PAPER TIGER  
 PASS ME BY  
 POSITIVELY 4TH STREET  
 PUPPET ON A STRING  
 QUEEN OF THE HOUSE  
 THE RACE IS ON  
 REAL LIVE GIRL  
 RED ROSES FOR A BLUE LADY  
 RED ROSES FOR A BLUE LADY  
 RED ROSES FOR A BLUE LADY  
 REELIN' & ROCKIN'  
 RESCUE ME  
 RUN, BABY, RUN  
 #1 \*SATISFACTION  
 SAVE YOUR HEART FOR ME  
 SHAKE  
 7TH SON  
 SHIA LA LA  
 SHE'S ABOUT A MOVER  
 SHOTGUN  
 SILHOUETTES  
 Ramsey Lewis Trio--Argo  
 Wilson Pickett--Atlantic  
 Turtles--White Whale  
 Gerry & the Pacemakers--Laurie  
 Temptations--Gordy  
 Tom Jones--Parrot  
 4 Tops--Motown  
 Dean Martin--Reprise  
 Larks--Money  
 Beau Brummels--Autumn  
 Herman's Hermits--MGM  
 Righteous Bros--Phillies  
 Kingsmen--Wand  
 Gentrys--MGM  
 Del Shannon--Amy  
 Roger Miller--Smash  
 Gene Pitney--Musicor  
 Rolling Stones--London  
 Sonny--Atco  
 Beau Brummells--Autumn  
 Trini Lopez--Reprise  
 4 Seasons--Philips  
 Jay & the Americans--United Artists  
 Castaways--Soma  
 Bob Dylan--Columbia  
 Bobby Goldsboro--United Artists  
 Bobby Vinton--Epic  
 Lesley Gore--Mercury  
 Searchers--Kapp  
 Toys--DynoVoice  
 Gale Garnett--RCA Victor  
 Barbara Lewis--Atlantic  
 Eddy Arnold--RCA Victor  
 Bachelors--London  
 Byrds--Columbia  
 Herman's Hermits--MGM  
 Temptations--Gordy  
 Robert Goulet--Columbia  
 Shirley Ellis--Congress  
 Martha & the Vandellas--Gordy  
 Barry Young--Dot  
 Ronnie Dove--Diamond  
 Len Barry--Decca  
 Miracles--Tamla  
 Dave Clark 5--Epic  
 James Brown--King  
 Sue Thompson--Hickory  
 Peggy Lee--Capitol  
 Bob Dylan--Columbia  
 Elvis Presley--RCA Victor  
 Jody Miller--Capitol  
 Jack Jones--Kapp  
 Steve Alaimo--ABC-Paramount  
 Bert Kaempfert--Decca  
 Vic Dana--Dolton  
 Wayne Newton--Capitol  
 Dave Clark 5--Epic  
 Fontella Bass--Checker  
 Newbeats--Hickory  
 Rolling Stones--London  
 Gary Lewis & the Playboys--Liberty  
 Sam Cooke--RCA Victor  
 Johnny Rivers--Imperial  
 Manfred Mann--Ascot  
 Sir Douglas Quintet--Tribe  
 Jr. Walker & the All Stars--Soul  
 Herman's Hermits--MGM



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|----|-----------------------------------|---------------------------------------|
|    | SOME ENCHANTED EVENING            | Jay & the Americans--United Artists   |
| #1 | STOP! IN THE NAME OF LOVE         | Supremes--Motown                      |
|    | (SUCH AN) EASY QUESTION           | Elvis Presley--RCA Victor             |
|    | SUGAR LIPS                        | Albert--RCA Victor                    |
|    | SUNDAY & ME                       | Jay & the Americans--United Artists   |
|    | SUNSHINE, LOLLIPOPS & RAINBOWS    | Lesley Gore--Mercury                  |
|    | A TASTE OF HONEY                  | Herb Alpert & his T. J. B. --A & M    |
| #1 | THIS DIAMOND RING                 | Gary Lewis & the Playboys--Liberty    |
| #1 | TICKET TO RIDE                    | Beatles--Capitol                      |
|    | TIRED OF WAITING FOR YOU          | Kinks--Reprise                        |
|    | TOO MANY RIVERS                   | Brenda Lee--Decca                     |
|    | TREAT HER RIGHT                   | Roy Head--Back Beat                   |
|    | TRUE LOVE WZYS                    | Peter & Gordon--Capitol               |
| #1 | TURN! TURN! TURN!                 | Byrds--Columbia                       |
|    | TWINE TIME                        | Alvin Cash & the Registers--Mar-V-Lus |
|    | UNCHAINED MELODY                  | Righteous Bros. --Phillies            |
|    | WALK AWAY                         | Matt Monro --Liberty                  |
|    | A WALK IN THE BLACK FOREST        | Horst Jankowski--Mercury              |
|    | THE WEDDING                       | Julie Rodgers--Mercury                |
|    | WHAT HAVE THEY DONE TO THE RAIN?  | Searchers--Kapp                       |
|    | WHAT THE WORLD NEEDS NOW IS LOVE  | Jackie DeShannon--Imperial            |
|    | WHAT'S NEW PUSSYCAT?              | Tom Jones--Parrot                     |
|    | WHIPPED CREAM                     | Herb Alpert's T. J. B. --A & M        |
|    | WILLOW WEEP FOR ME                | Chad & Jeremy-- World Artists         |
|    | *WOOLY BULLY                      | Sam the Sham & the Pharoahs--MGM      |
|    | WONDERFUL WORLD                   | Herman's Hermits--MGM                 |
|    | YEH, YEH                          | Georgie Faine--Imperial               |
|    | YES, I'M READY                    | Barbara Mason--Capitol                |
| #1 | *YESTERDAY                        | Beatles--Capitol                      |
|    | YOU'RE THE ONE                    | Vogues--Co & Co                       |
|    | YOU TURN ME ON                    | Ian Whitcomb--Tower                   |
|    | YOU'VE GOT TO HIDE YOUR LOVE AWAY | Silkie--Fontana                       |
|    | YOU'VE GOT YOUR TROUBLES          | Fortunes--Press                       |
| #1 | YOU'VE LOST THAT LOVIN' FEELING   | Righteous Bros. --Phillies            |
|    | YOU WERE MADE FOR ME              | Freddie & the Dreamers--Tower         |
|    | YOU WERE ON MY MIND               | We 5--A & M                           |

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|----|-----------------------------|--|
|    | AIN'T TOO PROUD TO BEG      | Temptations--Gordy                     |
|    | ALL THAT I AM + SPINOUT     | Elvis Presley--RCA Victor              |
|    | ALONG COMES MARY            | Association--Valiant                   |
|    | AS TEARS GO BY              | Rolling Stones--London                 |
|    | ATTACK                      | Toys--DynoVoice                        |
|    | AT THE SCENE                | Dave Clark 5--Epic                     |
|    | B-A-B-Y                     | Carla Thomas--Stax                     |
|    | BABY SCRATCH MY BACK        | Slim Harpo--Excello                    |
| #1 | *BALLAD OF THE GREEN BERETS | S/Sgt. Barry Sadler--RCA Victor        |
|    | BANG BANG                   | Cher--Imperial                         |
|    | BARBARA ANN                 | Beach Boys--Capitol                    |
|    | BAREFOOTIN'                 | Robert Parker--Nola                    |
|    | BATMAN THEME                | Marketts--Warner Bros.                 |
|    | BEAUTY'S ONLY SKIN DEEP     | Temptations--Gordy                     |
|    | BLACK IS BLACK              | Los Bravos--Press                      |
|    | BLOWIN' IN THE WIND         | Stevie Wonder--Tamla                   |
|    | BORN A WOMAN                | Sandy Posey--MGM                       |
|    | BORN FREE                   | Roger Williams --Kapp                  |
|    | BUS STOP                    | Hollies--Imperial                      |
|    | CALIFORNIA DREAMIN'         | Mamas & Papas--Dunhill                 |
|    | CALL ME                     | Chris Montez--A & M                    |
|    | THE CHEATER                 | Bob Kuban & the In-Men--Musicland, USA |
| #1 | *CHERISH                    | Association--Valiant                   |
|    | CHERRY, CHERRY              | Neil Diamond--Bang                     |
|    | COMING ON STRONG            | Brenda Lee--Decca                      |
|    | COOL JERK                   | Capitols--Karen                        |
|    | CRY                         | Ronnie Dove--Diamond                   |

- CRYING TIME  
 DANDY  
 DAYDREAM  
 #1 \*DAY TRIPPER + WE CAN WORK IT OUT  
 DEVIL WITH A BLUE DRESS ON & GOOD GOLLY  
 MISS MOLLY  
 DID YOU EVER HAVE TO MAKE UP YOUR MIND?  
 DIRTY WATER  
 DON'T BRING ME DOWN  
 DON'T MESS WITH BILL  
 DOUBLE SHOT (OF MY BABY'S LOVE)  
 THE DUCK  
 EBB TIDE  
 8 MILES HIGH  
 ELEANOR RIGBY  
 ELUSIVE BUTTERFLY  
 THE FIFE PIPER  
 5 O'CLOCK WORLD  
 FLOWERS ON THE WALL  
 GET READY  
 GLORIA  
 GO AWAY LITTLE GIRL  
 GOING TO A GO-GO  
 #1 GOOD LOVIN'  
 GOOD VIBRATIONS  
 GREEN GRASS  
 A GROOVY KIND OF LOVE  
 GUANTANAMERA  
 HANKY PANKY  
 HAVE YOU SEEN YOUR MOTHER BABY,  
 STANDING IN THE SHADOWS  
 A HAZY SHADE OF WINTER  
 HE  
 HOLY COW  
 HOMEWARD BOUND  
 HOORAY FOR HAZEL  
 HOW DOES THAT GRAB YOU DARLIN'?  
 HUNGRY  
 I AM A ROCK  
 I COULDN'T LIVE WITHOUT YOUR LOVE  
 I FOUGHT THE LAW  
 IF I WERE A CARPENTER  
 (I KNOW) I'M LOSING YOU  
 I'M A ROAD RUNNER  
 I'M READY FOR LOVE  
 I'M SO LONESOME I COULD CRY  
 IT'S A MAN'S MAN'S MAN'S WORLD  
 I'VE GOT YOU UNDER MY SKIN  
 JENNY TAKE A RIDE  
 THE JOKER WENT WILD  
 JUST LIKE ME  
 KICKS  
 LADY GODIVA  
 LAND OF 1,000 DANCES  
 #1 \*LAST TRAIN TO CLARKSVILLE  
 LIES  
 #1 \*LIGHTNING STRIKES  
 LIKE A BABY  
 LI'L RED RIDING HOOD  
 LISTEN PEOPLE  
 LITTLE GIRL  
 LITTLE LATIN LUPE LU  
 LITTLE MAN  
 LOVE IS A HURTIN' THING  
 LOVE MAKES THE WORLD GO 'ROUND  
 A LOVER'S CONCERTO  
 A LOVER'S CONCERTO  
 MAGIC TOWN  
 Ray Charles --ABC-Paramount  
 Herman's Hermit --MGM  
 Lovin' Spoonful --Kama Sutra  
 Beatles -- Capitol  
 Mitch Ryder & the Detroit Wheels --New Voice  
 Lovin' Spoonful --Kama Sutra  
 Standells --Tower  
 Animals --MGM  
 Marvellettes --Tamla  
 Swingin' Medallions --Sinash  
 Jackie Lee --Mirwood  
 Righteous Bros. --Phillies  
 Byrds --Columbia  
 Beatles --Capitol  
 Bob Lind --World Pacific  
 Dynatoncs --H-B  
 Vogues --Co & Ce  
 Statler Bros. --Columbia  
 Temptations --Gordy  
 Shadows of Knight --Dunwich  
 Happenings --B. T. Puppy  
 Miracles --Tamla  
 Young Rascals -- Atlantic  
 Beach Boys --Capitol  
 Gary Lewis & the Playboys --Liberty  
 Mindbenders --Fontana  
 Sandpipers --A & M  
 Tommy James & the Shondells --Roulette  
 Rolling Stones --London  
 Simon & Garfunkel --Columbia  
 Righteous Bros. --Verve  
 Lee Dorsey --Amy  
 Simon & Garfunkel --Columbia  
 Tommy Roe --ABC  
 Nancy Sinatra --Reprise  
 Paul Revere & the Raiders --Columbia  
 Simon & Garfunkel --Columbia  
 Petula Clark -- Warner Bros.  
 Bobby Fuller 4 --Mustang  
 Bobby Darin --Atlantic  
 Temptations --Gordy  
 Jr. Walker & the All Stars --Soul  
 Martha & the Vandellas --Gordy  
 B. J. Thomas & the Tri. mphs --Scepter  
 James Brown --King  
 4 Seasons --Philips  
 Mitch Ryder & the Detroit Wheels --New Voice  
 Brian Hyland --Philips  
 Paul Revere & the Raiders --Columbia  
 Paul Revere & the Raiders --Columbia  
 Peter & Gordon --Capitol  
 Wilson Pickett --Atlantic  
 Monkees --Colgems  
 Knickerbockers --Challenge  
 Lou Christie --MGM  
 Len Barry --Decca  
 Sam the Sham & the Pharoahs --MGM  
 Herman's Hermits --MGM  
 Syndicate of Sound --Bell  
 Mitch Ryder & the Detroit Wheels --New Voice  
 Sonny & Cher --Atco  
 Lou Rawls --Capitol  
 Deon Jackson --Carla  
 Sarah Vaughn --Mercury  
 Mrs. Miller --Capitol  
 Vogues --Co & Ce

	MAMA	B. J. Thomas--Scepter
	MELLOW YELLOW	Donovan--Epic
	THE MEN IN MY LITTLE GIRL'S LIFE	Mike Douglas--Epic
	MESSAGE TO MICHAEL	Dionne Warwick--Scepter
#1	*MONDAY, MONDAY	Mamas & Papas--Dunhill
	THE MORE I SEE YOU	Chris Montez--A & M
	MOTHER'S LITTLE HELPER	Rolling Stones--London
	A MUST TO AVOID	Herman's Hermits--MGM
	MY HEART'S SYMPHONY	Gary Lewis & the Playboys--Liberty
	MY LOVE	Petula Clark--Warner Bros.
	MY WORLD IS EMPTY WITHOUT YOU	Supremes--Motown
	19TH NERVOUS BREAKDOWN	Rolling Stones--London
#1	*96 TEARS	? & the Mysterians--Cameo
	NO MATTER WHAT SHAPE	T-Bones--Liberty
	NOTHING'S TOO GOOD FOR MY BABY	Stevie Wonder--Tamla
	*NOWHERE MAN	Beatles--Capitol
	OH HOW HAPPY	Shades of Blue--Impact
	ONE TRACK MIND	Knickerbockers--Challenge
	OPUS 17 (DON'T WORRY ABOUT ME)	4 Seasons--Philips
	OVER UNDER SIDEWAYS DOWN	Yardbirds--Epic
#1	PAINT IT, BLACK	Rolling Stones--London
#1	*PAPERBACK WRITER	Beatles--Capitol
	PIED PIPER	Crispian St. Peter--Jamie
	A PLACE IN THE SUN	Stevie Wonder--Tamla
#1	POOR SIDE OF TOWN	Johnny Rivers--Imperial
	PSYCHOTIC REACTION	Count 5--Double Shot
	RAIN ON THE ROOF	Lovin' Spoonful--Kama Sutra
	RAINY DAY WOMEN #12 & 35	Bob Dylan--Columbia
#1	REACH OUT I'LL BE THERE	4 Tops--Motown
	RED RUBBER BALL	Circle--Columbia
	SECRET AGENT MAN	Johnny Rivers--Imperial
	SEE SEE RIDER	Eric Burdon & the Animals--MGM
	SEE YOU IN SEPTEMBER	Happenings--B. T. Puppy
	SHAPES OF THINGS	Yardbirds--Epic
	SHE'S JUST MY STYLE	Gary Lewis & the Playboys--Liberty
	A SIGN OF THE TIMES	Petula Clark--Warner Bros.
	634-5789	Wilson Pickett--Atlantic
	STOP STOP STOP	Hollies--Imperial
	SOLITARY MAN	Neil Diamond--Bang
	SOMEWHERE MY LOVE	Ray Conniff Singers--Columbia
#1	*THE SOUNDS OF SILENCE	Simon & Garfunkel--Columbia
#1	STRANGERS IN THE NIGHT	Frank Sinatra--Reprise
	SUGAR TOWN	Nancy Sinatra--Reprise
#1	*SUMMER IN THE CITY	Lovin' Spoonful--Kama Sutra
	SUMMERTIME	Billy Stewart--Chess
	THE SUN AIN'T GONNA SHINE	Walker Bros.--Smash
	*SUNNY	Bobby Hebb--Philips
	SUNNY AFTERNOON	Kinks--Reprise
#1	SUNSHINE SUPERMAN	Donovan--Epic
	SURE GONNA MISS HER	Gary Lewis & the Playboys--Liberty
	SWEET PEA	Tommy Roe--ABC-Paramount
	SWEET TALKIN' GUY	Chiffons--Laurie
	THAT'S LIFE	Frank Sinatra--Reprise
#1	*THESE BOOTS ARE MADE FOR WALKIN'	Nancy Sinatra--Reprise
	THEY'RE COMING TO TAKE ME AWAY, HA-HA!	Napolcon XIV--Warner Bros.
	THIS DOOR SWINGS BOTH WAYS	Herman's Hermits--MGM
	THIS OLD HEART OF MINE	Isely Bros.--Tamla
	TIME	Pozo-Seco Singers--Columbia
	TIME WON'T LET ME	Outsiders--Capitol
	TRAINS & BOATS & PLANES	Dionne Warwick--Scepter
	TRY TOO HARD	Dave Clark 5--Epic
	TURN DOWN DAY	Circle--Columbia
	UPTIGHT	Stevie Wonder--Tamla
	WALK AWAY RENEE	Left Banke--Smash
	WALKIN' MY CAT NAMED DOG	Norina Tanega--New Voice
	A WELL-RESPECTED MAN	Kinks--Reprise
	WHAT BECOMES OF THE BROKEN-HEARTED	Jimmy Ruffin--Soul
	WHAT NOW MY LOVE (SPANISH FLEA)	Herb Alpert's T. J. B.--A & M
#1	*WHEN A MAN LOVES A WOMAN	Percy Sledge--Atlantic

	WHEN LIKING TURNS TO LOVING	Ronnie Dove--Diamond
	WHO AM I	Petula Clark--Warner Bros.
	*WILD THING	Trogs--Atco + Fontana
#1	*WINCHESTER CATHEDRAL	New Vaudville Band--Fontana
	WIPE OUT	Surfaris--Dot
	WOMAN	Peter & Gordon--Capitol
	WORKING IN THE COAL MINE	Lee Dorsey--Amy
	WORKING MY WAY BACK TO YOU	4 Seasons--Philips
	THE WORK SONG	Herb Alpert's Tijuana Brass--A & M
	WOULDN'T IT BE NICE	Beach Boys--Capitol
	*YELLOW SUBMARINE	Beatles--Capitol
	YOU BABY	Turtles--White Whale
	YOU CAN'T HURRY LOVE	Supremes--Motown
	YOU DIDN'T HAVE TO BE SO NICE	Lovin' Spoonful--Kama Sutra
	YOU DON'T HAVE TO SAY YOU LOVE ME	Dusty Springfield--Philips
#1	YOU KEEP ME HANGING ON	Supremes--Motown
	YOUNGER GIRL	Critters--Kapp
#1	*(YOU'RE MY) SOUL & INSPIRATION	Righteous Bros. --Verve
	ZORBA THE GREEK + TIJUANA TAXI	Herb Alpert's T. J. B. --A & M

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	ALFIE	Dionne Warwick--Scepter
	ALL I NEED IS YOU	Temptations--Gordy
#1	*ALL YOU NEED IS LOVE	Beatles--Capitol
	APPLES, PEACHES, PUMPKIN PIE	Jay & the Techniques--Smash
	*BABY I LOVE YOU	Aretha Franklin--Atlantic
	BABY, I NEED YOUR LOVIN'	Johnny Rivers--Imperial
	THE BEAT GOES ON	Sonny & Cher--Atco
	BERNADETTE	4 Tops--Motown
	BOOGALOO DOWN BROADWAY	Fantastic Johnny C. --Phil-LA of Soul
	BROWN EYED GIRL	Van Morrison --Bang
	CAN'T TAKE MY EYES OFF YOU	Frankie Valli--Philips
	CARRIE-ANN	Hollies--Epic
	CLOSE YOUR EYES	Peaches & Herb--Date
	C'MON MARIANNE	4 Seasons--Philips
	COLD SWEAT	James Brown & His Famous Flames--King
	COLOR MY WORLD	Petula Clark--Warner Bros.
	*COME BACK WHEN YOU GROW UP	Bobby Vee & the Strangers--Liberty
	COME ON DOWN TO MY BOAT	Every Mother's Son--MGM
	COMING HOME SOLDIER	Bobby Vinton--Epic
	DANDELION	Rolling Stones--London
#1	*DAYDREAM BELIEVER	Monkees--Colgems
	DEDICATED TO THE ONE I LOVE	Mama's & Papa's--Dunhill
	DING DONG THE WITCH IS DEAD	5th Estate--Jubilee
	DON'T SLEEP IN THE SUBWAY	Petula Clark--Warner Bros.
	DON'T YOU CARE	Buckinghams--Columbia
	EVERLASTING LOVE	Robert Knight--Rising Sons
	EXPRESSWAY TO YOUR HEART	Soul Survivors--Crimson
	FOR WHAT IT'S WORTH	Buffalo Springfield--Atco
	FUNKY BROADWAY	Wilson Pickett--Atlantic
	GEORGY GIRL	Seekers--Capitol
	GETTIN' TOGETHER	Tommy James & the Shondells--Roulette
	GET ON UP	Esquires--Bunky
	GIMME LITTLE SIGN	Brenton Wood--Double Shot
	GIMME SOME LOVIN'	Spencer Davis Group--United Artists
	A GIRL LIKE YOU	Young Rascals--Atlantic
	GIRL, YOU'LL BE A WOMAN SOON	Neil Diamond--Bang
	GOOD THING	Paul Revere & the Raiders--Columbia
	GREEN, GREEN GRASS OF HOME	Tom Jones--Parrot
#1	*GROOVIN'	Young Rascals--Atlantic
#1	THE HAPPENING	Supremes--Motown
#1	HAPPY TOGETHER	Turtles--White Whale
	HELLO GOODBYE	Beatles--Capitol
	HEY BABY (THEY'RE PLAYING OUR SONG)	Buckinghams--Columbia
	HIGHER & HIGHER	Jackie Wilson--Brunswick

- HOLIDAY  
HIM OR ME--WHAT'S IT GONNA BE?  
HOW CAN I BE SURE?  
THE HUNTER GETS CAPTURED BY THE GAME  
I CAN SEE FOR MILES  
I DIG ROCK AND ROLL MUSIC  
I GOT RHYTHM  
I HAD A DREAM  
I HAD TOO MUCH TO DREAM LAST NIGHT  
I HEARD IT THROUGH THE GRAPEVINE
- #1 \*I'M A BELIEVER  
I'M WONDERING  
IN AND OUT OF LOVE
- #1 \*INCENSE AND PEPPERMINTS  
I NEVER LOVED A MAN THE WAY I LOVE YOU  
I SAY A LITTLE PRAYER  
I SECOND THAT EMOTION  
I THINK WE'RE ALONE NOW  
IT MUST BE HIM  
I WAS MADE TO LOVE HER  
JACKSON  
JIMMY MACK  
KEEP THE BALL ROLLIN'  
KENTUCKY WOMAN
- #1 KIND OF A DRAG  
KNIGHT IN RUSTY ARMOUR  
LAZY DAY  
LET'S LIVE FOR TODAY
- #1 \*THE LETTER
- #1 LIGHT MY FIRE  
LIGHTNING'S GIRL  
(THE LIGHT'S WENT OUT IN) MASSACHUSETTS  
LIKE AN OLD TIME MOVIE  
\*A LITTLE BIT ME, A LITTLE BIT YOU  
\*LITTLE BIT O'SOUL  
LITTLE OLE MAN  
LOVE IS HERE AND NOW YOU'RE GONE  
LOVIN' YOU  
MAKING EVERY MINUTE COUNT  
MERCY, MERCY, MERCY  
MERCY, MERCY, MERCY  
MIRAGE  
MUSIC TO WATCH GIRLS BY  
MY CUP RUNNETH OVER  
NASHVILLE CATS  
A NATURAL WOMAN  
NEVER MY LOVE  
98, 6
- #1 \*ODE TO BILLY JOE  
ON A CAROUSEL  
AN OPEN LETTER TO MY TEENAGE SON  
OUT OF THE BLUE
- #1 \*PENNY LANE  
PEOPLE ARE STRANGE  
\*PLEASANT VALLEY SUNDAY  
PLEASE LOVE ME FOREVER  
PRETTY BALLERINA  
\*THE RAIN, THE PARK & OTHER THINGS  
REFLECTIONS  
RELEASE ME (AND LET ME LOVE AGAIN)
- #1 \*RESPECT
- #1 RUBY TUESDAY + LET'S SPEND THE NIGHT  
TOGETHER  
SAN FRANCISCO NIGHTS  
SAN FRANCISCO  
SHE'D RATHER BE WITH ME  
SHE'S MY GIRL  
SILENCE IS GOLDEN
- Bee Gees--Atco  
Paul Revere & the Raiders--Columbia  
Young Rascals--Atlantic  
Marvellettes--Tamla  
Who--Decca  
Peter, Paul & Mary--Warner Bros.  
Happenings--B. T. Puppy  
Paul Revere & the Raiders--Columbia,  
Electric Prunes--Reprise  
Gladys Knight & the Pips--Soul  
Monkees--Colgems  
Stevie Wonder--Tamla  
Supremes--Motown  
Strawberry Alarm Clock--Uni  
Aretha Franklin--Atlantic  
Dionne Warwick--Scepter  
Smokey Robinson & the Miracles--Tamla  
Tommy James & the Shondells--Roulette  
Vikki Carr--Liberty  
Stevie Wonder--Tamla  
Nancy Sinatra & Lee Hazelwood--Reprise  
Martha & the Vandellas--Gordy  
Jay & the Techniques--Smash  
Neil Diamond--Bang  
Buckinghams--USA  
Peter & Gordon--Capitol  
Spanky & Our Gang--Mercury  
Grassroots--Dunhill  
Box Tops--Mala  
Doors--Elektra  
Nancy Sinatra--Reprise  
Bee Gees--Atco  
Scott McKenzie--Ode  
Monkees--Colgems  
Music Explosion--Laurie  
Bill Cosby--Warner Bros.  
Supremes--Motown  
Bobby Darin--Atlantic  
Spanky & Our Gang--Mercury  
Buckinghams--Columbia  
Cannonball Adderly--Capitol  
Tommy James & the Shondells--Roulette  
Bob Crewe Generation--DyvoVoice  
Ed Ames--RCA Victor  
Lovin' Spoonful--Kama Sutra  
Aretha Franklin--Atlantic  
Association--Warner Bros.  
Keith--Mercury  
Bobbie Gentry--Capitol  
Hollies--Imperial  
Victor Lundberg--Liberty  
Tommy James & the Shondells--Roulette  
Beatles--Capitol  
Doors--Elektra  
Monkees--Colgems  
Bobby Vinton--Epic  
Left Banke--Smash  
Cowsills--MGM  
Supremes--Motown  
Engelbert Humperdinck--Parrot  
Aretha Franklin--Atlantic
- Rolling Stones--London  
Eric Burdon & the Animals--MGM  
Scott McKenzie--Ode  
Turtles--White Whale  
Turtles--White Whale  
Tremeloes--Epic

	SINGLE GIRL	Sandy Posey--Atlantic
	*SNOOPY VS. THE RED BARON	Royal Guardsmen--Laurie
	SOCK IT TO ME-BABY!	Mitch Ryder & the Detroit Wheels--New Voice
	SOMEBODY TO LOVE	Jefferson Airplane--RCA Victor
	STAND BY ME	Spyder Turner--MGM
	STANDING IN THE SHADOWS OF LOVE	4 Tops--Motown
	*STRAWBERRY FIELDS FOREVER	Beatles--Capitol
	SOCIETY'S CHILD	Janis Ian--Verve
#1	*SOMETHIN' STUPID	Nancy & Frank Sinatra--Reprise
	SOUL FINGER	Bar-Kays--Volt
	*SOUL MAN	Sam & Dave--Stax
	SUNDAY WILL NEVER BE THE SAME	Spanky & Our Gang--Mercury
	SWEET SOUL MUSIC	Arthur Conely--Atco
	TELL IT LIKE IT IS	Aaron Neville--Parlo
	TELL IT TO THE RAIN	4 Seasons--Philips
	THEN YOU CAN TELL ME GOODBYE	Casinos--Fraternity
	THERE IS A MOUNTAIN	Donovan--Epic
	THERE'S A KIND OF A HUSH	Herman's Hermits--MGM
	THIS IS MY SONG	Petula Clark--Warner Bros.
#1	*TO SIR, WITH LOVE	Lulu--Epic
	THE TRACKS OF MY TEARS	Johnny Rivers--Imperial
	UP UP & AWAY	5th Dimension--Jubilee
	WATCH THE FLOWERS GROW	4 Seasons--Philips
	(WE AIN'T GOT) NOTHIN' YET	Blues Magoos--Mercury
	WESTERN UNION	5 Americans--Abnak
	WHITE RABBIT	Jefferson Airplane--RCA Victor
	A WHITER SHADE OF PALE	Procol Harum--Deram
	WILD HONEY	Beach Boys--Capitol
#1	WINDY	Association--Atlantic
	WORDS	Monkees--Colgems
	WORDS OF LOVE	Mamas & Papas--Dunhill
	YOU BETTER SIT DOWN KIDS	Cher--Imperial
	YOU GOT WHAT IT TAKES	Dave Clark 5--Epic
	YOU'RE MY EVERYTHING	Temptations--Gordy
	YOUR PRECIOUS LOVE	Marvin Gaye & Tammi Terrell--Tamla

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	*ABRAHAM, MARTIN & JOHN	Dion--Laurie
	AIN'T NOTHING LIKE THE REAL THING	Marvin Gaye & Tammi Terrell--Tamla
	AIN'T NO WAY	Aretha Franklin--Atlantic
	ALICE LONG	Tommy Boyce & Bobby Hart--A & M
	ALL ALONG THE WATCHTOWER	Jimi Hendrix Experience--Reprise
	ANGEL OF THE MORNING	Merilee Rush & the Turnabouts--Bell
	AUTUMN OF MY LIFE	Bobby Goldsboro--United Artists
	BABY, NOW THAT I'VE FOUND YOU	Foundations--Uni
	THE BALLAD OF BONNIE & CLYDE	Georgie Fame--Epic
	*A BEAUTIFUL MORNING	Rascals--Atlantic
	*BEND ME, SHAPE ME	American Breed--Acta
	*BORN TO BE WILD	Steppenwolf--Dunhill-ABC
	BOTH SIDES NOW	Judy Collins--Elektra
	BOTTLE OF WINE	Fireballs--Atco
	BRING IT ON HOME TO ME	Eddie Floyd--Stax
	*CHAIN OF FOOLS	Aretha Franklin--Atlantic
	CHEWY, CHEWY	Ohio Express-Buddah
	CINNAMON	Derek--Bang
	CLASSICAL GAS	Mason Williams--Warner Bros. -7 Arts
	CLOUD NINE	Temptations--Gordy
	*COWBOYS TO GIRLS	Intruders--Gamble
	*CRY LIKE A BABY	Box Tops--Mala
	DANCE TO THE MUSIC	Sly & the Family Stoned--Epic
	DARLIN'	Beach Boys--Capitol
	DELLAH	Tom Jones--Parrot
	DIFFERENT DRUM	Stoned Ponies--Capitol
#1	*THE DOCK OF THE BAY	Otis Redding--Volt
	DO YOU KNOW THE WAY TO SAN JOSE	Dionne Warwick--Scepter

- DREAM A LITTLE DREAM OF ME  
D. W. WASHBURN  
ELENORE  
THE END OF OUR ROAD  
EVERYTHING THAT TOUCHES YOU  
EYES OF A NEW YORK WOMAN  
\*FIRE  
THE FOOL ON THE HILL  
FOREVER CAME TODAY  
FOR ONCE IN MY LIFE  
FUNKY STREET  
\*GIRL WATCHER  
GOIN' OUT OF MY HEAD, CAN'T TAKE MY  
EYES OFF YOU  
THE GOOD, THE BAD & THE UGLY  
GOODY GOODY GUMDROPS  
#1 \*GRAZING IN THE GRASS  
#1 \*GREEN TAMBOURINE  
#1 \*HARPER VALLEY P. T. A.  
#1 \*HELLO, I LOVE YOU  
HERE COMES THE JUDGE  
#1 \*HEY JUDE : REVOLUTION  
HEY, WESTERN UNION MAN  
HI-HEEL SNEAKERS  
HOLD ME TIGHT  
#1 \*HONEY  
HONEY CHILE  
\*HOOKED ON A FEELING  
\*THE HORSE  
HOW'D WE EVER GET THIS WAY  
HURDY-GURDY MAN  
HUSH  
I CAN TAKE OR LEAVE YOUR LOVING  
I CAN'T STOP DANCING  
I COULD NEVER LOVE ANOTHER  
IF I COULD BUILD MY WHOLE WORLD AROUND  
YOU  
IF I WERE A CARPENTER  
IF YOU CAN WANT  
I GOT THE FEELIN'  
#1 \*I HEARD IT THROUGH THE GRAPEVINE  
I HEARD IT THROUGH THE GRAPEVINE  
\*I LOVE HOW YOU LOVE ME  
I LOVE YOU  
I MET HER IN CHURCH  
INDIAN LAKE  
INDIAN RESERVATION  
\*I SAY A LITTLE PRAYER + HOUSE THAT JACK  
BUILT  
ITCHYCOO PARK  
I THANK YOU  
I'VE GOTTA GET A MESSAGE TO YOU  
I WISH IT WOULD RAIN  
I WONDER WHAT SHE'S DOING TONIGHT  
JENNIFER JUNIPER  
JOURNEY TO THE CENTER OF YOUR MIND  
#1 \*JUDY IN DISGUISE (WITH GLASSES)  
JUMPIN' JACK FLASH  
JUST DROPPED IN (TO SEE WHAT CONDITION  
MY CONDITION WAS IN)  
KISS ME GOODBYE  
\*LADY MADONNA  
\*LADY WILLPOWER  
LA-LA MEANS I LOVE YOU  
LALENA  
LES BICYCLETTES DE BELSIZE  
LICKING STICK  
LIGHT MY FIRE  
Mama Cass--Dunhill-ABC  
Monkees--Colgems  
Turtles--White Whale  
Gladys Knight & the Pips--Soul  
Association--Warner Bros.  
B. J. Thomas--Scepter  
Crazy World of Arthur Brown--Atlantic  
Sergio Mendes & Brasil'66--A & M  
Supremes--Motown  
Stevie Wonder--Tamla  
Arthur Conely--Atco  
O'Kaysions--ABC  
Lettermen--Capitol  
Hugo Montenegro--RCA Victor  
1910 Fruitgum Co.--Buddah  
Hugh Masekela--Uni  
Lemon Pipers--Buddah  
Jeannie C. Riley--Plantation  
Doors--Elektra  
Shorty Long--Soul  
Beatles--Apple  
Jerry Butler--Mercury  
Jose Feliciano--RCA Victor  
Johnny Nash--JAD  
Bobby Goldsboro--United Artists  
Martha Reeves & the Vandellas--Gordy  
B. J. Thomas--Scepter  
Cliff Nobles & Co.--Phil-LA of Soul  
Andy Kim--Steed  
Donovan--Epic  
Deep Purple--Tetragrammaton  
Herman's Hermits--MGM  
Archie Bell & the Drells--Atlantic  
Temptations--Gordy  
Marvin Gaye & Tammi Terrell--Tamla  
4 Tops--Motown  
Smokey Robinson & the Miracles--Tamla  
James Brown--King  
Marvin Gaye--Tamla  
Gladys Knight & the Pips--Soul  
Bobby Vinton--Epic  
People--Capitol  
Box Tops--Mala  
Cowsills--MGM  
Don Fardon--GNP Crescendo  
Aretha Franklin--Atlantic  
Small Faces--Immediate  
Sam & Dave--Stax  
Bee Gees--Atco  
Temptations--Gordy  
Tommy Boyce & Bobby Hart--A & M  
Donovan--Epic  
Amboy Dukes--Mainstream  
John Fred & his Playboy Band--Paula  
Rolling Stones--London  
First Edition--Reprise  
Petula Clark--Warner Bros. -7 Arts  
Beatles--Capitol  
Union Gap--Columbia  
Delfonics--Philly Groove  
Donovan--Epic  
Engelbert Humperdinck--Parrot  
James Brown--King  
Jose Feliciano--RCA Victor

- LIKE TO GET TO KNOW YOU  
 LITTLE ARROWS  
 \*LITTLE GREEN ARROWS  
 THE LOOK OF LOVE  
 #1 \*LOVE CHILD  
 LOVE IS ALL AROUND  
 #1 \*LOVE IS BLUE  
 LOVE MAKES A WOMAN  
 LOVE POWER  
 LOVER'S HOLIDAY  
 LOVIN' SEASON  
 \*MAC ARTHUR PARK  
 MAGIC CARPET RIDE  
 MASTER JACK  
 \*MIDNIGHT CONFESSIONS  
 MIGHTY QUINN (THE ESKIMO)  
 MONTEREY  
 MONY MONY  
 MR. BUSINESSMAN  
 #1 \*MRS. ROBINSON  
 MY BABY MUST BE A MAGICIAN  
 MY SPECIAL ANGEL  
 NEVER GIVE YOU UP  
 NOBODY BUT ME  
 \*1, 2, 3 RED LIGHT  
 OVER YOU  
 PAPA'S GOT A BRAND NEW BAG  
 #1 \*PEOPLE GOT TO BE FREE  
 PICKIN' WILD MOUNTAIN BERRIES  
 PICTURES OF MATCHSTICK MEN  
 PIECE OF MY HEART  
 PLAYBOY  
 PRIVATE NUMBER  
 QUICK JOEY SMALL (RUN JOEY RUN)  
 REACH OUT IN THE DARKNESS  
 SAY IT LOUD (I'M BLACK AND I'M PROUD)  
 SCARBOROUGH FAIR  
 SCARBOROUGH FAIR  
 SEALED WITH A KISS  
 SEE SAW  
 SHAME, SHAME  
 SHAPE OF THINGS TO COME  
 SHE'S A HEARTBREAKER  
 SHE'S LOOKIN' GOOD  
 SHOO-BE-DOO-BE-DOO-DA-DAY  
 \*SIMON SAYS  
 \*SKINNY LEGS AND ALL  
 SKIP A ROPE  
 SKY PILOT  
 \*SLIP AWAY  
 THE SNAKE  
 SOUL COAXING  
 SOUL LIMBO  
 SOUL SERANADE  
 SPECIAL OCCASION  
 SPOOKY  
 STAY IN MY CORNER  
 \*STONED SOUL PICNIC  
 STORMY  
 SUMMERTIME BLUES  
 \*SUNSHINE OF YOUR LOVE  
 SUSAN  
 SUZIE-Q  
 \*(SWEET BABY) SINCE YOU'VE BEEN GONE  
 SWEET BLINDNESS  
 TAKE TIME TO KNOW HER  
 \*(THEME FROM) VALLEY OF THE DOLLS  
 THERE IS  
 Spanky & Our Gang--Mercury  
 Leapy Lee--Decca  
 O. C. Smith--Columbia  
 Sergio Mendes & Brasil '66--A & M  
 Supremes--Motown  
 Troggs--Fontana  
 Paul Mauriat--Philips  
 Barbara Acklin--Brunswick  
 Sandpebbles--Calla  
 Peggy Scott & JoJo Benson--SSS International  
 Gene & Debbie--TRX  
 Richard Harris--Dunhill-ABC  
 Steppenwolf--Dunhill-ABC  
 4 Jacks & A Jill--RCA Victor  
 Grassroots--Dunhill-ABC  
 Manfred Mann--Mercury  
 Eric Burdon & the Animals--MGM  
 Tommy James & the Shondells--Roulette  
 Ray Stevens--Monument  
 Simon & Garfunkel--Columbia  
 Marvellettes--Tamla  
 Vogues--Reprise  
 Jerry Butler--Mercury  
 Human Beinz--Capitol  
 1910 Fruitgum Co. --Buddah  
 Union Gap--Columbia  
 Otis Redding--Atco  
 Rascals--Atlantic  
 Peggy Scott & JoJo Benson--SSS International  
 Status Quo--Cadet Concept  
 Big Brother & the Holding Co. --Columbia  
 Gene & Debby--TRX  
 Judy Clay & William Bell--Stax  
 Kascatz-Katz Singing Orchestral Circus--Buddah  
 Friend & Lover--Verve Forecast  
 James Brown--King  
 Simon & Garfunkel--Columbia  
 Sergio Mendes & Brasil '66--A & M  
 Gary Lewis & the Playboys--Liberty  
 Aretha Franklin--Atlantic  
 Magic Lanterns--Atlantic  
 Max Frost & the Storm Troopers--Tower  
 Gene Pitney--Musicor  
 Wilson Pickett--Atlantic  
 Stevie Wonder--Tamla  
 1910 Fruitgum Co. --Buddah  
 Joe Tex--Dial  
 Henson Cargill--Monument  
 Eric Burdon & the Animals--MGM  
 Clarence Carter--Atlantic  
 Al Wilson--Soul City  
 Raymond Lefevre--4 Corners of the World  
 Booker T & the M. G. 's--Stax  
 Willie Mitchell--Hi  
 Smokey Robinson & the Miracles--Tamla  
 Classics IV--Imperial  
 Dells--Cadet  
 5th Dimension--Soul City  
 Classics IV--Imperial  
 Blue Cheer--Philips  
 Cream--Atco  
 Buckingham--Columbia  
 Creedence Clearwater Revival--Fantasy  
 Aretha Franklin--Atlantic  
 5th Dimension--Soul City  
 Percy Sledge--Atlantic  
 Dionne Warwick--Scepter  
 Dells--Cadet