

W N A X

1 9 4 5

A L B U M



History of WNAX

WNAX is 22 years of age this year.

In December 1922 the Dakota Radio Apparatus Company with E. C. Madsen, founder, and E. O. Walgren, its president, applied to the Secretary of Commerce, Herbert Hoover, for a license to broadcast commercially. In February 1923 the license was granted and the code name WNAX assigned. Each program started with, "This is WNAX, the voice of the Bridge Builders." Many local people went to the studios to perform. Bands from Yankton and near by towns also helped to make up the program. Phonograph records furnished by a local drug store were also used.

In 1926 WNAX was sold to The Gurney Company, and early in 1927 WNAX was moved to its new location in The Gurney Building, broadcasting with two 60-foot windmill towers placed upon the top of the building.

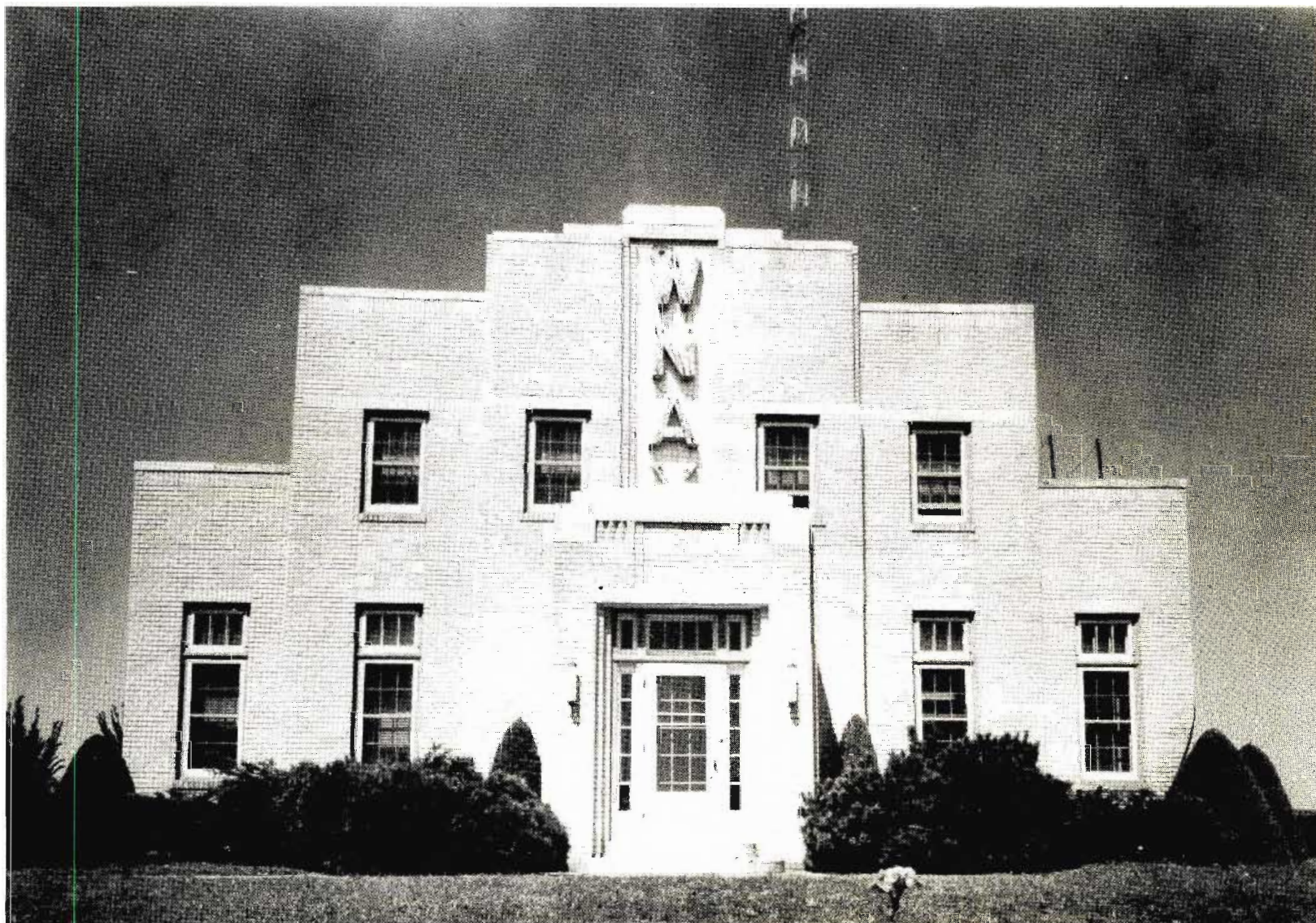
In August 1936 the transmitter station was moved to a new modern building construction on the James River east of the city. A 450-foot tower was built and new and better transmitting equip-

ment installed. The studio auditorium and offices remained in the building up town.

In 1938 Gardner Cowles, Jr., of Des Moines, Iowa, purchased WNAX from The Gurney Company and WNAX Broadcasting Company was formed.

The new owners have continued to improve the station and to enlarge its service to the people of the middle west with special dedications to the cause of agriculture. Full news services both of the Associated Press and United Press were added. The offices and studios in The Gurney Building were modernized. In September 1939 an additional studio was opened in the Orpheum Building in Sioux City, Iowa. In 1940 it began broadcasting the Central Public Markets from studios in the Sioux City Livestock Exchange Building.

In 1943 WNAX completed the construction of the world's tallest radio tower—927 feet. On the first Midwest Farmer Day held on September 4, 1943, WNAX dedicated the world's tallest radio tower as an everlasting tribute to the Midwest Farmer.



WNAX Transmitter House located on the James River 5 miles east of Yankton



Gardner Cowles
President



Don E. Inman
Vice President and
General Manager



James H. Allen
Manager
Promotion Department



Art J. Smith
Manager
Sioux City Studios



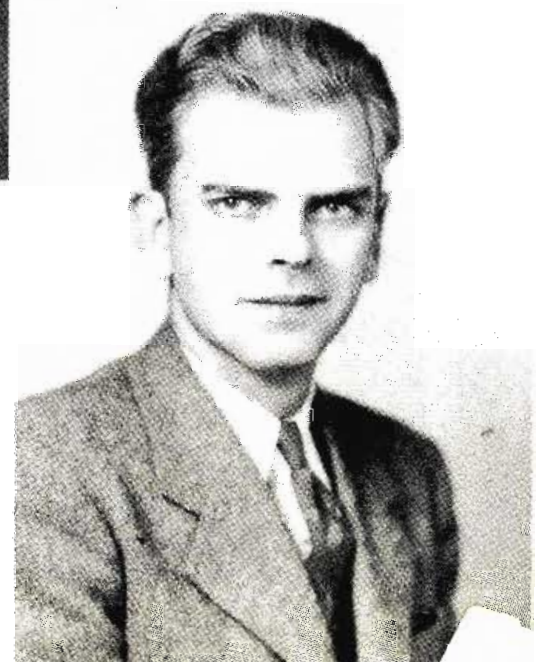
Gene P. Loffler
Program Director



Al Constant
Production Manager



Eleanor Zwifelhofer
Accountant and
Office Manager



Cliff Todd
Chief Engineer

Yankton Office



Neighbor Lady
Department
Mary Ackerman
Wynn Hubler Speece
Eleanor Donnelly



Continuity and Program
Department
Maylou Sullivan
Continuity
Gloria Tammen
Continuity
Ruth Block
Music Department
Kay Clark
Secretary



Beverly Sinovich
Receptionist

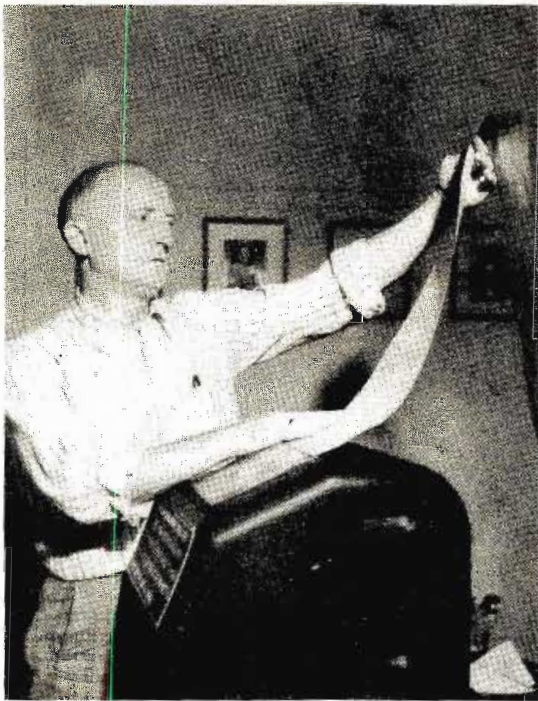
Accounting Department
Marjorie Povondra
Marion Kinney



Promotion and Publicity. Dept. L.2.R. Ursula Smith,
Mrs. Mal Murray, Dorothy Weimers, Betty Cook.



Left Marguerite Mahan, traffic. Bernadine Ahrens,
secretary.



Whitey Larson
News Analyst

Sioux City Personnel



Tom Lathrop
Account Executive



Sioux City News Room

Darlene Beals
Office Secretary

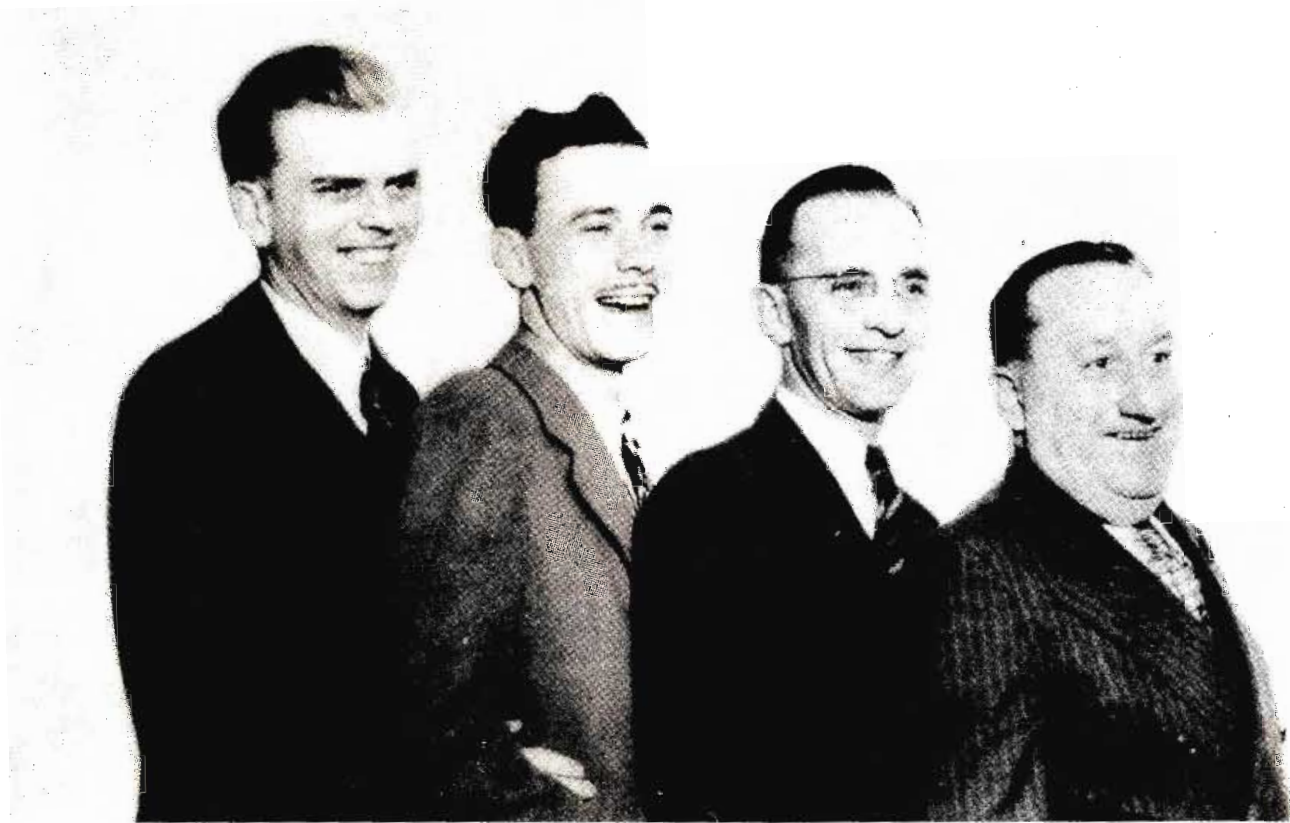
Ed LaGrave
Account Executive



Jim Corbett
News

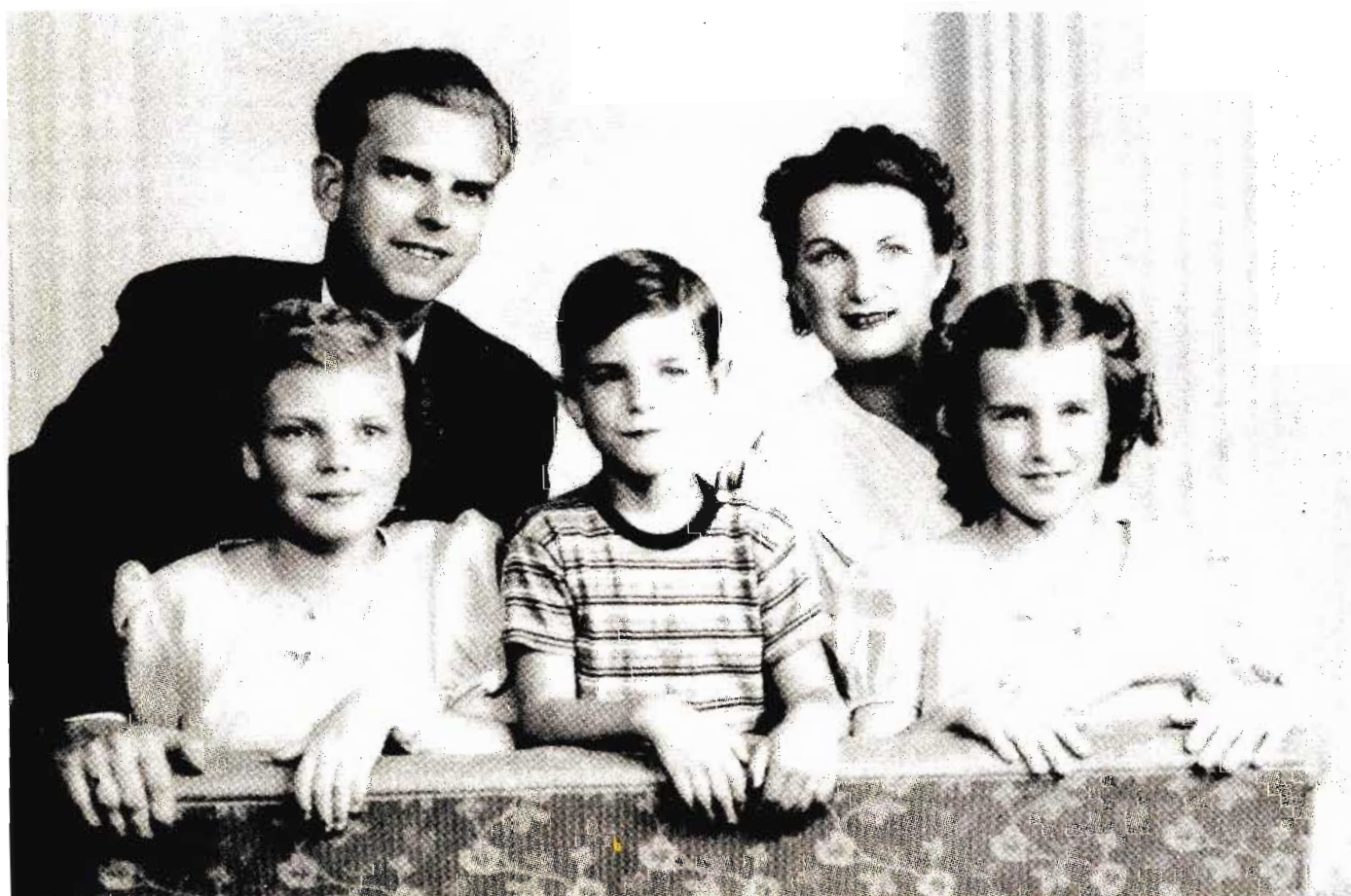


Meet the "Voices" of WNAZ



Al Constant
"Jolly" Joe Martin
Cap Mally
Mal Murray

The Constants
Al and Ethyl
Gwen — Jack — Janet

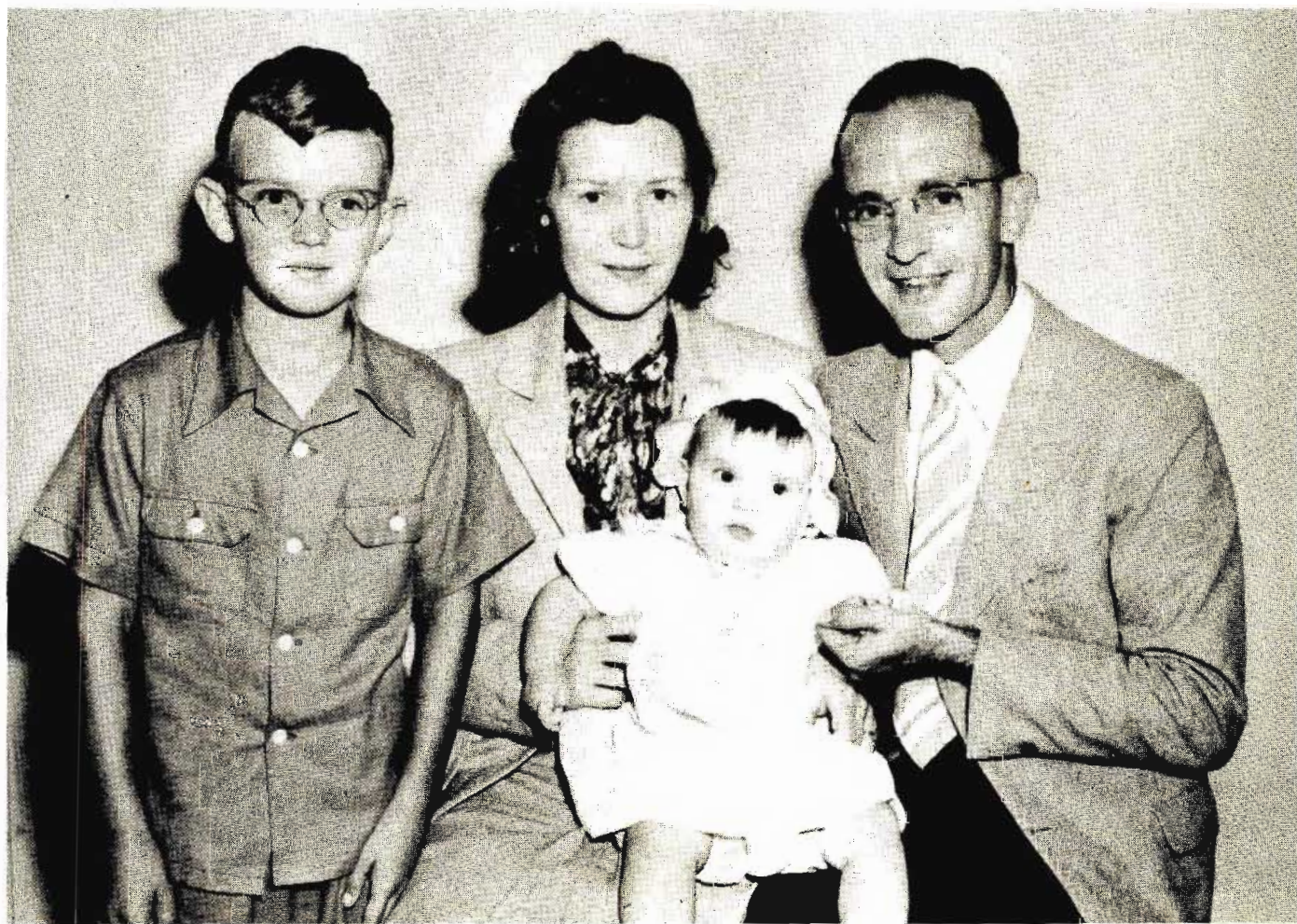




Two-thirds of the Murray family
Mal and Muriel
Daughter Evelyn is employed in Washington, D. C.



The WNAX Newlyweds
"Jolly" Joe and Joyce Martin



The Mally family — including Cap, Dortha, son David and baby daughter Diane

The Novelty Boys and Cora Deane



From Hiawatha, Kansas way, hails Willie Pierson and his sister Cora Deane
Utica, South Dakota lays claim to Dick Klasi and his accordion



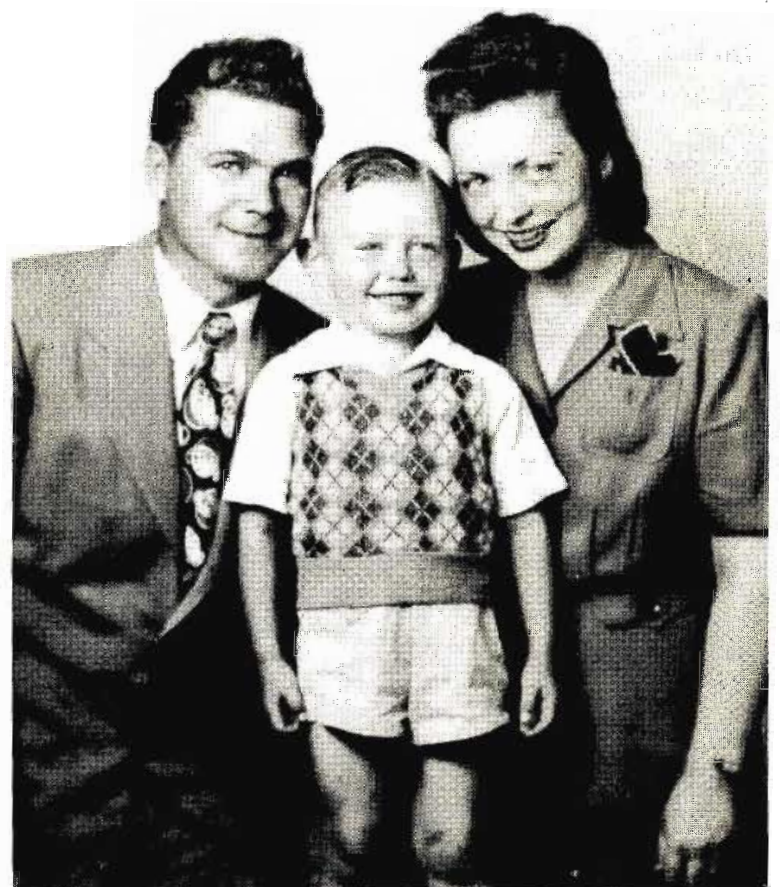
The Early Birds



Upon his Honorable Discharge
from the Army,
Ben and Jessie Norman
returned to their first love, the singing of
Western and old-time favorites. Late in
1944 they began wakening WNAX listen-
ers early each morning with their songs.



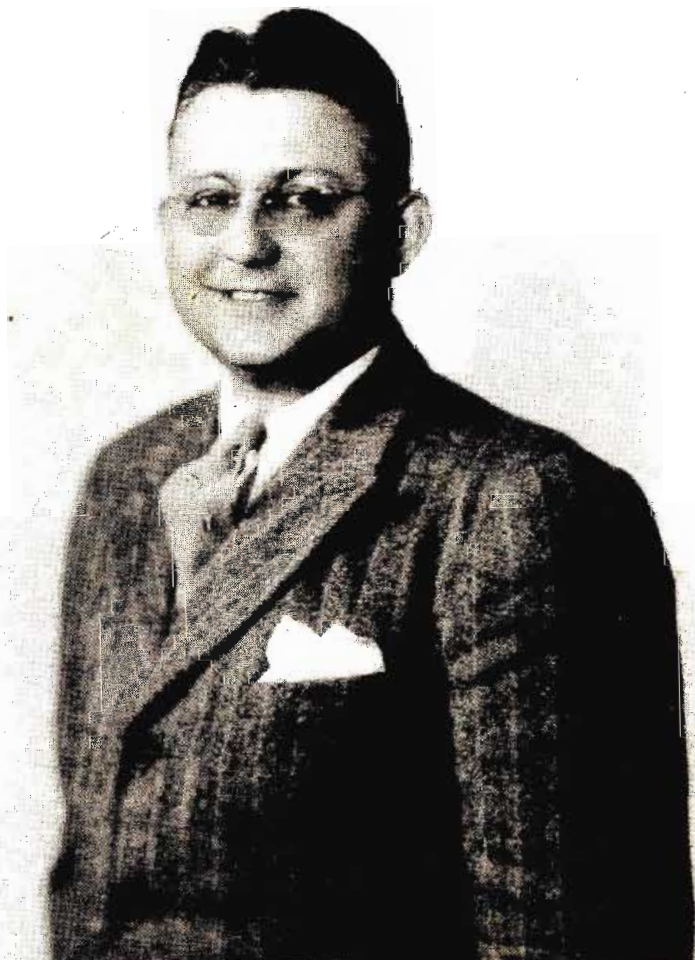
With Little Ben, it shouldn't be long before
the "Musical Normans" will be offering
their hymns, Western Ballads, and Folk
Tunes, in three-part harmony.





Marion Matthews

is equally at home at the piano, the console of the organ, or the novochord, but her favorite is the studio Hammond Electric Organ — and the tunes she likes to play are those which are the favorites of her listeners.



Rex Hayes,

Musical Director, divides his time between playing the Clarinet, Saxophone, Flute, and arranging special musical numbers for "Ramblers." And if that is not enough, he keeps pace with the "Stump-Us" boys and directs the WNAX Bohemian Band.

*Al's
Rhythm
Rangers*



In addition to Al Phillips and his violin, the Rhythm Rangers also include Mark Smith on the bass viol, and singing guitarist, Tex Randall.



The Phillips family
Al, Estelle, Jimmy and Ronny



Happy Jack O'Malley

The "Grand-daddy" of the WNAX staff of entertainers. For 19 years Happy Jack has been giving the people the type of old-time fiddling everybody enjoys.



And here is another member of the O'Malley family, who is well-known to all WNAX listeners — Larry O'Malley. Larry, with his guitar, is now wearing the Blue of the United States Navy.





The WNAX Bohemian Band



**Marge and Betty
The Carson Sisters**

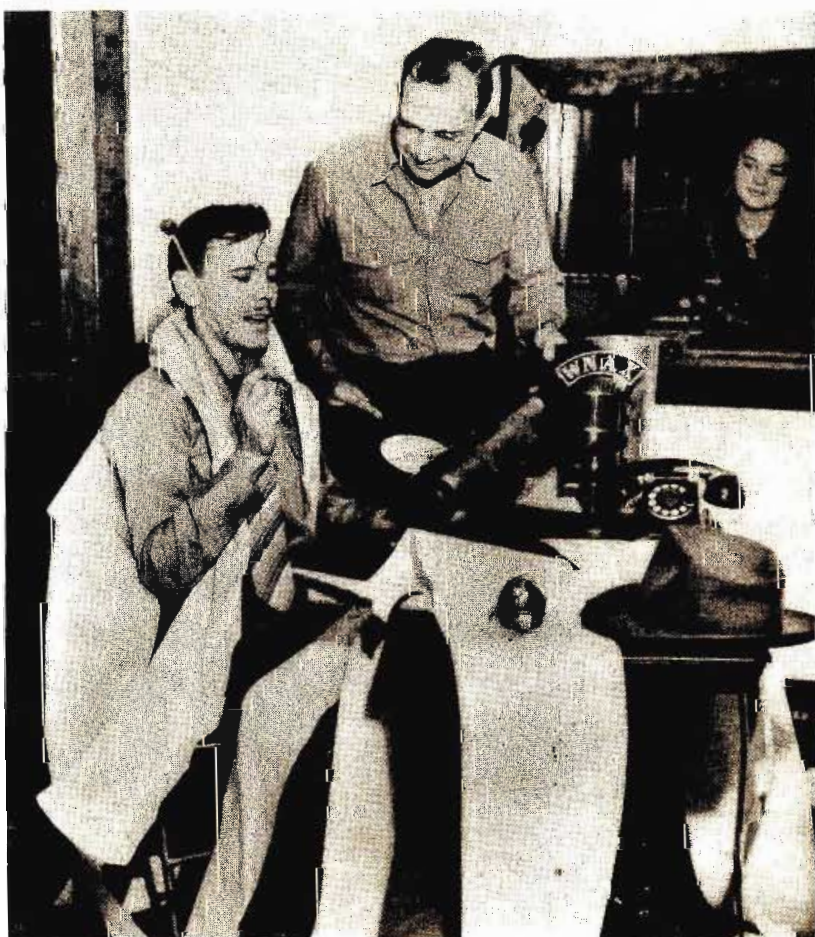
Two little girls from Lewellen, Nebraska,
whose distinctive yodels have made them
WNAX favorites.

Record Breakers



The "Old Prez" himself
Mal Murray

Head man of what will be, to quote Mal, "the world's biggest radio club of its kind," —The Saturday Matinee Club, heard every Saturday afternoon over WNAX.



The life of a Musical Night Editor isn't easy. Even "Jolly Joe at 570" has to call in engineers Bud Sovereign and Mary Held to get him straightened out during his hour and a quarter all request program each night at 10:45 over WNAX.

WMAX Sunday Get-Together



Here are the folks who make the WMAX Sunday Get-Together a vital spot on your radio dial each Sunday afternoon

Your Central Public Markets Are On The Air

Each week day Monday through Friday at 12:15 P. M., three market experts broadcasting from the sixth largest Livestock Market at Sioux City, bring to the WNAX listeners the livestock market reports.

Since 1940 the Broadcast of these experts to the farmers and ranchers has helped them in solving many problems, by pointing out the future of their products and how they could most profitably market them.

Don Cunningham
General Market
Newscaster



Harry Aspleaf
Hog and Sheep Market
Newscaster



Average daily crowds attending the market broadcast. WNAX Studios in the Sioux City Livestock Exchange Bldg.



Hart Jorgensen
Cattle Market Newscaster





Band from "Meet Your Navy" leads the Parade



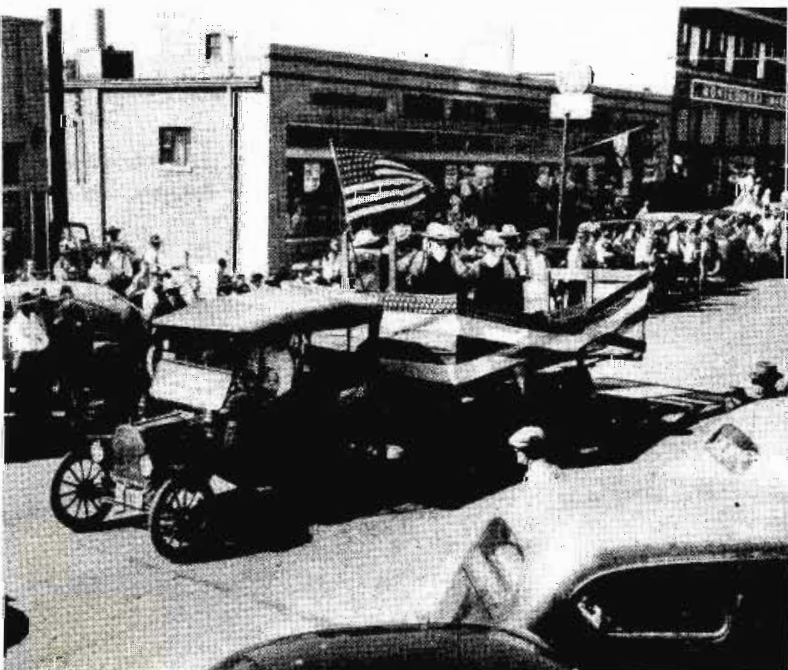
Fleet Admiral William D. Leahy, USN, and Gardner Cowles, Jr.



Aunt Jemima—Johnny Oisen, "Ladies Be Seated"



Rosebud Sioux Indians march in parade



The Yankton Hayshakers



WNAX Sunday Get-together Gang



Gardner Cowles, Jr., Pres. WNAX



Governor M. Q. Sharpe, South Dakota



Governor Ed Thye, Minnesota



Governor Dwight Griswold, Nebraska



Fleet Admiral William D. Leahy, USN



Rear Admiral H. B. Miller, USN



Gardner Cowles, Jr., introduces Fleet Admiral William D. Leahy, USN, on afternoon program.



Fleet Admiral William D. Leahy, USN, presents Navy Cross to Mr. and Mrs. Walter Howard of Cedar Falls, Iowa, parents of Private Stanley Howard, U. S. Marine killed on Soipan.



Read Admiral J. J. (Jocko) Clark, USN
Rear Admiral H. B. Miller, USN



Governor Ed Thye, E. R. Boroff, Governor Dwight Griswold



E. R. Boroff, Don E. Inman, Governor Ed Thye



Fleet Admiral William D. Leahy, USN, Governor Ed Thye, Minnesota, and Gardner Cowles, Jr.



Donald Doud, announcer A.B.C. watches while Governor Ed Thye eats his lunch at the Stadium



Al Constant and Johnny Olsen, "Ladies Be Seated"



"Meet Your Navy" Orchestra gives out



Rear Admiral J. J. (Jocko) Clark, USN, and Rear Admiral H. B. Miller, USN, read the script with Lt. Art Gladd, USNR, writer on "Meet Your Navy"



It was a rough day for the WNAX engineers. Left to right: John Wilson, Cliff Todd, Ed Gurney.



Hundreds of visitors drop in to chat with "Your Neighbor Lady"



"Your Neighbor Lady" interviews five WNAX Scholarship Winners



Jolly Joe Martin with Marge and Betty Carson



"Your Neighbor Lady" presents recipe books to the WNAX Scholarship Winners



Don E. Inman, Vice President, WNAX, greets Mr. and Mrs. Otto Baumhoefner, Welcome Minn., 1943 Typical Midwest Farmer.

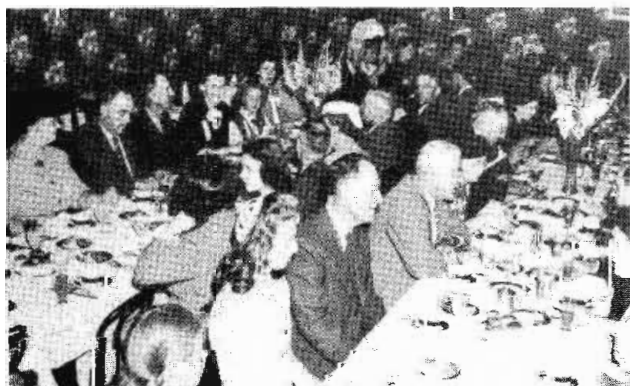
Reception
Dinner
for the
Five Farm
Families,
Sept. 2, 1945



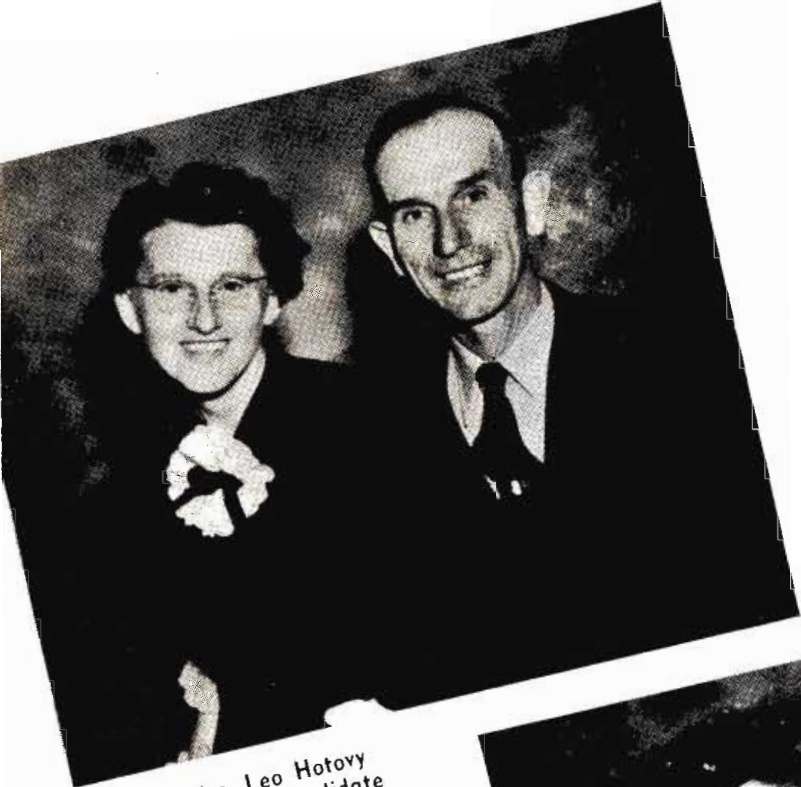
Mr. and Mrs. Anton Ettesvold, Morris, Minn., 1944 Typical Midwest Farmer registers at Hotel Charles Gurney.



Left to right—Lillian Pederson, Mrs. Leo Hotovy, Mrs. John Oeser, Mrs. Clarence Morrison, Mrs. W. J. Asmussen visit in lobby of Hotel Charles Gurney.



Over 70,000 WNAJ Listeners Came to



Mr. and Mrs. Leo Hotovy
Dwight, Nebraska candidate



Mr. and Mrs. Clarence Morrison
Neche, North Dakota candidate



Mr. and Mrs. John Oeser, Westside, Io



Yankton for Midwest Farmer Day



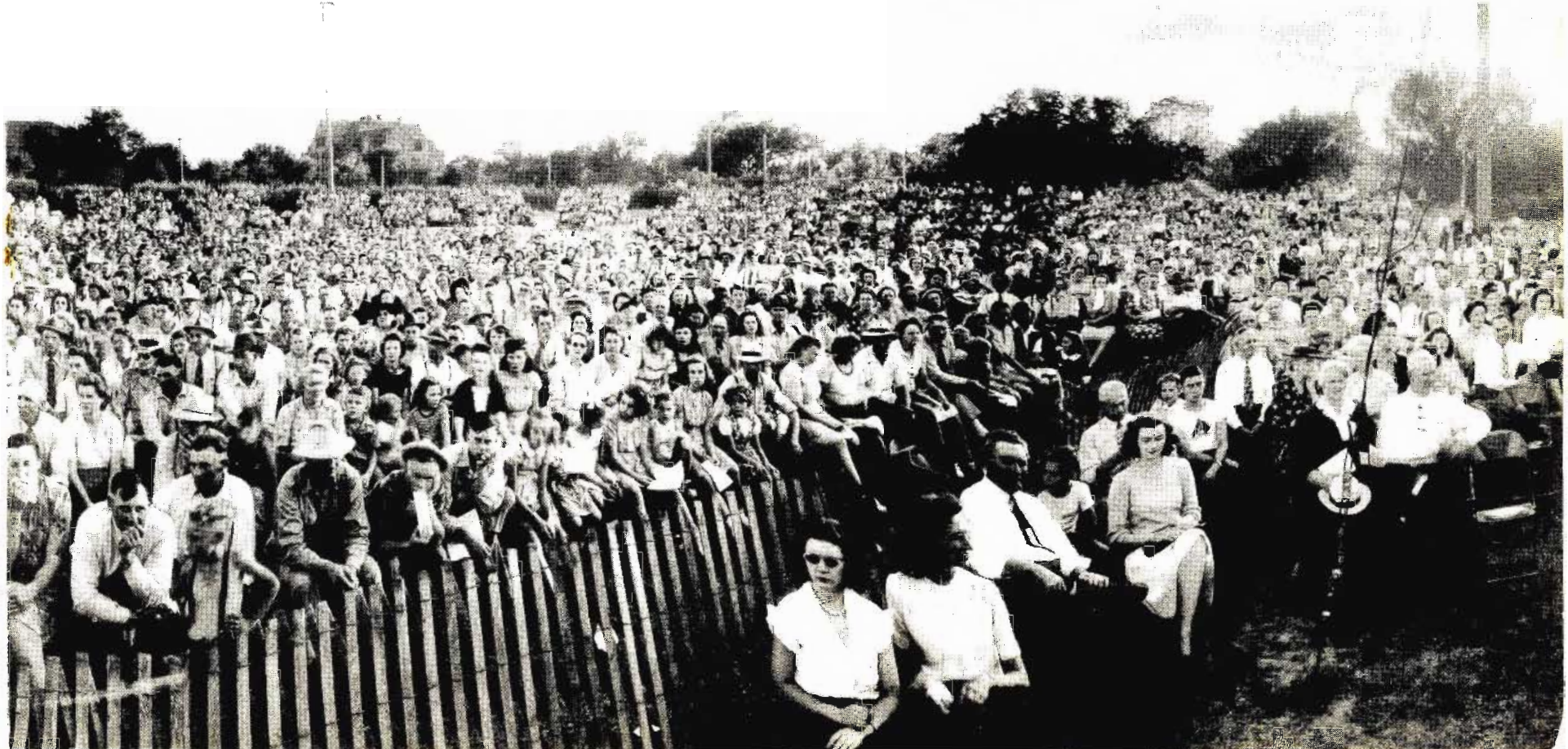
wa, 1945 Typical Midwest Farmer



Mr. and Mrs. W. J. Asmussen
Agar, South Dakota candidate



Mr. Edward A. Pederson and son Oliver
Benson, Minnesota candidate





Left to right: E. R. Boroff, Vice Pres. of the American Broadcasting Co.; Johnny Olsen, emcee, "Ladies Be Seated"; Fleet Admiral William D. Leahy, USN; Rear Admiral J. J. (Jocko) Clark, USN; Rear Admiral H. B. Miller, USN; Gardner Cowles, Jr., President of WNAX. All became Chiefs in the Sioux Indian Tribe.



Chief Kills-in-Sight, Rosebud Sioux



Ben and Jessie Mae Norman



Cap Mally



Jim Corbett



The Novelty Boys and Cora Deane



WNAX Bohemian Band



Al Constant and Gene Loffler



Mal Murray sings



Happy Jack O'Malley



A face full of chocolate pie on "Ladies Be Seated"



WNAX personalities wait their turn



Aunt Jemima, "Ladies Be Seated"



Husband driving contest, "Ladies Be Seated"



Johnny Olsen interviews



Johnny Olsen clowns



Al Constant puts Indian Head Dress on Johnny Olsen



Johnny Olsen selects contestants from audience



Johnny Olsen interviews in audience



Pfc. Cliff Robertson, Sioux Indian Paratrooper, is loaded with gifts on "Ladies Be Seated"



Hulu Hulu Dance



Durward Kirby, Nationally known Network announcer, with "Meet Your Navy"



George B. German and Gene Loffler



Mary Lee, Republic Picture Star, with Ted Weems Orchestra



Ted Weems and Mary Lee



Mal Murray introduces Ted Weems, famed Orchestra Leader



Bobby Beers, S2c, Star of famed Dance Bands, sings



Radio impersonators with "Meet Your Navy"



Jack Kilty, M3c, star of musical "Oklahoma" sings



"Meet Your Navy" Orchestra with Bruce Chase conducting



Negro octette with "Meet Your Navy"



Lt. Herbert Donaldson, Yankton, appeared as guest star with "Meet Your Navy"



Griff Williams, Musical Director, and Jack Stillwell, announcer with "Meet Your Navy"



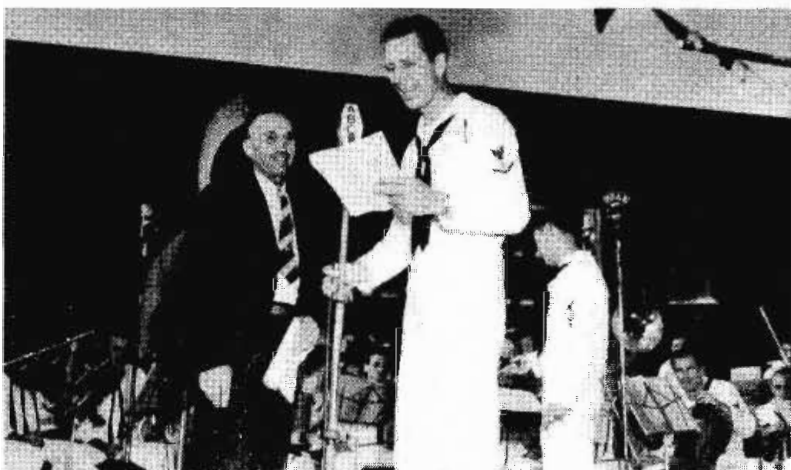
Robert Wade, S1c, famed tap dancer with "Meet Your Navy"



Music Makers with "Meet Your Navy"



Bobby Beers, S2c, sings with members of "Meet Your Navy"



Durward Kirby makes the long waited announcement and introduces John Oeser, Typical Midwest Farmer, 1945, on "Meet Your Navy" broadcast



Left to right: W. J. Asmussen, Edward Pederson, Clarence Morrison, John Oeser, Leo Hotovy, candidates for the title of "Typical Midwest Farmer"



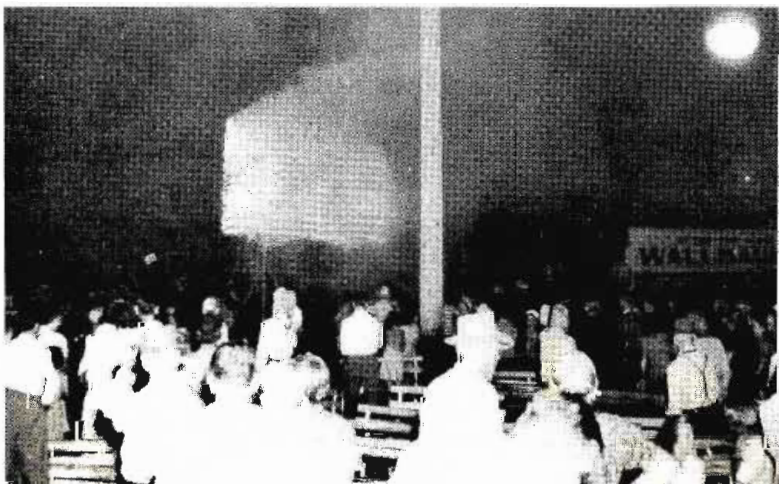
Art Smith, WNAX presents Mr. and Mrs. John Oeser with gifts



Gene Loffler, WNAX, presents gifts to the four runner-up families

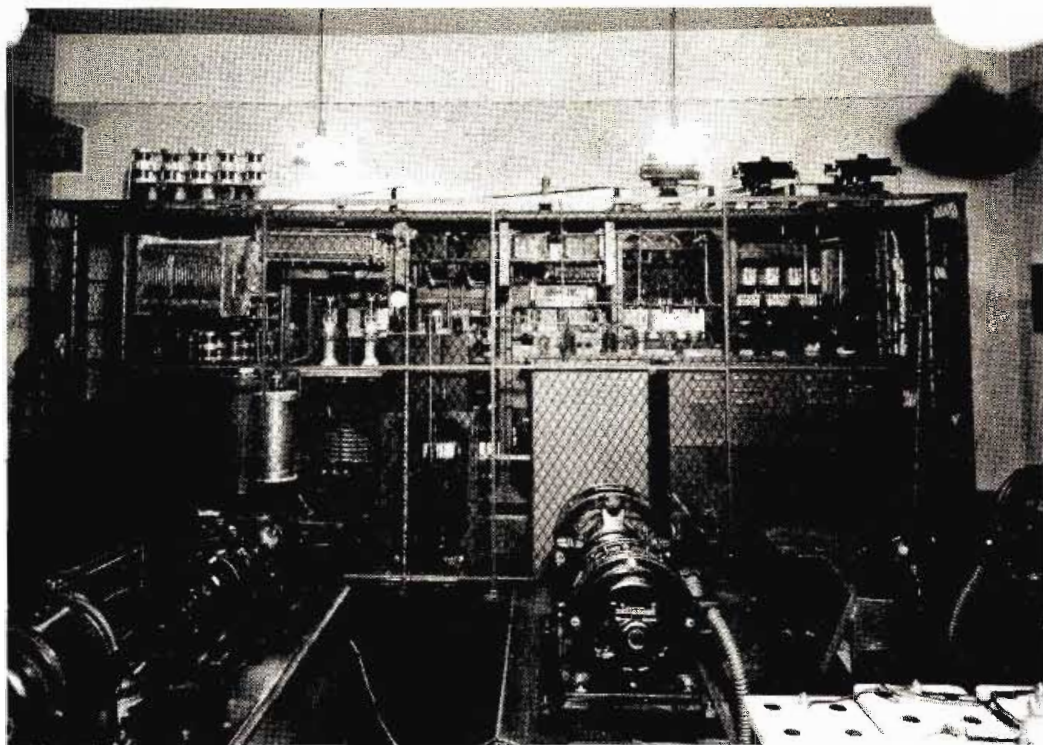


Mr. and Mrs. Anton Ettesvold, Mr. and Mrs. Otto Baumhoefner



1945 Typical Midwest Farmer Day comes to a close

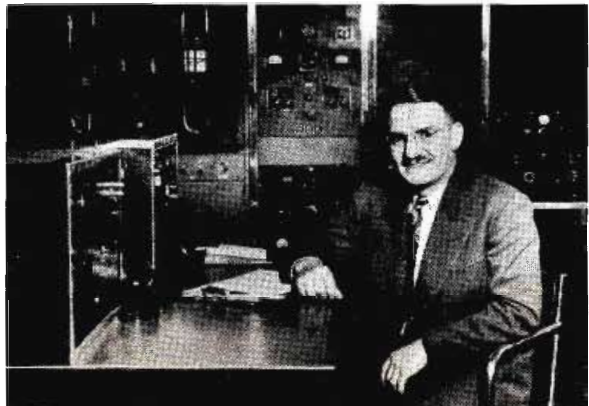
Engineering



Power Room, rear view of 5kw Western Electric transmitter



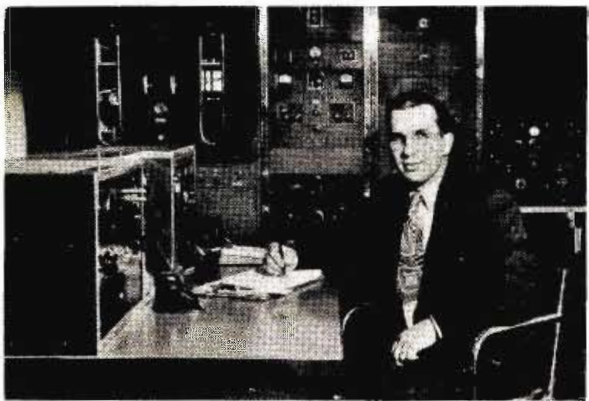
Ed. Erkonen
Studio Control Operator, Sioux City



Cliff Todd
Chief Engineer

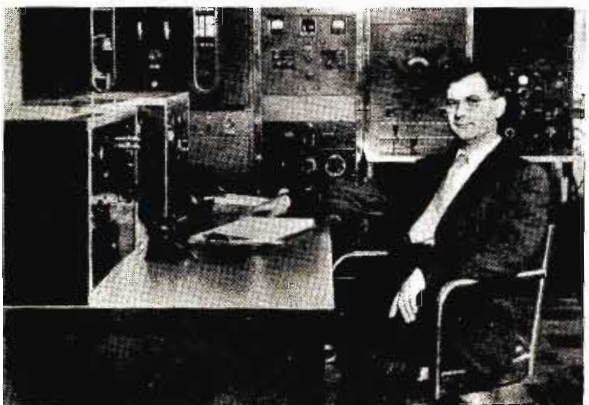
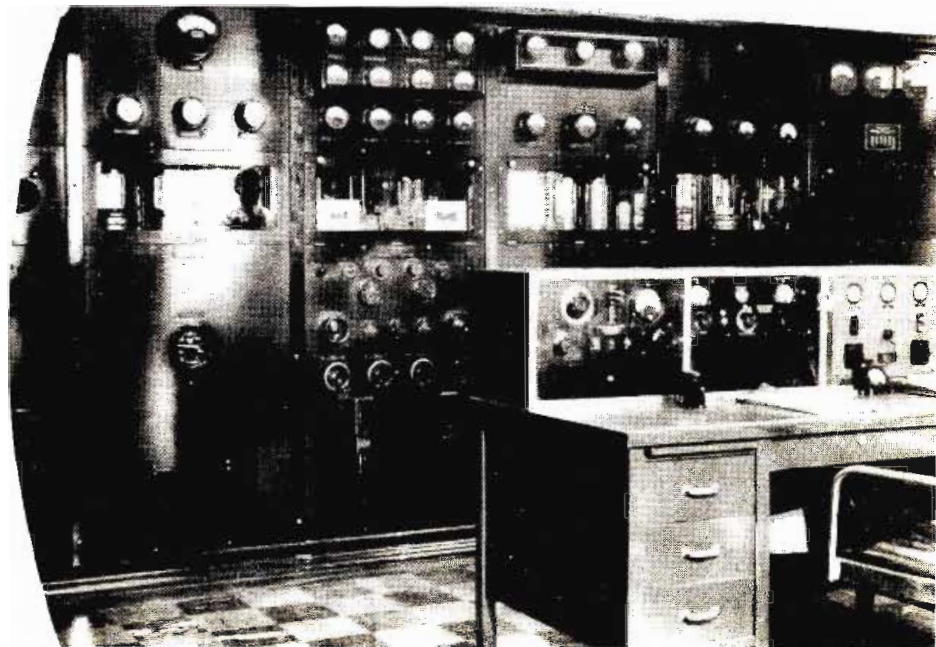


Ralph Bates
Studio Control Operator
Now serving with the U. S. Navy



John Willson
Engineer

Front view of transmitter and control board

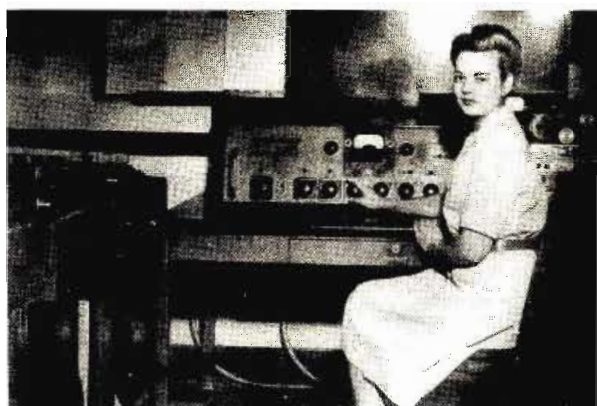


Ed Gurney Engineer

Department

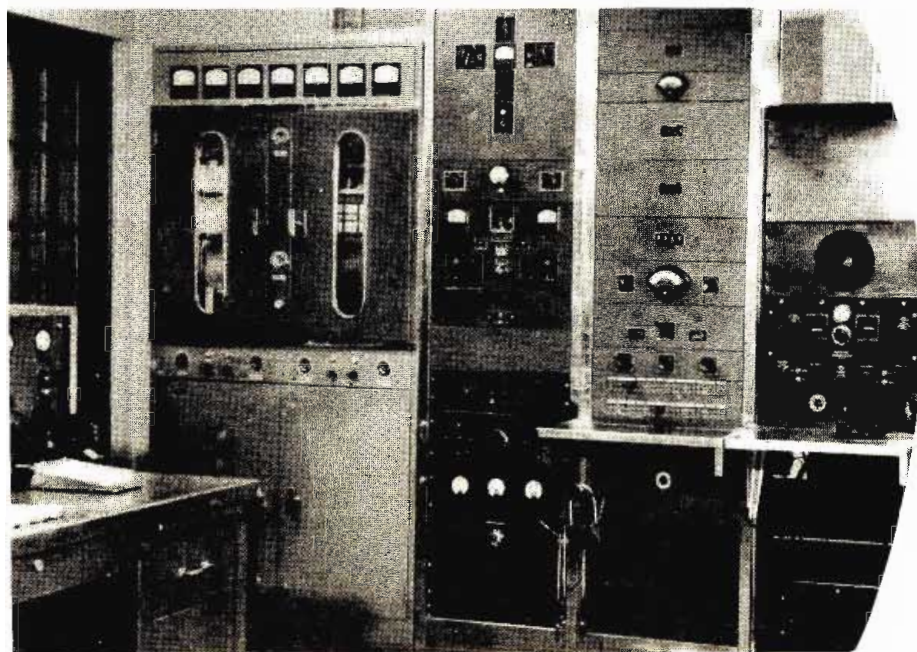


Goldie Carlson
Studio Control Operator, Sioux City



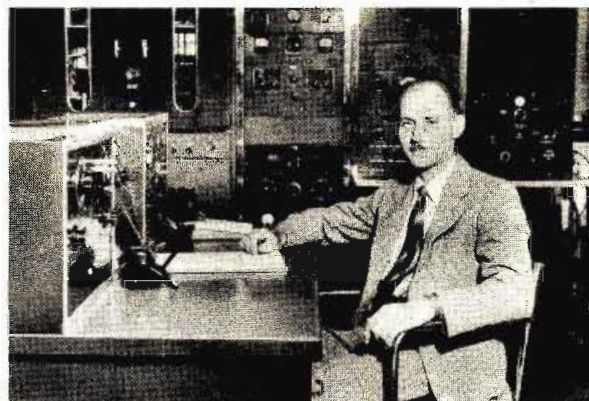
Mary Held
Studio Control Operator

Phasing equipment for directional antenna, speech input equipment, Hammarlund Radio Receiver

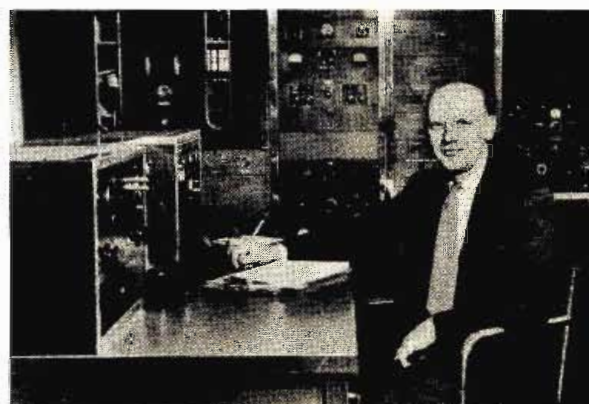


George Thompson, caretaker of WNAX transmitter house, and America's most beautifully landscaped transmitter grounds.

Myron Lowrey
Transmitter Supervisor



Leonard Lange
Engineer



Bob Ray Engineer



George B. Talks

To WNAX Farm Listeners

Each day Monday through Saturday at 12:50 p. m. George B. German, WNAX Farm Service Director, broadcasts the "Inquiring Farm Reporter."



George B. German, Farm Service Director



Radio School for Extension Service, Brookings, South Dakota. Left to right: Charles A. Bond, U.S.D. Field Supervisor, Washington, D. C.; John Ryan, Editor, Brookings, South Dakota, and George B.



Interviewing Logan Thoene, 4-H Club Member, Gregory County, South Dakota, during War Bond Drive. The purebred Hereford above donated by Logan, brought \$20,000 in War Bonds.



Interview being made on the bank of the Missouri River in connection with soil conservation practice. Farm land being lost by erosion in the cutting of the Missouri River.



Grand Champion Baby Beef, Junior Livestock Show and Sale, South St. Paul, Minnesota. Owner, Walden Gerche, Morgan, Minnesota.



Branding at the Don Lovejoy Hereford Ranch near Valentine, Nebraska.



George B. finds home for St. Bernard dog



Pictured above left to right, John Ridley, Managing Director of Country Broadcasting Service, Sidney Australia, George B., Emil Rezac, seated is Cliff Todd, WNAX Chief Engineer. Interview takes place on the Rezac Hereford Farm.



Interviewing Rodney Hall, Parker, South Dakota, 4-H Club Member who won a \$200 scholarship and a trip to the National 4-H Club Congress. Pictured with Rodney Hall and George B. is John Ryan, Extension Editor, College of Agriculture, Brookings, South Dakota.

Special



Omaha Cold Storage Co., Winner, S. Dak., receives "A" Award
WNAX covered the event



Mal Murray, Emcee, with Ursula Smith and Corinne Kjeldseth, WNAX Mail Department. Two announcements brought over 4,000 decks of cards for wounded G.I's.



Art Smith, WNAX, interviews George Thomas Morton III "Little Ike". Little Ike was born on General Eisenhower's 52nd Birthday. Because of his similarity to the famous American General, his picture has appeared in newsreels and Life Magazine.



Monahan Post Band, Grandview Park, Sioux City, Iowa

Events



Art Smith, WNAX, chats with Cecil B. DeMille at Republican Convention in Chicago, 1944



WNAX Girls Bowling Team. Left to right: Eleanor Zwifelhofer, Office Manager; Marian Kinney, Accounting Department; Frey Cheney, Promotion Department; Beverly Sinovich, Receptionist; and Marguerite Mahan, Traffic Department.



Mal Murray interviews Fire Chief as he paints War Bond Thermometer.

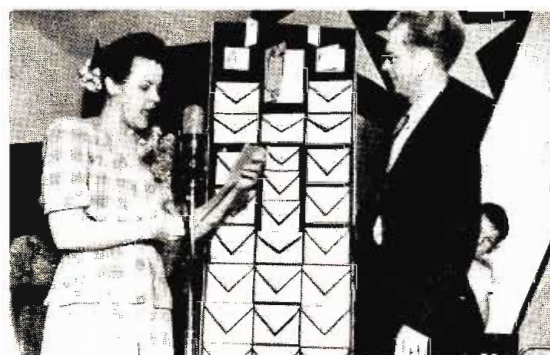


Stars of "Breakfast Club" show greeted at Railroad Station, Sioux City, Iowa, by Civic Leaders. Broadcast originated from Orpheum Theatre, June 15, 1945.

Here's Your Neighbor Lady



Wynn Hubler Speece
"Your Neighbor Lady"



Celebrating her Fourth Anniversary. Mal Murray presenting Your Neighbor Lady with anniversary cake.



Al Constant showing Your Neighbor Lady congratulatory cards from Neighbor Ladies.

Your Neighbor Lady Picnic
Grandview Park, Sioux City, Iowa
July 13, 1945



Interviewing Neighbor Ladies at picnic in Grandview Park, Sioux City, July 13, 1945

Favorite Stars Heard On WMAX



LESTER VAIL
"March of Time"
 Thursday, 9:30 p. m.



MARVIN MILLER
"Cornet Storyteller"
 Monday through Friday, 8:55 p. m.



MARILOU NEUMEYER
RYE BILLSURY
"Ma Perkins"
 Monday through Friday, 1:30 p. m.



JOHNNY OLSEN and
HAROLD J. REILLY
"Ladies Be Seated"
 Monday through Friday, 2:30 p. m.



DENNIE O'KEEFE and
CONSTANT MOORE
"Hollywood Mystery Time"
 Sunday, 8:15 p. m.



GUY LUMBARDO
 Tuesday, 8:00 p. m.



"MEET YOUR NAVY"
 Monday, 7:30 p. m.



DREW PEARSON
 Sunday, 6:00 p. m.

Favorite Stars Heard On WMAX



JACK BAILEY, LOIS JANUARY, LARRY KEATING
"County Fair"
 Tuesday, 9:30 p. m.



TED MALONE
 Monday through Friday, 10:45 a. m.



GEORGE B. DENNY
"America's Town Meeting"
 Thursday, 7:30 p. m.



ARLENE FRANCIS
"Blind Date"
 Friday, 7:00 p. m.



ALAN YOUNG
 Tuesday, 7:30 p. m.



CHARLOTTE GREENWOOD
 Sunday, 4:30 p. m.



"TERRY AND THE PIRATES"
 Monday through Friday, 5:15 p. m.



WALTER WINCHELL
 Sunday, 8:00 p. m.

Favorite Stars Heard On WNAJ



"LUM AND ABNER"

Monday through Thursday, 7:00 p. m.



"CORRESPONDENCE AROUND THE WORLD"

Monday through Friday, 7:45 a. m.



CHARLES WARBURTON

Director, "My True Story"
Monday through Friday, 9:00 a. m.



JERRY DEVINE

"Your F. B. I."
Friday, 7:30 p. m.



ROBERT HAAG

"The Sheriff"
Friday, 8:30 p. m.



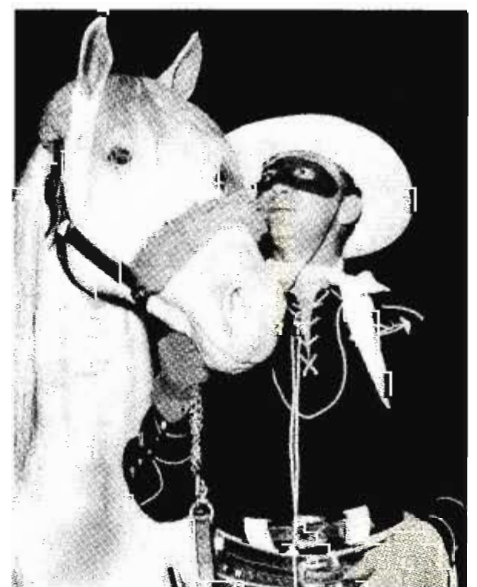
JIMMIE FIDLER

Sunday, 8:45 p. m.



"LISTENING POST"

Tuesday through Friday, 9:45 a. m.



"LONE RANGER"

Mon., Wed., and Friday, 6:30 p. m.

Favorite Stars Heard On WNAZ



ALAN BUNCE
"Young Doctor Malone"
Monday through Friday, 1:00 p. m.



WESTBROOK VAN VOORHIS
"Time Views the News"
Monday through Friday, 3:00 p. m.



CLIFF ARQUETTE
"Glamour Manor"
Monday through Friday, 11:00 a. m.



CHARLES IRVING
"Quick Quiz"
Saturday, 8:55 p. m.



JOE KELLY
"Quiz Kids"
Sunday, 6:30 p. m.



TOM BRENEMAN
"Breakfast in Hollywood"
Monday through Friday, 10:00 a. m.



"JACK ARMSTRONG"
Monday through Friday, 5:30 p. m.



EARL GODWIN
Thursday, 7:15 p. m.



"BAUKAGE TALKING"
Monday through Friday, 2:00 p. m.

Favorite Stars Heard On WNAJ



DON McNEIL
"Breakfast Club"
Monday through Saturday, 8:30 a. m.



ALICE REINHART
"Life Can Be Beautiful"
Monday through Friday, 1:15 p. m.



JIM HURLEY
"Hunting and Fishing Club"
Wednesday, 7:30 p. m.



JANE
"Judy and Jane"
Monday through Friday, 1:45 p. m.



PAUL WHITEMAN
"Philco Hall of Fame"
Sunday, 5:00 p. m.



JUDY
"Judy and Jane"
Monday through Friday, 1:45 p. m.



BERYL VAUGHN
"Curtain Time"
Wednesday, 8:00 p. m.



LISA SERGIO
"One Woman's Opinion"
Monday, 9:45 a. m.



DON MacLAUGHLIN
"Counterspy"
Wednesday, 9:00 p. m.

Favorite Stars Heard On WNAJ



MARY SMALL
Sunday, 4:00 p. m.



DON GARDINER
Sunday, 6:15 p. m.



TED DeCROSIA, JOAN BANKS
"Famous Jury Trials"
Friday, 8:30 p. m.



STANLEY DIXON
Monday through Friday, 11:30 a. m.
Monday through Friday, 5:00 p. m.



"CHECKERBOARD FUN FEST"
Monday, Wednesday, Friday, 7:30 a. m.



ORVAL ANDERSON
"Darts for Dough"
Sunday, 3:00 p. m.



CAROL BRUCE
"N-K Ranch"
Sunday, 3:30 p. m.

WMAX Daily Program Schedule

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6:00 A.M.		Good Morning	Good Morning	Good Morning	Good Morning	Good Morning	Good Morning
6:15 A.M.		Nothing But Truth	Nothing But Truth	Nothing But Truth	Nothing But Truth	Nothing But Truth	" "
6:25 A.M.		NEWS	NEWS	NEWS	NEWS	NEWS	NEWS
6:30 A.M.		Good Morning	Good Morning	Good Morning	Good Morning	Good Morning	Good Morning
6:45 A.M.		Victory Farmers	Fact and Fancy	" "	Fact and Fancy	Victory Farmers	Fact and Fancy
7:00 A.M.		Early Birds	Early Birds	Early Birds	Early Birds	Early Birds	Early Birds
7:10 A.M.		Cent. Pub. Markets	Cent. Pub. Markets	Cent. Pub. Markets	Cent. Pub. Markets	Cent. Pub. Markets	Sunway Vitamins
7:15 A.M.		NEWS	NEWS	NEWS	NEWS	NEWS	NEWS
7:30 A.M.	Back to the Bible	Check'b'd Fun Fest	Carson Sisters	Check'b'd Fun Fest	Carson Sisters	Check'b'd Fun Fest	Carson Sisters
7:45 A.M.	" " "	Corr. Arnd. World	Corr. Arnd. World	Corr. Arnd. World	Corr. Arnd. World	Corr. Arnd. World	Songs of the Plain
8:00 A.M.	Gospel Fell'ship Hr.	Bobby Dick	Bobby Dick	Bobby Dick	Bobby Dick	Bobby Dick	Al's Rhythm R'ng'rs
8:15 A.M.	" " "	Tune Crackers	Tune Crackers	Tune Crackers	Tune Crackers	Tune Crackers	Lee Boys
8:30 A.M.	Scand. Fell'ship Hr.	Breakfast Club	Breakfast Club	Breakfast Club	Breakfast Club	Breakfast Club	Breakfast Club
8:45 A.M.	" " "	" " "	" " "	" " "	" " "	" " "	" " "
9:00 A.M.	World Passes By	My True Story	My True Story	My True Story	My True Story	My True Story	Galan Drake
9:15 A.M.	" " "	" " "	" " "	" " "	" " "	" " "	Johnny Thompson
9:25 A.M.	" " "	Betty Crocker	Betty Crocker	Betty Crocker	Betty Crocker	Betty Crocker	" "
9:30 A.M.	Iowa Speaks	Hymns of Churches	Hymns of Churches	Hymns of Churches	Hymns of Churches	" "	Your Neigh'r Lady
9:45 A.M.	The Vagabonds	One Woman's Op'n	Listening Post	Listening Post	Listening Post	Listening Post	" " "
10:00 A.M.	Radio Bible Class	Break't in Hollyw'd	Break't in Hollyw'd	Break't in Hollyw'd	Break't in Hollyw'd	Break't in Hollyw'd	Winner, S. Dak.
10:15 A.M.	" " "	" " "	" " "	" " "	" " "	" " "	" " "
10:30 A.M.	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS
10:45 A.M.	Christian Crusaders	Ted Malone	Ted Malone	Ted Malone	Ted Malone	Ted Malone	Hasten the Day
11:00 A.M.	" " "	Glamour Manor	Glamour Manor	Glamour Manor	Glamour Manor	Glamour Manor	Piano Playhouse
11:15 A.M.	" " "	" " "	" " "	" " "	" " "	" " "	Happy Jack
11:30 A.M.	Lutheran Hour	NEWS	NEWS	NEWS	NEWS	NEWS	" " "
11:40 A.M.	" " "	Markets	Markets	Markets	Markets	Markets	" " "
11:45 A.M.	" " "	Inquiring Mike	Inquiring Mike	Inquiring Mike	Inquiring Mike	Inquiring Mike	Inquiring Mike
12:00 Noon	Church Services	Dinner Bell	Dinner Bell	Dinner Bell	Dinner Bell	Dinner Bell	Dinner Bell
12:15 P.M.	" " "	Cent. Pub. Markets	Cent. Pub. Markets	Cent. Pub. Markets	Cent. Pub. Markets	Cent. Pub. Markets	Ben Adams' Family
12:30 P.M.	Sunday Callers	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS
12:45 P.M.	Sun'y H'dline News	Inq'g Farm Rep'r	Inq'g Farm Rep'r	Inq'g Farm Rep'r	Inq'g Farm Rep'r	Inq'g Farm Rep'r	Inq'g Farm Rep'r
1:00 P.M.	Sunday Get-Together	Dr. Malone	Dr. Malone	Dr. Malone	Dr. Malone	Dr. Malone	Saturday Matinee
1:15 P.M.	" " "	Life can be Beaut'l	Life can be Beaut'l	Life can be Beaut'l	Life can be Beaut'l	Life can be Beaut'l	" " "
1:30 P.M.	" " "	Ma Perkins	Ma Perkins	Ma Perkins	Ma Perkins	Ma Perkins	" " "
1:45 P.M.	" " "	Judy and Jane	Judy and Jane	Judy and Jane	Judy and Jane	Judy and Jane	" " "
2:00 P.M.	" " "	Baukhage Talking	Baukhage Talking	Baukhage Talking	Baukhage Talking	Baukhage Talking	Football
2:15 P.M.	" " "	Crosby Time	Crosby Time	Crosby Time	Crosby Time	Crosby Time	(After Dec. 1
2:30 P.M.	" " "	Ladies Be Seated	Ladies Be Seated	Ladies Be Seated	Ladies Be Seated	Ladies Be Seated	N.Y. Philharmonic)
2:45 P.M.	" " "	" " "	" " "	" " "	" " "	" " "	" " "
3:00 P.M.	Darts For Dough	Jack Berch Show	Jack Berch Show	Jack Berch Show	Jack Berch Show	Jack Berch Show	" "
3:15 P.M.	" " "	Ben and Jessie	Ben and Jessie	Ben and Jessie	Ben and Jessie	Ben and Jessie	" "
3:30 P.M.	Andrew Sisters	Your Neigh'r Lady	Your Neigh'r Lady	Your Neigh'r Lady	Your Neigh'r Lady	Your Neigh'r Lady	" "
3:45 P.M.	" " "	" " "	" " "	" " "	" " "	" " "	" " "
4:00 P.M.	Mary Small	Afternoon Recess	Afternoon Recess	Afternoon Recess	Afternoon Recess	Afternoon Recess	News, Ellington
4:15 P.M.	" " "	" " "	" " "	" " "	" " "	" " "	" " "
4:30 P.M.	Charlotte Greenwood	Al's Rhythm R'ng'rs	Al's Rhythm R'ng'rs	Al's Rhythm R'ng'rs	Al's Rhythm R'ng'rs	Al's Rhythm R'ng'rs	" " "
4:45 P.M.	" " "	Hop Harrigan	Hop Harrigan	Hop Harrigan	Hop Harrigan	Hop Harrigan	" " "
5:00 P.M.	Philco Hall of Fame	Stanley Dixon	Stanley Dixon	Stanley Dixon	Stanley Dixon	Stanley Dixon	Stanley Dixon
5:15 P.M.	" " "	Terry and Pirates	Terry and Pirates	Terry and Pirates	Terry and Pirates	Terry and Pirates	Sports
5:30 P.M.	Sunday Ev'g Party	Jack Armstrong	Jack Armstrong	Jack Armstrong	Jack Armstrong	Jack Armstrong	4-H Round-Up
5:45 P.M.	" " "	Novelty Boys	Novelty Boys	Novelty Boys	Novelty Boys	Novelty Boys	Novelty Boys
6:00 P.M.	Drew Pearson	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS
6:15 P.M.	NEWS	Raymond Swing	Raymond Swing	Raymond Swing	Raymond Swing	Raymond Swing	Jobs after Victory
6:30 P.M.	Quiz Kids	Lone Ranger	Hollywood Theatre	Lone Ranger	Bohemian Band	Lone Ranger	Dick Tracy
6:45 P.M.	" " "	" " "	" " "	" " "	" " "	" " "	" " "
7:00 P.M.	Sunday Evn'g Hr.	Lum & Abner	Lum & Abner	Lum & Abner	Lum & Abner	Blind Date	Gilbert & Sullivan
7:15 P.M.	" " "	Hedda Hopper	Manhunt	News of Tomorrow	Earl Goodwin	" " "	" " "
7:30 P.M.	" " "	Meet Your Navy	Alan Young	Fishing & Hunting	Am. Town Meet'g	Your FBI	Man from G-2
7:45 P.M.	" " "	" " "	" " "	" " "	" " "	" " "	" " "
8:00 P.M.	Walter Winchell	Rex Mauphins Orch.	Guy Lombardo	Curtain Time	" " "	Famous Jury Trials	Gangbusters
8:15 P.M.	Holly'd Myst. Thea.	" " "	" " "	" " "	" " "	" " "	" " "
8:30 P.M.	" " "	" " "	Radie Harris	Jones and I	Variations	The Sheriff	Boston Symphony
8:45 P.M.	Jimmy Fiddler	" " "	" " "	" " "	" " "	" " "	" " "
8:55 P.M.	" " "	Coronet St'y Teller	Coronet St'y Teller	Coronet St'y Teller	Coronet St'y Teller	Coronet St'y Teller	Quick Quiz
9:00 P.M.	Theatre Guild	Pacific Serenade	Waldorf Astoria	Counter Spy	One Foot in Heaven	Gillette Fights	Hayloft Hoedown
9:15 P.M.	" " "	" " "	" " "	" " "	" " "	" " "	" " "
9:30 P.M.	" " "	Win, Place or Show	County Fair	Martin Dale	Pennsylvania Orch.	" " "	Hoosier Hops
9:45 P.M.	" " "	" " "	" " "	Jannet Flanner	" " "	" " "	" " "
10:00 P.M.	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS
10:15 P.M.	Old Fash'd Revival	Quoting America	Quoting America	Quoting America	Quoting America	Quoting America	Parade of Features
10:30 P.M.	" " "	Treasury Salute	Poet's Corner	Treasury Salute	Poet's Corner	Treasury Salute	Victory View
10:45 P.M.	" " "	Jolly Joe	Jolly Joe	Jolly Joe	Jolly Joe	Jolly Joe	Jolly Joe
11:00 P.M.	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS
11:05 P.M.	Jolly Joe	Jolly Joe	Jolly Joe	Jolly Joe	Jolly Joe	Jolly Joe	Jolly Joe
11:15 P.M.	" " "	" " "	" " "	" " "	" " "	" " "	" " "
11:30 P.M.	" " "	" " "	" " "	" " "	" " "	" " "	" " "
11:55 P.M.	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS	NEWS

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