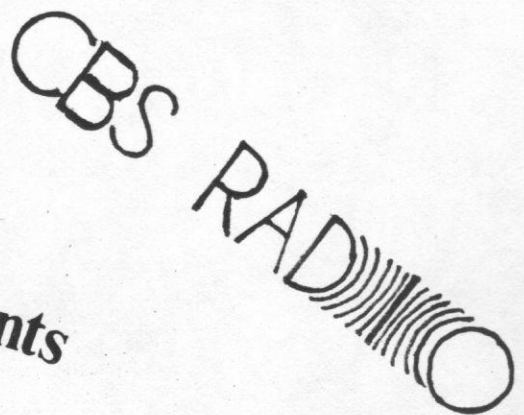
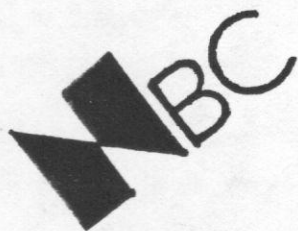


RADIO PROGRAM TIMELINES 1920 - 1980



Independents

Syndicators



Prepared by Tom Price

RADIO PROGRAM TIMELINES: 1920 - 1980

A Charted Cross-Reference of American Radio Broadcasting
Displaying Program Titles, Broadcasting Timelines
Sponsorship, and Network Affiliation

September 1980

by

Tom Price

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RADIO PROGRAM TIMELINES: 1920 - 1980

A Charted Cross-Reference of American Radio Broadcasting

Displaying Program Titles, Broadcasting Timelines,

Sponsorship, and Network Affiliation

Opening Notes

During the past nine years I have been collecting, organizing, and utilizing recordings of Old Time Radio programs in my social science classes at the junior high school and community college levels. The shows have been presented as social comment of historical interest, as substance of Old Time Radio History, and as sheer delightful entertainment. All the while, however, the students and I have noted the need for a comparative display of broadcast dates, sponsorship, and network affiliation information. Other researchers have gathered and gleaned a great deal of this kind of information (see bibliography), but to date it has been scattered and unorganized.

This reference book attempts to systematically list and graphically display this fundamental information on 148 selected radio programs from the history of radio broadcasting, 1920 to 1980. Now you can conveniently retrieve information of titles, times, sponsors, and networks from the pages presented here. Additional space is provided at the end of the graphic section so that you might add timelines of other favorites from radio (see page 24).

Design and Organization

Each timeline is designed to present three sets (or lines) of information:

- (1) top portion presents the network abbreviation using the appropriate color in the middle run of the timeline.

N = NBC	:	National Broadcasting Company	(red)
C = CBS	:	Columbia Broadcasting System	(black)
M = MBS	:	Mutual Broadcasting System	(green)
A = ABC	:	American Broadcasting Company	(blue)
O = Other Networks	:	(incl A.F.R.S.)	(purple)
IS = Independent Station			(orange)
Syn = Syndication by Private Firm			(brown)

- (2) middle portion (to be colored) represents the time period(s) during which the program was aired - keyed as given above.

- (3) bottom portion gives the abbreviation of the sponsor (note, Appendix B: Key to Sponsor Abbreviation - page 27). Space on this line did not permit lengthy spellings of product or parent company name.

Recent CBS radio dramatic productions are programming phenomena of the 1970s, spanning beyond the scope of the timeline graphs. So data of these programs was merely typed at the right edge of the timeline.

Information Accuracy

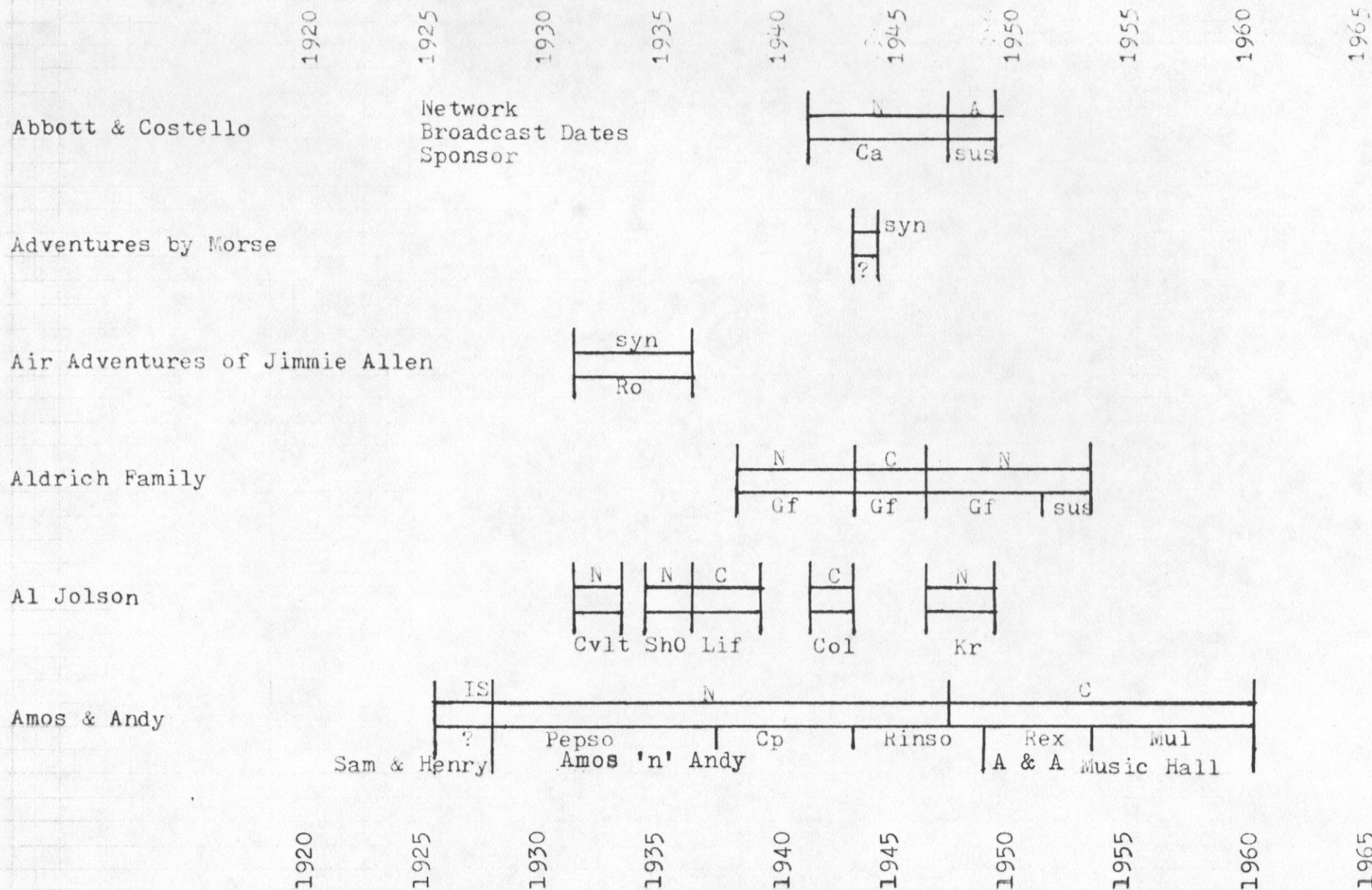
The facts displayed in this graphic complication are as accurate as available sources permit. Obviously data on some of the favorite and lesser known radio programs has been lost to historic negligence. Question marks are placed on timelines where data is unknown, or where obvious contradictions surface.

Very special thanks goes to Buxton and Owen (The Big Broadcast), John Dunning (Tune in Yesterday), and to Jay Hickerson ("What You Always Wanted to Know About Radio Programs . . . But Didn't Know Where to Look") for providing the major volume of information contained herein.

Note: If you purchased TIMELINE I, the black and white version, then the task of coloring each timeline is yours. Color the middle section of each of the radio program timelines in accordance with this color scheme. And presto, you will possess a quick reference to each of the selected programs. And you will have had the satisfaction of relaxing, coloring, and pleausurably listening to a program from your favorite series. Happy coloring, and may this reference be a valuable use to you.

Tom Price
847 Bedford Drive
Salinas, CA 93901
(408) 422-6329

RADIO PROGRAM TIMELINES



1920

1925

1930

1935

1940

1945

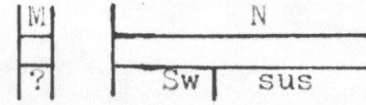
1950

1955

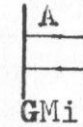
1960

1965

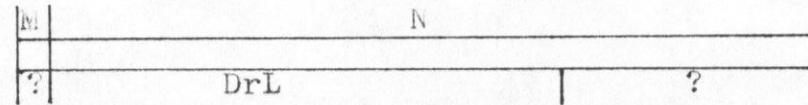
Archie Andrews



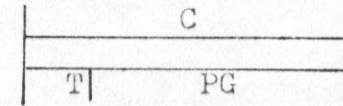
Armstrong of the SBI



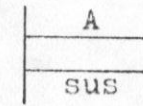
Backstage Wife



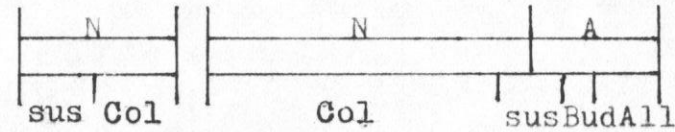
Beulah



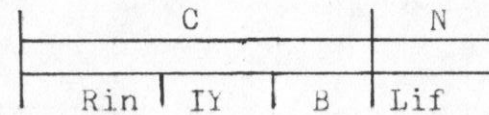
Big Jon & Sparkie



Bill Stern



Big Town



1920

1925

1930

1935

1940

1945

1950

1955

1960

1965

1920

1925

1930

1935

1940

1945

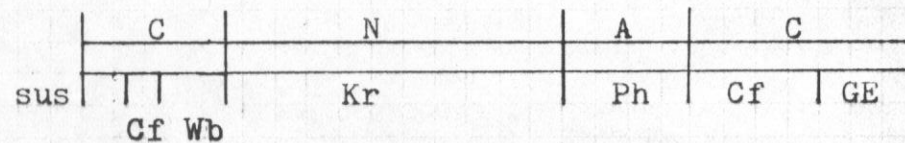
1950

1955

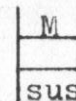
1960

1965

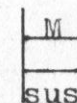
Bing Crosby



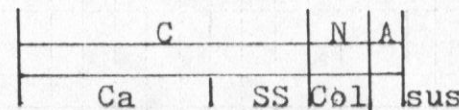
Black Castle



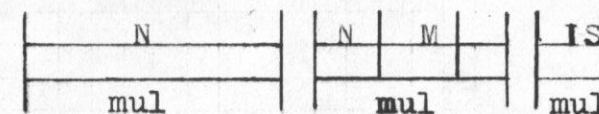
Black Museum



Blondie

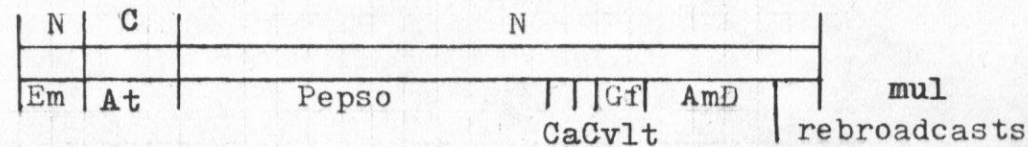


Bob & Ray



M
1973-76
mul

Bob Hope



Bobby Benson



1920

1925

1930

1935

1940

1945

1950

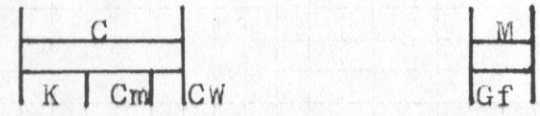
1955

1960

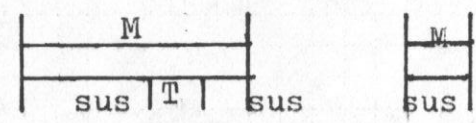
1965

1920 1925 1930 1935 1940 1945 1950 1955 1960 1965

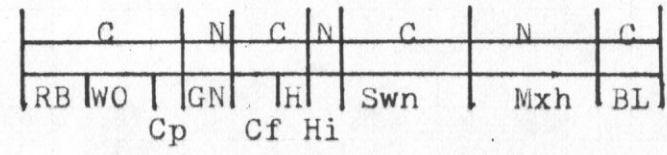
Buck Rogers



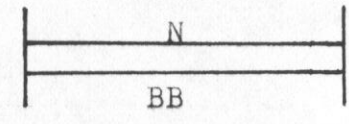
Bulldog Drummond



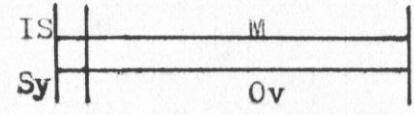
Burns & Allen



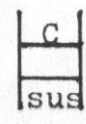
Buster Brown Gang



Captain Midnight



CBS Is There



CBS Radio Mystery Theater

C
1974-present
mul

1920 1925 1930 1935 1940 1945 1950 1955 1960 1965

1920

1925

1930

1935

1940

1945

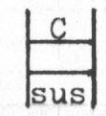
1950

1955

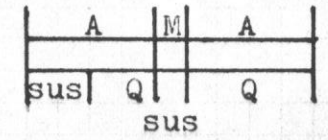
1960

1965

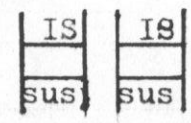
CBS Radio Workshop



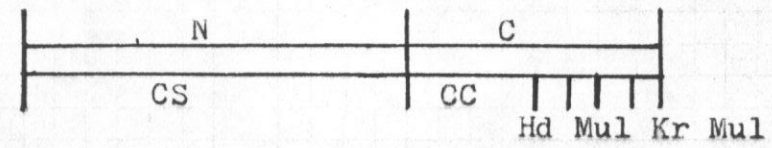
Challenge of the Yukon



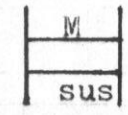
Chandu the Magician



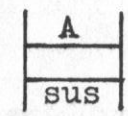
Charlie Mc Carthy Show
(with Edgar Bergen)



Cisco Kid



The Clock



Columbia Presents Corwin



1920

1925

1930

1935

1940

1945

1950

1955

1960

1965

1920

1925

1930

1935

1940

1945

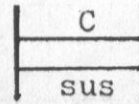
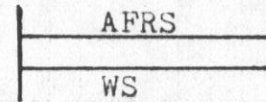
1950

1955

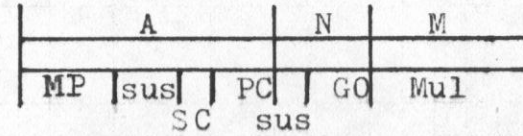
1960

1965

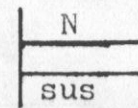
Columbia Workshop

Command Performance
(shortwave)

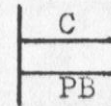
Counterspy



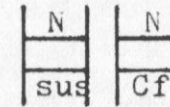
Dangerous Assignment



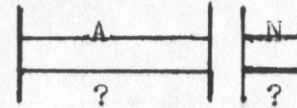
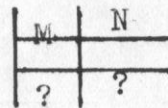
Danny Kaye



Dean Martin & Jerry Lewis



Dick Tracy



1920

1925

1930

1935

1940

1945

1950

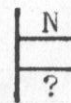
1955

1960

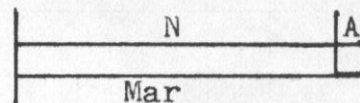
1965

1920 1925 1930 1935 1940 1945 1950 1955 1960 1965

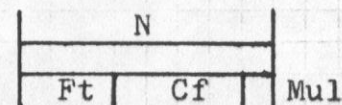
Dimension X



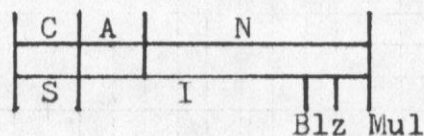
Dr. I.Q.



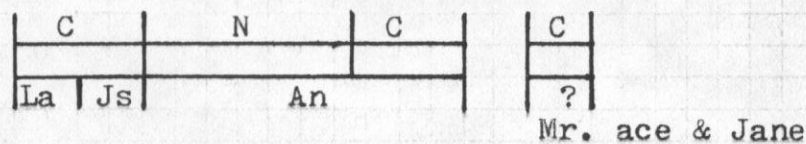
Dragnet



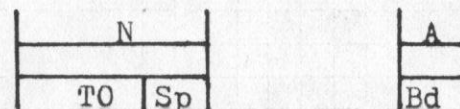
Duffy's Tavern



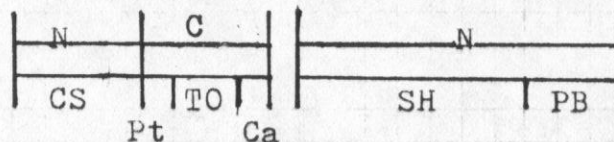
Easy Aces



Ed Wynn



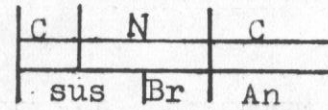
Eddie Cantor Show



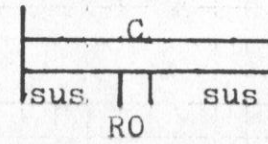
1920 1925 1930 1935 1940 1945 1950 1955 1960 1965

1920 1925 1930 1935 1940 1945 1950 1955 1960 1965

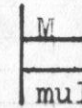
Ellery Queen



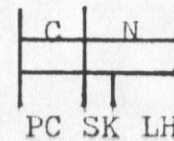
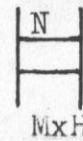
Escape



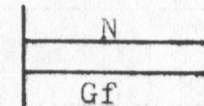
Exploring Tomorrow



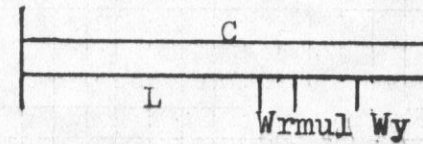
Fanny Bryce-Baby Snooks



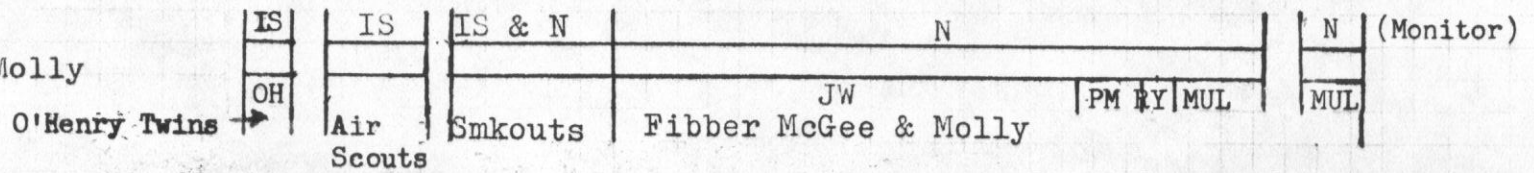
Father Knows Best



FBI In Peace & War



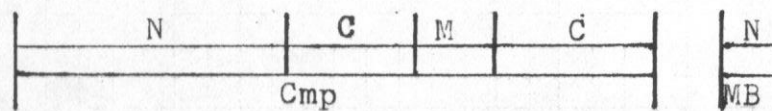
Fibber McGee & Molly



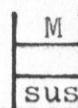
1920 1925 1930 1935 1940 1945 1950 1955 1960 1965

1920 1925 1930 1935 1940 1945 1950 1955 1960 1965

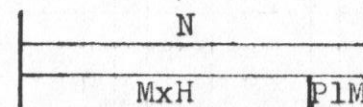
First Nighter



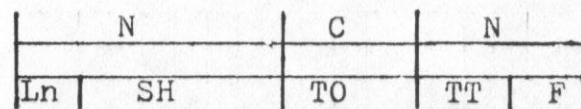
Flash Gordon



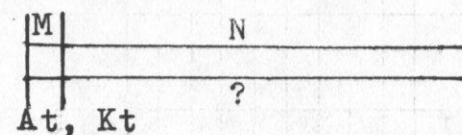
Frank Morgan



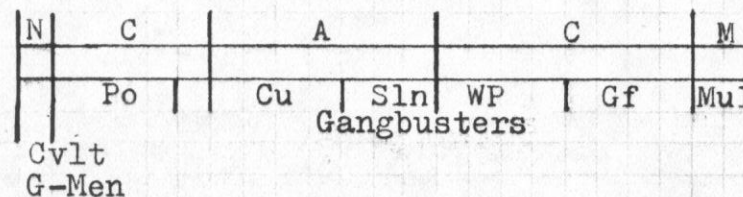
Fred Allen



Front Page Farrell



Gangbusters
(G-Men)

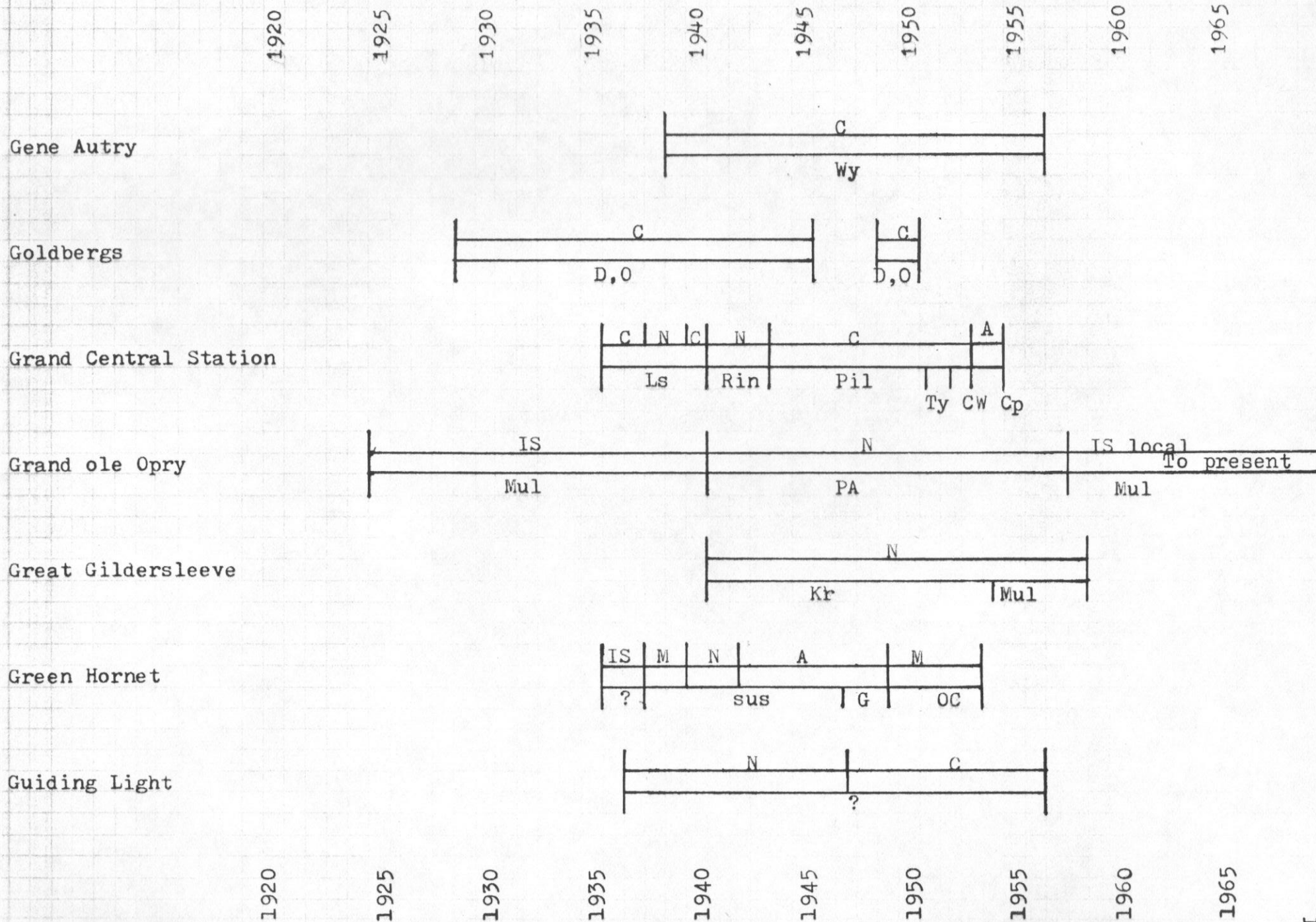


General Mills Radio Adventure Theater

^C
1976-1977

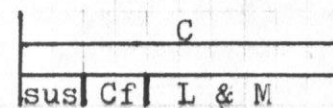
G and others

1920 1925 1930 1935 1940 1945 1950 1955 1960 1965

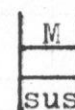


1920 1925 1930 1935 1940 1945 1950 1955 1960 1965

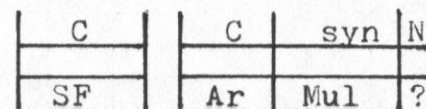
Gunsmoke



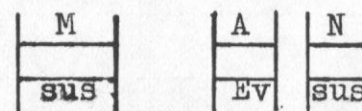
Hall of Fantasy



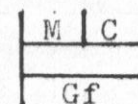
Hedda Hopper



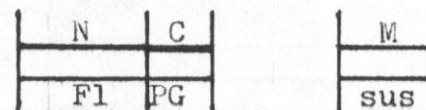
Henry Morgan



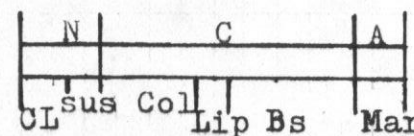
Hopalong Cassidy



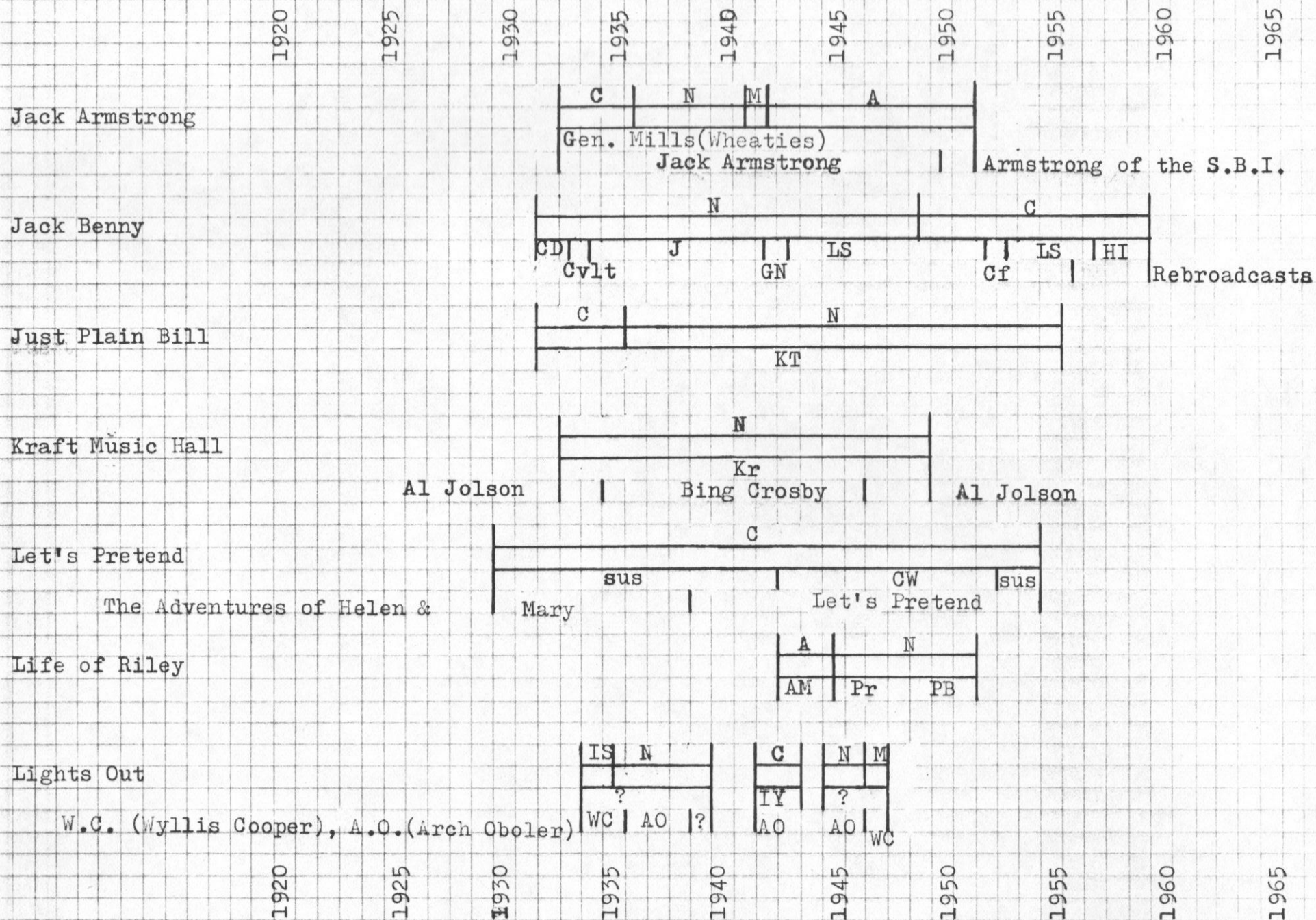
I Love a Mystery

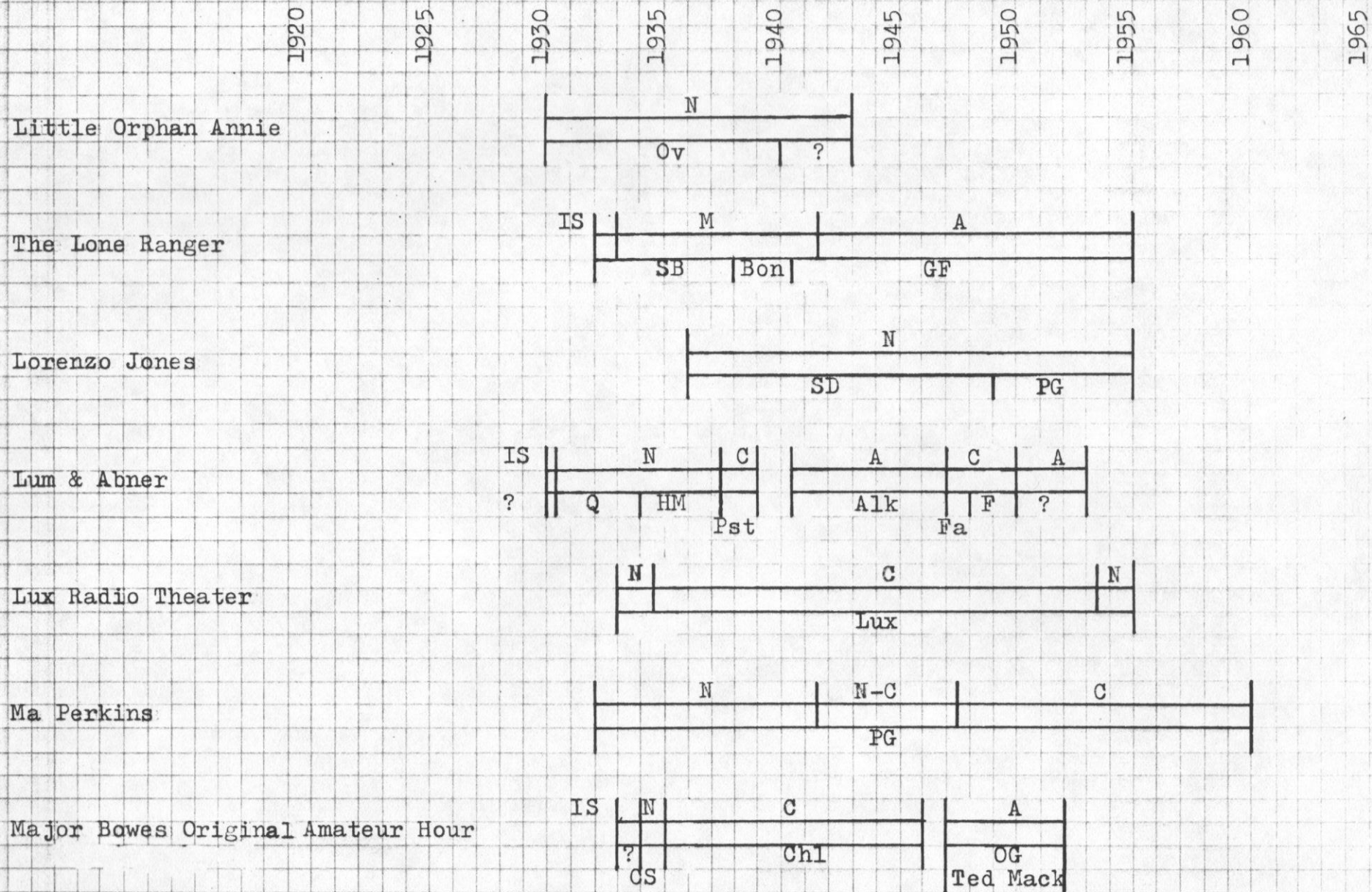


Inner Sanctum



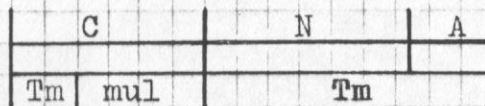
1920 1925 1930 1935 1940 1945 1950 1955 1960 1965



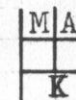


1920 1925 1930 1935 1940 1945 1950 1955 1960 1965

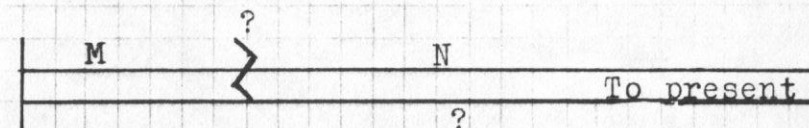
March of Time



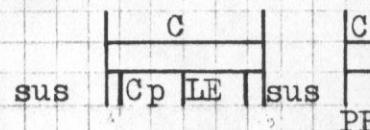
Mark Trail



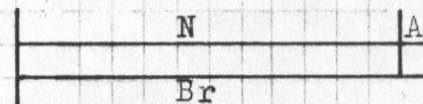
Meet the Press



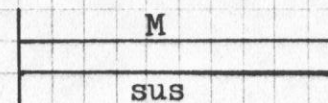
Mercury Theater (& by other titles)
(See Appendix C)



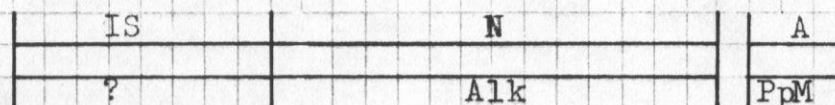
Mr. District Attorney



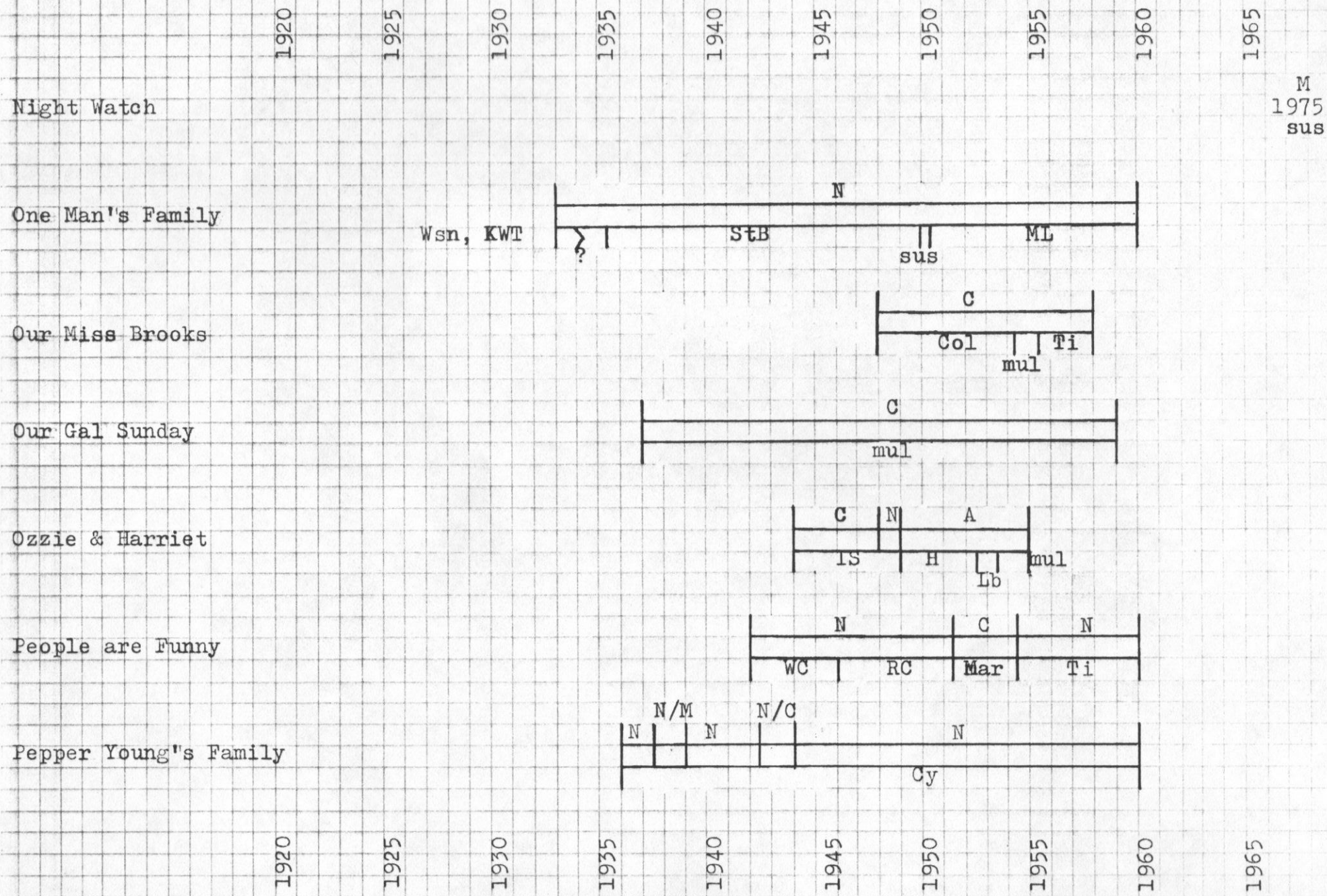
Mysterious Traveler



National Barn Dance



1920 1925 1930 1935 1940 1945 1950 1955 1960 1965



1920

1925

1930

1935

1940

1945

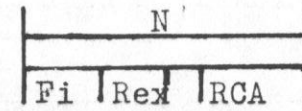
1950

1955

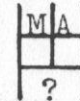
1960

1965

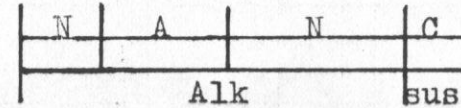
Phil Harris-Alice Faye Show



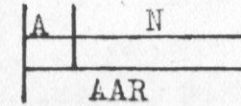
Quiet Please



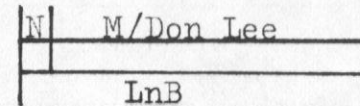
Quiz Kids



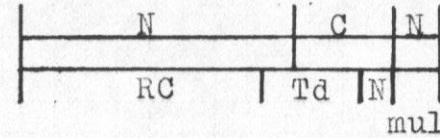
Railroad Hour



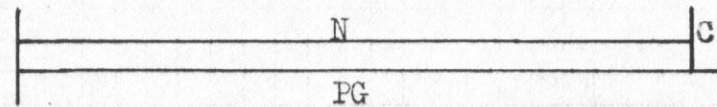
Red Ryder



Red Skelton Show



Right to Happiness



1920

1925

1930

1935

1940

1945

1950

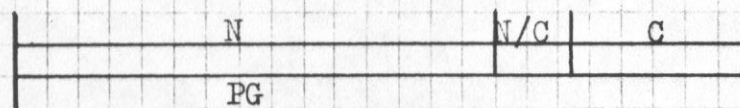
1955

1960

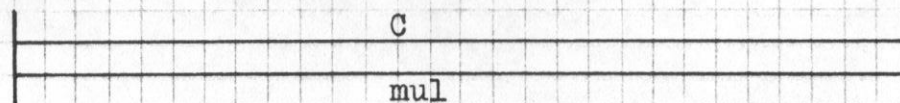
1965

1920 1925 1930 1935 1940 1945 1950 1955 1960 1965

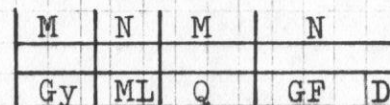
Road of Life



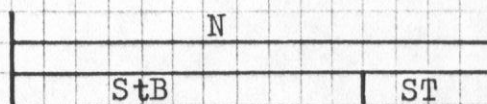
Romance of Helen Trent



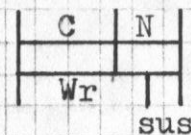
Roy Roger Show



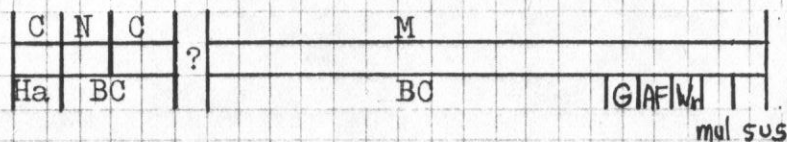
Rudy Vallee



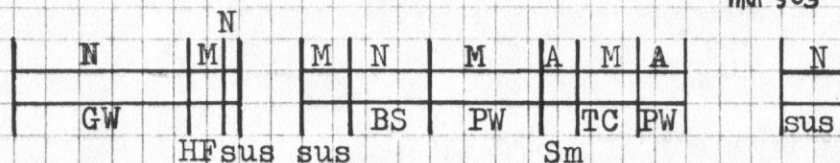
Sam Spade



The Shadow



Sherlock Holmes (USA)



1920 1925 1930 1935 1940 1945 1950 1955 1960 1965

1920

1925

1930

1935

1940

1945

1950

1955

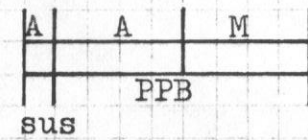
1960

1965

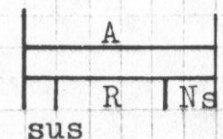
Sherlock Holmes (BBC G. Britain)
(Hobbs/Shelley)

IS for BBC
Late 60s
Bar

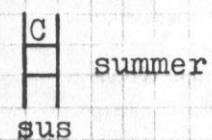
Sky King



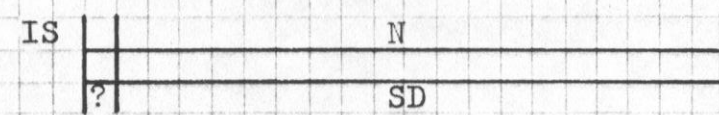
Space Patrol



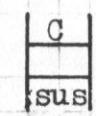
Stan Freberg Show



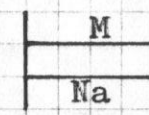
Stella Dallas



Steve Allen



Straight Arrow



1920

1925

1930

1935

1940

1945

1950

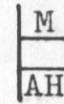
1955

1960

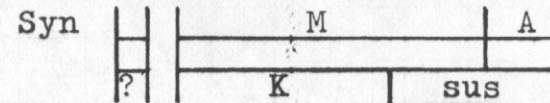
1965

1920 1925 1930 1935 1940 1945 1950 1955 1960 1965

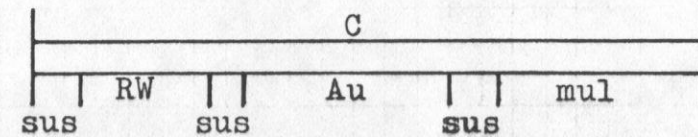
Strange Dr. Weird



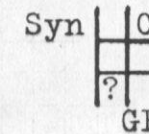
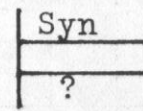
Superman



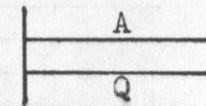
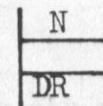
Suspense



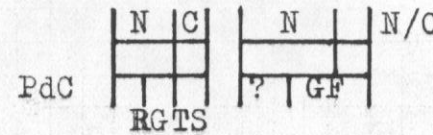
Tarzan



Terry & the Pirates



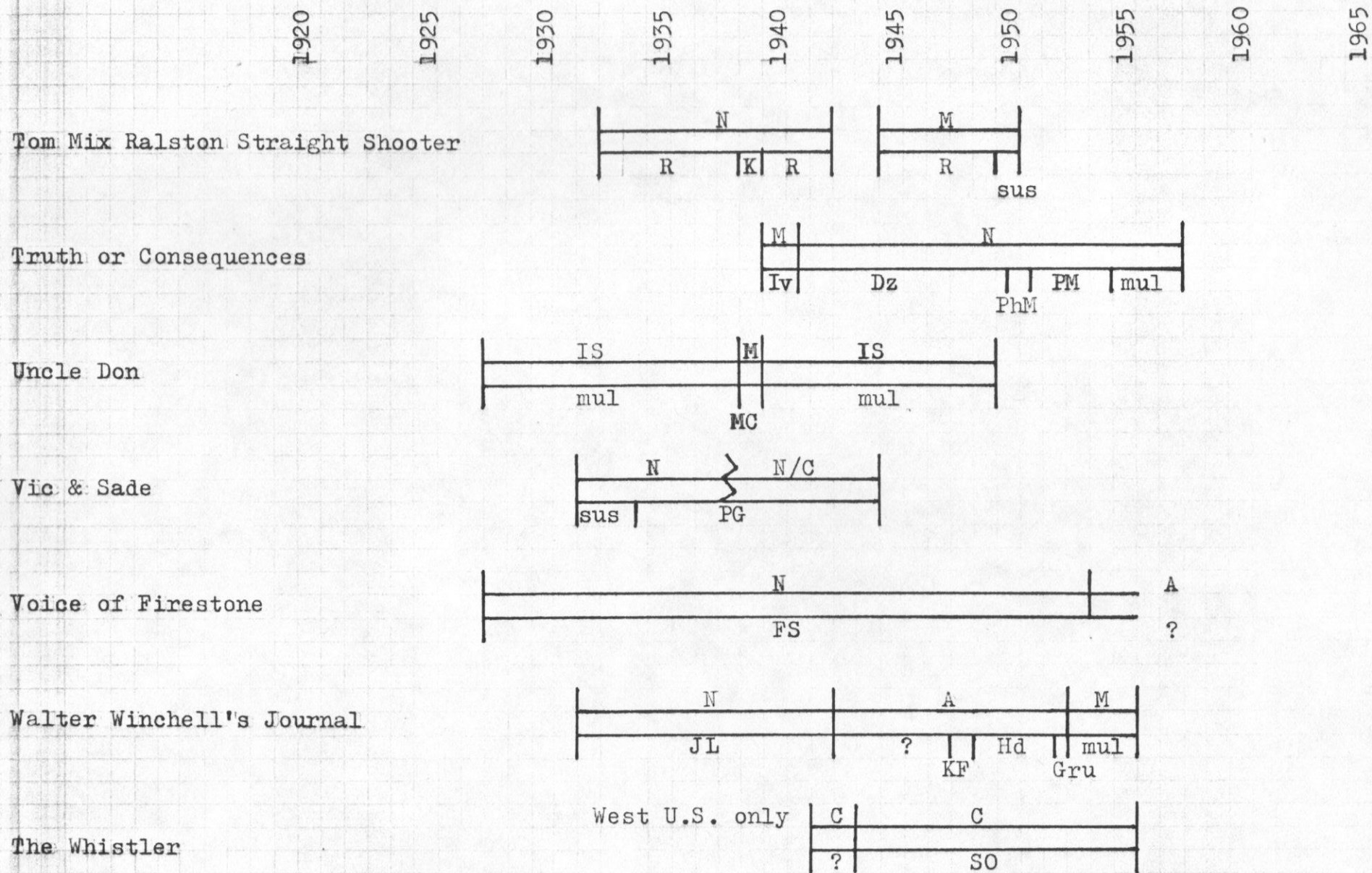
Those We Love



Tom Corbett, Space Cadet



1920 1925 1930 1935 1940 1945 1950 1955 1960 1965



1920

1925

1930

1935

1940

1945

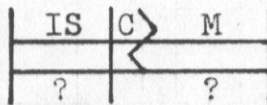
1950

1955

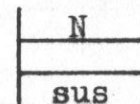
1960

1965

Witches Tale



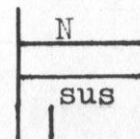
X Minus One



Reruns ^N 1973-75
?

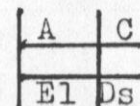
You Are There

CBS Is There

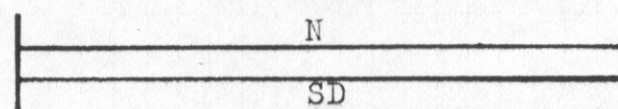


You Are There

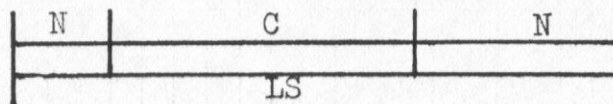
You Bet Your Life



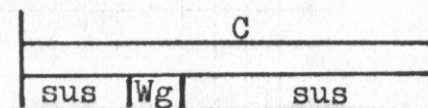
Young Widder Brown



Your Hit Parade



Yours Truly Johnny Dollar



1920

1925

1930

1935

1940

1945

1950

1955

1960

1965

Zero Hour (Hollywood Radio Theater)

M
1974
mul

Add more of your favorites

1920

1925

1930

1935

1940

1945

1950

1955

1960

1965

1920

1925

1930

1935

1940

1945

1950

1955

1960

1965

Add more of your favorites

1920

1920

1925

1925

1930

1930

1935

1935

1940

1940

1945

1945

1950

1950

1955

1955

1960

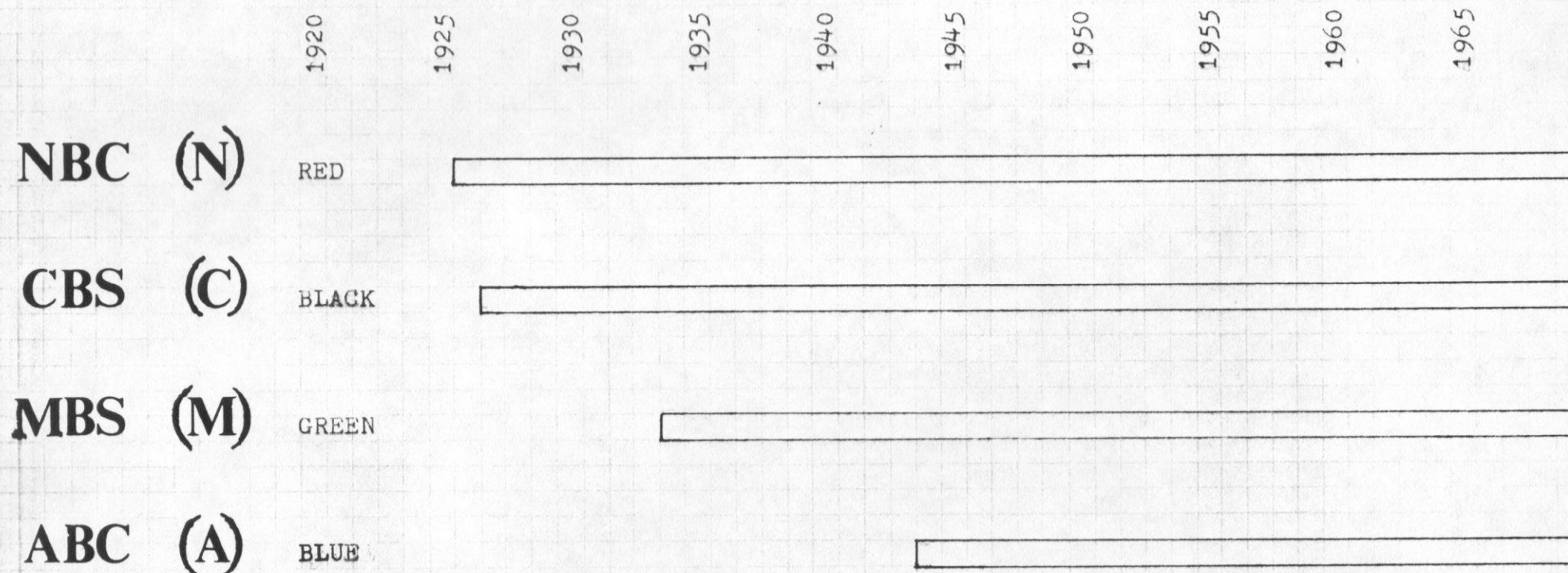
1960

1965

1965

APPENDIX A :

NETWORK TIMELINE KEY



Other Broadcasters

Other Networks (AFRS etc.)

PURPLE ☐

Independent Station (I.S.)

ORANGE ☐

Syndicators (Syn.)

BROWN ☐

APPENDIX A
NETWORK TIMELINE
KEY

APPENDIX B

SPONSOR ABBREVIATION KEY

Abbreviations assigned to sponsors of selected radio programs are based on the criterion of convenience. Sponsor names are cited in mixed fashion. In some cases whole corporate names are given while in other cases the actual product names are listed as available information or familiarity of the product-program relationship prevailed.

<u>Abbreviation</u>	<u>Sponsorship</u>
AAR	American Association of Railroads
AF	Air Force
AH	Adam Hats
Alk	Alka Seltzer
All	Allstate
AM	American Meat
AmD	American Dairy Association
An	Anacin
Ar	Armour & Co.
At	Atlantic Oil
Au	Autolite
B	Bayer Aspirin
Bar	Barclays Bank
BB	Buster Brown Shoes
BC	Blue Coal
Bd	Borden
Bl	Block
Blz	Blatz Beer
Bon	Bond Bread
Br	Bristol Myers
Bs	Bromoseltzer
Bu	Buick
Bud	Budweiser
Ca	Camel Cigarettes
CC	Coca Cola
CD	Canada Dry
Cf	Chesterfield Cigarettes
Chl	Chrysler Corporation
CL	Carter Laboratories
Cm	Cocomalt
Cmp	Campana
Cp	Campbell Soups
Col	Colgate
CS	Chase & Sanborn
Cu	Cue Magazine

Cvlt	Chevrolet
CW	Cream of Wheat
Cy	Camay Soap
D	Dodge
DO	Duz-Oxydol
DR	Dari Rich
Dr	Dr. Lyons
Ds	DeSoto-Plymouth Dealerships
Dz	Duz Soap
El	Elgin-American
Em	Emerson
Ev	Eversharp
F	Ford
Fa	Frigidaire
Fi	Fitch
Fl	Fleischman
FS	Firestone Tire & Rubber Co.
Ft	Fatima Cigarettes
G	Grove
GE	General Electric
GF	General Foods
GM	General Mills
GN	Grape Nuts (Post Cereals)
GO	Gulf Oil
Gru	Gruen Watches
GW	George Washington Coffee
Gy	Goodyear Tire Co.
H	Hinds
Ha	Hatchmaker
Hd	Richard Hudnut
HF	Household Finance
HI	Home Insurance
HL	Hormel
HM	Horlicks Malted Milk
HO	H.O. Oats
HZ	Heinz Foods
I	Ipana
IS	International Silver
IY	Ironized Yeast
Iv	Ivory Soap (Proctor & Gamble)
J	Jello Desserts
JS	Jad Salts
JL	Jergens Lotion
JW	Johnsons Wax
K	Kellogg Cereals
KF	Kaiser-Frazer Automobiles

Kr
KT
KWT

L
La
Lb
LE
LH
Lif
Lip
LM
Ln
LnB
LS
Ls
Lux

Mar
MB
MC
ML
MP
mul
MxH

N
Na
Ns

Oc
OG
Ov

PA
PB
PPB
PC
PdC
Pepsi
Pepso
PG
Ph
PhM
Pil
PlM
PM
Po
PpM
Pr
Pst
PT
PW

Q

Kraft
Kolynos Toothpaste
Kentucky Winner Tobacco

Lava
Lavoris
Lambert
Lady Esther
Lewis-Howe
Lifebouy
Lipton Soups & Teas
Liggett & Meyers Tobacco
Linit
Langendorf Bread
Lucky Strike Cigarettes
Listerine
Lux Soap

Mars Candy Corporation
Miller Beer
Maltex Cereal
Miles Laboratory
Mail Pouch Tobacco
multiple sponsors
Maxwell House Coffee

Norge Appliances
Nabisco
Nestles Chocolate

Orange Crush
Old Gold Cigarettes
Ovaltine

Prince Albert
Pabst Blue Ribbon Beer
Peter Pan Peanut Butter
Post Cereals
Ponds Cold Cream
Pepsicola
Pepsodent
Proctor & Gamble
Philco Radio
Philip Morris
Pillsbury
Pall Mall
Pet Milk
Palmolive
Phillips Milk of Magnesia
Prell
Postum
Pebeco Toothpaste
Petri Wines

Quaker Cereals

R	Ralston Purina
RB	Robert Burn Cigars
RC	Raleigh Cigarettes
RCA	R.C.A. (Radio Corporation of America)
Rex	Rexall Drugs
RG	Royal Gelatin
Rin	Rinso Soap
RO	Richfield Oil
RW	Roma Wines
RY	Reynolds Aluminum
S	Schick
SB	Silvercup Bread
SC	Shutter Candy
SD	Sterling Drugs
SF	Sunkist Fruits
SH	Sal Hepatica
ShO	Shell Oil
Sk	Sanka
SLn	Sloans Liniment
Sm	Selmer Co.
SO	Signal Oil
Sp	Spud
ST	Sealtest
StB	Standard Brands
sus	sustained (network carried program without sponsorship support)
Sw	Swift
Swn	Swan Soap
Sy	Skelly Oil
T	Tums
TC	Trimont Clothing
Td	Tide Soap
Ti	Toni
TO	Texaco Oil
Tm	Time Magazine
TS	Teel Soap
TT	Tenderleaf Tea
US	U.S. War Dept. (A.F.R.S.)
Wb	Woodbury
WC	Wings Cigarettes
Wg	Wrigley
WO	White Owl Cigars
WP	Waterman Pens
Wr	Wildroot
Wsn	Wesson
?	Sponsorship Unknown

APPENDIX C

RADIO PROGRAMS LIST

(incl. Dates of Broadcast, Sponsorship, & Network Affiliation)

Program Title	Dates Broadcasted	Net-work	Sponsor	Sponsor Symbol
Abbott & Costello	1942-47	NBC	Camel	Ca
	47-49	ABC	sus	sus
Adventures by Morse	1943-44	Syn	?	?
Air Adventures of Jimmy Allen	1932-36	Syn	Richfield	RO
Aldrich Family	1939-43	NBC	Gen. Foods	GF
	44-46	CBS	Gen. Foods	GF
	46-51	NBC	Gen. Foods	GF
	51-53	NBC	sus	sus
Al Jolson	1932-33	NBC	Chevrolet	Cvlt
	35-36	NBC	Shell	ShO
	36-39	CBS	Lifebouy	Lif
	42-43	CBS	Colgate	Col
	47-49	NBC	Kraft	Kr
Amos & Andy (as Sam & Henry)	1926-27	WGN (Chi)	Ironized Yeast	IS
(as Amos & Andy)	1928	WMAQ (Chi)	Ironized Yeast	IS
	1929-37	NBC	Pepsodent	Pepso
	37-43	NBC	Campbell	Cp
	43-48	NBC	Rinso	Rin
	48-49	CBS	Rinso	Rin
(as Amos & Andy Music Hall)	49-54	CBS	Rexall	Rex
	1954-60	CBS	Mul	mul
Archie Andrews	1943	MBS	?	?
	46-48	NBC	Swift	Sw
	48-53	NBC	sus	sus
Armstrong of the SBI	1950-51	ABC	Gen. Mills	GM
Backstage Wife	1935	MBS	?	?
	36-51	NBC	Dr. Lyons Toothpaste	Dr
	52-59	NBC	?	?
Beulah	1945-46	CBS	Tums	T
	47-54	CBS	Proctor & Gamble	PG
Big Jon & Sparkie	1951-54	ABC	sus	sus

Program Title	Dates Broadcasted	Net-work	Sponsor	Sponsor Symbol
Bill Stern	1937-39	NBC	sus	sus
	39-41	NBC	Colgate	Col
	43-51	NBC	Colgate	Col
	51-52	NBC	sus	sus
	52-53	ABC	sus	sus
	53-54	ABC	Budweiser	Bud
	54-56	ABC	Allstate	All
Big Town	1937-41	CBS	Rinso	Rin
	41-44	CBS	Ironized Yeast	IY
	45-48	CBS	Bayer	B
	48-52	NBC	Lifebouy	Lif
Bing Crosby	1931-32	CBS	sus	sus
	32-33	CBS	Chesterfield	Cf
	33-35	CBS	Woodbury	Wb
	35-46	NBC	Kraft	Kr
	46-49	ABC	Philco	Ph
	49-53	CBS	Chesterfield	Cf
	53-56	CBS	Gen. Elec- tric	GE
Black Castle	1943-44	MBS	sus	sus
Black Museum	1951-52	MBS	sus	sus
Blondie	1939-44	CBS	Camel	Ca
	44-48	CBS	Super Suds	SS
	48-49	NBC	Colgate	Col
Bob & Ray	49-50	ABC	sus	sus
	1946-53	NBC	mul	mul
	55-56	NBC	mul	mul
	56-59	MBS	mul	mul
	59-60	CBS	mul	mul
	62-63	IS	mul	mul
	73-76	MBS	mul	mul
Bob Hope	1934-35	NBC	Emerson	Em
	36-38	CBS	Atlantic Oil	At
	38-50	NBC	Pepsodent	Pepso
	50-51	NBC	Camel	Ca
	51-52	NBC	Chevrolet	Cvlt
	52-53	NBC	Gen. Foods	GF
	53-57	NBC	American Dairy Assn.	AmD
(rebroadcasts)	1957-58	NBC	mul	mul
Bobby Benson	1932-36	CBS	H.O. Oats	HO
	49-52	MBS	sus	sus
	52-53	MBS	Kraft	Kr
	54-55	MBS	sus	sus

Program Title	Dates Broadcasted	Net-work	Sponsor	Sponsor Symbol
Buck Rogers	1932-33	CBS	Kellogg	K
	33-35	CBS	Cocomalt	Cm
	35-36	CBS	Cream of Wheat	CW
	46-47	MBS	Gen. Foods	GF
Bulldog Drummond	1941-44	MBS	sus	sus
	45-46	MBS	Tums	T
	46-47	MBS	sus	sus
	53-54	MBS	sus	sus
Burns & Allen	1932-33	CBS	R. Burns	RB
	33-36	CBS	White Owl	WO
	36-37	CBS	Campbell	Cp
	37-38	NBC	Grape Nuts	GN
	38-39	CBS	Chesterfield	Cf
	39-40	CBS	Hinds	H
	40-41	NBC	Hormel	Hl
	41-45	CBS	Swan Soap	Swn
	45-49	NBC	Maxwell House Coffee	Mx H
Buster Brown Gang	1949-50	CBS	Block	B
	1943-52	NBC	Buster Brown Shoes	BB
Captain Midnight	1939	IS: WGN	Skelly Oil	Sy
CBS Is There	1940-49	MBS	Ovaltine	Ov
CBS Radio Mystery Theater	1947-48	CBS	sus	sus
CBS Radio Workshop	1974-pres.	CBS	Buick & others	Bu
Challenge of the Yukon	1956-57	CBS	sus	sus
	1947-48	ABC	sus	sus
	48-50	ABC	Quaker	Q
	50-51	MBS	sus	sus
	51-55	ABC	Quaker	Q
Chandu the Magician	1932-33	IS	?	?
	35-36	IS	?	?
	49-50	ABC	sus	sus
Charlie Mc Carthy Show	1937-48	NBC	Chase & Sanborn	CS
(w/Edgar Bergen)	1949-52	CBS	Coca Cola	CC
	52-53	CBS	Hudnut	Hd
	53-54	CBS	mul	mul
	54-55	CBS	Kraft	Kr
	55-56	CBS	mul	mul
Cisco Kid	1943-45	MBS	sus	sus
The Clock	1946-48	ABC	sus	sus
Columbia Presents Corwin	1944-45	CBS	sus	sus
Columbia Workshop	1936-39	CBS	sus	sus
Command Performance	1942-49	AFRS (short-wave)	U.S. War Dept.	US

Program Title	Dates Broadcasted	Net-work	Sponsor	Sponsor Symbol
Counterspy	1942-45	ABC	Mail Pouch	M
	45-46	ABC	sus	sus
	46-47	ABC	Shutter Candy	SC
	48-50	ABC	Pepsicola	Pepsi
	50-51	NBC	sus	sus
	51-53	NBC	Gulf Oil	GO
	53-57	MBS	mul	mul
Dangerous Assignment	1950-53	NBC	sus	sus
Danny Kaye	1944-46	CBS	Pabst Blue Ribbon Beer	PB
Dean Martin & Jerry Lewis	1949-50	NBC	sus	sus
	52-53	NBC	Chesterfield	Cf
Dick Tracy	1935-36	MBS	?	?
	37-39	NBC	?	?
	43-48	ABC	?	?
Dimension X	1950-51	NBC	?	?
Dr. I.Q.	1939-48	NBC	Mars Candy	Mar
	1949	ABC	Mars Candy	Mar
Dragnet	1949-51	NBC	Fatima	Ft
	51-55	NBC	Chesterfield	Cf
	55-56	NBC	mul	mul
Duffy's Tavern	1941-42	CBS	Schick	S
	42-44	ABC	Ipana	I
	44-49	NBC	Ipana	I
	49-50	NBC	Blatz Beer	Blz
	50-51	NBC	mul	mul
Easy Aces	1932-33	CBS	Lavoris	La
	33-35	CBS	Jad Salts	JS
	35-42	NBC	Anacin	An
	42-45	CBS	Anacin	An
(Mr. ace & Jane)	48-49	CBS	?	?
Ed Wynn	1932-35	NBC	Texaco Oil	TO
	36-37	NBC	Spud	Sp
	44-45	ABC	Bordon	Bd
Eddie Cantor Show	1931-34	NBC	Chase & Sanborn	CS
	1935	CBS	Pebeco Toothpaste	PT
	1936-37	CBS	Texaco Oil	TO
	1938	CBS	Camel	Ca
	40-46	NBC	Sal Hepatica	SH
	46-49	NBC	Pabst Blue Ribbon Beer	PB
Ellery Queen	1939-40	CBS	sus	sus
	41-42	NBC	sus	sus
	42-44	NBC	Bromoseltzer	Bs
	45-48	CBS	Anacin	An

Program Title	Dates Broadcasted	Net-work	Sponsor	Sponsor Symbol
Escape	1947-49	CBS	sus	sus
	1950	CBS	Richfield Oil	RO
	51-54	CBS	sus	sus
Exploring Tomorrow	1957-58	MBS	mul	mul
Fanny Bryce-Baby Snooks	1939-40	NBC	Maxwell House	Mx H
	44-45	CBS	Post Cereals	PC
	45-46	NBC	Sanka	Sk
	46-48	NBC	Lewis-Howe	LH
Father Knows Best	1949-54	NBC	Gen. Foods	GF
FBI In Peace & War	1944-51	CBS	Lava	L
	51-52	CBS	Wildroot	Wr
	52-54	CBS	mul	mul
	54-56	CBS	Wrigley	Wg
Fibber McGee & Molly				
(The Air Scouts)	1927-1929	LS:	Sus	sus
(The Smith Family)	1927-1932	WENR/WMAQ	sus	sus
(The Smackouts)	1931-35	WMAQ	sus	sus
	1931-33	NBC b	sus	sus
(Fibber McGee & Molly)	35-50	NBC b	Johnsons Wax	JW
	50-52	NBC	Pet Milk	PM
	52-53	NBC	Reynolds	RY
	53-56	NBC	mul	mul
First Nighter	1930-38	NBC	Campana	Cmp
	38-42	CBS	Campana	Cmp
	42-44	MBS	Campana	Cmp
	44-49	CBS	Campana	Cmp
	52-53	NBC	Miller Beer	MB
Flash Gordon	1935-36	MBS	sus	sus
Frank Morgan	1937-45	NBC	Maxwell House	Mx H
	45-47	NBC	Pall Mall	Pl M
Fred Allen	1932-33	NBC	Linit	Ln
	33-40	NBC	Sal Hepatica	SH
	40-44	CBS	Texaco Oil	TO
	44-47	NBC	Tenderleaf Tea	TT
	47-49	NBC	Ford	F
Front Page Farrell	1941	MBS	Anacin &	An
			Kolynos	KT
			Toothpaste	
	1942-54	NBC	?	?
Gangbusters				
(G-Men)	1935	NBC	Chevrolet	Cvlt
	1936-39	CBS	Palmolive	Po
	39-40	CBS	Cue Magazine	Cu
	40-44	ABC	Sloan's	Sln
			Liniment	
	1945-48	ABC	Waterman Pens	WP
	48-52	CBS	Gen. Foods	GF
	52-55	CBS	sus	sus
	55-57	MBS	mul	mul

Program Title	Dates Broadcasted	Net-work	Sponsor	Sponsor Symbol
Gen. Mills Radio Adventure Theater	1976-1977	CBS	Gen. Mills & others	GM
Gene Autry	1939-56	CBS	Wrigley	Wg
Goldbergs	1929-45	CBS	Duz, Oxydol	D, O
	49-50	CBS	Duz, Oxydol	D, O
Grand Central Station	1936-37	CBS	Listerine	Ls
	37-38	NBC	Listerine	Ls
	38-40	CBS	Listerine	Ls
	40-43	NBC	Rinso	Rin
	43-51	CBS	Pillsbury	Pil
	51-52	CBS	Toni	Ti
	52-53	CBS	Cream of Wheat	CW
	53-54	ABC	Campbell	Cp
Grand Ole Opry	1925-40	IS: WSM	mul	mul
	1941-57	NBC	Prince Albert	PA
	58-pres.	IS: local	mul	mul
Great Gildersleeve	1941-54	NBC	Kraft	Kr
	54-58	NBC	mul	mul
Green Hornet	1936-38	IS: WXYZ	?	?
	1938-39	MBS	sus	sus
	39-42	NBC	sus	sus
	42-47	ABC	sus	sus
	47-49	ABC	Gen. Mills	GM
	49-52	MBS	Orange Crush	Oc
Guiding Light	1937-47	NBC	?	?
	47-56	CBS	?	?
Gunsmoke	1952-54	CBS	sus	sus
	54-55	CBS	Chesterfield	Cf
	55-61	CBS	Liggett & Meyers Tobacco	LM
Hall of Fantasy	1952-53	MBS	sus	sus
Hedda Hopper	1939-42	CBS	Sunkist Fruit	SF
	44-46	CBS	Armour & Co	Ar
	46-50	Syn	mul	mul
	50-51	NBC	?	?
Henry Morgan	1940-42	MBS	sus	sus
	46-47	ABC	Eversharp	Ev
	49-50	NBC	sus	sus
Hopalong Cassidy	1949-50	MBS	Gen. Foods	GF
	50-52	CBS	Gen. Foods	GF
I Love a Mystery	1939-43	NBC	Fleischman	Fl
	43-44	CBS	Proctor & Gamble	PG
	1949-51	MBS	sus	sus

Program Title	Dates Broadcasted	Net-work	Sponsor	Sponsor Symbol
Inner Sanctum	1940-41	NBC	Carter Lab	CL
	41-42	NBC	sus	sus
	42-45	CBS	Colgate	Col
	45-46	CBS	Lipton	Lip
	46-50	CBS	Bromoseltzer	Bs
	50-51	ABC	Mars Candy	Mar
Jack Armstrong	1933-36	CBS	Gen. Mills	GM
	36-41	NBC	Gen. Mills	GM
	41-42	MBS	Gen. Mills	GM
	42-50	ABC	Gen. Mills	GM
(Armstrong of SBI)	1950-51	ABC	Gen. Mills	GM
Jack Benny	1932-33	NBC	Canada Dry	CD
	33-34	NBC	Chevrolet	Cvlt
(also by Gen Tire Co. during 1934)	34-42	NBC	Jello	J
	42-43	NBC	Grape Nuts	GN
	43-49	NBC	Lucky Strike	LS
	49-52	CBS	Lucky Strike	LS
	52-53	CBS	Chesterfield	Cf
	53-55	CBS	Lucky Strike	LS
(rebroadcasts)	56-57	CBS	Lucky Strike	LS
	57-58	CBS	Home	HI
			Insurance	
Just Plain Bill	1932-35	CBS	Kolynos	KT
			Toothpaste	
	1936-55	NBC	Kolynos	KT
			Toothpaste	
Kraft Music Hall	1933-49	NBC	Kraft	Kr
Let's Pretend				
(The Adventures of Helen & Mary)	1929-38	CBS	sus	sus
	39-42	CBS	sus	sus
	43-52	CBS	Cream of Wheat	CW
	53-54	CBS	sus	sus
Life of Riley	1943-45	ABC	American Meat	AM
	45-49	NBC	Prell	Pr
	49-51	NBC	Pabst Blue Ribbon Beer	PB
Lights Out				
(Wyllis Cooper)	1934-35	IS: WENR	?	?
	35	NBC	?	?
(Arch Oboler)	1936-38	NBC	?	?
(NBC staff)	1939	NBC	?	?
(Arch Oboler)	1942-43	CBS	Ironized Yeast	IY
	45 (sum)	NBC	?	?
	46 (sum)	NBC	?	?
(Wyllis Cooper)	1947 (brief)	MBS	?	?

Program Title	Dates Broadcasted	Net-work	Sponsor	Sponsor Symbol
Little Orphan Annie	1931-40 41-43	NBC NBC	Ovaltine ?	Ov ?
The Lone Ranger (Earl Graser)	1933	IS: WXYZ	Silvercup Bread	SB
	1934-38	MBS	Silvercup Bread	SB
(Brace Beamer)	1939-41	MBS	Bond Bread	Bon
	1941-42	MBS	Gen. Foods	GF
	42-55	ABC	Gen. Foods	GF
Lorenzo Jones	1937-49	NBC	Sterling Drugs	SD
	49-55	NBC	Proctor & Gamble	PG
Lum & Abner	1931	IS: KTHS	?	?
	1931-34 35-38	NBC NBC	Quaker Oats Horlicks Malted Milk	Q HM
	38-39	CBS	Postum	Pst
	41-47	ABC	Alka Seltzer	Alk
	48	CBS	Frigidaire	Fa
	49-50	CBS	Ford	F
	51-53	ABC	?	?
Lux Radio Theater	1934-35	NBC	Lux	Lux
	35-54	CBS	Lux	Lux
	54-55	NBC	Lux	Lux
Ma Perkins	1933-42	NBC	Proctor & Gamble	PG
	42-48	NBC/ CBS	Proctor & Gamble	PG
	48-60	CBS	Proctor & Gamble	PG
Major Bowes Original Amateur Hour	1934	IS: WHN	?	?
	35	NBC	Chase & Sanborn	CS
	36-46	CBS	Chrysler	Chl
(Ted Mack)	1948-52	ABC	Old Gold Cigarettes	OG
March of Time	1931-32	CBS	Time Mag.	Tm
	33-36	CBS	Time & Others Remington Wrigley	mul
	37-43	NBC	Time Mag.	Tm
	43-45	ABC	Time Mag.	Tm

Program Title	Dates Broadcasted	Net-work	Sponsor	Sponsor Symbol
Mark Trail	1950	MBS	Kelloggs	K
	51-52	ABC	Kelloggs	K
Meet the Press	1945-?	MBS	?	?
	? -pres.	NBC	?	?
Mercury Theater On the Air	1938-39	CBS	sus	sus
(The Campbell Playhouse)	1938-40	CBS	Campbell	Cp
(Orson Welles Theater)	1941-42	CBS	Lady Esther	LE
	43	CBS	sus	sus
(Mercury Players)	1946	CBS	Pabst Blue Ribbon	PB
Mr. District Attorney	1939-50	NBC	Bristol Myers	Br
	51	ABC	Bristol Myers	Br
Mysterious Traveler	1943-52	MBS	sus	sus
National Barn Dance	1924-32	IS:	?	?
		WLS		
	33-46	NBC	Alka Seltzer	Alk
	48-50	ABC	Phillips M. of M.	PpM
Nightwatch	1975	MBS	sus	sus
One Man's Family	1932-?	NBC	Wesson Oil/Snow Drift	Wsn
	? -35	NBC	Kentucky Winner Tobacco	KWT
	35-49	NBC	Standard Brands	StB
	50	NBC	sus	sus
	50-59	NBC	Miles Lab.	ML
Our Miss Brooks	1948-54	CBS	Colgate	Col
	54-55	CBS	mul	mul
	55-57	CBS	Toni	Ti
Our Gal Sunday	1937-58	CBS	mul	mul
Ozzie & Harriet	1944-47	CBS	International Silver	IS
	48	NBC	International Silver	IS
	49-52	ABC	Heinz Foods	H
	52-53	ABC	Lambert	Lb
	53-54	ABC	mul	mul
People Are Funny	1942-45	NBC	Wings Cig.	WC
	46-51	NBC	Raleigh Cig.	RC
	51-54	CBS	Mars Candy	Mar
	54-59	NBC	Toni	Ti

Program Title	Dates Broadcasted	Net-work	Sponsor	Sponsor Symbol
Pepper Young's Family	1936-37	NBC	Camay	Cy
	37-38	NBC/ MBS	Camay	Cy
	39-42	NBC	Camay	Cy
	42-43	NBC/ CBS	Camay	Cy
	44-59	NBC	Camay	Cy
Phil Harris-Alice Faye Show	1946-48	NBC	Fitch	Fi
	48-50	NBC	Rexall	Rex
	50-51	NBC	sus	sus
	51-54	NBC	R.C.A.	RCA
Quiet Please (Wyllis Cooper)	1947	MBS	?	?
	1948	ABC	?	?
Quiz Kids	1940-42	NBC	Alka Seltzer	Alk
	42-46	ABC	Alka Seltzer	Alk
	46-51	NBC	Alka Seltzer	Alk
	52-53	CBS	sus	sus
Railroad Hour	1948-49	ABC	American Assn of Rail Roads	AAR
	49-54	NBC	American Assn of Rail Roads	AAR
Red Ryder	1942	NBC	Langendorf Bread	Ln B
	43-?	MBS	Langendorf Bread	Ln B
	? -52?	MBS/ Don Lee	Langendorf Bread	Ln B
Red Skelton Show	1941-48	NBC	Raleigh Cig.	RC
	48-49	NBC	Tide	Td
	49-51	CBS	Tide	Td
	51-52	CBS	Norge	N
	52-53	NBC	mul	mul
Right to Happiness	1939-59	NBC	Proctor & Gamble	PG
	60(?)	CBS	Proctor & Gamble	PG
Road of Life	1937-51	NBC	Proctor & Gamble	PG
	52-54	NBC/ CBS	Proctor & Gamble	PG
	54-59	CBS	Proctor & Gamble	PG
Romance of Helen Trent	1933-60	CBS	mul	mul
Roy Roger Show	1944-46	MBS	Goodyear Tire	Cy
	46-48	NBC	Miles Lab	ML

Program Title	Dates Broadcasted	Net-work	Sponsor	Sponsor Symbol
Roy Rogers Show (cont.)	1948-51	MBS	Quaker Oats	Q
	51-54	NBC	Gen. Foods	GF
	55	NBC	Dodge	D
Rudy Vallee Show	1929-39	NBC	Stand. Brands	St. B
	40-43	NBC	Sealtest	ST
Sam Spade	1946-49	CBS	Wildroot	Wr
	49-50	NBC	Wildroot	Wr
	50-51	NBC	sus	sus
The Shadow	1931-32	CBS	Hatchmaker	Ha
	32-33	NBC	Blue Coal	BC
	34-35	CBS	Blue Coal	BC
	37-49	MBS	Blue Coal	BC
	49-50	MBS	Grove	G
	50-51	MBS	Air Force	AF
	51-52	MBS	Wildroot	Wr
	52-53	MBS	mul	mul
	53-54	MBS	sus	sus
Sherlock Holmes (U.S.A.)	1930-35	NBC	Geo. Wash. Coffee	GW
	35-36	MBS	Household Fin	HF
	36	NBC	sus	sus
	39-40	MBS	sus	sus
	40-42	NBC	Bromoseltzer	Bs
	43-46	MBS	Petri Wines	PW
	46-47	ABC	Selmer Co	Sm
	47-49	MBS	Trimont Clothing	TC
	49-50	ABC	Petri Wines	PW
	54-55	NBC	sus	sus
Sherlock Holmes (BBC G. Britain)	late 60s	IS: WFMT	Barclays Bank	Bar
(Hobbs/Shelley)				
Sky King	1946	ABC	sus	sus
	47-50	ABC	Peter Pan	PPB
	51-54	MBS	Peanut Butter	PPB
			Peter Pan	PPB
			Peanut Butter	
Space Patrol	1950-51	ABC	sus	sus
	51-54	ABC	Ralston	R
	54-55	ABC	Nestles	Ns
Stan Freberg Show	1957	CBS	sus	sus
Stella Dallas	1937	IS: WEA	?	?
	38-55	NBC	Sterling Drug	SD
Steve Allen	1952-53	CBS	sus	sus
Straight Arrow	1948-51	MBS	Nabisco	Na
Strange Dr. Weird	1944-45	MBS	Adams Hats	AH

Program Title	Dates Broadcasted	Net-work	Sponsor	Sponsor Symbol
Superman	1938	Syn	?	?
	40-46	MBS	Kellogg	K
	46-49	MBS	sus	sus
	49-51	ABC	sus	sus
Suspense	1942-43	CBS	sus	sus
	43-47	CBS	Roma Wines	RW
	47-48	CBS	sus	sus
	48-54	CBS	Autolite	Au
	55-56	CBS	sus	sus
	56-62	CBS	mul	mul
Tarzan	1932-35	Syn	?	?
	51-52	Syn	?	?
	52	CBS	Gen. Foods	GF
Terry & the Pirates	1937-39	NBC b	Dari-Rich	DR
	43-48	ABC	Quaker Oats	Q
Those We Love	1938	NBC b	Ponds Cold Cream	Pd C
	39	NBC	Royal Gelatin	RG
	40	CBS	Teel Soap	TS
	42 (sum repl)	NBC	?	?
	43 (sum repl)	NBC	?	?
	43-45	NBC/CBS	Gen. Foods	GF
Tom Corbett, Space Cadet	1952	ABC	Kellogg	K
Tom Mix Ralston				R
Straightshooters	1933-38	NBC	Ralston	K
	39	NBC	Kellogg	R
	40-42	NBC	Ralston	R
	44-49	MBS	Ralston	R
	50	MBS	sus	sus
Truth or Consequences	1940-41	MBS	Ivory	Iv
	41-50	NBC	Duz	Dz
	50-51	NBC	Philip Morris	Ph. M
	51-54	NBC	Pet Milk	PM
	55-57	NBC	mul	mul
Uncle Don	1928-38	IS: WOR	mul	mul
	39	MBS	Maltex Cereal	MC
	40-49	IS: WOR	mul	mul
Vic & Sade	1932-34	NBC	sus	sus
	34- ?	NBC r	Proctor &	PG
		& b	Gamble	
	? -44	NBC/CBS	Proctor & Gamble	PG

Program Title	Dates Broadcasted	Net-work	Sponsor	Sponsor Symbol
Voice of Firestone	1928-54	NBC	Firestone	FS
	54-?	ABC	Tire & Rubber Firestone Tire & Rubber	FS
Walter Winchell's Journal	1932-42	NBC b	Jergens Lotion	JL
	43-47	ABC	?	?
	48	ABC	Kaiser-Fraser Autos	KF
	49-52	ABC	Richard Hudnut	Hd
	52	ABC	Gruen Watches	Gru
	53-55	MBS	mul	mul
The Whistler	1942-43	CBS (west US only)	?	?
	1944-55	CBS	Signal Oil	SO
Witches Tale	1931-33	IS: WOR	?	?
	34-?	CBS	?	?
	34-38	MBS	?	?
X Minus One (re-runs)	1955-58	NBC	sus	sus
	73-75	NBC	?	?
You Are There (CBS Is There)	1947	CBS	sus	sus
	48-50	CBS	sus	sus
You Bet Your Life	1947-49	ABC	Elgin-American	El
	49-50	CBS	DeSoto-Plymouth Dealers	Ds
Young Widder Brown	1938-56	NBC	Sterling Drug	SD
Your Hit Parade	1935-37	NBC	Lucky Strike	LS
	37-47	CBS	Lucky Strike	LS
	47-53	NBC	Lucky Strike	LS
Yours Truly Johnny Dollar	1950-53	CBS	sus	sus
	53-54	CBS	Wrigley	Wg
	55-62	CBS	sus	sus
Zero Hour (Hollywood Radio Theater)	1974	MBS	mul	mul

APPENDIX D

RADIO SPONSORSHIP LIST WITH THEIR RESPECTIVE PROGRAMS

Sponsor	Program Title	Dates Broadcasted	Network
Adams Hats	Strange Dr. Weird	1944-45	MBS
Air Force	The Shadow	1950-51	MBS
Alka Seltzer	Lum and Abner	1941-47	ABC
	National Barn Dance	1933-46	NBC
	Quiz Kids	1940-42	NBC
		42-46	ABC
		46-51	NBC
		52-53	CBS
Allstate	Bill Stern	1954-56	ABC
American Association of Railroads	Railroad Hour	1948-49	ABC
		49-54	NBC
American Dairy Association	Bob Hope	1953-57	NBC
American Meat	Life of Riley	1943-45	ABC
Anacin	Easy Aces	1935-42	NBC
		42-45	CBS
	Ellery Queen	1945-48	CBS
	Front Page Farrell	1941	MBS
Armour and Company	Hedda Hopper	1944-46	CBS
Atlantic Oil	Bob Hope	1936-38	CBS
Autolite	Suspense	1948-54	CBS
Barclays Bank (Chicago)	Sherlock Holmes (BBC-Gr. Britain) (Hobbs/Shelley)	lates 60s	IS:WFMT
Bayer Aspirin	Big Town	1945-48	CBS
Blatz Beer	Duffy's Tavern	1949-50	NBC
Block	Burns and Allen	1949-50	CBS
Blue Coal	The Shadow	1932-33	NBC
		34-35	CBS
		37-49	MBS
Bond Bread	The Lone Ranger	1939-41	MBS
Bordon Company	Ed Wynn	1944-45	ABC
Bristol Myers	Mr. District Attorney	1939-50	NBC
		51	ABC
Bromoseltzer	Ellery Queen	1942-44	NBC
	Inner Sanctum	1946-50	CBS
	Sherlock Holmes (USA)	1940-42	NBC
Budweiser Beer	Bill Stern	1953-54	ABC

Sponsor	Program Title	Dates Broadcasted	Network
Buick Motor Division (Gen. Motors)	CBS Radio Mystery Theater	1974-present	CBS
Buster Brown Shoes	Buster Brown Gang	1943-52	NBC
Camay Soap	Pepper Young's Family	1936-37	NBC
		37-38	NBC/MBS
		39-42	NBC
		42-43	NBC/CBS
		44-59	NBC
Camel Cigarettes	Abbott and Costello	1942-47	NBC
	Blondi	1939-44	CBS
	Bob Hope	1950-51	NBC
	Eddie Cantor Show	1938	CBS
Campana Balm	First Nighter	1930-38	NBC
		38-42	CBS
		42-44	MBS
		44-49	CBS
Campbell Soups	Amos and Andy	1937-43	NBC
	Burns and Allen	1936-37	CBS
	Grand Central Station	1953-54	ABC
	Mercury Theater On The Air	1938-40	CBS
Canada Dry	Jack Benny	1932-33	NBC
Carter Laboratories	Inner Sanctum	1940-41	NBC
Chase and Sanborn	Charlie McCarthy Show	1937-48	NBC
	Eddie Cantor Show	1931-34	NBC
	Major Bowes Original	1935	NBC
	Amateur Hour		
Chesterfield Cigarettes	Bing Crosby	1932-33	CBS
		49-53	CBS
	Burns and Allen	1938-39	CBS
	Dean Martin and Jerry Lewis	1952-53	NBC
	Dragnet	1951-55	NBC
	Gunsmoke	1954-55	CBS
	Jack Benny	1952-53	CBS
Chevrolet	Al Jolson	1932-33	NBC
	Bob Hope	1951-52	NBC
	Gangbusters (G-Men)	1935	NBC
	Jack Benny	1933-34	NBC
Chrysler Corporation	Major Bowes Original	1936-46	CBS
	Amateur Hour		
Coca Cola	Charlie McCarthy Show	1949-52	CBS
Cocomalt	Buck Rogers	1933-35	CBS

Sponsor	Program Title	Dates Broadcasted	Network
Colgate	Al Jolson	1942-43	CBS
	Bill Stern	1939-41	NBC
		43-51	NBC
	Blondi	1948-49	NBC
	Inner Sanctum	1942-45	CBS
	Our Miss Brooks	1948-54	CBS
Cream of Wheat	Buck Rogers	1935-36	CBS
	Grand Central Station	1952-53	CBS
	Let's Pretend	1943-52	CBS
Cue Magazine	Gangbusters	1939-40	CBS
Dari Rich	Terry and The Pirates	1937-39	NBC
DeSoto-Plymouth	You Bet Your Life	1949-50	CBS
Dealerships			
Dodge Motor Division	Roy Rogers Show	1955	NBC
Dr. Lyons Tooth	Backstage Wife	1936-51	NBC
Paste			
Duz-Oxydol	Truth or Consequences	1941-50	NBC
Duz Soap	Goldbergs	1929-45	CBS
		49-50	CBS
Elgin-American	You Bet Your Life	1947-49	ABC
Emerson	Bob Hope	1934-35	NBC
Eversharp	Henry Morgan	1946-47	ABC
Fatima Cigarettes	Dragnet	1949-51	NBC
Firestone Tire and	Voice of Firestone	1928-54	NBC
Rubber Co.		54-?	ABC
Fitch	Phil Harris-Alice	1946-48	NBC
	Faye Show		
Fleischman	I Love A Mystery	1939-43	NBC
Ford	Fred Allen	1947-49	NBC
	Lum and Abner	1949-50	CBS
Frigidaire	Lum and Abner	1948	CBS
General Electric	Bing Crosby	1953-56	CBS
General Foods	Aldrich Family	1939-43	NBC
		44-46	CBS
		46-51	NBC
	Bob Hope	1952-53	NBC
	Buck Rogers	1946-47	MBS
	Father Knows Best	1949-54	NBC
	Gangbusters	1948-52	CBS
	Hopalong Cassidy	1949-50	MBS
		50-52	CBS
	The Lone Ranger	1941-42	MBS
		42-55	ABC
	Roy Rogers Show	1951-54	NBC
	Tarzan	1952	CBS
	Those We Love	1943-45	NBC/CBS
General Tire Company	Jack Benny Program	1934	NBC

Sponsor	Program Title	Dates Broadcasted	Network
General Mills	Armstrong of the S.B.I.	1950-51	ABC
	General Mills Radio	1976-1977	CBS
	Adventure Theater		
	Green Hornet	1947-49	ABC
	Jack Armstrong	1933-36	CBS
		36-41	NBC
		41-42	MBS
		42-50	ABC
	(Armstrong of the S.B.I.)	1950-51	ABC
George Washington Coffee	Sherlock Holmes (USA)	1930-35	NBC
Goodyear Tire Co.	Roy Rogers Show	1944-46	MBS
Grape Nuts	Burns and Allen	1937-38	NBC
(Post Cereals)	Jack Benny	1942-43	NBC
Grove	The Shadow	1949-50	MBS
Gruen Watches	Walter Winchell's Journal	1952	ABC
Gulf Oil	Counterspy	1951-53	NBC
Hatchmaker	The Shadow	1931-32	CBS
Heinz Foods	Ozzie and Harriet	1949-52	ABC
Hinds	Burns and Allen	1939-40	CBS
Home Insurance	Jack Benny	1957-58	CBS
H. O. Oats	Bobby Benson	1932-36	CBS
Horlicks Malted Milk	Lum and Abner	1935-38	NBC
Hormel	Burns and Allen	1940-41	NBC
Household Finance	Sherlock Holmes (USA)	1935-36	MBS
Hudnut, Richard	Charlie McCarthy Show	1952-53	CBS
	Walter Winchell's Journal	1949-52	ABC
International Silver	Ozzie and Harriet	1944-47	CBS
		48	NBC
Ipana	Duffy's Tavern	1942-44	ABC
		44-49	NBC
Ironized Yeast	Big Town	1941-44	CBS
	Lights Out (Arch Oboler)	1942-43	CBS
Ivory Soap	Truth or Consequences	1940-41	MBS
(Proctor and Gamble)			
Jad Salts	Easy Aces	1933-35	CBS
Jello Deserts	Jack Benny	1934-42	NBC
(General Foods)			
Jergens Lotion	Walter Winchell's Journal	1932-42	NBC
Johnsons Wax	Fibber McGee and Molly	1935-50	NBC

Sponsor	Program Title	Dates Broadcasted	Network
Kaiser-Fraser Automobiles	Walter Winchell's Journal	1948	ABC
Kellogg Cereals	Buck Rogers	1932-33	CBS
	Mark Trail	1950	MBS
	Superman	1951-52	ABC
	Tom Corbett, Space Cadet	1940-46	MBS
	Tom Mix (Ralston)	1952	ABC
	Straightshooters	1939	NBC
Kentucky Winner Tobacco	One Man's Family	? -35	NBC
Kolynos Toothpaste	Front Page Farrell	1941	MBS
	Just Plain Bill	1932-35	CBS
		36-55	NBC
Kraft	Al Jolson	1947-49	NBC
	Bing Crosby	1935-46	NBC
	Bobby Benson	1952-53	MBS
	Charlie McCarthy Show	1954-55	CBS
	Great Gildersleeve	1941-54	NBC
	Kraft Music Hall	1933-49	NBC
Lady Esther	Mercury Theater On The Air (Orson Welles Theater)	1941-42	CBS
Lambert Langendorf Bread	Ozzie and Harriet	1952-53	ABC
	Red Ryder	1942	NBC
		43-?	MBS
		? -52?	MBS/
			Don Lee
Lava Soap	FBI In Peace and War	1944-51	CBS
Lavoris	Easy Aces	1932-33	CBS
Lewis-Howe	Fanny Bryce-Baby Snooks	1946-48	NBC
Lifebuoy	Al Jolson	1936-39	CBS
	Big Town	1948-52	NBC
Liggett and Meyers Tobacco	Gunsmoke	1955-61	CBS
Linit	Fred Allen	1932-33	NBC
Lipton Soups and Teas	Inner Sanctum	1945-46	CBS
Listerine	Grand Central Station	1936-37	CBS
		37-38	NBC
		38-40	CBS
Lucky Strike Cigarettes	Jack Benny	1943-49	NBC
		49-52	CBS
		53-55	CBS
	(rebroadcasts)	1956-57	CBS

Sponsor	Program Title	Dates Broadcasted	Network
Lucky Strike Cigarettes	Your Hit Parade	1935-37	NBC
		37-47	CBS
		47-53	NBC
Lux Soap	Lux Radio Theater	1934-35	NBC
		35-54	CBS
		54-55	NBC
Mail Pouch Tobacco	Counterspy	1942-45	ABC
Maltex Cereal	Uncle Don	1939	MBS
Mars Candy Corp.	Dr. I.Q.	1939-48	NBC
		49	ABC
Maxwell House Coffee	Inner Sanctum	1950-51	ABC
	People Are Funny	1951-54	CBS
	Burns and Allen	1945-49	NBC
	Fanny Bryce-Baby Snooks	1939-40	NBC
	Frank Morgan	1937-45	NBC
Miles Laboratory	One Man's Family	1950-59	NBC
	Roy Rogers Show	1946-48	NBC
Miller Beer	First Nighter	1952-53	NBC
Multiple Sponsorship	Amos and Andy Music Hall	1954-60	CBS
	Bob and Ray	1946-53	NBC
		55-56	NBC
		56-59	MBS
		59-60	CBS
		62-63	IS
		73-76	MBS
	Charlie McCarthy Show	1953-54	CBS
		55-56	CBS
	Counterspy	1953-57	MBS
	Dragnet	1955-56	NBC
	Duffy's Tavern	1950-51	NBC
	Exploring Tomorrow	1957-58	MBS
	FBI In Peace and War	1952-54	CBS
	Fibber McGee and Molly	1953-59	NBC
	Gangbusters	1955-57	MBS
	Grand Ole Oprey	1925-40	IS:WSM
		58-present	IS
	Great Gildersleeve	1954-58	NBC
	Hedda Hopper	1946-50	Syn
	Our Miss Brooks	1954-55	CBS
	Our Gal Sunday	1937-58	CBS
	Ozzie and Harriet	1953-54	ABC
	Red Skelton Show	1952-53	NBC
	Romance of Helen Trent	1933-60	CBS
	The Shadow	1952-53	MBS
	Suspense	1956-62	CBS

Sponsor	Program Title	Dates Broadcasted	Network
Multiple Sponsorship	Truth or Consequences	1955-57	NBC
	Uncle Don	1928-38	IS:WOR
		40-49	IS:WOR
	Walter Winchell's Journal	1953-55	MBS
	Zero Hour	1974	MBS
Nabisco	Straight Arrow	1948-51	MBS
Nestles Chocolate	Space Patrol	1954-55	ABC
Norge Appliances	Red Skelton Show	1951-52	CBS
Old Gold Cigarettes	Ted Mack's Original Amateur Hour	1948-52	ABC
Orange Crush	Green Hornet	1949-52	MBS
Ovaltine	Captain Midnight	1940-49	MBS
	Little Orphan Annie	1931-40	NBC
Pabst Blue Ribbon Beer	Danny Kaye	1944-46	CBS
	Eddie Cantor Show	1946-49	NBC
	Life of Riley	1949-51	NBC
	Mercury Theater On The Air (Mercury Players)	1946	CBS
Pall Mall	Frank Morgan	1945-47	NBC
Palmolive	Gangbusters	1936-39	CBS
Pebeco Toothpaste	Eddie Cantor Show	1935	CBS
Pepsicola	Counterspy	1948-50	ABC
Pepsodent	Amos and Andy	1929-37	NBC
	Bob Hope	1938-50	NBC
Pet Mills	Fibber McGee and Molly	1950-52	NBC
	Truth or Consequences	1951-54	NBC
Peter Pan Peanut Butter	Sky King	1947-50	ABC
		1951-54	MBS
Petri Wines	Sherlock Holmes (USA)	1943-46	MBS
	Sherlock Holmes (USA)	1949-50	ABC
Philco Radio Corp.	Bing Crosby	1946-49	ABC
Philip Morris Cigarettes	Truth or Consequences	1950-51	NBC
Phillips Milk of Magnesia	National Barn Dance	1948-50	ABC
Pillsbury	Grand Central Station	1943-51	CBS
Ponds Cold Cream	Those We Love	1938	NBC
Post Cereals	Fanny Bryce-Baby Snooks	1944-45	CBS
Postum	Lum and Abner	1938-39	CBS
Prell	Life of Riley	1945-49	NBC
Prince Albert Tobacco Co.	Grand Ole Oprey	1941-57	NBC
Proctor and Gamble	Beulah	1947-54	CBS
	I Love A Mystery	1943-44	CBS
	Lorenzo Jones	1949-55	NBC

Sponsor	Program Title	Dates Broadcasted	Network
Proctor and Gamble	Ma Perkins	1933-42	NBC
		42-48	NBC/CBS
		48-60	CBS
	Right to Happiness	1939-59	NBC
		60	CBS
	Road of Life	1937-51	NBC
		52-54	NBC/CBS
		54-59	CBS
	Vic and Sade	1934-?	NBC
		? -44	NBC/CBS
Quaker Cereals	Challenge of the Yukon	1948-50	ABC
		51-55	ABC
	Lum and Abner	1931-34	NBC
	Roy Rogers Show	1948-51	MBS
	Terry and the Pirates	1943-48	ABC
R.C.A. (Radio Corporation of America)	Phil Harris-Alice Faye Show	1951-54	NBC
Raleigh Cigarettes	People Are Funny	1946-51	NBC
	Red Skelton Show	1941-48	NBC
Ralston Purina	Space Patrol	1951-54	ABC
	Tom Mix (Ralston)	1933-38	NBC
	Straightshooters	40-42	NBC
		44-49	MBS
Rexall Drugs	Amos and Andy Music Hall	1949-54	CBS
	Phil Harris-Alice Faye Show	1948-50	NBC
Reynolds Aluminum	Fibber McGee and Molly	1952-53	NBC
Richfield Oil	Air Adventures of Jimmie Allen	1932-36	Syn
	Escape	1950	CBS
Rinso Soap	Amos and Andy	1943-48	NBC
		48-49	CBS
	Big Town	1937-41	CBS
	Grand Central Station	1940-43	NBC
	Burns and Allen	1932-33	CBS
Robert Burns Cigars	Suspense	1943-47	CBS
Roma Wines	Those We Love	1939	NBC
Royal Gelatin	Eddie Cantor Show	1940-46	NBC
Sal Hepatica	Fred Allen	1933-40	NBC
	Fanny Bryce-Baby Snooks	1945-46	NBC
Sanka Coffee	Duffy's Tavern	1941-42	CBS
Schick	Rudy Vallee Show	1940-43	NBC
Sealtest	Sherlock Holmes (USA)	1946-47	ABC
Selmer Company	Al Jolson	1935-36	NBC
Shell Oil	Counterspy	1946-47	ABC
Shutter Candy			

Sponsor	Program Title	Dates Broadcasted	Network
Signal Oil Company	The Whistler	1944-55	CBS
Silvercup Bread	The Lone Ranger	1933	IS:WXYZ
		34-38	MBS
Skelly Oil	Captain Midnight	1939	IS:WGN
Sloan's Liniment	Gangbusters	1940-44	ABC
Spud	Ed Wynn	1936-37	NBC
Standard Brands	One Man's Family	1935-49	NBC
	Rudy Vallee Show	1929-39	NBC
Sterling Drugs	Lorenzo Jones	1937-49	NBC
	Stella Dallas	1938-55	NBC
	Young Widder Brown	1938-56	NBC
Sunkist Fruits	Hedda Hopper	1939-42	CBS
Super Suds	Blondi	1944-48	CBS
Sustained	Abbott and Costello	1947-49	ABC
	Aldrich Family	1951-53	NBC
	Big Jon and Sparkie	1951-54	ABC
	Bill Stern	1937-39	NBC
		51-52	NBC
		52-53	ABC
	Bing Crosby	1931-32	CBS
	Black Castle	1943-44	MBS
	Black Museum	1951-52	MBS
	Blondi	1949-50	ABC
	Bobby Benson	1949-52	MBS
		54-55	MBS
	Bulldog Drummond	1941-44	MBS
		46-47	MBS
		53-54	MBS
	CBS Is There	1947-48	CBS
	CBS Radio Workshop	1956-57	CBS
	Challenge of the Yukon	1947-48	ABC
		50-51	MBS
	Chandu the Magician	1949-50	ABC
	Cisco Kid	1943-45	MBS
	The Clock	1946-48	ABC
	Columbia Presents Corwin	1944-45	CBS
	Columbia Workshop	1936-39	CBS
	Counterspy	1950-51	NBC
	Dangerous Assignment	1950-53	NBC
	Dean Martin and	1949-50	NBC
	Jerry Lewis		
	Ellery Queen	1939-40	CBS
		41-42	NBC
	Escape	1947-49	CBS
		51-54	CBS
	Flash Gordon	1935-36	MBS

Sponsor	Program Title	Dates Broadcasted	Network
Sustained	Gangbusters	1952-55	CBS
	Green Hornet	1938-39	MBS
		39-42	NBC
		42-47	ABC
	Gunsmoke	1952-54	CBS
	Hall of Fantasy	1952-53	MBS
	Henry Morgan	1940-42	MBS
		49-50	NBC
	I Love A Mystery	1949-51	MBS
	Inner Sanctum	1941-42	NBC
	Let's Pretend		
	(The Adventures of Helen and Mary)	1929-38	CBS
	(Let's Pretend)	1939-42	CBS
		53-54	CBS
	Mysterious Traveler	1943-52	MBS
	Nightwatch	1975	MBS
	One Man's Family	1950	NBC
	Phil Harris-Alice Faye Show	1950-51	NBC
	Quiz Kids	1952-53	CBS
	Sam Spade	1950-51	NBC
	The Shadow	1953-54	MBS
	Sherlock Holmes	1936	NBC
		39-40	MBS
		54-55	NBC
	Sky King	1946	ABC
	Space Patrol	1950-51	ABC
	Stan Freberg Show	1957	CBS
	Steve Allen	1952-53	CBS
	Superman	1946-49	MBS
		49-51	ABC
	Suspense	1942-43	CBS
		47-48	CBS
		55-56	CBS
	Tom Mix (Ralston)	1950	MBS
	Straightshooters		
	Vic and Sade	1932-34	NBC
	You Are There		
	(CBS Is There)	1947	CBS
	(You Are There)	1948-50	CBS
	Yours Truly Johnny Dollar	1950-53	CBS
		55-62	CBS
Swan Soap Swift and Company Teel Soap	Burns and Allen	1941-45	CBS
	Archie Andrews	1946-48	NBC
	Those We Love	1940	CBS

Sponsor	Program Title	Dates Broadcasted	Network
Tenderleaf Tea	Fred Allen	1944-47	NBC
Texaco Oil	Ed Wynn	1932-35	NBC
	Eddie Cantor Show	1936-37	CBS
	Fred Allen	1940-44	CBS
Tide Soap	Red Skelton Show	1948-49	NBC
		49-51	CBS
Time Magazine	March of Time	1931-45	CBS
Toni	Grand Central Station	1951-52	CBS
	Our Miss Brooks	1955-57	CBS
	People Are Funny	1954-59	NBC
Trimont Corporation	Sherlock Holmes (USA)	1947-49	MBS
Tums	Beulah	1945-46	CBS
	Bulldog Drummond	1945-46	MBS
United States War Dept. (Armed Forces Radio Service)	Command Performance	1942-49	AFRS (short-wave)
Waterman Pens	Gangbusters	1945-48	ABC
Wesson Oil	One Man's Family	1932-?	NBC
White Owl Cigars	Burns and Allen	1933-36	CBS
Wildroot	F.B.I. In Peace and War	1951-52	CBS
	Sam Spade	1946-49	CBS
		49-50	NBC
	The Shadow	1951-52	MBS
Wings Cigarettes	People Are Funny	1942-45	NBC
Woodbury	Bing Crosby	1933-35	CBS
Wrigley	F.B.I. In Peace and War	1954-56	CBS
	Gene Autry	1939-56	CBS
	Yours Truly Johnny Dollar	1953-54	CBS
? (Sponsorship Unknown)	Adventures by Morse	1943-44	Syn
	Amos and Andy		
	(Sam and Henry)	1926-27	IS:WGN
		1928	IS:WMAQ
	Archie Andrews	1943	MBS
	Backstage Wife	1935	MBS
		52-59	NBC
	Dick Tracy	1935-36	MBS
		37-39	NBC
		43-48	ABC
		50-51	NBC
	Easy Aces		
	(Mr. ace and Jane)	1948-49	CBS

Sponsor	Program Title	Dates Broadcasted	Network
? (Sponsorship Unknown)	Front Page Farrell	1942-54	NBC
	Green Hornet	1936-38	IS:WXYZ
	Guiding Light	1937-47	NBC
		47-56	CBS
	Hedda Hopper	1950-51	NBC
	Lights Out		
	(Wyllis Cooper)	1934-35	IS:WENR
		35	NBC
	(Arch Oboler)	1936-38	NBC
	(NBC staff)	1939	NBC
	(Arch Oboler)	1945 (sum)	NBC
		46 (sum)	NBC
	(Wyllis Cooper)	1947 (brief)	MBS
	Little Orphan Annie	1941-43	NBC
	Lum and Abner	1931	IS:KTHS
		51-53	ABC
	Major Bowes Original	1934	IS:WHN
	Amateur Hour		
	Meet the Press	1945-?	MBS
		? -present	NBC
	National Barn Dance	1924-32	IS:WLS
	Quiet Please	1947	MBS
		48	ABC
	Stella Dallas	1937	IS:WEAF
	Superman	1938	Syn
	Tarzan	1932-35	Syn
		51-52	Syn
	Those We Love	1943 (sum)	NBC
	Walter Winchell's	1943-47	ABC
	Journal		
	The Whistler	1942-43	CBS
			(West.
			US only)
	Witches Tale	1931-33	IS:WOR
		34	CBS
		34-38	MBS

POSTSCRIPT

As this research/graphics project proceeded it loomed larger and larger, potentially a major work could develop. It was felt afterward that a few postscript comments were needed.

Presented to you have been the skeletal facts of 148 radio programs, their broadcasting periods, network affiliation, and sponsorship information given primarily in timeline form with cross reference appendices.

The writer views this publication as the initial stage of an extensive project which could include additional programs suggested by you and others possibly to total 250. Future work could show sponsorship timelines visualizing the periods each company lent its support to radio entertainment (taken from Appendix D).

In addition the writer sees potential for analysis of this bank of data in attempt to draw out possible patterns of

- a. types of successful programs each network tended to carry
- b. associations of program success with historic periods in America
- c. sponsorship support-from Appendix C, at what historic times did certain groups of sponsors (or individual sponsors) lend support to the radio industry? Did specific sponsors carry only a specific type of program? And, were specific sponsors inclined to work with only one particular network at a time? What were the patterns if any?

This study is a beginning effort. Since research on American radio programming is in its infancy, more accurate data may supplant that which we have now. Some of the information in the program timelines may be revised in the future. Readers are encouraged to notify me of new data and possible errors. Send your comments and corrections to me at

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I thank you and hope I'll be able to reply to your suggestions.

Happy listening.
Tom Price