

"and Success in the New Year" from WLW Artists

Greetings
from
the
**WM.
STOESS
SINGERS**
Heard Over
WLW



**JOSEF
CHERNAVSKY**

Musical Director
WLW — WSAI

Yours for More Happy Christmases

Alex. Queens
W. S. W. Jamboree

With Aladdin Lamp Co. for the 11th Season.
Saturday 8-8:15 A.M. EST. WLW

**THE FIVE
NOVELTY
ACES**

Wish You
A Very Merry
Christmas



SHINING FORTH DAILY
on
GRIFFIN'S 'TIME TO SHINE'
WLW
Now in its 60th WEEK

FEATURED ON THE WLW BOONE COUNTY JAMBOREE EVERY SATURDAY NIGHT

HELEN DILLER

The Canadian Cowgirl

"LAZY" JIM DAY

The Sage From Short Creek, Ky.—

"The Singing News Commentator"

LAFE HARKNESS

The Terre Haute Terror — Harmonica Playing Comedian

Heartiest Christmas Greetings
and a Happy New Year!

**CHARLIE WAYNE
DAMERON**

Master of Ceremonies

GRIFFIN "Time to Shine"
NASH "Country Club Review"
HAPPY DAN and his RADIO FOLKS



FRED KIRBY
The Smiling Cowboy

One of WLW's most versatile artists. Now working the greatest number of programs on WLW-WSAI. Foreman Lone Star Ranch Presentation Boone County Jamboree, every Saturday Night, 8:00-8:30 EST, WLW.

"TOP OF THE MORNING"
CONSOLIDATED DRUG CO.
Mon. Thru Sat., 6-6:15 A.M., EST, WLW.



Season's Greetings
from
**LULU BELLE
AND
SKYLAND SCOTTY**
WLW BOONE COUNTY JAMBOREE



GIRLS of the GOLDEN WEST

Dolly and Milly Good

WLW DAILY 7:30-7:45 A.M., EST.

Featured on the

BOONE COUNTY JAMBOREE

Every Saturday Night Broadcast Over WLW



GREETINGS
TO EVERYBODY FROM
HUGH CROSS
AND HIS RADIO PALS
SHUG FISHER BUDDY ROSS
WLW
BOONE COUNTY JAMBOREE



Hello, Folks — Merry Christmas — Happy New Year
DRIFTING PIONEERS

WALT BROWN
MERLE TRAVIS
DENNY SLOFOOT

"Top of the Morning"
Daily, 6-6:45 A.M., EST, WLW.
CONSOLIDATED DRUG CO.

BILL BROWN
"SLEEPY" MARLIN

Crossroad Comic
Boone County Jamboree
Every Sat. Night, 8-8:30 EST,
WLW. PINEX.

RED AND BLACKIE

The CAROLINA BOYS

Asleep between programs (They'd get lost if they left the studio)

WLW Boone County Jamboree Every Sat. Night,
8:00-8:30 EST. Sponsored by PINEX

POLEY'S HONEY AND TAR
Monday Through Saturday, 7:15 A.M., EST, WLW



Network Revenue for Five Years

Year	NBC Red Revenue	NBC Blue Revenue	Total
1934	\$17,500,186	\$10,333,430	\$27,833,616
1935	19,498,990	11,649,951	31,148,941
1936	22,545,527	13,878,423	36,423,950
1937	27,171,965	11,479,321	38,651,286
1938	31,827,548	9,538,131	41,365,679
1939	34,950,000	10,200,000	45,150,000

Year	CBS Revenue	MBS Revenue	Total
1934	\$14,825,845		\$14,825,845
1935	17,637,804		17,637,804
1936	23,158,148		23,158,148
1937	28,722,118		28,722,118
1938	27,245,397		27,245,397
1939	34,508,123		34,508,123

All figures for 1939 are estimated.
(*) Mutual gross not included in 1934 total.

Program Reviews

EST Unless Otherwise Indicated

"Uncle Jonathan"

Reviewed Tuesday, 3:30-3:45 p.m.
Style—Satire. Sustaining on WABC
(Columbia Broadcasting System).

Sponsors are wary of gambling with a program which varies from the common run of air shows. This is the only reason that can be advanced for the fact that Uncle Jonathan has not yet become a commercial.
Orth Bell, as Uncle Jonathan, is more than a comic. He's a satirist of small town American life and manners. In Tuesday's program his quips were aimed at commercial radio. The stuff was smart, being a combination of silly and pointed barbs coming in the guise of a

news program over Jonathan's phonics station, BIFM, the Voice of the Swamp. Script of this show is incomparably better than daytime stuff that is now selling, and rates a commercial.

Ackerman.

"Laugh and Swing Club"

Reviewed Sunday, 9-9:30 p.m.
Style—Variety. Station—WOR (Mutual network).

For a sustainer, this program is potentially a good layout, but needs a better script than it had when caught. Comedy set-ups has Maurie Amsterdam throwing gags at emcee, Mabel Todd doing dumb comedy, and Annie Bols as a