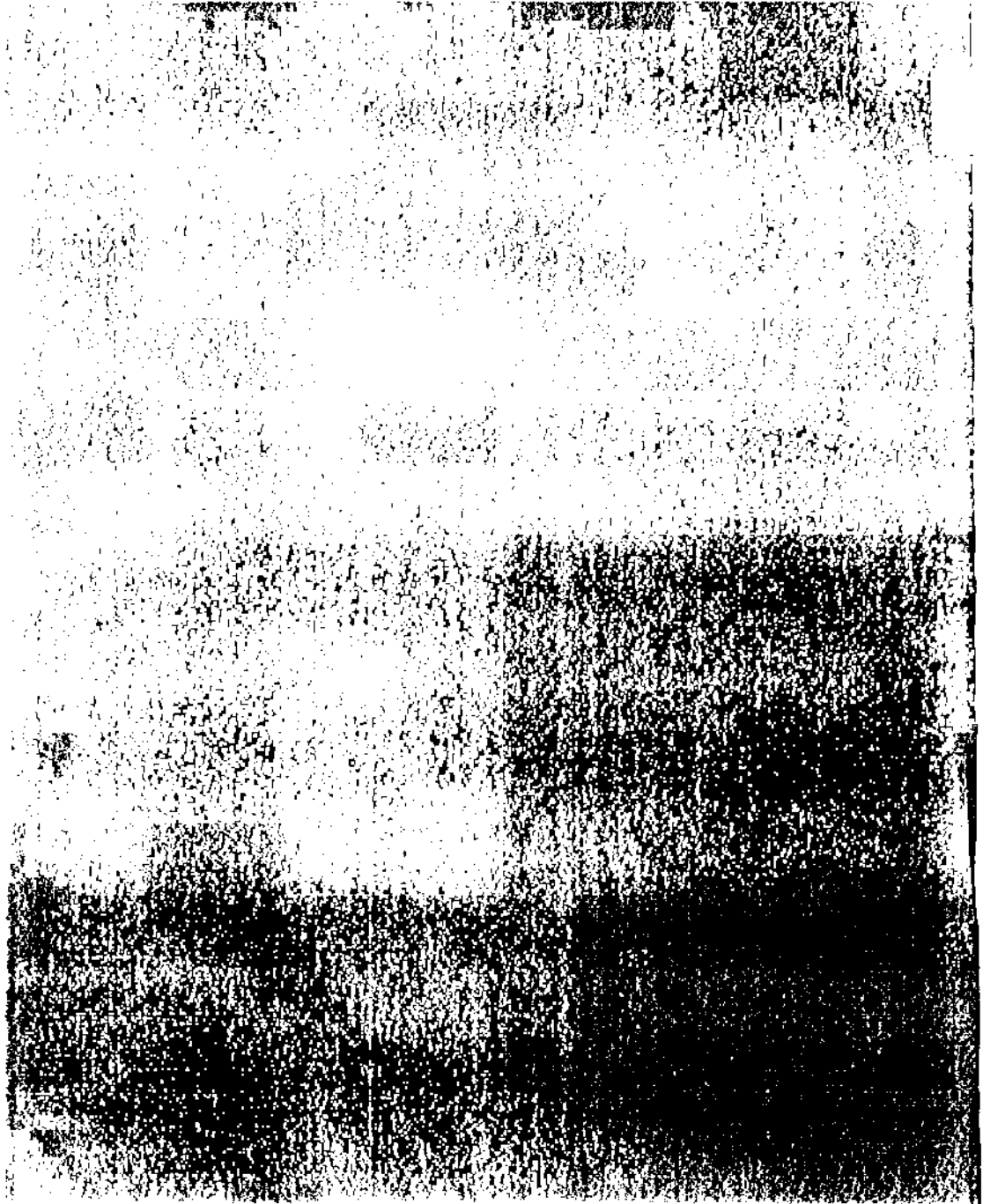


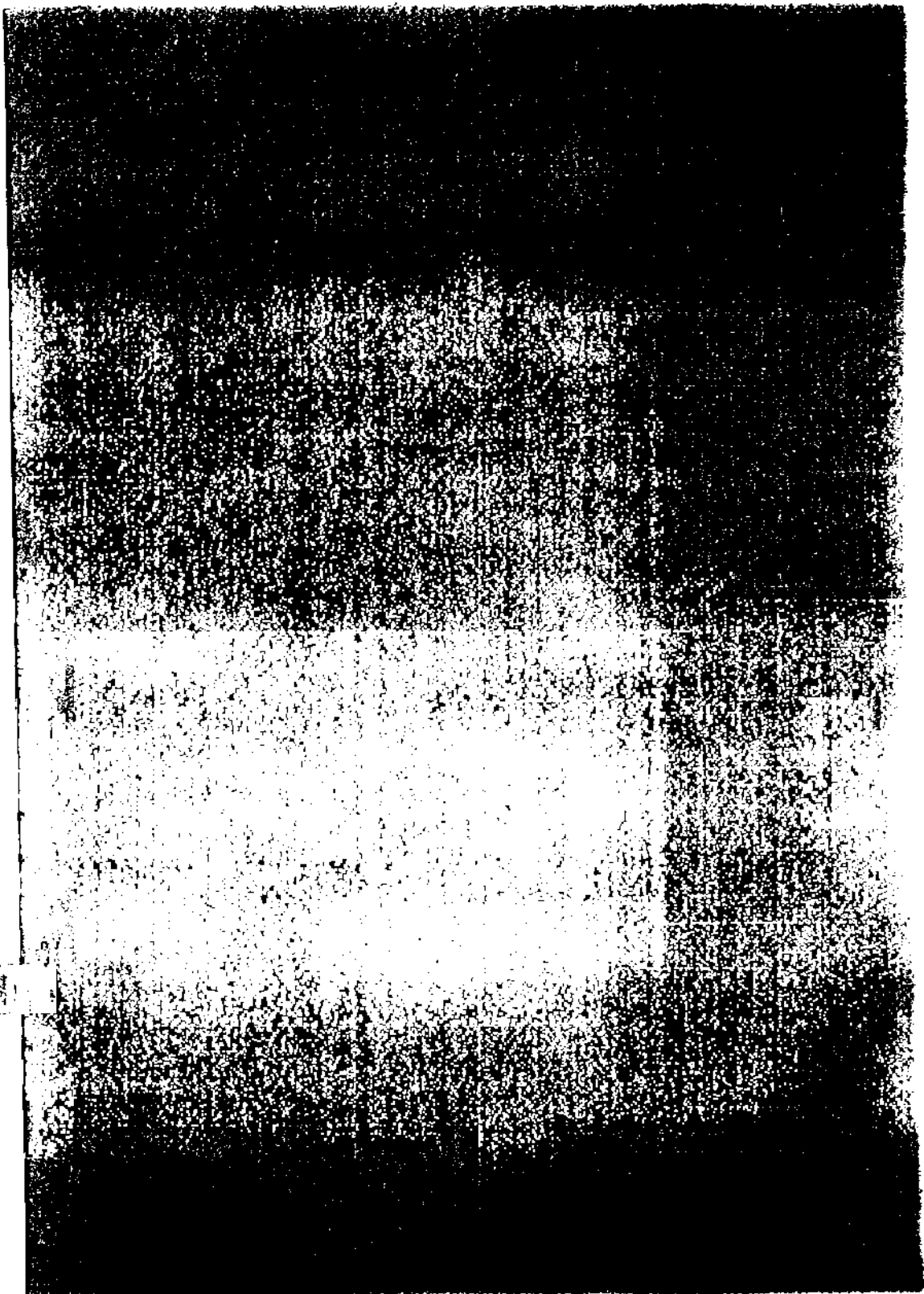
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JACK BEATTY

ATX01 0125189



1944

THE JACK BENNY NEWSPAPER  
ANNOUNCEMENT CAMPAIGN

SEPTEMBER 29, 1944 - OCTOBER 29, 1944 INCLUSIVE

ATX01 0125191

<u>STATE</u>	<u>CITY</u>	<u>NEWSPAPER</u>
Alabama	Birmingham Mobile Montgomery	News & Age Herald Press Register Advertiser Journal
Arizona	Phoenix Prescott Tucson Yuma	Republican Gazette Courier Journal Star & Citizen Sun & Arizona Sentinel
Arkansas	Little Rock	Gazette
California	Fresno Hollywood Long Beach Los Angeles  Oakland Sacramento  San Diego San Francisco  Pasadena	Bee Citizen News Press Telegram Sun Examiner Herald Express Daily News Times Tribune Union Bee Union & Tribune Sun Chronicle Examiner Post Star & News
Colorado	Denver	Post
Connecticut	Bridgeport Hartford New Haven Waterbury	Post Courant Register Republican & American
Delaware	Wilmington	Star
D. C.	Washington	Star Times Herald
Florida	Jacksonville Lakeland Miami Pensacola Tampa	Times Union Ledger News Journal & News Tribune

ATX01 0125192

<u>STATE</u>	<u>CITY</u>	<u>NEWSPAPER</u>
Georgia	Atlanta	Journal Constitution
	Savannah	News
Idaho	Boise	Statesman
	Pocatello	Tribune
	Twin Falls	Times News
Illinois	Chicago	Sun
	Moline-Rock Island	Shopping News
	Peoria	Dispatch Argus
	Rockford	Journal Star
	Waukegan	Star Register Republican News Sun
Indiana	Evansville	Courier Press
	Ft. Wayne	Journal Gazette
	Gary	Post Tribune
	Hammond	Times
	Indianapolis	Star
	South Bend	Tribune
Terre Haute	Tribune & Star	
Iowa	Des Moines	Register
Kansas	Hutchinson	News Herald
	Wichita	Beacon Eagle
Louisiana	Lafayette	Advertiser
	Lake Charles	American Press
	Monroe	News Star World
	New Orleans	Times Picayune States Item
	Shreveport	Times
Maine	Augusta	Kennebec Journal
	Bangor	News
	Portland	Press Herald & Express
Maryland	Baltimore	News Post Sun
	Cumberland	American News Times
Massachusetts	Boston	Globe Herald Traveler Post Record American
	Fall River	Herald News
	Holyoke	Transcript Telegram
	Lowell	Sun

<u>STATE</u>	<u>CITY</u>	<u>NEWSPAPER</u>
Massachusetts (cont'd)	New Bedford	Standard Times
	Springfield	Republican News & Union
	Worcester	Telegram Gazette & Post
Michigan	Detroit	News
	Flint	Times
	Grand Rapids	Journal
	Lansing	Press
	Saginaw	Herald
Minnesota	Duluth	State Journal
	Hibbing	News
	Mankato	Herald
	Minneapolis	News Tribune
	Rochester	Tribune
	St. Cloud	Free Press
	St. Paul	Tribune & Star Journal
	Virginia	Post Bulletin
Mississippi	Hattiesburg	Times
	Jackson	Dispatch & Pioneer Press
	Laurel	Enterprise
Missouri	Kansas City	American
	St. Louis	Clarion Ledger News
	Springfield	Leader Call
Montana	Billings	Star
	Bozeman	Post Dispatch
	Butte	News Leader Press
	Helena	Gazette
Nebraska	North Platte	Chronicle
	Omaha	Standard Post
New Hampshire	Manchester	Independent Record
	Manchester	Telegraph
New Jersey	Atlantic City	World Herald
	Camden	Union Leader
	Newark	Press & Union
	Trenton	Post Courier
		Star Ledger
	Call	
	Times	

<u>STATE</u>	<u>CITY</u>	<u>NEWSPAPER</u>	
New Mexico	Albuquerque	Tribune Journal	
New York	Albany	Knickerbocker News Times Union	
	Binghamton	Press	
	Buffalo	News Courier Express	
	Elmira	Star Gazette & Advertiser	
	New York City		Sunday Telegram
			Mirror
			News
			Bronx Home News
			Brooklyn Eagle
			Post
			Sun
			Herald Tribune
			Times
		Brooklyn Citizen	
	Jamaica L. I. Press		
	Long Island City Star Journal		
	Staten Island Advance		
	Mamaroneck Times		
	New Rochelle Standard Star		
	Ossining Citizen Register		
	Peekskill Star		
	Portchester Item		
	Tarrytown News		
	White Plains Reporter Dispatch		
	Yonkers Herald Statesman		
	Mt. Vernon Argus		
	Democrat Chronicle		
	Schenectady Union Star		
	Herald Journal		
	Record & Times Record		
	Observer Dispatch		
North Carolina	Ashville	Citizen Times	
	Charlotte	Observer	
	Raleigh	News & Observer	
	Winston Salem	Journal & Twin City Sentinel	
North Dakota	Bismarck-Mandan	Tribune Pioneer	
	Fargo	Forum	
Ohio	Canton	Repository	
	Cincinnati	Enquirer Post	
	Cleveland	Times Star Plain Dealer Shopping News	

ATX01 0125195



<u>STATE</u>	<u>CITY</u>	<u>NEWSPAPER</u>
Ohio (Cont'd)	Columbus	Dispatch
	Dayton	Journal Herald
		News
	Lima	News
	Toledo	Blade
	Times	
	Youngstown	Vindicator
	Zanesville	Times Recorder & Signal
Oklahoma	Oklahoma City	Oklahoman & Times
	Tulsa	Tribune World
Oregon	Medford	Mail Tribune
	Portland	Journal
Pennsylvania	Allentown	Call Chronicle
	Altoona	Mirror
	Easton	Express
	Erie	Times
		Dispatch Herald
	Harrisburg	Patriot News
		Telegraph
	Hazleton	Plain Speaker & Standard Sentinel
	Johnstown	Tribune Democrat
	Lancaster	New Era & Intelligencer Journal
		News
	Lewistown	Sentinel
	McKeesport	News
	Philadelphia	Inquirer News
		Record
Reading	Eagle Times	
Scranton	Times Scrantonian	
Wilkes Barre	Record Times Leader News	
Williamsport	Independent	
	Sun Gazette & Bulletin	
	Grit	
	Dispatch	
Rhode Island	Pawtucket	Times
	Providence	Journal
South Carolina	Charleston	Post News & Courier
	Columbia	State
	Greenville	News Piedmont
	Greenwood	Index Journal
South Dakota	Sioux Falls	Argus Leader

<u>STATE</u>	<u>CITY</u>	<u>NEWSPAPER</u>
Tennessee	Bristol	Herald Courier News Bulletin
	Chattanooga	News Free Press & Times
	Kingsport	Times News
	Knoxville	News Sentinel
	Memphis	Commercial Appeal & Press Scinitar
Texas	Amarillo	News Globe
	Corpus Christi	Callier Times
	Dallas	News Times Herald
	El Paso	Herald Post & Times
	Fort Worth	Star Telegram
	Houston	Post Press Express Light News
San Antonio		
Utah	Salt Lake City	Tribune
Virginia	Martinsville	Bulletin
	Norfolk	Ledger Dispatch & Virginian Pilot
	Richmond	News Leader & Times Dispatch
Washington	Seattle	Post Intelligencer Star
	Spokane	Spokesman Review
	Tacoma	News Tribune
West Virginia	Bluefield	Telegraph & Sunset News
	Charleston	Gazette
	Huntington	Herald Advertiser
Wisconsin	Eau Claire	Leader Telegram
	La Crosse	Tribune & Leader Press
	Madison	Capital Times & State Journal
	Milwaukee	Journal
	Superior	Telegram

AD 51 APPEARED IN THE FOLLOWING NEWSPAPERS ON DATES INDICATED

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>
Ala.	Birmingham	News & Age Herald	9/29-30
	Mobile	Press Register	9/29-30
	Montgomery	Advertiser Journal	9/29-30
Ariz.	Phoenix	Republican Gazette	9/29-30
	Prescott	Courier Journal	9/29-30
	Tucson	Star & Citizen	9/29-30
	Yuma	Sun & Arizona Sentinel	9/29
Ark.	Little Rock	Gazette	9/30
Colo.	Denver	Post	9/29
Conn.	Bridgeport	Post Telegram	9/29-30
	Hartford	Courant	9/30
	New Haven	Register	9/29
	Waterbury	Republican American	9/29-30
D. C.	Washington	Star	9/29
Fla.	Jacksonville	Times Herald	9/29
	Lakeland	Times Union	9/30
	Miami	Ledger	9/29
	Miami	News	9/29
	Pensacola	Journal News	9/29-30
	Tampa	Tribune	9/30
Ga.	Savannah	News & Press	9/29-30
Idaho	Boise	Statesman &	9/29-30
		Twin Falls Telegram	
	Pocatello	Tribune	9/29
Ill.	Twin Falls	Times News	9/29-30
	Moline-Rock Island	Dispatch Argus	9/29-30
	Peoria	Journal Transcript	9/29-30
	Rockford	Star Register Republican	9/29-30
	Waukegan	News Sun	9/29
Ind.	Evansville	Courier Press	9/29-30
	Ft. Wayne	News Sentinel	9/29
	Gary	Post Tribune	9/29
	Hammond	Times	9/29
	Terre Haute	Star Tribune	9/29-30
Iowa	Des Moines	Register Tribune	9/29-30
Kans.	Hutchinson	Herald News	9/29
	Wichita	Beacon	9/29

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<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>
La.	Lafayette	Advertiser	9/29
	Lake Charles	American Press	9/29
	New Orleans	Item	9/29
		Times Picayune & States	9/29-30
		Times	9/30
Maine	Shreveport	Kennebec Journal	9/30
	Augusta	Press Herald & Express	9/29-30
	Portland	News Times	9/29-30
Md	Cumberland	News Post	9/29
	Baltimore	Sun	9/29-30
Mass.	Boston	Globe	9/29-30
		Herald Traveler	9/29-30
		Post	9/30
		Record American	9/29-30
	Fall River	Herald News	9/29
	Holyoke	Transcript Telegram	9/29
	Lowell	Sun	9/29
	New Bedford	Standard Times	9/29
	Springfield	Republican News & Union	9/29-30
	Worcester	Telegram Gazette & Post	9/29-30
Mich.	Detroit	News	9/29
		Times	9/29
	Flint	Journal	9/29
	Grand Rapids	Press	9/29
	Lansing	State Journal	9/29
	Saginaw	News	9/29
Minn.	Duluth	Herald	9/29
	Hibbing	Tribune	9/29
	Mankato	Free Press	9/29
	Minneapolis	Tribune & Star Journal	9/29-30
	Rochester	Post Bulletin	9/29
	St. Cloud	Times	9/29
	St. Paul	Dispatch & Pioneer Press	9/29-30
Virginia	Enterprise	9/29	
Miss.	Hattiesburg	American	9/29
	Jackson	Clarion Ledger News	9/29-30
Mo.	Laurel	Leader Call	9/29
	St. Louis	Post Dispatch	9/29
	Springfield	News Leader Press	9/29-30

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>	
Mont.	Billings	Gazette	9/29-30	
	Bozeman	Chronicle	9/30	
	Butte	Standard Post	9/29-30	
	Helena	Independent Record	9/29	
Neb.	North Platte	Telegraph	9/29	
	Omaha	World Herald	9/29-30	
N. H.	Manchester	Union Leader	9/29-30	
N. J.	Atlantic City	Press & Union	9/29-30	
	Camden	Post Courier	9/29-30	
	Newark	Star Ledger	9/30	
	Trenton	Times	9/29	
N. Mex.	Albuquerque	Tribune Journal	9/29-30	
N. Y.	Albany	Knickerbocker News	9/29	
	Binghamton	Press	9/29	
	Buffalo	News	9/29	
	Elmira	Star Gazette & Advertiser	9/29-30	
	New York		Post	9/29
			Sun	9/29
			<u>Westchester County Papers</u>	9/29
			Yonkers Herald Statesman	
			Mt. Vernon Argus	
			New Rochelle Standard Star	
			Port Chester Item	
			Mamaroneck Times	
			Tarrytown News	
			Ossining Citizen Register	
			White Plains Reporter Dispatch	
			Peekskill Star	
		Schenectady	Union Star	9/29
		Syracuse	Herald Journal	9/29
	Troy	Record & Times Record	9/29-30	
	Utica	Observer Dispatch	9/29	
N. C.	Asheville	Citizen Times	9/29-30	
	Charlotte	Observer	9/30	
	Raleigh	News & Observer	9/30	
	Winston Salem	Journal &	9/29-30	
		Twin City Sentinel		
N. Dak.	Bismarck-Mandan	Tribune Pioneer	9/29-30	
	Fargo	Forum	9/29-30	

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>	
Ohio	Canton	Repository	9/29	
	Cincinnati	Post	9/29	
		Times Star	9/29	
	Columbus	Dispatch	9/29	
	Dayton	Journal Herald	9/29-30	
		News	9/29	
	Lima	News	9/29	
	Toledo	Blade	9/29	
	Zanesville	Times Recorder & Signal	9/29-30	
Okla.	Oklahoma City	Oklahoman & Times	9/29-30	
	Tulsa	Tribune World	9/29-30	
Ore.	Medford	Mail Tribune	9/29	
Pa.	Allentown	Call Chronicle	9/29-30	
	Altoona	Mirror	9/29	
	Easton	Express	9/29	
	Erie	Times	9/29	
	Harrisburg	Patriot News	9/29-30	
		Telegraph	9/29	
	Hazleton	Plain Speaker & Standard Sentinel	9/29-30	
	Johnstown	Tribune Democrat	9/29-30	
		Lancaster	New Era & Intelligencer Journal	9/29-30
		Lewistown	Sentinel	9/29
		McKeesport	News	9/29
		Philadelphia	Inquirer	9/30
			News	9/29
			Record	9/30
		Reading	Eagle Times	9/29-30
		Scranton	Times	9/29
		Wilkes Barre	Record Times Leader News	9/29-30
		Williamsport	Sun Gazette & Bulletin	9/29-30
		York	Dispatch	9/29
	R. I.	Pawtucket	Times	9/29
S. C.	Charleston	Post News & Courier	9/29-30	
	Columbia	State	9/30	
	Greenville	News Piedmont	9/29-30	
	Greenwood	Index Journal	9/29	

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>
S. Dak.	Sioux Falls	Argus Leader	9/29
Tenn.	Bristol	Herald Courier News Bulletin	9/29-30
	Chattanooga	News Free Press & Times	9/29-30
	Kingsport	Times News	9/29-30
	Knoxville	News Sentinel	9/29
	Memphis	Commercial Appeal & Press Scimitar	9/29-30
Tex.	Amarillo	Globe News	9/29-30
	Corpus Christi	Callar Times	9/29-30
	Dallas	Times Herald	9/29
	El Paso	Herald Post & Times	9/29-30
	Houston	Post	9/30
		Press	9/29
	San Antonio	Light	9/29
		News	9/29
Va.	Martinsville	Bulletin	9/29
	Norfolk	Ledger Dispatch & Virginian Pilot	9/29-30
	Richmond	News Leader & Times Dispatch	9/29-30
W. Va.	Bluefield	Telegraph & Sunset News	9/29-30
	Charleston	Gazette	9/30
	Huntington	Advertiser Herald Dispatch	9/29-30
Wis.	Eau Claire	Leader Telegram	9/29-30
	La Crosse	Tribune & Leader Press	9/29
	Madison	Capital Times & State Journal	9/29
	Milwaukee	Journal	9/29
	Superior	Telegram	9/29

TOTAL CITIES 149  
TOTAL NEWSPAPERS 175

ATX01 0125202

# JACK BENNY BACK ON THE AIR



*with*

MARY LIVINGSTON

PHIL HARRIS • ROCHESTER • DON WILSON

*Presented by*

**LUCKY STRIKE**

*L.S./M.F.T.*

**Sunday Night Oct. 11**

MBC NETWORK

**7 P.M. WFTS-TV**

NIKO1 0125203



AD 31-PC APPEARED IN THE FOLLOWING NEWSPAPERS ON DATES INDICATED

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>
Calif.	Hollywood	Citizen News	9/29
	Long Beach	Press Telegram Sun	9/29-30
	Pasadena	Post Star & News	9/29-30
	Sacramento	Bee	9/29
	San Diego	Union Tribune & Sun	9/29-30
	San Francisco	Examiner	9/30
Wash.	Seattle	Star	9/29
	Tacoma	News Tribune	9/29

TOTAL CITIES 8  
TOTAL NEWSPAPERS 8

ATX01 0125204

**JACK BENNY**

**BACK ON THE AIR**



*with*

**MARY LIVINGSTON**

**PHIL HARRIS • ROCHESTER • DON WILSON**

*Presented by*

**LUCKY STRIKE**

*L.S./M.F.T.*

**Sunday Night Oct. 1**

**HBC NETWORK**

**4 P.M. • 9:30 P.M. • KPO**

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KPO-TV, San Francisco, California

AD 32 APPEARED IN THE FOLLOWING NEWSPAPERS ON DATES INDICATED

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>
Ala.	Birmingham	News & Age Herald	10/1
	Mobile	Press Register	10/1
	Montgomery	Advertiser	10/1
Ariz.	Phoenix	Republican Gazette	9/30-10/1
	Prescott	Courier Journal	10/1
	Tucson	Star & Citizen	9/30-10/1
Ark.	Little Rock	Gazette	10/1
Colo.	Denver	Post	10/1
Conn.	Bridgeport	Post	10/1
	Hartford	Courant	10/1
	New Haven	Register	10/1
	Waterbury	Republican & American	9/30-10/1
Dela.	Wilmington	Star	10/1
D.C.	Washington	Star	10/1
		Times Herald	10/1
Fla.	Jacksonville	Times Union	10/1
	Lakeland	Ledger	10/1
	Miami	News	10/1
	Pensacola	Journal & News	9/30-10/1
	Tampa	Tribune	10/1
Ga.	Atlanta	Constitution	10/1
	Savannah	News	10/1
Idaho	Boise	Statesman	10/1
	Pocatello	Tribune	10/1
	Twin Falls	Times News	10/1
Ill.	Chicago	Sun	9/30 & 10/1
Ind.	Peoria	Journal Star	10/1
	Evansville	Courier Press	10/1
	Ft. Wayne	Journal Gazette	10/1
	Hammond	Times	10/1
	Indianapolis	Star	10/1
	South Bend	Tribune	10/1
	Terre Haute	Tribune & Star	10/1

ATX01 0125206

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>
Ia.	Des Moines	Register	10/1
Kans.	Hutchinson	News Herald	10/1
	Wichita	Beacon	10/1
		Eagle	9/30-10/1
La.	Monroe	News Star World	10/7-8
	New Orleans	Times Picayune States	10/1
	Shreveport	Times	10/1
Me.	Bangor	News	9/30-10/1
	Portland	Express Telegram	9/30-10/1
Md.	Baltimore	American	10/1
		Sun	10/1
	Cumberland	Times	10/1
Mass.	Boston	Globe	10/1
		Herald	10/1
		Post	10/1
	New Bedford	Standard Times	10/1
	Springfield	Union Republican	10/1
	Worcester	Telegram	10/1
Mich.	Detroit	News	10/1
		Times	10/1
	Flint	Journal	10/1
	Grand Rapids	Herald	10/1
	Lansing	State Journal	10/1
	Saginaw	News	10/1
Minn.	Duluth	News Tribune	10/1
	Minneapolis	Tribune	10/1
	St. Paul	Pioneer Press	10/1
Miss.	Jackson	Clarion Ledger & News	10/1
Mo.	St. Louis	Post Dispatch	10/1
	Springfield	News & Leader	10/1
Mont.	Billings	Gazette	10/1
	Bozeman	Chronicle	10/1
	Butte	Montana Standard Post	9/30-10/1
	Helena	Independent Record	10/1
Nebr.	Omaha	World Herald	10/1

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>
N.J.	Newark	Call	10/1
		Star Ledger	10/1
N. Mex.	Trenton	Times Advertiser	10/1
	Albuquerque	Journal	10/1
N.Y.	Albany Buffalo Elmira New York City          Syracuse Utica	Times Union	10/1
		Courier Express	10/1
		Sunday Telegram	10/1
		Herald Tribune	10/1
		Mirror (Metro Ed)	
		Split Run	10/1
		News (Metro Ed)	
		Split Run	10/1
		Times	9/29 & 10/1
		Bronx Home News	9/29 & 10/1
		Brooklyn Citizen	9/29
		Brooklyn Eagle	9/29 & 10/1
		Jamaica L.I. Press )	
		Long Island City Star )	9/29
Journal )			
Staten Island Advance )			
Herald American	10/1		
Observer Dispatch	10/1		
N. C.	Asheville Charlotte Raleigh Winston-Salem	Citizen Times	10/1
		Observer	10/1
		News & Observer	10/1
		Journal Sentinel	10/1
N.D.	Fargo	Forum	10/1

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>
Ohio	Canton	Repository	10/1
	Cincinnati	Enquirer	10/1
	Columbus	Dispatch	10/1
	Dayton	News	10/1
		Herald Journal	10/1
	Lima	News	10/1
	Youngstown	Vindicator	9/29 & 10/1
	Zanesville	Times Signal	10/1
Okla.	Oklahoma City	Oklahoman	10/1
	Tulsa	World	10/1
Ore. Pa.	Medford	Mail Tribune	10/1
	Allentown	Call Chronicle	9/29-10/1
	Erie	Dispatch Herald	10/1
	Lancaster	News	10/1
	Philadelphia	Inquirer	10/1
		Record	10/1
	Reading	Eagle	10/1
	Scranton	Scrantonian	10/1
	Wilkes Barre	Independent	10/1
	Williamsport	Grit	10/1
S.C.	Charleston	Post News Courier	9/30-10/1
	Columbia	State	10/1
	Greenville	News Piedmont	9/30-10/1
S. Dak.	Sioux Falls	Argus Leader	10/1
Tenn.	Chattanooga	Times	10/1
	Knoxville	News Sentinel	10/1
	Memphis	Commercial Appeal	10/1
Tex.	Amarillo	News Globe	10/1
	Corpus Christi	Caller Times	10/1
	Dallas	Times Herald	10/1
	El Paso	Times	10/1
	San Antonio	Express	10/1
		Light	10/1

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>
Va.	Norfolk	Ledger Dispatch & Virginian Pilot	9/30-10/1
	Richmond	Times Dispatch	10/1
W. Va.	Bluefield	Telegraph & Sunset News	9/30-10/1
	Charleston	Gazette	10/1
	Huntington	Herald Advertiser	10/1
Wisc.	Eau Claire	Leader Telegram	9/30-10/1
	La Crosse	Tribune & Leader Press	10/1
	Madison	Capital Times & State Journal	10/1
	Milwaukee	Journal	10/1

TOTAL CITIES 115  
TOTAL NEWSPAPERS 134

# JACK BENNY

*is back!*

Starts new series of  
programs tonight with

MARY LIVINGSTON  
PHIL HARRIS  
ROCHESTER  
DON WILSON



*Presented by*  
**LUCKY STRIKE**  
*L.S./M.F.T.*

**TONIGHT**

NBC NETWORK

**7 P.M. WEA**

Ad. 22 (3 cols. x 100 lines)  
Newspapers—October 3, 1941

ATX01 0125211



AD 52-PC APPEARED IN THE FOLLOWING NEWSPAPERS ON DATES INDICATED

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>
Calif.	Fresno	Bee	10/1
	Sacramento	Union	10/1
	San Diego	Union	10/1
	San Francisco	Chronicle	9/30
Ore.	Portland	Examiner	10/1
	Portland	Journal	10/1
Wash.	Seattle	Post Intelligencer	10/1
	Spokane	Spokesman Review	10/1
	Tacoma	News Tribune	10/1

TOTAL CITIES 8  
TOTAL NEWSPAPERS 9

ATX01 0125212

# JACK BENNY

*is back!*

Starts new series of  
programs tonight with

MARY LIVINGSTON

PHIL HARRIS

ROCHESTER

DON WILSON



*Presented by*

**LUCKY STRIKE**

*L.S./M.F.T.*

4 P.M.  
9:30 P.M.

NBC

NETWORK

KPO

Ad 32 (3 cols x 100 lines)  
Newspapers - October 1, 1961  
(P. 2041)

ATX01 0125213

AD 33 APPEARED IN THE FOLLOWING NEWSPAPERS ON DATES INDICATED

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>
Ala.	Birmingham	News & Age Herald	10/8
	Mobile	Press Register	10/8
	Montgomery	Advertiser	10/8
Ariz.	Phoenix	Republican Gazette	10/7-8
	Prescott	Courier Journal	10/8
	Tucson	Star & Citizen	10/7-8
Ark.	Little Rock	Gazette	10/8
Colo.	Denver	Post	10/8
Conn.	Bridgeport	Post	10/8
	Hartford	Courant	10/8
	New Haven	Register	10/8
	Waterbury	Republican & American	10/8
Dela.	Wilmington	Star	10/8
D. C.	Washington	Star	10/8
		Times Herald	10/8
Fla.	Jacksonville	Times Union	10/8
	Lakeland	Ledger	10/8
	Miami	News	10/8
	Pensacola	Journal & News	10/7-8
	Tampa	Tribune	10/8
Ga.	Atlanta	Constitution	10/8
	Savannah	News	10/8
Idaho	Boise	Statesman	10/8
	Pocatello	Tribune	10/8
	Twin Falls	Times News	10/8
Ill.	Chicago	Sun	10/8
		Shopping News	10/9
	Peoria	Journal Star	10/8
	Waukegan	News Sun	10/7
Ind.	Evansville	Courier Press	10/8
	Ft. Wayne	Journal Gazette	10/8
	Hammond	Times	10/8
	Indianapolis	Star	10/8
	Terre Haute	Tribune & Star	10/8
Iowa	Des Moines	Register	10/8
Kans.	Hutchinson	News Herald	10/8
	Wichita	Beacon	10/8
		Eagle	10/7-8

ATX01 0125214

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>
La.	Monroe	News Star World	10/14-15
	New Orleans	Times Picayune States	10/8
	Shreveport	Times	10/8
Maine	Bangor	News	10/7-8
	Portland	Express Telegram	10/7-8
Md.	Baltimore	Sun	10/8
		American	10/8
Mass.	Cumberland	Times	10/8
		Globe	10/8
	Boston	Herald	10/8
		Post	10/8
	New Bedford	Standard Times	10/8
	Springfield	Union Republican	10/8
	Worcester	Telegram	10/8
Mich.	Detroit	News	10/8
		Times	10/8
	Flint	Journal	10/8
	Grand Rapids	Herald	10/8
	Lansing	State Journal	10/8
	Saginaw	News	10/8
Minn.	Duluth	News Tribune	10/8
	Minneapolis	Tribune	10/8
	St. Paul	Pioneer Press	10/8
Miss. Mo.	Jackson	Clarion Ledger & News	10/8
	Springfield	News & Leader	10/8
Mont.	Billings	Gazette	10/8
	Bozeman	Chronicle	10/8
	Butte	Montana Standard Post	10/7-8
	Helena	Independent Record	10/8
	Neb.	Omaha	World Herald
N. J.	Newark	Call	10/8
		Star Ledger	10/8
		Times Advertiser	10/8
N. Mex.	Trenton	Journal	10/8
N. Y.	Albuquerque	Times Union	10/8
	Buffalo	Courier Express	10/8
	Elmira	Sunday Telegram	10/8

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>
N. Y. (Cont.)	New York	Mirror (Metro Ed.)	10/8
		(Complete Ed.)	
		News (Metro Ed.)	10/8
		(Split Run)	
		Times	10/8
		Bronx Home News	10/8
		Brooklyn Eagle	10/8
		<u>Westchester County Group</u>	10/8
		Yonkers Herald Statesman	
		Mt. Vernon Argus	
		New Rochelle Standard Star	
		Port Chester Item	
		Mamaroneck Times	
		Tarrytown News	
		Ossining Citizen Register	
		White Plains Reporter Dispatch	
		Peekskill Star	
	Syracuse	Herald American	10/8
	Utica	Observer Dispatch	10/8
N. C.	Asheville	Citizen Times	10/8
	Charlotte	Observer	10/8
	Raleigh	News & Observer	10/8
	Winston-Salem	Journal Sentinel	10/8
N. Dak.	Fargo	Forum	10/8
Ohio	Canton	Repository	10/8
	Cincinnati	Enquirer	10/8
	Cleveland	Shopping News	10/9
	Columbus	Disptch	10/8
	Dayton	News	10/8
		Herald Journal	10/8
	Lima	News	10/8
	Youngstown	Vindicator	10/8
	Zanesville	Times Signal	10/8
Okla.	Oklahoma City	Oklahoman	10/8
	Tulsa	World	10/8
Ore.	Medford	Mail Tribune	10/8

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>
Pa.	Allentown	Call Chronicle	10/7-8
	Erie	Dispatch Herald	10/8
	Lancaster	News	10/8
	Philadelphia	Record	10/8
	Reading	Eagle	10/8
	Scranton	Scrantonian	10/8
	Wilkes Barre	Independent	10/8
	Williamsport	Grit	10/8
	S. C.	Charleston	Post News Courier
Columbia		State	10/8
Greenville		News Piedmont	10/8-9
S. Dak.	Sioux Falls	Argus Leader	10/8
Tenn.	Bristol	Herald Courier	10/8
	Chattanooga	Times	10/8
	Kingsport	Times	10/8
	Knoxville	News Sentinel	10/8
	Memphis	Commercial Appeal	10/8
Texas	Amarillo	News Globe	10/8
	Corpus Christi	Caller Times	10/8
	Dallas	Times Herald	10/8
	El Paso	Times	10/8
	Ft. Worth	Star Telegram	10/8
	Houston	Post	10/8
	San Antonio	Express	10/8
Va.	Norfolk	Ledger Dispatch & Virginian Pilot	10/7-8
		Times Dispatch	10/8
W. Va.	Bluefield	Telegraph & Sunset News	10/7-8
	Charleston	Gazette	10/8
	Huntington	Herald Advertiser	10/8
Wis.	Eau Claire	Leader Telegram	10/7-8
	La Crosse	Tribune & Leader Press	10/8
	Madison	Capital Times & State Journal	10/8
	Milwaukee	Journal	10/8

TOTAL CITIES 117  
TOTAL NEWSPAPERS 141

ATX01 0125217

**Good News, Boston!**  
**JACK BENNY**  
**IS BACK ON THE AIR**

MARY LIVINGSTON  
PHIL HARRIS  
ROCHESTER  
DON WILSON



*Presented by*  
**LUCKY STRIKE**

*L.S./M.F.T.*



NBC NETWORK

**7 P.M. WEAF**

A-13 (1 col. x 100 lines)  
Rev. 1-24-58

AD 53-PC APPEARED IN THE FOLLOWING NEWSPAPERS ON DATES INDICATED

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>
Calif.	Fresno	Bee	10/8
	Sacramento	Union	10/8
	San Diego	Union	10/8
Ore.	Portland	Journal	10/8
Wash.	Seattle	Post Intelligencer	10/8
	Tacoma	News Tribune	10/8

TOTAL CITIES 6  
TOTAL NEWSPAPERS 6

ATX01 0125219



# Good News, Boston! **JACK BENNY** IS BACK ON THE AIR

MARY LIVINGSTON

PHIL HARRIS

ROCHESTER

DON WILSON

★

*Presented by*

**LUCKY STRIKE**

*L.S./M.F.T.*



NBC NETWORK



4 P.M. ★ 9:30 P.M. ★ KPO

AS 93 ES col. 1 10/1/46  
Newspaper - Oct. 1, 1946

ATX01 0125220

AD 34 APPEARED IN THE FOLLOWING NEWSPAPERS ON DATES INDICATED

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date (1944)</u>
Ala.	Birmingham	News & Age Herald	10/15
	Mobile	Press Register	10/15
	Montgomery	Advertiser	10/15
Ariz.	Phoenix	Republican Gazette	10/14-15
	Prescott	Courier Journal	10/15
	Tucson	Star & Citizen	10/14-15
Ariz.	Little Rock	Gazette	10/15
Colo.	Denver	Post	10/15
Conn.	Bridgeport	Post	10/15
	Hartford	Courant	10/15
	New Haven	Register	10/15
	Waterbury	Republican & American	10/15
Dela.	Wilmington	Star	10/15
D.C.	Washington	Star	10/15
		Times Herald	10/15
Fla.	Jacksonville	Times Union	10/15
	Lakeland	Ledger	10/15
	Miami	News	10/15
	Pensacola	Journal & News	10/14-15
	Tampa	Tribune	10/15
Ga.	Savannah	News	10/15
Idaho	Boise	Statesman	10/15
	Pocatello	Tribune	10/15
	Twin Falls	Times News	10/15
	Chicago	Sun	10/15
Ill.		Shopping News	10/15
	Peoria	Journal Star	10/15
	Waukegan	News Sun	10/14
Ind.	Evansville	Courier Press	10/15
	Ft. Wayne	Journal Gazette	10/15
	Hammond	Times	10/15
	Indianapolis	Star	10/15
	Terre Haute	Tribune & Star	10/15

ATX01 0125221

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>	
Ia.	Des Moines	Register	10/15	
Kans.	Hutchinson	News Herald	10/15	
	Wichita	Beacon	10/15	
		Eagle	10/14-15	
La.	Monroe	News Star World	10/21-22	
	New Orleans	Times Picayune States	10/15	
	Shreveport	Times	10/15	
Me.	Bangor	News	10/14-15	
	Portland	Express Telegram	10/14-15	
Md.	Baltimore	Sun	10/15	
		American	10/15	
Mass.	Cumberland	Times	10/15	
		Globe	10/15	
	Boston	Herald	10/15	
		Post	10/15	
	New Bedford	Standard Times	10/15	
	Springfield	Union Republican	10/15	
	Worcester	Telegram	10/15	
	Mich.	Detroit	News	10/15
			Times	10/15
		Flint	Journal	10/15
Grand Rapids		Herald	10/15	
Lansing		State Journal	10/15	
	Saginaw	News	10/15	
Minn.	Duluth	News Tribune	10/15	
	Minneapolis	Tribune	10/15	
	St. Paul	Pioneer Press	10/15	
Miss.	Jackson	Clarion Ledger & News	10/15	
Mo.	Springfield	News & Leader	10/15	
Mont.	Billings	Gazette	10/15	
	Bozeman	Chronicle	10/15	
	Butte	Montana Standard Post	10/14-15	
	Helena	Independent Record	10/15	
Neb.	Omaha	World Herald	10/15	
N.J.	Newark	Call	10/15	
		Star Ledger	10/15	
	Trenton	Times Advertiser	10/15	
N.Mex.	Albuquerque	Journal	10/15	

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>	
N. Y.	Albany	Times Union	10/15	
	Buffalo	Courier Express	10/15	
	Elmira	Sunday Telegram	10/15	
	New York City	Mirror (Full Run)	10/15	
		News (Metro Ed.)	10/15	
		Bronx Home News	10/15	
		Brooklyn Eagle	10/15	
	Rochester	Democrat Chronicle	10/15	
	Syracuse	Herald American	10/15	
	Utica	Observer Dispatch	10/15	
N. C.	Asheville	Citizen Times	10/15	
	Charlotte	Observer	10/15	
	Raleigh	News & Observer	10/15	
	Winston-Salem	Journal Sentinel	10/15	
	Fargo	Forum	10/15	
N. Dak.	Canton	Repository	10/15	
Ohio	Cincinnati	Enquirer	10/15	
	Cleveland	Shopping News	10/15	
	Columbus	Dispatch	10/15	
	Dayton	News	10/15	
		Herald Journal	10/15	
	Lima	News	10/15	
	Youngstown	Vindicator	10/15	
	Zanesville	Times Signal	10/15	
	Okla.	Oklahoma City	Oklahoman	10/15
		Tulsa	World	10/15
	Ore.	Medford	Mail Tribune	10/15
	Pa.	Allentown	Call Chronicle	10/14-15
Erie		Dispatch Herald	10/15	
Lancaster		News	10/15	
Philadelphia		Inquirer	10/15	
		Record	10/15	
Reading		Eagle	10/15	
Scranton		Scrantonian	10/15	
Wilkes Barre		Independent	10/15	
Williamsport		Grit	10/15	
S. C.		Charleston	Post News Courier	10/14-15
	Columbia	State	10/15	
	Greenville	News Piedmont	10/14-15	
S. Dak.	Sioux Falls	Argus Leader	10/15	

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>
Tenn.	Bristol	Herald Courier	10/15
	Chattanooga	Times	10/15
	Kingsport	Times	10/15
	Knoxville	News Sentinel	10/15
	Memphis	Commercial Appeal	10/15
Tex.	Amarillo	News Globe	10/15
	Corpus Christi	Caller Times	10/15
	Dallas	Times Herald	10/15
	Ft. Worth	Star Telegram	10/15
	El Paso	Times	10/15
	Houston	Post	10/15
	San Antonio	Express	10/15
		Light	10/15
Va.	Norfolk	Ledger Dispatch & Virginian Pilot	10/14-15
		Times Dispatch	10/15
W.Va.	Bluefield	Telegraph & Sunset News	10/14-15
	Charleston	Gazette	10/15
	Huntington	Herald Advertiser	10/15
Wisc.	Eau Claire	Leader Telegram	10/14-15
	La Crosse	Tribune & Leader Press	10/15
	Madison	Capital Times & State Journal	10/15
	Milwaukee	Journal	10/15

TOTAL CITIES                    120  
TOTAL NEWSPAPERS                135

*Tonight!*  
**JACK BENNY**

in the 3rd Broadcast  
of his new series

with

MARY LIVINGSTON  
PHIL HARRIS  
ROCHESTER  
DON WILSON

★

*Presented by*  
**LUCKY STRIKE**  
*L.S./M.F.T.*



*NBC*  
*Network*  
**7 P.M.**  
**WEAF**

Ad 24 (3 cols, w 300 lines)  
Newspaper—3711

ATX01 0125225

AD 34-PC APPEARED IN THE FOLLOWING NEWSPAPERS ON DATES INDICATED

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>
Calif.	Sacramento	Union	10/15
	San Diego	Union	10/15
	San Francisco	Examiner	10/15
Ore.	Portland	Journal	10/15
Wash.	Seattle	Post Intelligencer	10/15

TOTAL CITIES 5  
TOTAL NEWSPAPERS 5

ATX01 0125226

*Tonight!*  
**JACK BENNY**

in the 3rd Broadcast  
of his new series

with

MARY LIVINGSTON

PHIL HARRIS

ROCHESTER

DON WILSON

★

*Presented by*

**LUCKY STRIKE**

*L.S./M.F.T.*



*NBC* 4 P.M.  
*National* 9:30 P.M.  
KPO



AD 13 APPEARED IN THE FOLLOWING NEWSPAPERS ON DATES INDICATED

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>
Ga.	Atlanta	Journal	10/8
Ind.	South Bend	Tribune	10/8
Mo.	Kansas City	Star	10/8
Ohio	Cleveland	Plain Dealer	10/8
	Toledo	Times	10/8
R. I.	Providence	Journal	10/8
Texas	Dallas	News	10/8
Utah	Salt Lake City	Tribune	10/8

TOTAL CITIES 8  
TOTAL NEWSPAPERS 8

ATX01 0125228

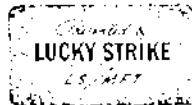
Good News  
Los Angeles!

# JACK BENNY

IS BACK ON  
THE AIR TODAY!



MARY LIVINGSTON  
PHIL HARRIS  
ROCHESTER  
DON WILSON



NBC NETWORK  
**7 P. M. WEAF**

Ad 33 - 1 col. x 100 lines  
Eastern Newspapers - October 1944

ATX01 0125229

AD 13A (100 L) APPEARED IN THE FOLLOWING NEWSPAPERS ON DATES INDICATED

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>
Calif.	Los Angeles	Herald Express	10/8
		Daily News	10/8
Wash.	Spokane	Spokesman-Review	10/8

TOTAL CITIES 2  
TOTAL NEWSPAPERS 3

ATX01 0125230

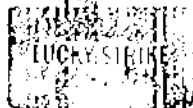
Good News  
Los Angeles!

# JACK BENNY

IS BACK!  
LISTEN TODAY!



MARY LIVINGSTON  
FIFI HARRIS  
ROCHESTER  
DON WILSON



NBC NETWORK  
4 P. M. | KFI  
9:30 P. M. |

AD 14 APPEARED IN THE FOLLOWING NEWSPAPERS ON DATES INDICATED

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>
Mo.	Kansas City	Star	10/15
N. Y.	New York	Herald Tribune	10/15
Ohio	Toledo	Times	10/15
Texas	Dallas	News	10/15
Utah	Salt Lake City	Tribune	10/15

TOTAL CITIES 5  
TOTAL NEWSPAPERS 5

ATX01 0125232

*Tonight!*  
**JACK  
BENNY**



In the 3rd Broadcast  
of his new series  
with  
MARY LIVINGSTON  
PHIL HARRIS  
ROBERT TAYLOR  
DORIS MEREDITH

*The program of*  
**LUCKY STRIKE**

*is broadcast*

on the

**7 P. M. WEAF**

AD 14A (100 L) APPEARED IN THE FOLLOWING NEWSPAPERS ON DATES INDICATED

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>
Calif.	Los Angeles	Times	10/15
	Oakland	Tribune	10/15
	San Francisco	Chronicle	10/15
Wash.	Spokane	Spokesman-Review	10/15

TOTAL CITIES 4  
TOTAL NEWSPAPERS 4

ATX01 0125234

*Tonight!*  
**JACK  
BENNY**



In the 3rd Broadcast  
of his new series  
with  
MARY LIVINGSTON  
PHIL HARRIS  
ROCHESTER  
DON WILSON

*Directed by*  
**LUCKY STRIKE**  
*L.S. / M.F.T.*

N.B.C. NETWORK  
4 P.M. | KFI  
9:30 P.M.



AD 15 APPEARED IN THE FOLLOWING NEWSPAPERS ON DATES INDICATED

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>	
Ala.	Birmingham	News & Age Herald	10/22 10/29	
	Mobile	Press Register	10/22 10/29	
	Montgomery	Advertiser	10/22 10/29	
	Ariz.	Phoenix	Republican Gazette	10/21-22 10/28-29
		Prescott	Courier Journal	10/22 10/29
		Tucson	Star & Citizen	10/21-22 10/28-29
Ark.	Little Rock	Gazette	10/22 10/29	
Colo.	Denver	Post	10/22 10/29	
Conn.	Bridgeport	Post	10/22 10/29	
	Hartford	Courant	10/22	
	New Haven	Register	10/22 10/29	
	Waterbury	Republican & American	10/21-22 10/28-29	
Dela.	Wilmington	Star	10/22 10/29	
D. C.	Washington	Star	10/22 10/29	
		Times Herald	10/22 10/29	
Fla.	Jacksonville	Times Union	10/22 10/29	
	Lakeland	Ledger	10/22	
	Miami	News	10/29	
	Pensacola	Journal & News	10/21-22 10/28-29	
	Tampa	Tribune	10/22 10/29	
Ga.	Atlanta	Journal	10/22 10/29	
	Savannah	News	10/22 10/29	

ATX01 0125236

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>
Idaho	Boise	Statesman	10/22 10/29
	Pocatello	Tribune	10/22 10/29
	Twin Falls	Times News	10/22 10/29
Ill.	Chicago	Shopping News	10/23 10/30
	Peoria	Journal Star	10/22 10/29
	Waukegan	News Sun	10/21 10/28
Ind.	Evansville	Courier Press	10/22 10/29
	Ft. Wayne	Journal Gazette	10/22 10/29
	Hammond	Times	10/22 10/29
	Indianapolis	Star	10/22 10/29
	Terre Haute	Tribune & Star	10/22 10/29
Iowa	Des Moines	Register	10/22 10/29
Kansas	Hutchinson	News Herald	10/22 10/29
	Wichita	Beacon	10/22 10/29
		Eagle	10/21-22 10/28-29
La.	Monroe	News Star World	10/28-29 11/4-5
	New Orleans	Times Picayune	10/22 10/29
	Shreveport	Times	10/22 10/29
Maine	Bangor	News	10/21-22 10/28-29
	Portland	Express Telegram	10/21-22 10/28-29

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>	
Md.	Baltimore	Sun	10/22 10/29	
		American	10/22 10/29	
	Cumberland	Times	10/22 10/29	
Mass.	Boston	Globe	10/22 10/29	
		Herald	10/22 10/29	
		Post	10/22 10/29	
	New Bedford	Standard Times	10/22 10/29	
	Springfield	Union Republican	10/22 10/29	
	Worcester	Telegram	10/22 10/29	
	Mich.	Detroit	News	10/29
			Times	10/22 10/29
Flint		Journal	10/22 10/29	
Grand Rapids		Herald	10/22 10/29	
Lansing		State Journal	10/22 10/29	
Saginaw		News	10/22 10/29	
Minn.	Duluth	News Tribune	10/22 10/29	
	Minneapolis	Tribune	10/22 10/29	
	St. Paul	Pioneer Press	10/22 10/29	
Miss.	Jackson	Clarion Ledger & News	10/22 10/29	
Mo.	Kansas City	Star	10/22 10/29	
	Springfield	News & Leader	10/22 10/29	

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> (1944)	
Mont.	Billings	Gazette	10/22 10/29	
	Bozeman	Chronicle	10/22 10/29	
	Butte	Montana Standard Post	10/21-22 10/28-29	
	Helena	Independent Record	10/22 10/29	
Neb.	Omaha	World Herald	10/22 10/29	
N. J.	Newark	Call	10/22 10/29	
		Star Ledger	10/22 10/29	
	Trenton	Times Advertiser	10/22 10/29	
N. Mex.	Albuquerque	Journal	10/22 10/29	
N. Y.	Albany	Times Union	10/22 10/29	
	Buffalo	Courier Express	10/22 10/29	
	Elmira	Sunday Telegram	10/22 10/29	
	New York	New York	Bronx Home News	10/22 10/29
			Brooklyn Eagle	10/22 10/29
			Herald Tribune	10/22 10/29
			Mirror (Metro. ed)	10/22
			Mirror (Full Run)	10/29
			News	10/22 10/29
			Times	10/22 10/29
			Westchester County Group	
			Mamaroneck Times	10/20 10/27
			Mt. Vernon Argus	10/20 10/27
			New Rochelle Standard	10/20
			Star	10/27
			Ossining Citizen Register	10/20 10/27
			Peekskill Star	10/20 10/27
Portchester Item			10/20 10/27	
Tarrytown News	10/20 10/27			

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>	
N. Y. (Cont'd)	New York	White Plains	10/20	
		Reporter Dispatch	10/27	
		Yonkers Herald Statesman	10/20	
	Rochester	Democrat Chronicle	10/27	
			10/22	
	Syracuse	Herald American	10/29	
	Utica		10/22	
		Observer Dispatch	10/29	
	N. C.	Asheville	Citizen Times	10/22
				10/29
Charlotte		Observer	10/22	
			10/29	
Raleigh		News & Observer	10/22	
Winston-Salem			10/29	
	Journal Sentinel		10/22	
N. Dak.	Fargo	Forum	10/22	
			10/29	
Ohio	Canton	Repository	10/22	
			10/29	
	Cincinnati	Enquirer	10/22	
			10/29	
	Cleveland	Shopping News	10/23	
			10/30	
	Columbus	Dispatch	10/22	
			10/29	
	Dayton	News	10/22	
			10/29	
		Herald Journal	10/22	
			10/29	
	Lima	News	10/22	
			10/29	
Toledo	Times	10/22		
		10/29		
Youngstown	Vindicator	10/22		
		10/29		
Zanesville	Times Signal	10/22		
		10/29		
Okla.	Oklahoma City	Oklahoman	10/22	
	Tulsa	World	10/22	
			10/29	
Ore.	Medford	Mail Tribune	10/22	
			10/29	

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> (1944)
Penn.	Allentown	Call Chronicle	10/21-22 10/23-29
	Erie	Dispatch Herald	10/22 10/29
	Lancaster	News	10/22
	Philadelphia	Inquirer	10/22 10/29
		Record	10/22 10/29
	Reading	Eagle	10/22 10/29
	Scranton	Scrantonian	10/22 10/29
	Wilkes Barre	Independent	10/22 10/29
	Williamsport	Grit	10/22 10/29
	Rhode Island	Providence	Journal
South Carolina	Charleston	Post News Courier	10/21-22 10/23-29
	Columbia	State	10/22 10/29
	Greenville	News Piedmont	10/21-22 10/23-29
South Dakota	Sion Falls	Argus Leader	10/22 10/29
Tennessee	Bristol	Herald Courier	10/22 10/29
	Chattanooga	Times	10/22 10/29
	Kingsport	Times	10/22 10/29
	Knoxville	News Sentinel	10/22 10/29
	Memphis	Commercial Appeal	10/22 10/29

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>
Texas	Amarillo	News Globe	10/22
	Corpus Christi	Caller Times	10/29
			10/22
	Dallas	News	10/29
			10/22
			10/29
		Times Herald	1 / 22
			10/29
	El Paso	Times	10/22
	Ft. Worth	Star Telegram	10/29
10/22			
Houston	Post	10/29	
San Antonio	Express	10/22	
		10/29	
		10/22	
		10/29	
Utah	Salt Lake City	Light	10/22
		Tribune	10/29
Virginia	Norfolk	Ledger Dispatch & Virginian Pilot	10/21-22
			10/28-29
	Richmond	Times Dispatch	10/22
			10/29
West Virginia	Bluefield	Telegraph & Sunset News	10/21-2
			10/28-29
	Charleston	Gazette	10/22
	Huntington	Herald Advertiser	10/29
10/22			
			10/29
Wisconsin	Kenilworth	Leader Telegram	10/21-22
	La Crosse	Tribune & Leader Press	10/23-29
			10/22
	Madison	Capital Times & State Journal	10/29
	Milwaukee	Journal	10/22
10/29			

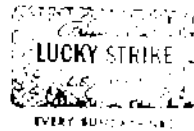
TOTAL CITIES - 124

TOTAL NEWSPAPERS - 149

7:00 TONIGHT  
**JACK  
BENNY  
TIME!**



with  
MARY LIVINGSTON  
PHIL HARRIS  
BOC-LETTER  
DON WILSON



EVERY SUNDAY  
**7 P.M. WEAF**

AGES 12 AND UP  
READ CAREFULLY  
WEAF-TV, 1954

ATX01 0125243



AD 15A APPEARED IN THE FOLLOWING NEWSPAPERS ON DATES INDICATED

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>
Calif.	Fresno	Bee	10/22
	Hollywood	Citizen News	10/21 &
			10/28
	Los Angeles	Herald Express	10/21
	Oakland	Tribune	10/22 &
			10/29
	Sacramento	Union	10/22 &
	San Diego	Union	10/29
			10/22 &
San Francisco	Chronicle Examiner	10/29	
		10/29	
Ore.	Portland	Journal	10/22 & 10/29
Wash.	Tacoma	News Tribune	10/22

TOTAL CITIES 9  
TOTAL NEWSPAPERS 10

ATK01 0125244

4 P.M. \* 9:30 P.M.

# JACK BENNY TIME!



with  
MARY LIVINGSTON  
PHIL HARRIS  
ROCHESTER  
DON WILSON

LUCKY STRIKE

4 P.M. KFI  
9:30 P.M.

ATX01 0125245

AD 13A (56 L) APPEARED IN THE FOLLOWING NEWSPAPER ON DATES INDICATED

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>
Calif.	Los Angeles	Examiner	10/6 & 10/8

ATX01 0125246

**JACK BENNY**  
II  
On the Air  
Every Sunday  
4 P.M. & 9:30 P.M.  
**KFI**  
Lucky Strike



RTX01 0125247

AD 14A (56 L) APPEARED IN THE FOLLOWING NEWSPAPER ON DATE INDICATED

<u>State</u>	<u>City</u>	<u>Newspaper</u>	<u>Insertion Date</u> <u>(1944)</u>
Calif.	Los Angeles	Examiner	10/15

\*)

ATX01 0125248

*Tonight!*



**JACK BENNY**

N. B. C. NETWORK

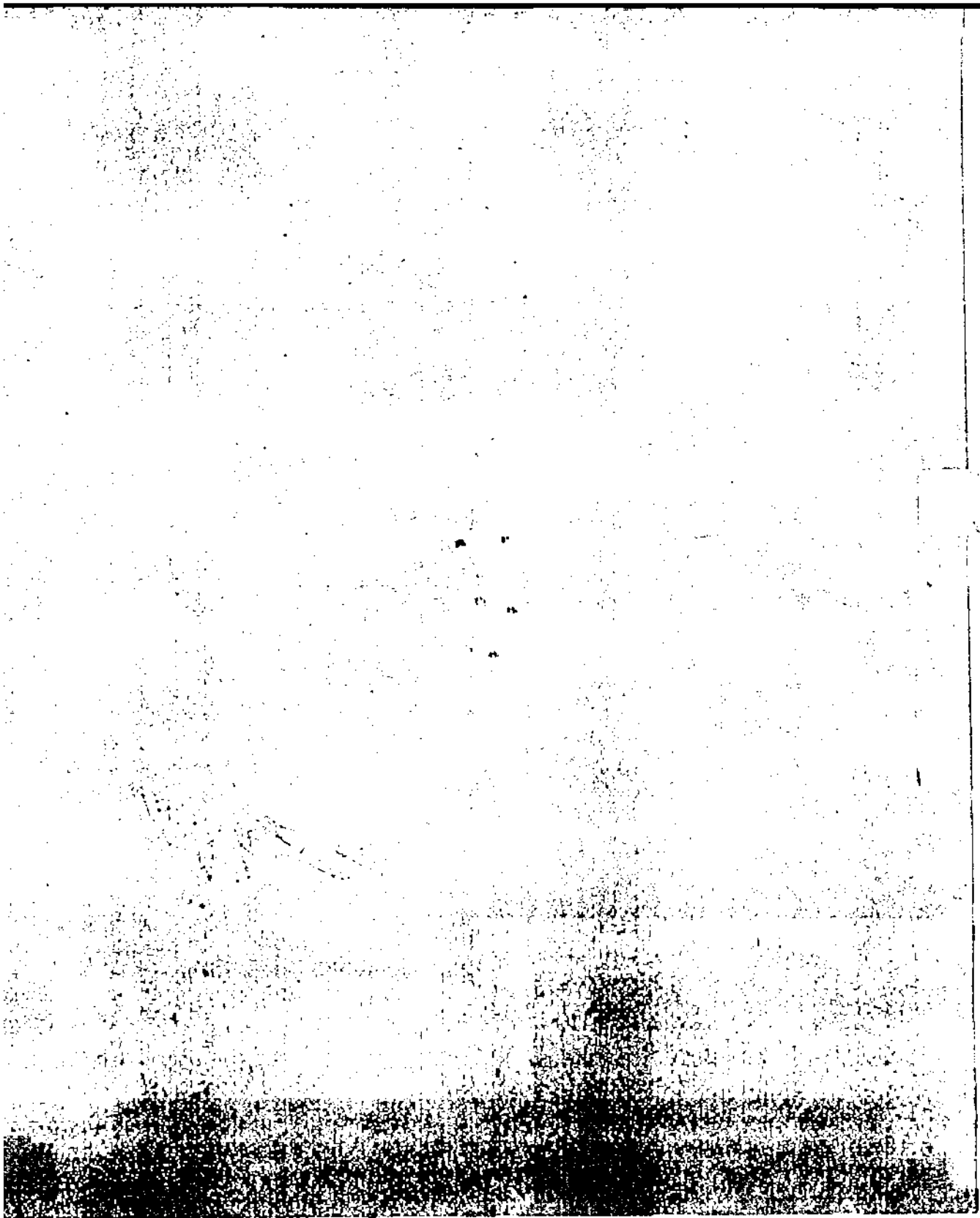
4 P. M. } **KFI**  
9:30 P. M. }

*Presented By*

**LUCKY STRIKE**

*L. S. / M. F. T.*

ATX01 0125249



15/6

THE ADVERTISEMENT ON THE OPPOSITE PAGE RAN IN THE FOLLOWING PUBLICATIONS:

LIFE MAGAZINE

OCTOBER 1, 1945

LOOK MAGAZINE

OCTOBER 16, 1945

ATX01 0125251



THE ADVERTISEMENT ON THE OPPOSITE PAGE RAN IN

VARIETY WEEKLY

SEPTEMBER 26, 1945

ATX01 0125252

# JACK BENNY IS BACK!

FOR 12<sup>th</sup> YEAR OF HIS SUNDAY BROADCASTS



ST. JOE WILL  
BE LISTENING  
...THEY LOVE  
ME THERE

with MARY LIVINGSTON  
PHIL HARRIS \* ROCHESTER  
LARRY STEVENS \* DON WILSON



**FLASH!**



Radio's Greatest Feud Breaks Open  
with Brand New Fury!

Jack Benny and Fred Allen had all summer to patch things up between themselves. But did they do it? NO! They're still going from the lip to a fresh new uproar. The battle of the airwaves grows hotter and hotter!

EVERY SUNDAY  
NBC NETWORK

- 7:00 P.M. Eastern War Time
- 6:00 P.M. Central War Time
- 5:00 P.M. Mountain War Time
- 4:00 P.M. Pacific War Time

Repeat Broadcast on  
Pacific Coast Stations 9:30 P.M. - P.W.T.

PRESENTED BY LUCKY STRIKE — L.S./M.F.T.

ATX01 0125253

THE ADVERTISEMENT ON THE OPPOSITE PAGE RAN IN THE FOLLOWING PUBLICATIONS:

VARIETY DAILY

SEPTEMBER 28, 1945

FILM DAILY

SEPTEMBER 28, 1945

HOLLYWOOD REPORTER

SEPTEMBER 28, 1945

ATX01 0125254

# JACK BENNY IS BACK!

FOR 12<sup>th</sup> YEAR OF HIS SUNDAY BROADCASTS



ST. JOE WILL  
BE LISTENING  
...THEY LOVE  
ME THERE

with MARY LIVINGSTON

PHIL HARRIS \* , ROCHESTER

LARRY STEVENS \* DON WILSON



**FLASH!**



Radio's Greatest Feud Breaks Open  
with Brand New Fury! .....

a Jack Benny and Fred Allen had all summer to patch  
things up between themselves. But did they do it? NO!  
They're shooting from the hip in a fresh new uproar.  
The battle of the century grows hotter and hotter!

EVERY SUNDAY...  
**NBC NETWORK**

7:00 P.M. Eastern War Time  
6:00 P.M. Central War Time  
5:00 P.M. Mountain War Time  
4:00 P.M. Pacific War Time

Repeat Broadcast 9:30 P.M.—P.W.T.

PRESENTED BY **LUCKY STRIKE** — **L.S./M.F.T.**

ATX01 0125255

THE ADVERTISEMENT ON THE OPPOSITE PAGE RAN IN THE FOLLOWING PUBLICATIONS:

ALABAMA

Birmingham	News & Age Herald	Sept. 28 - 29, 1945
Mobile	Press Register	Sept. 28 - 29, 1945
Montgomery	Advertiser Journal	Sept. 28 - 29, 1945

ARIZONA

Phoenix	Republican Gazette	Sept. 28, 1945
Prescott	Courier Journal	Sept. 28 - 29, 1945
Yuma	Sun & Arizona Sentinel	Sept. 28, 1945

ARKANSAS

Little Rock	Gazette	Sept. 29, 1945
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CONNECTICUT

Bridgeport	Post Telegram	Sept. 28 - 29, 1945
Hartford	Times	Sept. 28, 1945
New Haven	Register	Sept. 28, 1945
Waterbury	Republican American	Sept. 28 - 29, 1945

DISTRICT OF COLUMBIA

Washington	Star	Sept. 28, 1945
	Times Herald	Sept. 29, 1945

FLORIDA

Jacksonville	Times Union	Sept. 29, 1945
Lakeland	Ledger	Sept. 28, 1945
Miami	News	Sept. 28, 1945
Pensacola	Journal News	Sept. 28 - 29, 1945
Tampa	Tribune	Sept. 29, 1945

GEORGIA

Savannah	News & Press	Sept. 28 - 29, 1945
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IDAHO

Boise	Statesman	Sept. 28 - 29, 1945
Pocatello	Tribune	Sept. 28, 1945
Twin Falls	Twin Falls Telegram	Sept. 29, 1945
	Times News	Sept. 28 - 29, 1945

ATX01 0125256

ILLINOIS

Chicago	Sun	Sept. 29, 1945
	Times	Sept. 29, 1945
Moline-Rock Island	Dispatch Argus	Sept. 28, 1945
Peoria	Journal Transcript	Sept. 28 - 29, 1945
Rockford	Star Register Republican	Sept. 28 - 29, 1945
Waukegan	News Sun	Sept. 29, 1945

INDIANA

Evansville	Courier Press	Sept. 28 - 29, 1945
Fort Wayne	News Sentinel	Sept. 28, 1945
Gary	Post Tribune	Sept. 28, 1945
Hammond	Times	Sept. 28, 1945
Indianapolis	Star	Sept. 29, 1945
Terre Haute	Star Tribune	Sept. 28 - 29, 1945

IOWA

Des Moines	Register Tribune	Sept. 28 - 29, 1945
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KANSAS

Hutchinson	News Herald	Sept. 28, 1945
Pittsburgh	Headlight & Sun	Sept. 28 - 29, 1945
Wichita	Beacon	Sept. 28, 1945

LOUISIANA

Lafayette	Advertiser	Sept. 28, 1945
Lake Charles	American Press	Sept. 28, 1945
Monroe	News Star & World	Sept. 28 - 29, 1945
New Orleans	Item	Sept. 28, 1945
	Times Picayune & States	Sept. 28 - 29, 1945
Shreveport	Times	Sept. 29, 1945

MAINE

Augusta	Kennebec Journal	Sept. 29, 1945
Portland	Press Herald & Express	Sept. 28 - 29, 1945

MARYLAND

Baltimore	Sun	Sept. 28 - 29, 1945
Cumberland	News Times	Sept. 28 - 29, 1945

MASSACHUSETTS

Boston	Globe	Sept. 28 - 29, 1945
	Herald Traveler	Sept. 28 - 29, 1945
	Post	Sept. 29, 1945
Fall River	Herald News	Sept. 28, 1945
Holyoke	Transcript Telegram	Sept. 28, 1945
New Bedford	Standard Times	Sept. 28, 1945
Worcester	Telegram Gazette & Post	Sept. 28 - 29, 1945

ATK01 0125257

MICHIGAN

Flint	Journal	Sept. 28, 1945
Lansing	State Journal	Sept. 28, 1945
Saginaw	News	Sept. 28, 1945

MINNESOTA

Duluth	Herald & News Tribune	Sept. 28 - 29, 1945
Hibbing	Tribune	Sept. 28, 1945
Mankato	Free Press	Sept. 28, 1945
Minneapolis	Tribune & Star Journal	Sept. 28 - 29, 1945
Rochester	Post Bulletin	Sept. 28, 1945
St. Cloud	Times	Sept. 28, 1945
St. Paul	Dispatch & Pioneer Press	Sept. 28 - 29, 1945
Virginia	Mesabi News	Sept. 28, 1945

MISSISSIPPI

Hattiesburg	American	Sept. 28, 1945
Jackson	Clarion Ledger & News	Sept. 28 - 29, 1945
Laurel	Leader Call	Sept. 28, 1945

MISSOURI

St. Louis	Post Dispatch	Sept. 28, 1945
	Star Times	Sept. 28, 1945
Springfield	News Leader & Press	Sept. 28 - 29, 1945

MONTANA

Billings	Gazette	Sept. 28 - 29, 1945
Bozeman	Chronicle	Sept. 29, 1945
Butte	Standard Post	Sept. 28 - 29, 1945
Helena	Independent Record	Sept. 28, 1945

NEBRASKA

North Platte	Telegraph	Sept. 28, 1945
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NEVADA

Reno	Gazette & Star Journal	Sept. 28 - 29, 1945
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NEW HAMPSHIRE

Manchester	Union Leader	Sept. 28 - 29, 1945
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NEW JERSEY

Atlantic City	Press & Union	Sept. 28 - 29, 1945
Camden	Post Courier	Sept. 28 - 29, 1945
Hoboken	Jersey Observer	Sept. 28, 1945
Jersey City	Journal	Sept. 29, 1945
Newark	Star Ledger	Sept. 29, 1945
Trenton	Times	Sept. 28, 1945

NEW MEXICO

Albuquerque Tribune Journal Sept. 28 - 29, 1945

NEW YORK

Albany Knickerbocker News Sept. 28, 1945  
Binghamton Press Sept. 28, 1945  
Buffalo News Sept. 28, 1945  
Elmira Star Gazette & Advertiser Sept. 28, 1945  
New York Post Sept. 28, 1945  
Sun Sept. 28, 1945  
World Telegram Sept. 28, 1945  
Bronx Home News Sept. 28, 1945  
Brooklyn Citizen Sept. 28, 1945  
Eagle Sept. 28, 1945  
Long Island State Journal Sept. 28, 1945  
Long Island Press Sept. 28, 1945  
Staten Island Advance Sept. 28, 1945  
Yonkers Westchester County Group Sept. 28, 1945  
(Yonkers Herald Statesman,  
Ossining Citizen Register,  
Tarrytown News, Mt. Vernon  
Argus, Mamaroneck Times,  
Port Chester Item, New  
Rochelle Standard Star  
White Plains Reporter  
Dispatch, Peekskill Star)  
Rochester Democrat Chronicle & Sept. 28 - 29, 1945  
Times Union  
Schenectady Union Star Sept. 28, 1945  
Syracuse Herald Journal Sept. 28, 1945  
Troy Record & Times Record Sept. 28 - 29, 1945  
Utica Observer Dispatch Sept. 28, 1945

NORTH CAROLINA

Asheville Citizen Times Sept. 28 - 29, 1945  
Charlotte Observer Sept. 29, 1945  
Raleigh News & Observer Sept. 29, 1945  
Winston Salem Journal & Twin City Sept. 28 - 29, 1945  
Sentinel

NORTH DAKOTA

Bismarck-Mandan Tribune Pioneer Sept. 28, 1945  
Fargo Forum Sept. 28 - 29, 1945

OHIO

Cincinnati Post Sept. 28, 1945  
Times Star Sept. 28, 1945  
Dayton News Sept. 28, 1945  
Journal Herald Sept. 29, 1945  
Lima News Sept. 28, 1945  
Toledo Blade Sept. 28, 1945  
Youngstown Vindicator Sept. 28, 1945  
Zanesville Times Recorder & Signal Sept. 28 - 29, 1945



OKLAHOMA

Oklahoma City	Oklahoman & Times	Sept. 28 - 29, 1945
Tulsa	Tribune World	Sept. 28 - 29, 1945

OREGON

Medford	Mail Tribune	Sept. 28, 1945
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PENNSYLVANIA

Allentown	Call Chronicle	Sept. 28 - 29, 1945
Altoona	Mirror	Sept. 28, 1945
Easton	Express	Sept. 28, 1945
Erie	Times	Sept. 28, 1945
Harrisburg	Patriot News	Sept. 28 - 29, 1945
	Telegraph	Sept. 29, 1945
Hazleton	Plain Speaker & Standard Sentinel	Sept. 28 - 29, 1945
Johnstown	Tribune Democrat	Sept. 28 - 29, 1945
Lancaster	New Era & Intelligence Journal	Sept. 28 - 29, 1945
Lewistown	Sentinel	Sept. 28, 1945
McKeesport	News	Sept. 28, 1945
Philadelphia	News	Sept. 28, 1945
Scranton	Times	Sept. 28, 1945
Wilkes Barre	Record Times Leader & News	Sept. 28 - 29, 1945
Williamsport	Sun Gazette & Bulletin	Sept. 28 - 29, 1945
York	Dispatch	Sept. 28, 1945

RHODE ISLAND

Pawtucket	Times	Sept. 28, 1945
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SOUTH CAROLINA

Charleston	Post News & Courier	Sept. 28 - 29, 1945
Columbia	State & Record	Sept. 28 - 29, 1945
Greenville	News Piedmont	Sept. 28 - 29, 1945
Greenwood	Index Journal	Sept. 28, 1945

SOUTH DAKOTA

Sioux Falls	Argus Leader	Sept. 28, 1945
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TENNESSEE

Bristol	Herald Courier & Bulletin	Sept. 28 - 29, 1945
Chattanooga	News Free Press & Times	Sept. 28 - 29, 1945
Kingsport	Times News	Sept. 28 - 29, 1945
Knoxville	News Sentinel	Sept. 28, 1945

TEXAS

Amarillo	Globe News	Sept. 28, 1945
Corpus Christi	Caller Times	Sept. 28 - 29, 1945
Dallas	Times Herald	Sept. 28, 1945
Fort Worth	Star Telegram	Sept. 28 - 29, 1945
Houston	Chronicle	Sept. 28, 1945
	Press	Sept. 28, 1945
San Antonio	Light	Sept. 28, 1945
	News	Sept. 28, 1945

VIRGINIA

Martinsville	Bulletin	Sept. 28, 1945
Norfolk	Ledger Dispatch & Virginian Pilot	Sept. 28 - 29, 1945
Richmond	News Leader & Times Dispatch	Sept. 28 - 29, 1945

WEST VIRGINIA

Bluefield	Telegraph & Sunset News	Sept. 28 - 29, 1945
Charleston	Gazette	Sept. 29, 1945
Huntington	Advertiser & Herald Dispatch	Sept. 28 - 29, 1945

WISCONSIN

Eau Claire	Leader Telegram	Sept. 28 - 29, 1945
La Crosse	Tribune & Leader Press	Sept. 28, 1945
Madison	Capital Times & State Journal	Sept. 28, 1945
Marinette	Eagle Star	Sept. 28, 1945
Superior	Telegram	Sept. 28, 1945

**PUBLISHER:**

Complete Electrotypes or Mat being shipped under separate cover from Cresset Company, 110 Greenwich Street, New York City.

Proof read this copy with Electrotypes or Mat to be sure it corresponds.

Inspect plates or mats immediately upon receipt. They should produce good printing results. Advise us promptly if not satisfactory as poor printing cannot be paid for.

POSITION ESPECIALLY DESIRED:—

See insertion order attached.

RUTHRAUFF & RYAN Inc.

# COMING! SUNDAY! JACK BENNY!

WITH MARY LIVINGSTON • PHIL HARRIS • ROCHESTER • LARRY STEVENS • DON WILSON



NOW THAT CIVILIAN GOODS ARE MORE  
PLENTIFUL, FRED ALLEN IS ABLE TO  
COME BACK ON THE AIR. YOU SEE, HE  
NOT ONLY TALKS THROUGH HIS NOSE  
...HE PRINTS HIS SCRIPTS ON KLEENEX

**FLASH!** WORLD'S GREATEST RADIO FEUD  
BREAKS OUT WITH BRAND NEW FURY!

JACK BENNY STARTED  
OUT ON RADIO AS A  
SPOT ANNOUNCEMENT  
AND SOMEONE  
FORGOT TO REMOVE  
THE SPOT



**EVERY SUNDAY  
7 P. M. — WEAF**

*Presented by* **LUCKY STRIKE** *L.S./M.B.T.S.*

Ad. 10 (4 cols. x 100 lines)  
Newspapers—September 24-30, 1945

ATX01 0125262

THE ADVERTISEMENT ON THE OPPOSITE PAGE RAN IN THE FOLLOWING PUBLICATIONS:

CALIFORNIA

Hollywood  
Long Beach  
Pasadena  
San Diego

Citizen News  
Press Telegram & Sun  
Post Star News  
Journal  
Union & Tribune Sun

September 28, 1945  
September 28, 1945  
September 28, 1945  
September 28, 1945  
Sept. 28-29, 1945

WASHINGTON

Seattle  
Spokane

Post Intelligencer  
Star  
Chronicle & Spokesman  
Review

September 29, 1945  
September 29, 1945  
Sept. 29-30, 1945

ATX01 0125263

**PUBLISHER:**

Complete Electrotpe or Mat being shipped under separate cover from Crest: Company, 110 Greenwich Street, New York City.

Proof read this copy with Electrotpe or Mat to be sure it corresponds.

Inspect plates or mats immediately upon receipt. They should produce good printing results. Advise us promptly if not satisfactory as poor printing cannot be paid for.

**POSITION ESPECIALLY DESIRED:-**

See last line order attached  
**KUTHKAUFF & RYAN Inc.**

# COMING! SUNDAY! JACK BENNY!

WITH MARY LIVINGSTON • PHIL HARRIS • ROCHESTER • LARRY STEVENS • DON WILSON



NOW THAT CIVILIAN GOODS ARE MORE  
PLENTIFUL, FRED ALLEN IS ABLE TO  
COME BACK ON THE AIR. YOU SEE, HE  
NOT ONLY TALKS THROUGH HIS NOSE  
...HE PRINTS HIS SCRIPTS ON KLEENEX

FLASH! WORLD'S GREATEST RADIO FEUD  
BREAKS OUT WITH BRAND NEW FUPLY!

JACK BENNY STARTED  
OUT ON RADIO AS A  
SPOT ANNOUNCEMENT  
AND SOMEONE  
FORGOT TO REMOVE  
THE SPOT.



**EVERY SUNDAY**  
4 P.M. • 9:30 P.M. • KFI

PRESENTED BY **LUCKY STRIKE** **L.S.M.**

THE ADVERTISEMENT ON THE OPPOSITE PAGE RAN IN THE FOLLOWING PUBLICATIONS:

MASSACHUSETTS

Springfield                      Union Republican & News                      Sept. 28 - 29, 1945

MICHIGAN

Detroit                              News    Sept. 28, 1945  
   Times    Sept. 28, 1945

NEW YORK

New York City                      Mirror    Sept. 29, 1945  
   News (Metro Ed.)                              Sept. 29, 1945 (split run)

PENNSYLVANIA

Philadelphia                      Inquirer    Sept. 29, 1945

ATX01 0125265

**PUBLISHER:**

Complete Electrotype or Mat being shipped under separate cover from Cresset Company, 112 Greenwich Street, New York City.

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**POSITION ESPECIALLY DESIRED:**

See instruction under attached.  
**RUTHRAUFF & RYAN inc.**

# COMING! SUNDAY! JACK BENNY!

WITH MARY LIVINGSTON • PHIL HARRIS • ROCHESTER • LARRY STEVENS • DON WILSON



HOW THAT CIVILIAN GOODS ARE MORE PLENTIFUL, FRED ALLEN IS ABLE TO COME BACK ON THE AIR. YOU SEE, HE NOT ONLY TALKS THROUGH HIS NOSE HE PRINTS HIS SCRIPTS ON ELECTRIC

EVERY SUNDAY  
7 P. M. - WEAF

FLASH! WORLD'S GREATEST RADIO TROOP STAKES OUT WITH BRAND NEW FUNNY

WHEN BENNY STOOD OUT ON RADIO AS A SPOT ANNOUNCEMENT AND SOMEONE TRIED TO REMOVE THE SPOT



PRESENTED BY LUCKY STRIKE L.S.M.

ATX01 0125267

CALIFORNIA

Fresno

See

Sept. 30, 1975

THE ADVERTISEMENT ON THE OPPOSITE PAGE HAS IN THE FOLLOWING PUBLICATIONS:



*15<sup>th</sup> Year on the Air*

**JACK  
BENNY**



**SUNDAY**

**7 P.M. WEAF**

PRESENTED BY

**LUCKY STRIKE L.G./M.P.T.**

Ad 115—50 lines (1 15-16 x 50 line)  
Women's Page—Friday and Saturday

ATX01 012526B

**PUBLISHER:**

Complete Electrotpe or Mat being shipped under separate cover from Cresset Company, 110 Greenwich Street, New York City.

Proof read this copy with Electrotpe or Mat to be sure it corresponds.

Inspect plates or mats immediately upon receipt. They should produce good printing results. Advise us promptly if not satisfactory as poor printing cannot be paid for.

**POSITION ESPECIALLY DESIRED:—**

See insertion order attached.

**RUTHRAUFF & RYAN Inc.**

# COMING! SUNDAY! JACK BENNY!

WITH MARY LIVINGSTON • PHIL HARRIS • ROCHESTER • LARRY STEVENS • DON WILSON



NOW THAT CIVILIAN GOODS ARE MORE PLENTIFUL, FRED ALLEN IS ABLE TO COME BACK ON THE AIR. YOU SEE, HE NOT ONLY TALKS THROUGH HIS NOSE... HE PRINTS HIS SCRIPTS ON KLEENEX.

**EVERY SUNDAY  
4 P.M. - 9:30 P.M. - KFI**

**FLASH! WORLD'S GREATEST RADIO FEUD  
BREAKS OUT WITH BRAND NEW BUBBA**

WON'T BE SHESSED OUT OF IT AS A SPOT AND... JELLYMINT AND SHADONE FORGET TO REMOVE THE SPOT



PRESENTED BY **Lucky Strike** and **5/11/12**

APRIL 1945 (LWS)  
Published by News-Examiner—September 24-29, 1945

RTK01 0125270

Portland

Journal

Sept. 28, 1945

OREGON

THE ADVERTISEMENT ON THE OPPOSITE PAGE RAN IN THE FOLLOWING PUBLICATIONS:

**PUBLISHER:**

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POSITION ESPECIALLY DESIRED:—

See insertion order attached.

RUTHRAUFF & RYAN Inc.

**COMING! SUNDAY! JACK BENNY!**

WITH MARY LIVINGSTON

MEL HARRIS • ROCHESTER • LARRY STEVENS • DON WILSON



NOW THAT CYNICISM BOOMS  
ARE MORE PLentiful,  
FRED ALLEN IS ABLE TO COME  
BACK ON THE AIR. YOU SEE,  
HE NOT ONLY TALKS THROUGH  
THE MICE... HE PRINTS HIS  
...SCRIPTS ON KLEENEX!

FLASH! WORLD'S GREATEST  
RADIO FEUD BREAKS OUT  
WITH BRAND NEW FUN!!

WANT TO BE  
AS FAMOUS AS  
FRED ALLEN?  
...AND WIN  
...THE MONEY  
...PRIZE?



EVERY SUNDAY—7 P.M.—WEAF

PRESENTED BY  
**LUCKY STRIKE** — **D.S. MAYER**

THE ADVERTISEMENTS ON THE OPPOSITE PAGE RAN IN THE FOLLOWING PUBLICATIONS:

ALABAMA

Birmingham	News & Age Herald	September 30, 1945
Mobile	Press Register	September 30, 1945
Montgomery	Advertiser	September 30, 1945

ARIZONA

Phoenix	Republican Gazette	September 30, 1945
Tucson	Star & Citizen	Sent. 29 -30, 1945

ARKANSAS

Little Rock	Gazette	September 30, 1945
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COLORADO

Denver	Post	September 30, 1945
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CONNECTICUT

Bridgeport	Post Telegram	September 30, 1945
	Herald	September 30, 1945
Hartford	Courant	September 30, 1945
New Haven	Register	September 30, 1945
Waterbury	Republican American	Sent. 29 -30, 1945

DELAWARE

Wilmington	Star	September 30, 1945
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DISTRICT OF COLUMBIA

Washington	Star	September 30, 1945
	Times Herald	September 30, 1945

FLORIDA

Lakeland	Ledger	September 30, 1945
Miami	News	September 30, 1945
Pensacola	Journal News	Sent. 29 -30, 1945
Tampa	Tribune	September 30, 1945

GEORGIA

Atlanta	Constitution	September 30, 1945
Savannah	News	September 30, 1945

IDAHO

Boise	Statesman	September 30, 1945
Pocatello	Tribune	September 30, 1945
Twin Falls	Times News	September 30, 1945

ILLINOIS

Chicago	Shopping News	October 1, 1945
	Sun	September 30, 1945
Peoria	Journal Transcript & Star	September 30, 1945

INDIANA

Evansville	Courier Press	September 30, 1945
Fort Wayne	Journal Gazette	September 30, 1945
Hammond	Times	September 30, 1945
Indianapolis	Star	September 30, 1945
Terre Haute	Star Tribune	September 30, 1945

IOWA

Des Moines	Register	September 30, 1945
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KANSAS

Hutchinson	News Herald	September 30, 1945
Pittsburgh	Sun	Sent. 29 -30, 1945
Wichita	Beacon	September 30, 1945

LOUISIANA

Monroe	World	September 30, 1945
New Orleans	Times Picayune & States	September 30, 1945
Shreveport	Times	September 30, 1945

MAINE

Bangor	News	September 29, 1945
Portland	Express Telegram	Sent. 29 -30, 1945

MARYLAND

Baltimore	American	September 30, 1945
	Sun	September 30, 1945
Cumberland	Times	September 30, 1945

MASSACHUSETTS

Boston	Advertiser	September 30, 1945
	Globe	September 30, 1945
	Herald	September 30, 1945
	Post	September 30, 1945
New Bedford	Standard Times	September 30, 1945
Worcester	Telegram	September 30, 1945

MICHIGAN

Detroit	Times	September 30, 1945
Flint	Journal	September 30, 1945
Grand Rapids	Herald	September 30, 1945
Lansing	State Journal	September 30, 1945
Saginaw	News	September 30, 1945

ATX01 0125273

MINNESOTA

Duluth	News Tribune	September 30, 1945
Minneapolis	Tribune	September 30, 1945
St. Paul	Pioneer Press	September 30, 1945

MISSISSIPPI

Jackson	Clarion Ledger & News	September 30, 1945
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MISSOURI

St. Louis	Post Dispatch	September 30, 1945
Springfield	News & Leader	September 30, 1945

MONTANA

Billings	Gazette	September 30, 1945
Bozeman	Chronicle	September 30, 1945
Helena	Independent Record	September 30, 1945

NEVADA

Reno	Gazette & State Journal	Sept. 29-30, 1945
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NEW JERSEY

Trenton	Times Advertiser	September 30, 1945
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NEW MEXICO

Albuquerque	Journal	September 30, 1945
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NEW YORK

Albany	Times Union	September 30, 1945
Buffalo	Courier Express	September 30, 1945
Elmira	Telegraph	September 30, 1945
New York	Herald Tribune	September 30, 1945
	Mirror (metro ed.)	September 30, 1945
Bronx	Home News	September 30, 1945
Brooklyn	Eagle	September 30, 1945
Rochester	Democrat Chronicle	September 30, 1945
Syracuse	Herald American	September 30, 1945
Utica	Observer Dispatch	September 30, 1945

NORTH CAROLINA

Asheville	Citizen Times	September 30, 1945
Charlotte	Observer	September 30, 1945
Raleigh	News & Observer	September 30, 1945
Winston Salem	Journal & Twin City Sentinel	September 30, 1945

NORTH DAKOTA

Fargo	Forum	September 30, 1945
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OHIO

Cincinnati	Inquirer	September 30, 1945
Cleveland	Shopping News	October 1, 1945
Dayton	News	September 30, 1945
Toledo	Times	September 30, 1945
Youngstown	Vindicator	September 30, 1945
Zanesville	News	September 30, 1945

OKLAHOMA

Oklahoma City	Oklahoman & Times	September 30, 1945
Tulsa	World	September 30, 1945

OREGON

Medford	Mail Tribune	September 30, 1945
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PENNSYLVANIA

Allentown	Call Chronicle	Sept. 29 -30, 1945
Erie	Dispatch Herald	September 30, 1945
Lancaster	News	September 30, 1945
Scranton	Scrantonian	September 30, 1945
Wilkes Barre	Independent	September 30, 1945
Williamsport	Grit	September 30, 1945

SOUTH CAROLINA

Charleston	News Courier	September 30, 1945
Columbia	State & Record	Sept. 29 -30, 1945
Greenville	News Piedmont	Sept. 29 -30, 1945

SOUTH DAKOTA

Sioux Falls	Arms Leader	September 30, 1945
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TENNESSEE

Bristol	Herald Courier	September 30, 1945
Chattanooga	Times	September 30, 1945
Kingsport	Times	September 30, 1945
Knoxville	News Sentinel	September 30, 1945
Memphis	Commercial Appeal	September 30, 1945

TEXAS

Amarillo	Globe News	September 30, 1945
Corpus Christi	Callier Times	September 30, 1945
Dallas	News	September 30, 1945
	Times Herald	September 30, 1945
El Paso	Times	September 30, 1945
Houston	Chronicle	September 30, 1945
	Post	September 30, 1945
San Antonio	Light	September 30, 1945
	Express	September 30, 1945



VIRGINIA

Norfolk

Leader Dispatch &  
Virginian Pilot  
Times Dispatch

Sept. 29 -30, 1945  
September 30, 1945

Richmond

WEST VIRGINIA

Bluefield

Telegraph & Sunset News  
Gazette  
Herald Advertiser

Sept. 29 -30, 1945  
September 30, 1945  
September 30, 1945

Charleston

Huntington

WISCONSIN

Eau Claire

Leader Telegram  
Tribune & Leader Press  
Capital Times & State  
Journal

Sept. 29 -30, 1945  
September 30, 1945

La Crosse

Madison

September 30, 1945

ATX01 0125276

**PUBLISHER:**

Complete Electrotpe or Mat being shipped under separate cover from Crest Company, 110 Greenwich Street, New York City.

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POSITION ESPECIALLY DESIRED:-

See insertion order attached.  
**KUTHRAUFF & RYAN inc.**

# JACK BENNY BACK TONIGHT

WITH MARY LIVINGSTON • PHIL HARRIS • ROCHESTER • LARRY STEVENS • DON WILSON

YES SIR! I'LL BE BACK  
ON THE AIR TONIGHT  
WITH  
THE SAME SET-UP,  
THE SAME SPONSOR,  
THE SAME GANG...



*Yes BENNY and ALLEN are finding again!*



YEAH, AND  
THE SAME  
JOKES!

EVERY SUNDAY - 7 P. M. - WEAF

**PRESENTED BY LUCKY STRIKE - 100% TOBACCO**

THE ADVERTISEMENT ON THE OPPOSITE PAGE RAN IN THE FOLLOWING PUBLICATIONS:

CALIFORNIA

Los Angeles	Shopping News	September 28, 1945
Sacramento	Union	September 30, 1945
San Diego	Union	September 30, 1945
San Francisco	Examiner	September 30, 1945

OREGON

Portland	Journal	September 30, 1945
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WASHINGTON

Seattle	Post Intelligencer	September 30, 1945
Spokane	Spokesman Review	September 30, 1945
Tacoma	News Tribune	September 30, 1945

ATX01 012527B

**PUBLISHER:**

Complete Electrotpe or Mat being shipped under separate covers from Engraving Company, 110 Greenwich Street, New York City.

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**POSITION ESPECIALLY DESIRED:-**

See insertion order attached.

**RUTHRAUFF & RYAN Inc.**

# JACK BENNY BACK TONIGHT

WITH MARY LIVINGSTON • PHIL HARRIS • ROCHESTER • LARRY STEVENS • DON WILSON

YES SIR! I'LL BE BACK  
ON THE AIR TONIGHT  
WITH  
THE SAME SET-UP,  
THE SAME SPONSOR,  
THE SAME GANG...

YEAH, AND  
THE SAME  
SMOKES!

Yoo,  
BENNY  
and  
ALLE



SUNDAY 4 P.M. • 9:30 P.M. • KFI

PRESENTED BY LUCKY STRIKE L.S./M.F.T.

ATX01 0125279

THE ADVERTISEMENT ON THE OPPOSITE PAGE RAN IN THE FOLLOWING PUBLICATIONS:

MASSACHUSETTS

Springfield                      Union Republican                      Sept. 30, 1945

NEW YORK

New York City                      News                      Sept. 30, 1945 (split run)  
Journal American                      Sept. 30, 1945

PENNSYLVANIA

Philadelphia                      Inquirer                      Sept. 30, 1945

**PUBLISHER:**

Complete Electrotpe or Mat being shipped under separate cover from Crestet Company, 110 Greenwich Street, New York City.

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**POSITION ESPECIALLY DESIRED:-**

Box Insertion order attached.  
**RUTHKAUFF & RYAN Inc.**

# JACK BENNY BACK TONIGHT

WITH MARY LIVINGSTON • PHIL HARRIS • ROCHESTER • LARRY STEVENS • DON WILSON

YES SUE! I'LL BE BACK  
ON THE AIR TONIGHT  
WITH  
THE SAME SET-UP,  
THE SAME SPONSOR,  
THE SAME GAI.



EVERY SUNDAY—7 P. M.—WEAF

PRESENTED BY LUCKY STRIKE U.S. MAIL

Published by the Crestet Company  
New York, N. Y., September 29-30, 1945

THE ADVERTISEMENT ON THE OPPOSITE PAGE RAN IN THE FOLLOWING PUBLICATIONS:

ALABAMA

Birmingham	News & Age Herald	October 7, 1945
Mobile	Press Register	October 7, 1945
Montgomery	Advertiser	October 7, 1945

ARIZONA

Phoenix	Republican Gazette	Oct. 6 -7, 1945
Tucson	Star & Citizen	Oct. 6 -7, 1945

ARKANSAS

Little Rock	Gazette	October 7, 1945
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COLORADO

Denver	Post	October 7, 1945
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CONNECTICUT

Bridgeport	Post-Telegraph	October 7, 1945
Hartford	Herald	October 7, 1945
New Haven	Courant	October 7, 1945
Waterbury	Register	October 7, 1945
	Republican American	October 7, 1945

DELAWARE

Wilmington	Star	October 7, 1945
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DISTRICT OF COLUMBIA

Washington	Star	October 7, 1945
	Times-Herald	October 7, 1945

FLORIDA

Jacksonville	Times-Union	October 7, 1945
Lakeland	Ledger	October 7, 1945
Miami	News	October 7, 1945
Pensacola	Journal News	October 7, 1945
Tampa	Tribune	October 7, 1945

GEORGIA

Atlanta	Constitution	October 7, 1945
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IDAHO

Boise	Statesman	October 7, 1945
Pocatello	Tribune	October 7, 1945
Twin Falls	Times News	October 7, 1945

ATX01 0125282

ILLINOIS

Chicago	Shopping News	October 7, 1945
	Sun	October 7, 1945
Peoria	Journal Transcript & Star	October 7, 1945

INDIANA

Evansville	Courier Press	October 7, 1945
Ft. Wayne	Journal Gazette	October 7, 1945
Hammond	Times	October 7, 1945
Indianapolis	Star	October 7, 1945
Terre Haute	Star Tribune	October 7, 1945

IOWA

Des Moines	Register	October 7, 1945
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KANSAS

Hutchinson	News Herald	October 7, 1945
Wichita	Beacon	October 7, 1945

LOUISIANA

Monroe	World	October 7, 1945
New Orleans	Times Picayune & States	October 7, 1945
Shreveport	Times	October 7, 1945

MAINE

Bangor	News	October 6, 1945
Portland	Express Telegram	Oct. 6-7, 1945

MARYLAND

Baltimore	American	October 7, 1945
	Sun	October 7, 1945
Cumberland	Times	October 7, 1945

MASSACHUSETTS

Boston	Advertiser	October 7, 1945
	Globe	October 7, 1945
	Herald	October 7, 1945
	Post	October 7, 1945
New Bedford	Standard Times	October 7, 1945
Springfield	Union Republican	October 7, 1945
Worcester	Telegram	October 7, 1945

MICHIGAN

Detroit	News	October 7, 1945
	Times	October 7, 1945
Flint	Journal	October 7, 1945
	Herald	October 7, 1945
Grand Rapids		
Lansing	State Journal	October 7, 1945
Saginaw	News	October 7, 1945



MINNESOTA

Duluth	News Tribune	October 7, 1945
Minneapolis	Tribune	October 7, 1945
St. Paul	Pioneer Press	October 7, 1945

MISSISSIPPI

Jackson	Clarion Ledger & News	October 7, 1945
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MISSOURI

Kansas City	Star	October 7, 1945
St. Louis	Post Dispatch	October 7, 1945
Springfield	News & Leader	October 7, 1945

MONTANA

Billings	Gazette	October 7, 1945
Bozeman	Chronicle	October 7, 1945
Helena	Independent Record	October 7, 1945

NEBRASKA

Omaha	World Herald	October 7, 1945
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NEVADA

Reno	Gazette & State Journal	Oct. 6-7, 1945
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NEW JERSEY

Trenton	Times Advertiser	October 7, 1945
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NEW MEXICO

Albuquerque	Journal	October 7, 1945
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NEW YORK

Albany	Times Union	October 7, 1945
Buffalo	Courier Express	October 7, 1945
Elmira	Telegram	October 7, 1945
New York	Harold Tribune	October 7, 1945
	Mirror	October 7, 1945
	News (Metro. ed.)	October 7, 1945 (split run)
	Journal American	October 7, 1945
Yonkers	Westchester County Group	October 5, 1945
Bronx	Home News	October 7, 1945
Brooklyn	Eagle	October 7, 1945
Rochester	Democrat Chronicle	October 7, 1945
Syracuse	Herald American	October 7, 1945

NORTH CAROLINA

Asheville	Citizen Times	October 7, 1945
Charlotte	Observer	October 7, 1945
Raleigh	News & Observer	October 7, 1945
Winston Salem	Journal & Twin City Sentinel	October 7, 1945

NORTH DAKOTA

Fargo	Forum	October 7, 1945
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OHIO

Cincinnati	Enquirer	October 7, 1945
Cleveland	Shopping News	October 8, 1945
Columbus	Dispatch	October 7, 1945
Dayton	News	October 7, 1945
Lima	News	October 7, 1945
Youngstown	Vindicator	October 7, 1945
Zanesville	News	October 7, 1945

OKLAHOMA

Oklahoma City	Oklahoman & Times	October 7, 1945
Tulsa	World	October 7, 1945

OREGON

Medford	Mail Tribune	October 7, 1945
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PENNSYLVANIA

Allentown	Call Chronicle	Oct. 6 -7, 1945
Erie	Dispatch Herald	October 7, 1945
Lancaster	News	October 7, 1945
Philadelphia	Inquirer	October 7, 1945
Pittsburgh	Sun Telegraph	October 7, 1945
Scranton	Scrantonian	October 7, 1945
Wilkes Barre	Independent	October 7, 1945
Williamsport	Grit	October 7, 1945

SOUTH CAROLINA

Charleston	News Courier	October 7, 1945
Columbia	State & Record	Oct. 6 -7, 1945
Greenville	News Piedmont	Oct. 6 -7, 1945

SOUTH DAKOTA

Sioux Falls	Argus Leader	October 7, 1945
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TENNESSEE

Bristol	Herald Courier	October 7, 1945
Chattanooga	Times	October 7, 1945
Kingsport	Times	October 7, 1945
Knoxville	News Sentinel	October 7, 1945
Memphis	Commercial Appeal	October 7, 1945

TEXAS

Amarillo	Globe News	October 7, 1945
Corpus Christi	Callier Times	October 7, 1945
Dallas	News	October 7, 1945
	Times Herald	October 7, 1945
El Paso	Times	October 7, 1945
Fort Worth	Star Telegram	October 7, 1945
Houston	Chronicle	October 7, 1945
	Post	October 7, 1945
San Antonio	Light	October 7, 1945
	Express	October 7, 1945

VIRGINIA

Norfolk	Ledger Dispatch & Virginian Pilot	October 7, 1945
Richmond	Times Dispatch	October 7, 1945

WEST VIRGINIA

Bluefield	Telegraph & Sunset News	Oct. 6-7, 1945
Charleston	Gazette	October 7, 1945
Huntington	Herald Advertiser	October 7, 1945

WISCONSIN

Eau Claire	Leader Telegram	Oct. 6-7, 1945
La Crosse	Tribune & Leader Press	October 7, 1945
Madison	Capital Times & State Journal	October 7, 1945
Milwaukee	Journal	October 7, 1945
	Sentinel	October 7, 1945

NEGRO NEWSPAPERS

ILLINOIS

Chicago Chicago Defender September 29, 1945

MICHIGAN

Detroit Michigan Chronicle September 29, 1945

MISSOURI

Kansas City The Call October 6, 1945

NEW YORK

New York Afro-American Group September 29, 1945  
Amsterdam News September 29, 1945  
Peoples' Voice September 29, 1945

OHIO

Cleveland Call & Post September 29, 1945

PENNSYLVANIA

Pittsburgh The Courier October 6, 1945

TEXAS

Dallas & Houston The Informer Group September 29, 1945

VIRGINIA

Norfolk Journal-Guide September 29, 1945

**PUBLISHER:**

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**VISION ESPECIALLY DESIRED:**

See insertion order attached.

**KUTHERAUFF & RYAN Inc.**

**THE FUN IS ON!**

AGAIN IT'S  
**JACK  
BENNY  
NIGHT**



WITH MARY LIVINGSTON  
PHIL HARRIS, ROCHESTER  
LARRY STEVENS, DON WILSON

PRESENTED BY  
**LUCKY STRIKE**  
L.S./M.F.T.

★  
EVERY SUNDAY  
**7 P.M.**  
**WEAF**

THE ADVERTISEMENT ON THE OPPOSITE PAGE RAN IN THE FOLLOWING PUBLICATIONS:

CALIFORNIA

Fresno	Bee	October 7, 1945
Los Angeles	Shopping News	October 5, 1945
Sacramento	Union	October 7, 1945
San Diego	Union	October 7, 1945
San Francisco	Chronicle	October 7, 1945
	Examiner	October 7, 1945

OREGON

Portland	Journal	October 7, 1945
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WASHINGTON

Seattle	Post Intelligencer	October 7, 1945
Spokane	Spokesman Review	October 7, 1945
Tacoma	News Tribune	October 7, 1945

ATX01 0125289

**PUBLISHER:**

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**RUTHRAUFF & RYAN Inc.**

**THE FUN IS ON!**

AGAIN IT'S  
**JACK  
BENNY  
NIGHT**



WITH MARY LIVINGSTON  
PHIL HARRIS, ROCHESTER  
LARRY STEVENS, DON WALSON

PRESENTED BY  
**LUCKY STRIKE**  
L.S./M.F.T.

EVERY SUNDAY  
4 P.M. - 9:30 P.M.  
KFI

Printed in New York City, N.Y. October 27, 1955

THE ADVERTISEMENT ON THE OPPOSITE PAGE RAN IN THE FOLLOWING PUBLICATIONS:

ALABAMA

Birmingham	News & Age Herald	October 14, 1945
Mobile	Press Register	October 14, 1945
Montgomery	Advertiser	October 14, 1945

ARIZONA

Phoenix	Republican Gazette	Oct. 13-14, 1945
Tucson	Star & Citizen	Oct. 13-14, 1945

ARKANSAS

Little Rock	Gazette	October 14, 1945
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COLORADO

Denver	Post	October 14, 1945
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CONNECTICUT

Bridgeport	Post Telegram	October 14, 1945
	Herald	October 14, 1945
Hartford	Courant	October 14, 1945
New Haven	Register	October 14, 1945
Waterbury	Republican American	October 14, 1945

DELAWARE

Wilmington	Star	October 14, 1945
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DISTRICT OF COLUMBIA

Washington	Star	October 14, 1945
	Times Herald	October 14, 1945

FLORIDA

Jacksonville	Times-Union	October 14, 1945
Lakeland	Ledger	October 14, 1945
Miami	News	October 14, 1945
Pensacola	Journal-News	October 14, 1945
Tampa	Tribune	October 14, 1945

GEORGIA

Atlanta	Constitution	October 14, 1945
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IDAHO

Boise	Statesman	October 14, 1945
Pocatello	Tribune	October 14, 1945
Twin Falls	Times News	October 14, 1945

ATX01 0125291



ILLINOIS

Chicago	Shopping News	October 15, 1945
	Sun	October 17, 1945
Peoria	Journal Transcript & Star	October 17, 1945

INDIANA

Evansville	Courier Press	October 17, 1945
Ft. Wayne	Journal Gazette	October 17, 1945
Hammond	Times	October 17, 1945
Indianapolis	Star	October 17, 1945
Terre Haute	Star Tribune	October 17, 1945

IOWA

Des Moines	Register	October 17, 1945
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KANSAS

Hutchinson	News Herald	October 17, 1945
Wichita	Beacon	October 17, 1945

LOUISIANA

Monroe	World	October 17, 1945
New Orleans	Times Picayune & States	October 17, 1945
Shreveport	Times	October 17, 1945

MAINE

Bangor	News	October 18, 1945
Portland	Express Telegram	Oct. 15-17, 1945

MARYLAND

Baltimore	American	October 17, 1945
	Sun	October 17, 1945
Cumberland	Times	October 17, 1945

MASSACHUSETTS

Boston	Advertiser	October 17, 1945
	Globe	October 17, 1945
	Herald	October 17, 1945
	Post	October 17, 1945
New Bedford	Standard Times	October 17, 1945
Springfield	Union Republican	October 17, 1945
Worcester	Telegram	October 17, 1945

MICHIGAN

Detroit	News	October 17, 1945
	Times	October 17, 1945
Flint	Journal	October 17, 1945
Grand Rapids	Herald	October 17, 1945
Lansing	State Journal	October 17, 1945
Saginaw	News	October 17, 1945

MINNESOTA

Duluth	News Tribune	October 14, 1945
Minneapolis	Tribune	October 14, 1945
St. Paul	Pioneer Press	October 14, 1945

MISSISSIPPI

Jackson	Clarion Ledger & News	October 14, 1945
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MISSOURI

Kansas City	Star	October 14, 1945
St. Louis	Post Dispatch	October 14, 1945
Springfield	News & Leader	October 14, 1945

MONTANA

Billings	Gazette	October 14, 1945
Bozeman	Chronicle	October 14, 1945
Helena	Independent Record	October 14, 1945

NEBRASKA

Omaha	World Herald	October 14, 1945
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NEVADA

Reno	Gazette & State Journal	Oct. 13-14, 1945
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NEW JERSEY

Newark	Call	October 14, 1945
	Star Ledger	October 14, 1945
Trenton	Times Advertiser	October 14, 1945

NEW MEXICO

Albuquerque	Journal	October 14, 1945
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NEW YORK

Albany	Times Union	October 14, 1945
Buffalo	Courier Express	October 14, 1945
Elmira	Telegram	October 14, 1945
New York	Herald Tribune	October 14, 1945
	Mirror	October 14, 1945
	News (metro ed.)	October 14, 1945
Yonkers	Westchester County Group	October 12, 1945
Bronx	Home News	October 14, 1945
Brooklyn	Eagle	October 14, 1945
Rochester	Democrat Chronicle	October 14, 1945
Syracuse	Herald American	October 14, 1945

ATX01 0125293

NORTH CAROLINA

Asheville	Citizen Times	October 14, 1945
Charlotte	Observer	October 14, 1945
Raleigh	News & Observer	October 14, 1945
Winston Salem	Journal & Twin City Sentinel	October 14, 1945

NORTH DAKOTA

Fargo	Forum	October 14, 1945
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OHIO

Cincinnati	Enquirer	October 14, 1945
Cleveland	Shopping News	October 14, 1945
Columbus	Dispatch	October 14, 1945
Dayton	News	October 14, 1945
Lima	News	October 14, 1945
Toledo	Times	October 14, 1945
Youngstown	Vindicator	October 14, 1945
Zanesville	News	October 14, 1945

OKLAHOMA

Oklahoma City	Oklahoman & Times	October 14, 1945
Tulsa	World	October 14, 1945

OREGON

Medford	Mail Tribune	October 14, 1945
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PENNSYLVANIA

Allentown	Call Chronicle	Oct. 13-14, 1945
Erie	Dispatch Herald	October 14, 1945
Lancaster	News	October 14, 1945
Philadelphia	Inquirer	October 14, 1945
	Record	October 14, 1945
Reading	Eagle	October 14, 1945
Scranton	Scrantonian	October 14, 1945
Wilkes Barre	Independent	October 14, 1945
Williamsport	Grit	October 14, 1945

SOUTH CAROLINA

Charleston	News Courier	October 14, 1945
Columbia	State & Record	Oct. 13-14, 1945
Greenville	News Piedmont	Oct. 13-14, 1945

SOUTH DAKOTA

Sioux Falls	Argus Leader	October 14, 1945
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TENNESSEE

Bristol	Herald Courier	October 14, 1945
Chattanooga	Times	October 14, 1945
Kingsport	Times	October 14, 1945
Knoxville	News Sentinel	October 14, 1945
Memphis	Commercial Appeal	October 14, 1945

TEXAS

Amarillo	Globe News	October 14, 1945
Corpus Christi	Callier Times	October 14, 1945
Dallas	News	October 14, 1945
	Times Herald	October 14, 1945
El Paso	Times	October 14, 1945
Fort Worth	Star Telegram	October 14, 1945
Houston	Chronicle	October 14, 1945
	Post	October 14, 1945
San Antonio	Light	October 14, 1945
	Express	October 14, 1945

VIRGINIA

Norfolk	Ledger Dispatch & Virginian Pilot	October 14, 1945
Richmond	Times Dispatch	October 14, 1945

WEST VIRGINIA

Bluefield	Telegraph & Sunset News	Oct. 13-14, 1945
Charleston	Gazette	October 14, 1945

WISCONSIN

Eau Claire	Leader Telegram	Oct. 13-14, 1945
La Crosse	Tribune & Leader Press	October 14, 1945
Madison	Capital Times & State Journal	October 14, 1945
Milwaukee	Journal	October 14, 1945
	Sentinel	October 14, 1945

NEGRO NEWSPAPERS

ILLINOIS

Chicago Chicago Defender October 6, 1945

MICHIGAN

Detroit Michigan Chronicle October 6, 1945

MISSOURI

Kansas City The Call October 13, 1945

NEW YORK

New York Afro-American Group October 6, 1945  
Amsterdam News October 6, 1945  
Peoples' Voice October 6, 1945

OHIO

Cleveland Call & Post October 6, 1945

PENNSYLVANIA

Pittsburgh The Courier October 13, 1945

TEXAS

Dallas & Houston The Informer Group October 6, 1945

VIRGINIA

Norfolk Journal-Guide October 6, 1945

**PUBLISHER:**

Complete Electrotpe or Mat being shipped under separate cover from Cresset Company, 110 Greenwich Street, New York City.

Proof read this copy with Electrotpe or Mat to be sure it corresponds.

Inspect plates or mats immediately upon receipt. They should produce good printing results. Advise us promptly if not satisfactory as poor printing cannot be paid for.

POSITION ESPECIALLY DESIRED:-

See insertion order attached.

RUTHRAUFF & RYAN Inc.

**TONIGHT! TONIGHT!**



**JACK BENNY TIME!**

WITH MARY LIVINGSTON  
PHIL HARRIS • ROCHESTER  
LARRY STEVENS • DON WILSON

PRESENTED BY  
**LUCKY STRIKE**  
L.S./M.F.T.

EVERY SUNDAY  
**WEAF**  
**7 P.M.**

Ad 210 (2 cols. x 7 1/2 lines)  
Newspapers - October 13-14, 1945

ATX01 0125297

THE ADVERTISEMENT ON THE OPPOSITE PAGE RAN IN THE FOLLOWING PUBLICATIONS:

CALIFORNIA

Fresno	Bee	October 14, 1945
Los Angeles	Showman News	October 12, 1945
Sacramento	Union	October 14, 1945
San Diego	Union	October 14, 1945
San Francisco	Chronicle	October 14, 1945
	Examiner	October 14, 1945

OREGON

Portland	Journal	October 14, 1945
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WASHINGTON

Seattle	Post Intelligencer	October 14, 1945
Spokane	Spokesman Review	October 14, 1945
Tacoma	News Tribune	October 14, 1945

ATX01 0125298

**PUBLISHER:**

Complete Electrotype or Mat being shipped under separate cover from Cresset Company, 110 Greenwich Street, New York City.

Proof read this copy with Electrotype or Mat to be sure it corresponds.

Inspect plates or mats immediately upon receipt. They should produce good printing results. Advise us promptly if not satisfactory as poor printing cannot be paid for.

POSITION ESPECIALLY DESIRED:—

See insertion order attached

RUTHKAUFF & RYAN Inc.

**TONIGHT! TONIGHT!**



**JACK BENNY TIME!**

WITH MARY LIVINGSTON  
PHIL HARRIS • ROCHESTER  
LARRY STEVENS • DON WILSON

PRESENTED BY  
**LUCKY STRIKE**  
L.S./M.F.T.

EVERY SUNDAY  
**KFI**  
4 P.M.  
9:30 P.M.

Ad 310 (2 cols. x 75 lines)  
Pacific Coast Newspapers—October 13-14, 1945

ATX01 0125299



THE ADVERTISEMENTS ON THE OPPOSITE PAGE RAN IN THE FOLLOWING PUBLICATIONS:

AD #1

Journal, Atlanta, Ga.	Sept. 28, 1945
Bulletin, Providence, R.I.	Sept. 28, 1945

AD #2

Journal, Atlanta, Ga.	Sept. 30, 1945
Journal, Providence, R.I.	Sept. 30, 1945

AD #3

Journal, Atlanta, Ga.	Oct. 7th, 1945
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AD #4

Journal, Atlanta, Ga.	Oct. 14, 1945
Journal, Providence, R.I.	Oct. 14, 1945

AD #5

Calli Bulletin, San Francisco, Cal.	Sept. 28, 1945
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AD #6

Oregonian, Portland, Ore.	Sept. 30, 1945
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**COMING! SUNDAY!**  
**JACK BENNY!**  
 WITH MARY LIVINGSTON  
 PHIL HARRIS—ROCHESTER  
 LARRY STEVENS  
 DON WILSON  
**6 P. M. WSB**  
 Presented by  
**LUCKY STRIKE—L. S. / M. F. T.**




**JACK BENNY**  
**BACK TONIGHT!**  
 WITH MARY LIVINGSTON  
 PHIL HARRIS—ROCHESTER  
 LARRY STEVENS—DON WILSON  
**7 P. M. WJAR**  
 Presented by  
**LUCKY STRIKE—L. S. / M. F. T.**



*Again It's*  
**JACK BENNY**  
**NIGHT**  
 WITH MARY LIVINGSTON  
 PHIL HARRIS • ROCHESTER • LARRY STEVENS • DON WILSON  
**6 P. M. WSB**  
 Presented by  
**LUCKY STRIKE L. S. / M. F. T.**




**TONIGHT! TONIGHT!**  
**JACK BENNY**  
**TIME!**  
 WITH MARY LIVINGSTON  
 PHIL HARRIS • ROCHESTER  
 LARRY STEVENS  
 DON WILSON  
**7 P. M. WJAR**  
 Presented by  
**LUCKY STRIKE—L. S. / M. F. T.**



**Coming! Sunday!**  
**JACK BENNY!**  
 4:00 P. M. KPO  
 9:30 P. M. KPO  
**LUCKY STRIKE—L. S. / M. F. T.**



**JACK BENNY**  
**BACK TONIGHT!**  
 4:00 P. M. KGW  
 9:30 P. M. KGW  
**LUCKY STRIKE**



976



THE ADVERTISEMENT ON THE OPPOSITE PAGE RAN IN THE FOLLOWING PUBLICATION:

FAKE MAGAZINE

1946 EDITION

ATX01 0125303

# *Greetings* *from Jack Benny*

---

AND *from my cast:*

MARY LIVINGSTONE  
PHIL HARRIS  
ROCHESTER  
DON WILSON  
LARRY STEVENS

---

*from my writers:*

SAM PERRIN  
GEORGE BALZER  
JOHN TACKABERRY  
MILT JOSEFSBERG

---

*from my producer:*

BOB BALLIN

---

AND *from my sponsor:*

LUCKY STRIKE CIGARETTES

THE ADVERTISEMENT ON THE OPPOSITE PAGE RAN IN THE FOLLOWING PUBLICATION

FILM DAILY

SEPTEMBER 27, 1946

ATX01 0125305

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Sunday Night, September 29th

# JACK BENNY

will be back for his  
*15th Year in Radio*

with

MARY LIVINGSTONE

PHIL HARRIS

ROCHESTER

DENNIS DAY

DON WILSON

Every Sunday—NBC Network

7:00 P. M. Eastern Time

6:00 P. M. Central Time

5:00 P. M. Mountain Time

4:00 P. M. Pacific Time

REPEAT BROADCAST

PACIFIC COAST STATIONS—9:30 P. M., P.T.

PRESENTED BY **LUCKY STRIKE** • L.S./M.F.T.

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Ad 425—Page (4 x 10)  
Film Daily—Sept. 27, 1946

ATX01 0125306

THE ADVERTISEMENT ON THE OPPOSITE PAGE RAN IN THE FOLLOWING PUBLICATIONS

LIFE  
LOOK

SEPTEMBER 30, 1946  
OCTOBER 15, 1946

ATX01 0125307



# HIGH SPOTS IN THE LIFE OF JACK BENNY... NOW STARTING HIS 15<sup>th</sup> YEAR ON THE AIR

Sunday Night Fun Starts Again as Famous Comedian and All-Star Cast Resume Broadcasting

Once again, Sunday Night Fun is back on the air. It is now broadcast every Sunday night on the air, and here's more news about Jack's solo line of regulars. All right, too, plus a great lineup of the best guest stars. For the full story...

...at almost the same time in the past, missing Jack's comedy every Sunday on the NBC-TV air.

...of Jack Benny's... show... Below... pictures... a few... this great comedian's colorful life...



- CAST**
- ★ MARY LIVINGSTONE
  - ★ PHIL HARRIS
  - ★ ROCHESTER
  - ★ DENNIS DAY
  - ★ DON WILSON



1. Jack as a baby. Here's a picture of the future showman as a baby. He was born on the same day as the nation's first radio broadcast, and he was the first to laugh.



2. His first taste of the show business. At an early age Jack was locally considered a child prodigy on the fiddle. He got his first taste of show business when he made a special appearance at the Barrison Theatre in Waukegan, Ill., his home town.



3. At the tender age of 17 he began his career in vaudeville. Taking the stage name of Ben Benny, he and Lew Salinger, a pianist at the Barrison, teamed up as a vaudeville duo.



4. Jack marries the lovely Mary Livingstone. After the Navy, he was in a show business for the name of the show.



5. Jack's show business career. He was in a show business for the name of the show.



6. During World War II, Jack entertained servicemen in almost every theatre of war where American fighting men were stationed. Here he is at Nurnberg on July 4, 1945.

Every Sunday—7:00 P.M., EST; 6:00 P.M., CST; 5:00 P.M., MST; 4:00 P.M., PST; Repeat Broadcast, 9:30 P.M., PST

PRESENTED BY **LUCKY STRIKE · L.S./M.F.T.**

Ad 424—Page (93 x 125)  
Life—September 30, 1945  
Look (Roto) October 13, 1946

ATX01 0125308

THE ADVERTISEMENT ON THE OPPOSITE PAGE RAN IN THE FOLLOWING PUBLICATION

LIFE

OCTOBER 14, 1946

ATX01 0125309

# HIGH SPOTS IN THE LIFE OF JACK BENNY

## 15<sup>TH</sup> YEAR ON THE AIR - 35<sup>TH</sup> YEAR IN SHOW BUSINESS

Sunday Night Fun Here Once More with Famous Comedian and All-Star Cast Broadcasting Again

With Jack on the air for 15 years, Sunday night is a night to remember for his millions of listeners. And it's not all Jack's old games and jokes that make his broadcasts so sparkling all around

entertaining. It's the personality of Jack Benny that makes Sunday night on CBS so enjoyable. In his 35th year in show business, he has words and pictures to tell of the high spots in his colorful career.



### CAST

- ☆ MARY LIVINGSTONE
- ☆ PHIL HARRIS
- ☆ ROCHESTER
- ☆ DENNIS DAY
- ☆ DON WILSON

1. Jack as a baby. Here's Mr. Benny as a baby in Waukegan, Illinois, at seven months of age. Jack's father, John, was a traveling salesman and his mother, Mary, was a housewife. Jack was the only child.



2. His first taste of the show business. At an early age Jack Benny was usually considered a child prodigy on the fiddle. He got his first taste of show business when he made a special appearance at the Barrie Theatre in Waukegan, Ill., his home town.



3. At the tender age of 17 he began his career in vaudeville. He was a member of the Waukegan Vaudeville Club. At age 17 he took his first job as a radio announcer.



4. Jack marries the lovely Mary Livingstone. After serving in the Navy, he returned to Waukegan, Ill., in 1927. He met Mary Livingstone, a local girl, and they were married in 1927.



5. Jack as a radio star. It was a character role in the radio play 'The Life of a Great American' that led to his first big break on the air—'The Life of a Great American' in 1932.



6. During World War II, Jack entertained servicemen in almost every theater of war where American fighting men were stationed. Here he is at Nuernberg on July 4, 1945.

Every Sunday—7:00 P.M., EST; 6:00 P.M., CST; 5:00 P.M., MST; 4:00 P.M., PST; Repeat Broadcast, 9:30 P.M., PST

PRESENTED BY **LUCKY STRIKE · L.S./M.F.T.**

Ad 426—Page (0 3 8 x 12 1-8)  
Life Magazine—October 14, 1946

ATX01 0125310

THE ADVERTISEMENT ON THE OPPOSITE PAGE RAN IN THE FOLLOWING PUBLICATION

VARIETY WEEKLY

SEPTEMBER 25, 1946

ATX01 0125311

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Sunday Night, September 29th

# JACK BENNY

will be back for his

*15th Year in Radio*

with

MARY LIVINGSTONE

PHIL HARRIS

ROCHESTER

DENNIS DAY

DON WILSON

Every Sunday—NBC Network

7:00 P.M. Eastern Time

6:00 P.M. Central Time

5:00 P.M. Mountain Time

4:00 P.M. Pacific Time

REPEAT BROADCAST  
PACIFIC COAST STATIONS—9:30 P.M., P.T.

PRESENTED BY *LUCKY STRIKE · L.S./M.F.T.*

THE ADVERTISEMENT ON THE OPPOSITE PAGE RAN IN THE FOLLOWING PUBLICATIONS

HOLLYWOOD REPORTER  
VARIETY DAILY

SEPTEMBER 27, 1946  
SEPTEMBER 27, 1946

ATX01 0125313

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Sunday Night, September 29th

# JACK BENNY

will be back for his

*15th Year in Radio*

with

MARY LIVINGSTONE

PHIL HARRIS

ROCHESTER

DENNIS DAY

DON WILSON

Every Sunday—NBC Network

7:00 P. M. Eastern Time

6:00 P. M. Central Time

5:00 P. M. Mountain Time

4:00 P. M. Pacific Time

REPEAT BROADCAST

PACIFIC COAST STATIONS—3:30 P. M. P.T.

PRESENTED BY *LUCKY STRIKE* • L.S./M.F.T.

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Ad 425—Page (8½ x 11)  
Hollywood Reporter—Sept. 27, 1946  
Variety Daily (Pacific Ed.)—Sept. 27, 1946 (8¼ x 11)

ATX01 0125314

AD 119 APPEARED IN THE FOLLOWING NEWSPAPERS ON DATES INDICATED

ALABAMA

Birmingham	News & Age Herald	September 27-28, 1946
Mobile	Press Register	September 27-28, 1946
Montgomery	Advertiser Journal	September 27-28, 1946

ARIZONA

Phoenix	Republican Gazette	September 27-28, 1946
Prescott	Courier Journal	September 27-28, 1946
Tucson	Star & Citizen	September 27-28, 1946

CALIFORNIA

Bakersfield	Californian	September 27, 1946
Hollywood	Citizen News	September 27, 1946
Los Angeles	Herald Express	September 27, 1946
	News	September 27, 1946
Oakland	Post Enquirer	September 27, 1946
Sacramento	Sacramento Bee	September 27, 1946
Santiago	Journal	September 27, 1946
	Union & Tribune Sun	September 27-28, 1946
San Francisco	Call Bulletin	September 27, 1946
	News	September 27, 1946
San Jose	Mercury Herald News	September 28, 1946

COLORADO

Denver	Post	September 27, 1946
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CONNECTICUT

Bridgeport	Post Telegram	September 27-28, 1946
Hartford	The Times	September 27, 1946
New Haven	Register	September 27, 1946
Waterbury	Republican & American	September 27-28, 1946

DISTRICT OF COLUMBIA

Washington	Washington Star	September 27, 1946
	Times Herald	September 27, 1946

DELAWARE

Wilmington	Journal & News	September 27-28, 1946
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FLORIDA

Lakeland	Ledger	September 27, 1946
Pensacola	Journal & News	September 27-28, 1946

ATX01 0125315



GEORGIA

Atlanta Journal September 27, 1946  
Savannah News & Press September 27, 1946

IDAHO

Boise Statesman September 27-28, 1946  
Pocatello Tribune September 27, 1946  
Twin Falls Times News September 27-28, 1946

ILLINOIS

Chicago Herald American September 27, 1946  
News September 27, 1946  
Times September 27, 1946  
Moline Dispatch Argus September 27, 1946  
Peoria Journal Transcript & Star September 27, 1946  
Rockford Star Register & Republican September 27-28, 1946

INDIANA

Ekhart Truth September 27, 1946  
Evansville Courier Press September 27-28, 1946  
Fort Wayne News Sentinel September 27, 1946  
Gary Post Tribune September 27, 1946  
Hammond Times September 27, 1946  
Indianapolis Times September 27, 1946  
South Bend Tribune September 27, 1946  
Terre Haute Star Tribune September 27-28, 1946

IOWA

Des Moines Register Tribune September 27-28, 1946

KANSAS

Hutchinson News Herald September 27, 1946

LOUISIANA

Lafayette Advertiser September 27, 1946  
Lake Charles American Press September 27, 1946  
Monroe News-Star & World September 27-28, 1946  
New Orleans Item September 27, 1946  
Times Picayune & States September 27-28, 1946

MAINE

Portland Press Herald & Express September 27-28, 1946

MARYLAND

Baltimore	News Post	September 27, 1946
	Sun	September 27-28, 1946
Cumberland	News Times	September 27-28, 1946

MASSACHUSETTS

Boston	Globe	September 27-28, 1946
	Herald Traveler	September 27-28, 1946
Fall River	Herald News	September 27, 1946
Holyoke	Transcript Telegram	September 27, 1946
Lawrence	Tribune Eagle	September 27-28, 1946
New Bedford	Standard Times	September 27, 1946
Springfield	Union Republican & News	September 27-28, 1946
Worcester	Telegram Gazette & Post	September 27-28, 1946

MICHIGAN

Detroit	News	September 27, 1946
	Times	September 27, 1946
Duluth	Herald & News Tribune	September 27-28, 1946
Flint	Journal	September 27, 1946
Grand Rapids	Press	September 27, 1946
Saginaw	News	September 27, 1946

MINNESOTA

Hibbing	Tribune	September 27, 1946
Mankato	Free Press	September 27, 1946
Minneapolis	Times	September 27, 1946
Rochester	Post Bulletin	September 27, 1946
St. Cloud	Times	September 27, 1946
St. Paul	Dispatch & Pioneer Press	September 27, 1946
Virginia	Mesabi News	September 27, 1946

MISSISSIPPI

Greenwood	Commonwealth	September 27, 1946
Hattiesburg	American	September 27, 1946
Jackson	Clarion Ledger & News	September 27-28, 1946
Laurel	Leader Call	September 27, 1946

MISSOURI

St. Louis	Post Dispatch	September 27, 1946
	Star Times	September 27, 1946
Springfield	News Lead & Press	September 27-28, 1946

MONTANA

Billings	Gazette	September 27-28, 1946
Butte	Standard Post	September 27-28, 1946
Helena	Independent Record	September 27, 1946

NEBRASKA

Omaha World Herald September 27-28, 1946

NEVADA

Reno Gazette & State Journal September 27-28, 1946

NEW HAMPSHIRE

Manchester Union Leader September 27, 1946

NEW JERSEY

Atlantic City Press & Union September 27-28, 1946  
Camden Post Courier September 27-28, 1946  
Trenton Times September 27, 1946

NEW YORK

Albany Knickerbocker News September 27, 1946  
Buffalo News September 27, 1946  
Elmira Star Gazette & Advertiser September 27-28, 1946  
New York Journal American September 27, 1946  
New York Post September 27, 1946  
Sun September 27, 1946  
World Telegram September 27, 1946

Rochester Democrat Chronicle September 27-28, 1946  
Syracuse Herald Journal September 27, 1946  
Troy Record & Times Record September 27-28, 1946  
Utica Observer Dispatch September 27, 1946

NORTH CAROLINA

Asheville Citizen Times September 27-28, 1946  
Winston-Salem Journal & Twin City Sentinel September 27-28, 1946

NORTH DAKOTA

Bismarck Tribune Pioneer September 27, 1946  
Fargo Forum September 27-28, 1946

NEW MEXICO

Albuquerque Tribune Journal September 27-28, 1946

OHIO

Canton Repository September 27, 1946  
Cincinnati Post September 27, 1946  
Times Star September 27, 1946

OHIO cont.

Dayton	News	September 27, 1946
Lima	News	September 27, 1946
Toledo	Blade	September 27, 1946
Youngstown	Vindicator	September 27, 1946
Zanesville	Times Recorder & Signal	September 27-28, 1946

OKLAHOMA

Oklahoma City	Oklahoman & Times	September 27-28, 1946
Tulsa	Tribune World	September 27-28, 1946

OREGON

Medford	Mail Tribune	September 27, 1946
Portland	Journal	September 27, 1946

PENNSYLVANIA

Allentown	Call Chronicle	September 27-28, 1946
Altoona	Mirror	September 27, 1946
Easton	Express	September 27, 1946
Erie	Times	September 27, 1946
Harrisburg	Patriot News	September 27-28, 1946
	Telegraph	September 28, 1946
Hazleton	Plain Speaker & Standard Sentinel	September 27-28, 1946
		September 27-28, 1946
Johnston	Tribune Democrat	September 27-28, 1946
Lancaster	New Era & Intelligencer	September 27-28, 1946
	Journal	September 27, 1946
Lewistown	Sentinel	September 27, 1946
McKeesport	News	September 27, 1946
Pittsburgh	Sun Telegraph	September 27, 1946
Reading	Eagle Times	September 27-28, 1946
Scranton	Times	September 27, 1946
Wilkesbarre	Record Times Leader	September 27-28, 1946
Williamsport	Sun Gazette & Bulletin	September 27-28, 1946
York	Dispatch	September 27, 1946

RHODE ISLAND

Pawtucket	Times	September 27, 1946
Providence	Bulletin	September 27, 1946

SOUTH CAROLINA

Charleston	Post News & Courier	September 27-28, 1946
Columbia	State & Record	September 27-28, 1946
Greenville	News Piedmont	September 27-28, 1946
Greenwood	Index Journal	September 27, 1946

SOUTH DAKOTA

Sioux Falls Argus Leader September 27, 1946

TENNESSEE

Bristol Herald Courier & News September 27-28, 1946  
Chatanooga News Free Press September 27-28, 1946  
Kingsport Times News September 27-28, 1946  
Knoxville News Sentinel September 27, 1946  
Memphis Commercial Appeal & Press Scimitar September 27-28, 1946  
Nashville Banner Tennessean September 27-28, 1946

TEXAS

Amarillo Globe News September 27-28, 1946  
Corpus Christi Caller Times September 27-28, 1946  
Dallas Times Herald September 27, 1946  
El Paso Herald Post & Times September 27-28, 1946  
Fort Worth Star Telegram September 27-28, 1946  
Houston Chronicle September 27, 1946  
Press September 27, 1946  
San Antonio Light September 27, 1946  
News September 27, 1946

VIRGINIA

Martinsville Bulletin September 27, 1946  
Norfolk Ledger Dispatch & Virginia Pilot September 27-28, 1946  
Richmond News Leader "Times" September 27-28, 1946  
Richmond

WASHINGTON

Seattle Star September 27, 1946  
Spokane Chronicle & Spokesman September 27-28, 1946  
Tacoma News Tribune September 27, 1946

WEST VIRGINIA

Bluefield Telegraph & Sunset News September 27-28, 1946  
Huntington Advertiser & Herald Dispatch September 27-28, 1946

WISCONSIN

Eau Claire Leader Telegram September 27-28, 1946  
La Crosse Tribune September 27, 1946  
Madison Capital Times & State Journal September 27, 1946  
Marinette Eagle Star September 27, 1946  
Milwaukee Journal September 27, 1946  
Superior Telegram September 27, 1946

ATK01 0125320

# JACK BENNY

Back on the Air  
for **15<sup>th</sup>** YEAR

**SUNDAY**  
**7PM • WFAF**

| PRESENTED BY

**LUCKY STRIKE • L.S./M.F.F.**

Ad 113-50 Hns (1 15-16 x 50 H.)  
Friday Sports Page

ATX01 0125321

**Jack  
Benny**  
on the air  
**TONIGHT**  
**7 PM WEAF**  
PRESENTED BY  
*LUCKY STRIKE · L.S./M.F.T.*

Ad 114—50 lines (1 15-16 x 50 lines)  
Sunday Women's Page

ATX01 0125322

AD 115 APPEARED IN THE FOLLOWING NEWSPAPERS ON DATES INDICATED

ALABAMA

Birmingham	News & Age Herald	September 27-28, 1946
Mobile	Press Register	September 27-28, 1946
Montgomery	Advertiser Journal	September 27-28, 1946

ARIZONA

Phoenix	Republican Gazette	September 27-28, 1946
Prescott	Courier-Journal	September 27-28, 1946
Tucson	Star & Citizen	September 27-28, 1946

CALIFORNIA

Bakersfield	Californian	September 27, 1946
Hollywood	Citizen News	September 27, 1946
Los Angeles	Herald Express	September 27, 1946
Oakland	News	September 27, 1946
	Post Enquirer	September 27, 1946
Sacramento	Bee	September 27, 1946
San Diego	Journal	September 27, 1946
	Union & Tribune Sun	September 27-28, 1946
San Francisco	Call Bulletin	September 27, 1946
	News	September 27, 1946
San José	Mercury Herald News	September 28, 1946

COLORADO

Denver	Post	September 27, 1946
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CONNECTICUT

Bridgeport	Post Telegram	September 27-28, 1946
Hartford	Times	September 27, 1946
New Haven	Register	September 27, 1946
Waterbury	Republican & American	September 27-28, 1946

DISTRICT OF COLUMBIA

Washington	Star	September 27, 1946
	Times Herald	September 27, 1946

DELAWARE

Wilmington	Journal & News	September 27-28, 1946
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FLORIDA

Lakeland	Ledger	September 27, 1946
Pensacola	Journal & News	September 27-28, 1946

ATX01 0125323



GEORGIA

Atlanta	Journal	September 27, 1946
Savannah	News & Press	September 27, 1946

IDAHO

Boise	Statesman	September 27-28, 1946
Pocatello	Tribune	September 27, 1946
Twin Falls	Times News	September 27-28, 1946

ILLINOIS

Chicago	Herald American	September 27, 1946
	News	September 27, 1946
	Times	September 27, 1946
Moline	Dispatch Argus	September 27, 1946
Peoria	Journal Transcript Star	September 27, 1946
Rockford	Star Register & Republican	September 27-28, 1946

INDIANA

Elkhart	Truth	September 27, 1946
Evansville	Courier Press	September 27-28, 1946
Fort Wayne	New Sentinel	September 27, 1946
Gary	Post Tribune	September 27, 1946
Hammond	Times	September 27, 1946
Indianapolis	Times	September 27, 1946
South Bend	Tribune	September 27, 1946
Terre Haute	Star Tribune	September 27-28, 1946

IOWA

Des Moines	Register Tribune	September 27-28, 1946
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KANSAS

Hutchinson	News Herald	September 27, 1946
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LOUISIANA

Lafayette	Advertiser	September 27, 1946
Lake Charles	American Press	September 27, 1946
Monroe	News-Star & World	September 27-28, 1946
New Orleans	Item	September 27, 1946
Portland	Times Picayune & states Press Herald & Express	September 27-28, 1946

MARYLAND

Baltimore	News Post	September 27, 1946
	Sun	
Cumberland	News Times	September 27-28, 1946

ATX01 0125324

MASSACHUSETTS

Boston	Globe	September 27-28, 1946
	Herald Traveler	September 27-28, 1946
Fall River	Herald News	September 27, 1946
Holyoke	Transcript Telegram	September 27, 1946
Lawrence	Tribune Eagle	September 27-28, 1946
New Bedford	Standard Times	September 27, 1946
Springfield	Union Republican & News	September 27-28, 1946
Worcester	Telegram Gazette & Post	September 27-28, 1946

MICHIGAN

Detroit	News	September 27, 1946
Duluth	Herald & News Tribune	September 27, 1946
Flint	Times	September 27, 1946
Grand Rapids	Press	September 27, 1946
Saginaw	News	September 27, 1946

MINNESOTA

Hibbing	Tribune	September 27, 1946
Mankato	Free Press	September 27, 1946
Minneapolis	Times	September 27, 1946
Rochester	Post Bulletin	September 27, 1946
St. Cloud	Times	
St. Paul	Dispatch & Pioneer Press	September 27-28, 1946
Virginia	Mesabi News	September 27, 1946

MISSISSIPPI

Greenwood	Commonwealth	September 27, 1946
Hattiesburg	American	September 27, 1946
Jackson	Clarion Ledger & News	September 27-28, 1946
Laurel	Leader Call	September 27, 1946

MISSOURI

St. Louis	Post Dispatch	September 27, 1946
	Star Times	September 27, 1946
Springfield	News Leader & Press	September 27-28, 1946

MONTANA

Billings	Gazette	September 27-28, 1946
Butte	Standard Post	September 27-28, 1946
Helena	Independent Record	September 27, 1946
Olana	World Herald	September 27-28, 1946

NEVADA

Reno	Gazette & State Journal	September 27-28, 1946
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NEW HAMPSHIRE

Manchester Union Leader September 27, 1946

NEW JERSEY

Atlantic City Press & Union September 27-28, 1946  
Camden Post Courier September 27-28, 1946  
Trenton Times September 27, 1946

NEW YORK

Albany Knickerbocker News September 27, 1946  
Buffalo News September 27, 1946  
Elmira Star Gazette & Advertiser September 27, 1946  
New York Journal American September 27, 1946  
Post September 27, 1946  
Sun September 27, 1946  
World Telegram September 27, 1946  
  
Rochester Democrat Chronicle September 27-28, 1946  
Syracuse Herald Journal September 27, 1946  
Troy Record & Times Record September 27-28, 1946  
Utica Observer Dispatch September 27, 1946

NORTH CAROLINA

Asheville Citizen Times September 27-28, 1946  
Winston-Salem Journal & Twinn City Sentinel September 27-28, 1946

NORTH DAKOTA

Bismarck Tribune Pioneer September 27, 1946  
Fargo Forum September 27-28, 1946

NEW MEXICO

Albuquerque Tribune Journal September 27-28, 1946

OHIO

Canton Repository September 27, 1946  
Cincinnati Post September 27, 1946  
Dayton Times Star September 27, 1946  
News September 27, 1946  
Lima News September 27, 1946  
Toledo Blade September 27, 1946  
Youngstown Vindicator September 27, 1946  
Zanesville Times Recorder & Signal September 27-28, 1946

OKLAHOMA

Oklahoma City	Oklahoma Times	September 27-28, 1946
Tulsa	Tribune World	September 27-28, 1946

OREGON

Medford	Rail Tribune	September 27, 1946
Portland	Journal	September 27, 1946

PENNSYLVANIA

Allentown	Call Chronicle	September 27-28, 1946
Altoona	Mirror	September 27, 1946
Easton	Express	September 27, 1946
Erie	Times	September 27, 1946
Harrisburg	Patriot News	September 27-28, 1946
	Telegraph	September 28, 1946
Hazleton	Plain Speaker & Standard	September 27-28, 1946
	Sentinel	
Juniata	Tribune Democrat	September 27-28, 1946
Lancaster	New Era & Intelligencer	September 27-28, 1946
	Journal	
Lewistown	Sentinel	September 27, 1946
McKeesport	News	September 27, 1946
Pittsburgh	Sun Telegraph	September 27, 1946
Reading	Eagle Times	September 27-28, 1946
Scranton	Times	September 27, 1946
Wilkes Barre	Record Times Leader	September 27-28, 1946
Williamsport	Sun Gazette & Bulletin	September 27-28, 1946
York	Dispatch	September 27, 1946

RHODE ISLAND

Pawtucket	Times	September 27, 1946
Providence	Bulletin	September 27, 1946

SOUTH CAROLINA

Charleston	Post News & Courier	September 27-28, 1946
Columbia	State & Record	September 27-28, 1946
Greenville	News Piedmont	September 27-28, 1946
Greenwood	Index Journal	September 27, 1946

SOUTH DAKOTA

Sioux Falls	Argus Leader	September 27, 1946
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TENNESSEE

Bristol	Herald Courier & News Bulletin	September 27-28, 1946
Chattanooga	News Free Press	September 27-28, 1946
Kingsport	Times News	September 27-28, 1946

ATK01 0125327

TENNESSEE cont.

Knoxville	News Sentinel	September 27, 1946
Memphis	Commercial Appeal & Scimitar	September 27-28, 1946
Nashville	Banner Tennessean	September 27-28, 1946

TEXAS

Amarillo	Globe News	September 27-28, 1946
Corpus Christi	Callier Times	September 27-28, 1946
Dallas	Times Herald	September 27, 1946
El Paso	Herald Post & Times	September 27-28, 1946
Fort Worth	Star Telegram	September 27-28, 1946
Houston	Chronicle	September 27, 1946
	Press	September 27, 1946
San Antonio	Light	September 27, 1946
	News	September 27, 1946

VIRGINIA

Martinsville	Bulletin	September 27, 1946
Norfolk	Ledges Dispatch & Virginian Pilot	September 27-28, 1946
Richmond	News Leader & Times	September 27-28, 1946
Seattle	Star	September 27, 1946
Spokane	Chronicle & Spokesman	September 27-28, 1946
Tacoma	News Tribune	September 27, 1946

WEST VIRGINIA

Bluefield	Telegraph & Sunset News	September 27-28, 1946
Huntington	Advertiser & Herald Dispatch	September 27-28, 1946

WISCONSIN

Fauclair	Leader Telegram	September 27-28, 1946
La Crosse	Tribune	September 27, 1946
Madison	Capital Times & State Journal	September 27, 1946
Marquette	Eagle Star	September 27, 1946
Milwaukee	Journal	September 27, 1946
Superior	Telegram	September 27, 1946

AD 116 APPEARED IN THE FOLLOWING NEWSPAPERS ON DATES INDICATED

CALIFORNIA

Long Beach	Long Beach Independent	September 27, 1946
Oakland	Tribune	September 28, 1946

FLORIDA

Jacksonville	Times Union	September 28, 1946
Miami	Herald	September 28, 1946
Tampa	Tribune	September 28, 1946

GEORGIA

Atlanta	Journal	September 27, 1946
	Constitution	September 27, 1946

ILLINOIS

Chicago	Sun	September 28, 1946
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LOUISIANA

Shreveport	Times	September 28, 1946
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MAINE

Augusta	Kennebec Journal	September 28, 1946
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MASSACHUSETTS

Boston	Post	September 28, 1946
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MISSISSIPPI

Natchez	Democrat	September 28, 1946
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MONTANA

Bozeman	Chronicle	September 28, 1946
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NEBRASKA

North Platte	Bulletin	September 28, 1946
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NEW JERSEY

Newark	Star Ledger	September 28, 1946
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ATX01 0125329

NEW YORK

Schenectady  
Syracuse

Gazette  
Post Standard

September 28, 1946  
September 28, 1946

OREGON

Portland

Journal

September 27, 1946

PENNSYLVANIA

Philadelphia

Inquirer

September 28, 1946

WASHINGTON

Seattle

Post Intelligencer

September 28, 1946

WEST VIRGINIA

Charleston

Gazette

September 28, 1946

**JACK  
BENNY**  
BACK ON THE AIR  
FOR 15<sup>th</sup> YEAR  
**SUNDAY  
7 PM  
WEAF**  
Presented by  
*LUCKY STONE L.S./M.R.T.*

Ad 116—50 H. (1 15-16 x 60 H.)  
Saturday Sports Page

ATX01 0125331



AD 117 APPEARED IN THE FOLLOWING NEWSPAPERS ON DATES INDICATED

ALABAMA

Birmingham	News and Age Herald	September 29, 1946
Mobile	Press Register	September 29, 1946
Montgomery	Advertiser	September 29, 1946

ARKANSAS

Little Rock	Gazette	September 29, 1946
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CALIFORNIA

Long Beach	Independent	September 29, 1946
San Diego	Union	September 29, 1946
San Francisco	Chronicle	September 29, 1946
	Examiner	September 29, 1946

CONNECTICUT

Bridgeport	Post	September 29, 1946
	Herald	September 29, 1946
New Haven	Register	September 29, 1946
Hartford	Courant	September 29, 1946

DISTRICT OF COLUMBIA

Washington	Star	September 29, 1946
	Times Herald	September 29, 1946

DELAWARE

Wilmington	Star	September 29, 1946
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FLORIDA

Jacksonville	Times Union	September 29, 1946
Lakeland	Ledger	September 29, 1946
Miami	Herald	September 29, 1946
Tampa	Tribune	September 29, 1946

GEORGIA

Atlanta	Journal	September 29, 1946
	Constitution	September 29, 1946
Savannah	News	September 29, 1946

IDAHO

Boise	Statesman	September 29, 1946
Twin Falls	Times News	September 29, 1946

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ILLINOIS

Chicago	Herald American Sun Times	September 29, 1946 September 29, 1946 September 29, 1946
Peoria	Journal Star	September 29, 1946

INDIANA

Evansville	Courier Press	September 29, 1946
Ft. Wayne	Journal Gazette	September 29, 1946
Hammond	Times	September 29, 1946
Indianapolis	Star	September 29, 1946
South Bend	Tribune	September 29, 1946
Terre Haute	Tribune & Star	September 29, 1946

IOWA

Des Moines	Register	September 29, 1946
Hutchinson	New Herald	September 29, 1946
Wichita	Beacon	September 29, 1946

LOUISIANA

Monroe	World	September 29, 1946
New Orleans	Times Picayune	September 29, 1946
Shreveport	Times	September 29, 1946

MAINE

Bangor	News	September 29, 1946
Portland	Express Telegram	September 29, 1946

MARYLAND

Baltimore	American Sun	September 29, 1946 September 29, 1946
Cumberland	Times	September 29, 1946

MASSACHUSETTS

Boston	Advertiser Globe Herald Post	September 29, 1946 September 29, 1946 September 29, 1946 September 29, 1946
New Bedford	Standard Times	September 29, 1946
Springfield	Union-Republican	September 29, 1946
Worcester	Telegram	September 29, 1946

MICHIGAN

Detroit	News Times	September 29, 1946 September 29, 1946
Flint	Journal	September 29, 1946
Grand Rapids	Herald	September 29, 1946
Saginaw	News	September 29, 1946

MINNESOTA

Duluth	News Tribune	September 29, 1946
Minneapolis	Tribune	September 29, 1946
St. Paul	Pioneer	September 29, 1946

MISSISSIPPI

Jackson	Clarion Ledger & News	September 29, 1946
Natchez	Democrat	September 29, 1946

MISSOURI

Kansas City	Star	September 29, 1946
St. Louis	Globe Democrat	September 29, 1946
	Post Dispatch	September 29, 1946
Springfield	News leader	September 29, 1946

MONTANA

Billings	Gazette	September 29, 1946
Bozeman	Chronicle	September 29, 1946
Butte	Montana Standard Post	September 29, 1946
Helena	Independent Record	September 29, 1946

NEBRASKA

Omaha	World Herald	September 29, 1946
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NEVADA

Reno	Gazette & Nevada State Journal	September 29, 1946
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NEW JERSEY

Trenton	Times Advertiser	September 29, 1946
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NEW MEXICO

Albuquerque	Journal	September 29, 1946
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NEW YORK

Albany	Times Union	September 29, 1946
Buffalo	Courier Express	September 29, 1946
Elmira	Telegrams	September 29, 1946
New York	Herald Tribune	September 29, 1946
	Journal American	September 29, 1946
	Mirror	September 29, 1946
	News	September 29, 1946
	Times	September 29, 1946

ATX01 0125334

NEW YORK continued

Rochester	Democrat Chronicle	September 29, 1946
Syracuse	Herald American	September 29, 1946
	Post Standard	September 29, 1946
Utica	Observer Dispatch	September 29, 1946

NORTH CAROLINA

Asheville	Citizen Times	September 29, 1946
Charlotte	Observer	September 29, 1946
Winston Salem	Journal Sentinel	September 29, 1946

NORTH DAKOTA

Fargo	Forum	September 29, 1946
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OHIO

Canton	Repository	September 29, 1946
Cincinnati	Enquirer	September 29, 1946
Columbus	Dispatch	September 29, 1946
Dayton	News	September 29, 1946
Lima	News	September 29, 1946
Toledo	Times	September 29, 1946
Youngstown	Vindicator	September 29, 1946
Zanesville	Times Signal	September 29, 1946

OKLAHOMA

Oklahoma City	Oklahoman	September 29, 1946
Tulsa	World	September 29, 1946

OREGON

Medford	Mail Tribune	September 29, 1946
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PENNSYLVANIA

Erie	Dispatch Herald	September 29, 1946
Lancaster	News	September 29, 1946
Philadelphia	Inquirer	September 29, 1946
	Record	September 29, 1946
Pittsburgh	Press	September 29, 1946
	Sun Telegraph	September 29, 1946
Reading	Eagle	September 29, 1946
Wilkes Barre	Independent	September 29, 1946
Williamsport	Grit	September 29, 1946

RHODE ISLAND

Providence	Journal	September 29, 1946
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SOUTH CAROLINA

Charleston	Post News Courier	September 29, 1946
Columbia	State & Record	September 29, 1946
Greenville	News Piedmont	September 29, 1946

SOUTH DAKOTA

Sioux Falls	Argus Leader	September 29, 1946
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TENNESSEE

Chattanooga	Times	September 29, 1946
Kingsport	Times	September 29, 1946
Knoxville	News Sentinel	September 29, 1946
Memphis	Commercial Appeal	September 29, 1946
Nashville	Tennessean	September 29, 1946

TEXAS

Amarillo	News Globe	September 29, 1946
Corpus Christi	Callier Times	September 29, 1946
Dallas	News	September 29, 1946
	Times Herald	September 29, 1946
El Paso	Times	September 29, 1946
Fort Worth	Telegram	September 29, 1946
Houston	Chronicle	September 29, 1946
	Post	September 29, 1946
San Antonio	Express	September 29, 1946
	Light	September 29, 1946

VIRGINIA

Norfolk	Ledger Dispatch & Virginian Pilot	September 29, 1946
Richmond	Times Dispatch	September 29, 1946

WASHINGTON

Seattle	Post Intelligencer	September 29, 1946
	Times	September 29, 1946
Spokane	Spokesman Review	September 29, 1946
Tacoma	News Tribune	September 29, 1946

WEST VIRGINIA

Charleston	Gazette	September 29, 1946
Huntington	Herald Advertiser	September 29, 1946

WISCONSIN

Eau Claire	Leader Telegram	September 29, 1946
La Crosse	Tribune	September 29, 1946
Madison	Capital Times & State Journal	September 29, 1946
Milwaukee	Journal	September 29, 1946
	Sentinel	September 29, 1946

ATK01 0125336

**TONIGHT**

**JACK  
BENNY**

**7PM WEAF**

Presented by

***LUCKY STRIKE - L.S./M.F.T.***

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Ad 117—50 lines (1 15-16 x 50 lines)  
Sunday Sports Page

ATX01 0125337

AD 218 APPEARED IN THE FOLLOWING NEWSPAPERS ON DATES INDICATED

ALABAMA

Birmingham	News & Age Herald	September 27-28, 1946
Mobile	Press Register	September 27-28, 1946
Montgomery	Advertiser Journal	September 27-28, 1946

ARIZONA

Phoenix	Republican Gazette	September 27-28, 1946
Prescott	Courier Journal	September 27-28, 1946
Tucson	Star & Citizen	September 27-28, 1946

CALIFORNIA

Santiago	Union & Tribune Sun	September 27-28, 1946
San Jose	Mercury Herald News	September 28, 1946

CONNECTICUT

Bridgeport	Post Telegram	September 27-28, 1946
Waterbury	Republican & American	September 27-28, 1946

DELAWARE

Wilmington	Journal & News	September 27-28, 1946
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FLORIDA

Pensacola	Journal & News	September 27-28, 1946
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GEORGIA

Savannah	News & Press	September 27, 1946
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IDAHO

Boise	Statesman	September 27-28, 1946
Twin Falls	Times News	September 27-28, 1946

ILLINOIS

Peoria	Journal Transcript & Star	September 27, 1946
Rockford	Star Register & Republican	September 27-28, 1946
Evansville	Courier Press	September 27-28, 1946

ATX01 0125338

IOWA

Des Moines Register Tribune September 27-28, 1946

LOUISIANA

Monroe News-Star & World September 27-28, 1946  
New Orleans Times Picayune & States September 27-28, 1946

MAINE

Portland Press Herald & Express September 27-28, 1946

MARYLAND

Baltimore Sun September 27-28, 1946  
Cumberland News Times September 27-28, 1946

MASSACHUSETTS

Boston Globe September 27-28, 1946  
Herald Leader September 27-28, 1946  
Springfield Union Republican & News September 27-28, 1946  
Worcester Telegram Gazette & Post September 27-28, 1946

MICHIGAN

Duluth Herald & News Tribune September 27-28, 1946  
St. Paul Dispatch & Pioneer Press September 27-28, 1946  
Jackson Clarion Ledger & News September 27-28, 1946

MISSOURI

Springfield News Leader & Press September 27-28, 1946

MONTANA

Billings Gazette September 27-28, 1946  
Butte Standard Post September 27-28, 1946

NEBRASKA

Omaha World Herald September 27-28, 1946

NEVADA

Reno Gazette & State Journal September 27-28, 1946

NEW HAMPSHIRE

Manchester Union Leader September 27, 1946

ATX01 0125339



NEW JERSEY

Atlantic City	Press & Union	September 27-28, 1946
Camden	Post Courier	September 27-28, 1946

NEW YORK

Elmira	Star Gazette & Advertiser	September 27-28, 1946
Rochester	Democrat Chronicle	September 27-28, 1946
Troy	Record & Times Record	September 27-28, 1946

NORTH CAROLINA

Asheville	Citizen Times	September 27-28, 1946
Winston-Salem	Journal & Twin City Sentinel	September 27-28, 1946

NORTH DAKOTA

Fargo	Forum	September 27-28, 1946
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NEW MEXICO

Albuquerque	Tribune Journal	September 27-28, 1946
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OHIO

Zanesville	Times Recorder & Signal	September 27-28, 1946
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OKLAHOMA

Oklahoma City	Oklahoman & Times	September 27-28, 1946
Tulsa	Tribune World	September 27-28, 1946

PENNSYLVANIA

Allentown	Call Chronicle	September 27-28, 1946
Harrisburg	Patriot News	September 27-28, 1946
Hazleton	Plain Speaker & Standard Sentinel	September 27-28, 1946
Johnstown	Tribune Democrat	September 27-28, 1946
Lancaster	New Era & Intelligencer Journal	September 27-28, 1946
Reading	Eagle Times	September 27-28, 1946
Wilkesbarre	Record Times Leader	September 27-28, 1946
Williamsport	Sun Gazette & Bulletin	September 27-28, 1946

SOUTH CAROLINA

Charleston	Post News & Courier	September 27-28, 1946
Columbia	State & Record	September 27-28, 1946
Greenville	News Piedmont	September 27-28, 1946

TENNESSEE

Bristol	Herald Courier & News	September 27-28, 1946
Chatanooga	News Free Press	September 27-28, 1946
Kingsport	Times News	September 27-28, 1946
Memphis	Commercial Appeal & Press Scimitar	September 27-28, 1946
Nashville	Banner Tennessean	September 27-28, 1946

TEXAS

Amarillo	Globe News	September 27-28, 1946
Corpus Christi	Callier Times	September 27-28, 1946
El Paso	Herald Post & Times	September 27-28, 1946
Fort Worth	Star Telegram	September 27-28, 1946

VIRGINIA

Norfolk	Ledger Dispatch & Virginian Pilot	September 27-28, 1946
Richmond	News Leader & Times	September 27-28, 1946
Spokane	Chronicle & Spokesman	September 27-28, 1946

WEST VIRGINIA

Bluefield	Telegraph & Sunset News	September 27-28, 1946
Huntington	Advertiser & Herald Dispatch	September 27-28, 1946

WISCONSIN

Eau Claire	Leader Telegram	September 27-28, 1946
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NEGRO NEWSPAPERS

CALIFORNIA

Los Angeles Sentinel October 3, 1946

ILLINOIS

Chicago Defender October 5, 1946

KENTUCKY

Louisville Defender October 5, 1946

LOUISIANA

New Orleans Louisiana Weekly October 5, 1946

MICHIGAN

Detroit Chronicle October 5, 1946

MISSOURI

Kansas City Call October 5, 1946

NEW YORK

New York Afro-American Group October 5, 1946  
 People's Voice October 5, 1946  
 Informer Group October 5, 1946  
 Amsterdam News October 5, 1946

OHIO

Cleveland Call : Post October 5, 1946

PENNSYLVANIA

Pittsburgh The Courier October 5, 1946  
 Philadelphia Tribune October 4, 1946

ATX01 0125342

# SUNDAY JACK BENNY

BACK FOR HIS 15th YEAR ON THE AIR



MARY LIVINGSTONE  
PHIL HARRIS  
ROCHESTER  
DENNIS DAY  
DON WILSON

Every Sunday 7<sup>pm</sup> WEF

Presented by  
**LUCKY STRIKE · L.S./M.F.T.**

Ad 215-200 Lines (2 cols. x 100 lines)  
Saturday Radio Page

ATX01 0125343

AD 219 APPEARED IN THE FOLLOWING NEWSPAPERS ON DATES INDICATED

ALABAMA

Birmingham	New and Age Herald	September 29, 1946
Mobile	Press Register	September 29, 1946
Montgomery	Advertiser Journal	September 29, 1946

ARKANSAS

Little Rock	Gazette	September 29, 1946
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CALIFORNIA

Long Beach	Independent	September 29, 1946
Oakland	Tribune	September 29, 1946
Sacramento	Union	September 29, 1946
San Diego	Union	September 29, 1946
San Francisco	Chronicle	September 29, 1946
	Examiner	September 29, 1946

COLORADO

Denver	Post	September 29, 1946
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CONNECTICUT

Bridgeport	Post	September 29, 1946
Hartford	Courant	September 29, 1946
New Haven	Register	September 29, 1946

FLORIDA

Lakeland	Ledger	September 29, 1946
Miami	Herald	September 29, 1946
Pensacola	Journal & News	September 29, 1946
Tampa	Tribune	September 29, 1946

GEORGIA

Atlanta	Constitution	September 29, 1946
Savannah	News	September 29, 1946

IDAHO

Boise	Statesman	September 29, 1946
Twin Falls	Times News	September 29, 1946

ATX01 0125344

ILLINOIS

Chicago	Herald-American Sun Times	September 29, 1946 September 29, 1946 September 29, 1946
Peoria	Journal Star	September 29, 1946

DISTRICT OF COLUMBIA

Washington	Star Times Herald	September 29, 1946 September 29, 1946
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DELAWARE

Wilmington	Star Times Union	September 29, 1946 September 29, 1946
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INDIANA

Evansville	Courier Press	September 29, 1946
Ft. Wayne	Journal Gazette	September 29, 1946
Hammond	Times	September 29, 1946
Indianapolis	Star	September 29, 1946
South Bend	Tribune	September 29, 1946

IOWA

Des Moines	Register	September 29, 1946
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KANSAS

Hutchinson	New Herald	September 29, 1946
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LOUISIANA

Monroe	World	September 29, 1946
New Orleans	Times Picayune & States	September 29, 1946
Shreveport	Times	September 29, 1946

MARYLAND

Baltimore	American Sun	September 29, 1946 September 29, 1946
Cumberland	Times	September 29, 1946

MASSACHUSETTS

Boston	Advertiser Globe Herald Post	September 29, 1946 September 29, 1946 September 29, 1946 September 29, 1946
New Bedford	Standard Times	September 29, 1946

MASSACHUSETTS continued

Springfield	Union Republican	September 29, 1946
Worcester	Telegram	September 29, 1946

MICHIGAN

Detroit	News	September 29, 1946
	Times	September 29, 1946
Flint	Journal	September 29, 1946
Grand Rapids	Herald	September 29, 1946
Saginaw	News	September 29, 1946

MINNESOTA

Duluth	News Tribune	September 29, 1946
Minneapolis	Tribune	September 29, 1946
St. Paul	Pioneer Press	September 29, 1946

MISSISSIPPI

Jackson	Clarion Ledger & News	September 29, 1946
Natchez	Democrat	September 29, 1946

MISSOURI

Kansas City	Star	September 29, 1946
St. Louis	Post Dispatch	September 29, 1946
Springfield	News & Leader	September 29, 1946

MONTANA

Billings	Gazette	September 29, 1946
Bozeman	Chronicle	September 29, 1946
Butte	Standard	September 29, 1946
Helena	Independent	September 29, 1946

NEBRASKA

Omaha	World Herald	September 29, 1946
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NEW JERSEY

Trenton	Times Advertiser	September 29, 1946
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NEW YORK

Albany	Times Union	September 29, 1946
Buffalo	Courier Express	September 29, 1946
Elmira	Telegram	September 29, 1946
New York	Herald Tribune	September 29, 1946
	Journal American	September 29, 1946
	Mirror	September 29, 1946
Rochester	Democrat Chronicle	September 29, 1946
Utica	Observer Dispatch	September 29, 1946

NORTH CAROLINA

Asheville	Observer	September 29, 1946
Charlotte	Citizen Times	September 29, 1946
Winston Salem	Journal Sentinel	September 29, 1946

NORTH DAKOTA

Fargo	Forum	September 29, 1946
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NEW MEXICO

Albuquerque	Journal	September 29, 1946
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OHIO

Canton	Repository	September 29, 1946
Cincinnati	Enquirer	September 29, 1946
Cleveland	Shopping News	September 29, 1946
Columbus	Dispatch	September 29, 1946
Dayton	News	September 29, 1946
Lima	News	September 29, 1946
Toledo	Times	September 29, 1946
Youngstown	Vindicator	September 29, 1946
Zanesville	Times Signal	September 29, 1946

OKLAHOMA

Oklahoma City	Oklahoman & Times	September 29, 1946
Tulsa	World	September 29, 1946

OREGON

Medford	Mail Tribune	September 29, 1946
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PENNSYLVANIA

Erie	Dispatch	September 29, 1946
	Herald	September 29, 1946
Lancaster	News	September 29, 1946
Philadelphia	Inquirer	September 29, 1946
Pittsburgh	Press	September 29, 1946
	Sun Telegraph	September 29, 1946
Reading	Eagle	September 29, 1946
Scranton	Scrantonian	September 29, 1946
Wilkes Barre	Independent	September 29, 1946
Williamsport	Grit	September 29, 1946

RHODE ISLAND

Providence	Journal	September 29, 1946
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SOUTH DAKOTA

Sioux Falls	Argus Leader	September 29, 1946
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TENNESSEE

Bristol	Herald Courier	September 29, 1946
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ATK01 0125347



TENNESSEE

Chattanooga	Times	September 29, 1946
Knoxville	News Sentinel	September 29, 1946
Memphis	Commercial Appeal	September 29, 1946
Nashville	Tennessean	September 29, 1946

TEXAS

Amarillo	News Globe	September 29, 1946
Corpus Christi	Callier Times	September 29, 1946
Dallas	News	September 29, 1946
	Times Herald	September 29, 1946
El Paso	Times	September 29, 1946
Fort Worth	Telegram	September 29, 1946
Houston	Chronicle	September 29, 1946
	Post	September 29, 1946
	Express	September 29, 1946
San Antonio	Light	September 29, 1946

VIRGINIA

Norfolk	Ledger Dispatch & Virginian	September 29, 1946
Richmond	Times Dispatch	September 29, 1946

WASHINGTON

Seattle	Post Intelligencer	September 29, 1946
	Times	September 29, 1946
Spokane	Spokesman Review	September 29, 1946
Tacoma	News Tribune	September 29, 1946

WEST VIRGINIA

Charleston	Gazette	September 29, 1946
	Herald Advertiser	September 29, 1946

WISCONSIN

La Crosse	Tribune	September 29, 1946
Madison	Capital Times & State Journal	September 29, 1946
Milwaukee	Sentinel	September 29, 1946

# TONIGHT! JACK BENNY

**15<sup>th</sup>  
YEAR IN  
RADIO**

*With*  
Mary Livingstone  
Phil Harris  
Rochester  
Dennis Day  
Don Wilson



Every Sunday 7 P.M. WEAF

Presented by

**LUCKY STRIKE · L.S./M.F.T.**

Ad 219—200 lines (2 cols. x 100 lines)  
Sunday Newspapers—Radio Page

ATX01 0125349

AD 220 AP LABEL IN THE FOLLOWING NEWSPAPERS ON DATES INDICATED

ALABAMA

Birmingham	News & Age	October 6, 1946
Mobile	Press Register	October 6, 1946
Montgomery	Advertiser	October 6, 1946

ARKANSAS

Little Rock	Gazette	October 6, 1946
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ARIZONA

Tucson	Star Citizen	October 6, 1946
Phoenix	Republican Gazette	October 6, 1946

CALIFORNIA

Long Beach	Independent	October 6, 1946
Oakland	Tribune	October 6, 1946
Sacramento	Union	October 6, 1946
San Diego	Union	October 6, 1946
San Francisco	Chronicle	October 6, 1946
	Examiner	October 6, 1946

COLORADO

Denver	Post	October 6, 1946
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CONNECTICUT

Bridgeport	Post	October 6, 1946
	Herald	October 6, 1946
New Haven	Register	October 6, 1946
Hartford	Courant	October 6, 1946
Waterbury	Republican American	October 6, 1946

DISTRICT OF COLUMBIA

Washington	Star	October 6, 1946
	Times Herald	October 6, 1946

DELAWARE

Wilmington	Star	October 6, 1946
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FLORIDA

Jacksonville	Times Union	October 6, 1946
Lakeland	Ledger	October 6, 1946
Miami	Herald	October 6, 1946
Pensacola	Journal & News	October 6, 1946
Tampa	Tribune	October 6, 1946

GEORGIA

Atlanta	Journal	October 6, 1946
	Constitution	October 6, 1946

ATX01 0125350

GEORGIA continued

Savannah News October 6, 1946

IDAHO

Boise Statesman October 6, 1946  
Pocatello Tribune October 6, 1946  
Twin Falls Times News October 6, 1946

ILLINOIS

Chicago Herald American October 6, 1946  
Sun October 6, 1946  
Times October 6, 1946  
Peoria Journal Star October 6, 1946

INDIANA

Evansville Courier Press October 6, 1946  
Ft. Wayne Journal Gazette October 6, 1946  
Hammond Times October 6, 1946  
Indianapolis Star October 6, 1946  
South Bend Tribune October 6, 1946  
Terre Haute Tribune & Star October 6, 1946

IOWA

Des Moines Register October 6, 1946  
Hutchinson News Herald October 6, 1946  
Wichita Beacon October 6, 1946

LOUISIANA

Monroe World October 6, 1946  
New Orleans Times October 6, 1946  
Shreveport Times October 6, 1946

MAINE

Bangor News October 6, 1946  
Portland Express Telegram October 6, 1946

MARYLAND

Baltimore American October 6, 1946  
Sun October 6, 1946  
Cumberland Times October 6, 1946

MASSACHUSETTS

Boston Advertiser October 6, 1946  
Globe October 6, 1946  
Herald October 6, 1946  
Post October 6, 1946  
Springfield Union Republican October 6, 1946  
New Bedford Standard Times October 6, 1946

ATX01 0125351

MASSACHUSETTS continued

Worcester                      Telegram                      October 6, 1946

MICHIGAN

Detroit                      News                      October 6, 1946  
                                 Times                      October 6, 1946  
Flint                      Journal                      October 6, 1946  
Grand Rapids                      Herald                      October 6, 1946  
Saginaw                      News                      October 6, 1946

MINNESOTA

Duluth                      News Tribune                      October 6, 1946  
Minneapolis                      Tribune                      October 6, 1946  
St. Paul                      Pioneer Press                      October 6, 1946

MISSISSIPPI

Jackson                      Clarion Ledger &  
                                 News                      October 6, 1946  
Natchez                      Democrat                      October 6, 1946

MISSOURI

St. Louis                      Globe Democrat                      October 6, 1946  
                                 Post Dispatch                      October 6, 1946  
Springfield                      News Leader                      October 6, 1946

MONTANA

Billings                      Gazette                      October 6, 1946  
Bozeman                      Chronicle                      October 6, 1946  
Butte                      Montana Standard Post                      October 6, 1946  
Helena                      Independent Record                      October 6, 1946

NEBRASKA

Omaha                      World Herald                      October 6, 1946

NEVADA

Reno                      Gazette & Nevada  
                                 State Journal                      October 6, 1946

NEW JERSEY

Trenton                      Times Advertiser                      October 6, 1946

NEW MEXICO

Albuquerque                      Journal                      October 6, 1946

ATX01 0125352

NEW YORK

Albany	Times Union	October 6, 1946
Buffalo	Courier Express	October 6, 1946
Elmira	Telegram	October 6, 1946
New York	Herald Tribune	October 6, 1946
	Journal American	October 6, 1946
	Mirror	October 6, 1946
	News	October 6, 1946
	Times	October 6, 1946
Rochester	Democrat Chronicle	October 6, 1946
Syracuse	Herald American	October 6, 1946
	Post Standard	October 6, 1946
	Observer Dispatch	October 6, 1946

NORTH CAROLINA

Asheville	Citizen Times	October 6, 1946
Charlotte	Observer	October 6, 1946
Raleigh	News	October 6, 1946
Winston Salem	Journal Sentinel	October 6, 1946

NORTH DAKOTA

Fargo	Forum	October 6, 1946
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OHIO

Canton	Repository	October 6, 1946
Cincinnati	Enquirer	October 6, 1946
Columbus	Dispatch	October 6, 1946
Dayton	News	October 6, 1946
Lima	News	October 6, 1946
Toledo	Times	October 6, 1946
Youngstown	Vindicator	October 6, 1946
Zanesville	Vindicator	October 6, 1946

OKLAHOMA

Oklahoma City	Oklahomen	October 6, 1946
Tulsa	World	October 6, 1946

OREGON

Medford	Mail Tribune	October 6, 1946
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PENNSYLVANIA

Allentown	Call Chronicle	October 6, 1946
Lancaster	News	October 6, 1946
Philadelphia	Inquirer	October 6, 1946
	Record	October 6, 1946
Pittsburgh	Press	October 6, 1946
	Sun Telegraph	October 6, 1946
Reading	Eagle	October 6, 1946

PENNSYLVANIA continued

Wilkes Barre Independent October 6, 1946  
Williamsport Crit October 6, 1946

RHODE ISLAND

Providence Journal October 6, 1946

SOUTH CAROLINA

Charleston Post News Courier October 6, 1946  
Columbia State & Record October 6, 1946  
Greenville News Piedmont October 6, 1946

SOUTH DAKOTA

Sioux Falls Argus Leader October 6, 1946

TENNESSEE

Eristol Herald Courier October 6, 1946  
Chattanooga Times October 6, 1946  
Kingsport Times October 6, 1946  
Knoxville News Sentinel October 6, 1946  
Memphis Commercial Appeal October 6, 1946  
Nashville Tennessean October 6, 1946

TEXAS

Amarillo News Globe October 6, 1946  
Corpus Christi Caller Times October 6, 1946  
Dallas News October 6, 1946  
Times Herald October 6, 1946  
El Paso Times October 6, 1946  
Ft. Worth Star Telegram October 6, 1946  
Houston Chronicle October 6, 1946  
Post October 6, 1946  
San Antonio Express October 6, 1946  
Light October 6, 1946

VIRGINIA

Norfolk Ledger Dispatch & Virginian Pilot October 6, 1946  
Richmond Times Dispatch October 6, 1946

WASHINGTON

Seattle Post Intelligencer October 6, 1946  
Times October 6, 1946  
Spokane Spokesman Review October 6, 1946  
Tacoma News Tribune October 6, 1946

WEST VIRGINIA

Bluefield  
Charleston  
Huntington

Telegraph & Sunset News  
Gazette  
Herald Advertiser

October 6, 1946  
October 6, 1946  
October 6, 1946

WISCONSIN

Eau Claire  
La Crosse  
Madison  
  
Milwaukee

Leader Telegram  
Tribune  
Capital Times &  
State Journal  
Sentinel

October 6, 1946  
October 6, 1946  
  
October 6, 1946  
October 6, 1946



# *Tonight!* JACK BENNY

**15<sup>th</sup> YEAR ON THE AIR**

WITH  
MARY LIVINGSTONE • PHIL HARRIS  
ROCHESTER  
DENNIS DAY • DON WILSON

HELLO FOLKS!  
ANOTHER YEAR BUT  
THE SAME JACK BENNY  
... YOUNG, HANDSOME,  
GENEROUS AND MODEST.  
I'LL TELL YOU MORE  
TONIGHT!

Every Sunday  
**7<sup>PM</sup> WEAF**



PRESENTED BY **LUCKY STRIKE • L.S./M.F.T.**

Ad 220—150 lines (2 cols. x 75 li.)  
Radio Page—2nd Sunday

ATX01 0125356

AD 221 APPEARED IN THE FOLLOWING NEWSPAPERS ON DATES INDICATED

ALABAMA

Birmingham	Hess & Age	October 13, 1946
Mobile	Press Register	October 13, 1946
Montgomery	Advertiser	October 13, 1946

ARKANSAS

Little Rock	Gazette	October 13, 1946
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ARIZONA

Tucson	Star Citizen	October 13, 1946
Phoenix	Republican Gazette	October 13, 1946

CALIFORNIA

Fresno	Bee	October 13, 1946
Long Beach	Independent	October 13, 1946
Oakland	Tribune	October 13, 1946
Sacramento	Union	October 13, 1946
San Diego	Union	October 13, 1946
San Francisco	Chronicle	October 13, 1946

COLORADO

Denver	Post	October 13, 1946
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CONNECTICUT

Bridgeport	Post	October 13, 1946
	Herald	October 13, 1946
New Haven	Register	October 13, 1946
Hartford	Courant	October 13, 1946
Waterbury	Republican American	October 13, 1946

DISTRICT OF COLUMBIA

Washington	Star	October 13, 1946
	Times Herald	October 13, 1946

DELAWARE

Wilmington	Star	October 13, 1946
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FLORIDA

Jacksonville	Times Union	October 13, 1946
Lakeland	Ledger	October 13, 1946
Miami	Herald	October 13, 1946
Pensacola	Journal & News	October 13, 1946
Tampa	Tribune	October 13, 1946

ATX01 0125357

GEORGIA

Atlanta	Journal	October 13, 1946
	Constitution	October 13, 1946
Savannah	News	October 13, 1946

IDAHO

Boise	Statesmen	October 13, 1946
Pocatello	Tribune	October 13, 1946
Twin Falls	Times News	October 13, 1946

ILLINOIS

Chicago	Herald American	October 13, 1946
	Sun	October 13, 1946
	Times	October 13, 1946
Peoria	Journal Star	October 13, 1946

INDIANA

Evansville	Courier Press	October 13, 1946
Ft. Wayne	Journal Gazette	October 13, 1946
Harmond	Times	October 13, 1946
Indianapolis	Star	October 13, 1946
South Bend	Tribune	October 13, 1946

IOWA

Des Moines	Register	October 13, 1946
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KANSAS

Hutchinson	New Herald	October 13, 1946
Wichita	Beacon	October 13, 1946

LOUISIANA

Monroe	World	October 13, 1946
New Orleans	Times Picayune	October 13, 1946
Sareveport	Times	October 13, 1946

MAINE

Bangor	News	October 13, 1946
Portland	Express Telegram	October 13, 1946

MARYLAND

Baltimore	American	October 13, 1946
	Sun	October 13, 1946
Cumberland	Times	October 13, 1946

MASSACHUSETTS

Boston	Advertiser	October 13, 1946
	Globe	October 13, 1946
	Herald	October 13, 1946
	Post	October 13, 1946
	Standard Times	October 13, 1946
Springfield	Union Republican	October 13, 1946
Worcester	Telegram	October 13, 1946

MICHIGAN

Detroit	Times	October 13, 1946
Flint	Journal	October 13, 1946
Grand Rapids	Herald	October 13, 1946
Saginaw	News	October 13, 1946

MINNESOTA

Duluth	News Tribune	October 13, 1946
Minneapolis	News	October 13, 1946
St. Paul	Pioneer Press	October 13, 1946

MISSISSIPPI

Jackson	Clarion Ledger & News	October 13, 1946
Natchez	Democrat	October 13, 1946

MISSOURI

Kansas City	Star	October 13, 1946
St. Louis	Post Dispatch	October 13, 1946
Springfield	News & Leader	October 13, 1946

MONTANA

Billings	Gazette	October 13, 1946
Bozeman	Chronicle	October 13, 1946
Butte	Montana Standard Post	October 13, 1946
Helena	Independent Record	October 13, 1946

NEBRASKA

Omaha	World Herald	October 13, 1946
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NEVADA

Reno	Gazette & Nevada State Journal	October 13, 1946
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NEW JERSEY

Trenton	Times advertiser	October 13, 1946
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NEW MEXICO

Albuquerque Journal October 13, 1946

NEW YORK

Albany Times Union October 13, 1946  
Buffalo Courier Express October 13, 1946  
Elmira Telegram October 13, 1946  
New York Herald Tribune October 13, 1946  
Journal American October 13, 1946  
Mirror October 13, 1946  
News October 13, 1946  
Times October 13, 1946  
Rochester Democrat Chronicle October 13, 1946  
Syracuse Herald American October 13, 1946  
Post Standard October 13, 1946  
Observer Dispatch October 13, 1946

NORTH CAROLINA

Asheville Citizen Times October 13, 1946  
Charlotte Observer October 13, 1946  
Raleigh News & Observer October 13, 1946  
Winston Salem Journal Sentinel October 13, 1946

NORTH DAKOTA

Fargo Forum October 13, 1946

OHIO

Canton Repository October 13, 1946  
Cincinnati Enquirer October 13, 1946  
Columbus Dispatch October 13, 1946  
Dayton News October 13, 1946  
Lima News October 13, 1946  
Toledo Times October 13, 1946  
Youngstown Vindicator October 13, 1946

PENNSYLVANIA

Allentown Call Chronicle October 13, 1946  
Lancaster News October 13, 1946  
Philadelphia Inquirer October 13, 1946  
Pittsburgh Press October 13, 1946  
Reading Sun Telegraph October 13, 1946  
Wilkes Barre Eagle October 13, 1946  
Williamsport Independent October 13, 1946  
Grit October 13, 1946

RHODE ISLAND

Providence Journal October 13, 1946

SOUTH CAROLINA

Charleston Post News Courier October 13, 1946  
Columbia State & Record October 13, 1946  
Greenville News Piedmont October 13, 1946

SOUTH DAKOTA

Sioux Falls Argus Leader October 13, 1946

TENNESSEE

Bristol Herald Courier October 13, 1946  
Chattanooga Times October 13, 1946  
Kingsport Times October 13, 1946  
Knoxville News Sentinel October 13, 1946  
Memphis Commercial Appeal October 13, 1946  
Nashville Tennessean October 13, 1946

TEXAS

Amarillo News Globe October 13, 1946  
Corpus Christi Caller Times October 13, 1946  
Dallas News October 13, 1946  
El Paso Times Herald October 13, 1946  
Ft. Worth Times October 13, 1946  
Houston Star Telegram October 13, 1946  
Chronicle October 13, 1946  
Post October 13, 1946  
San Antonio Express October 13, 1946  
Light October 13, 1946

VIRGINIA

Norfolk Ledger Dispatch & Virginian Pilot October 13, 1946  
Richmond Times Dispatch October 13, 1946

WASHINGTON

Seattle Post Intelligencer October 13, 1946  
Times October 13, 1946  
Spokane Spokesman Review October 13, 1946  
Tacoma News Tribune October 13, 1946

WEST VIRGINIA

Bluefield Telegraph & Sunset News October 13, 1946  
Charleston Gazette October 13, 1946  
Huntington Herald Advertiser October 13, 1946

ATX01 0125361

WISCONSIN

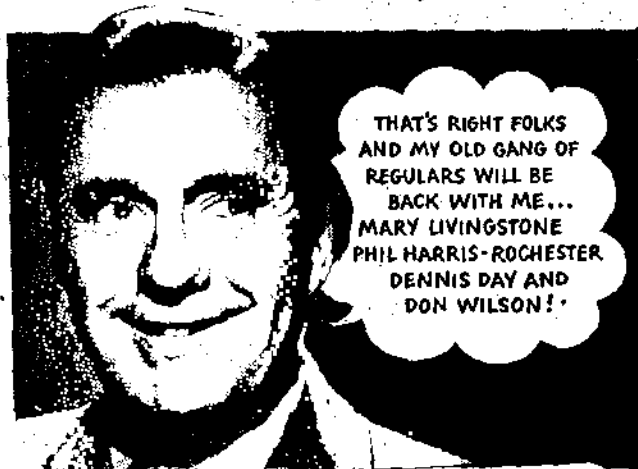
Eau Claire  
La Crosse  
Madison  
Milwaukee

Leader Telegram  
Tribune  
Capitol Times &  
State Journal  
Sentinel

October 13, 1946  
October 13, 1946  
October 13, 1946  
October 13, 1946

# TONIGHT! JACK BENNY

BACK FOR HIS **15<sup>th</sup> YEAR** ON THE AIR



THAT'S RIGHT FOLKS  
AND MY OLD GANG OF  
REGULARS WILL BE  
BACK WITH ME...  
MARY LIVINGSTONE  
PHIL HARRIS-ROCHESTER  
DENNIS DAY AND  
DON WILSON!

**Every Sunday 7<sup>PM</sup> WEAF**

PRESENTED BY **LUCKY STRIKE · L.S./M.F.T.**

Ad 221—150 lines (2 cols. x 75 lines)  
Radio Page—3rd Sunday

ATX01 0125363



# SUNDAY NIGHT JACK BENNY

**15<sup>th</sup>**  
**YEAR**  
**ON THE AIR**

*with*

MARY LIVINGSTONE

\*

PHIL HARRIS

\*

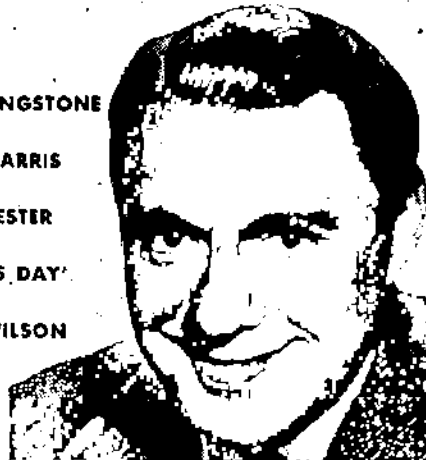
ROCHESTER

\*

DENNIS DAY

\*

DON WILSON



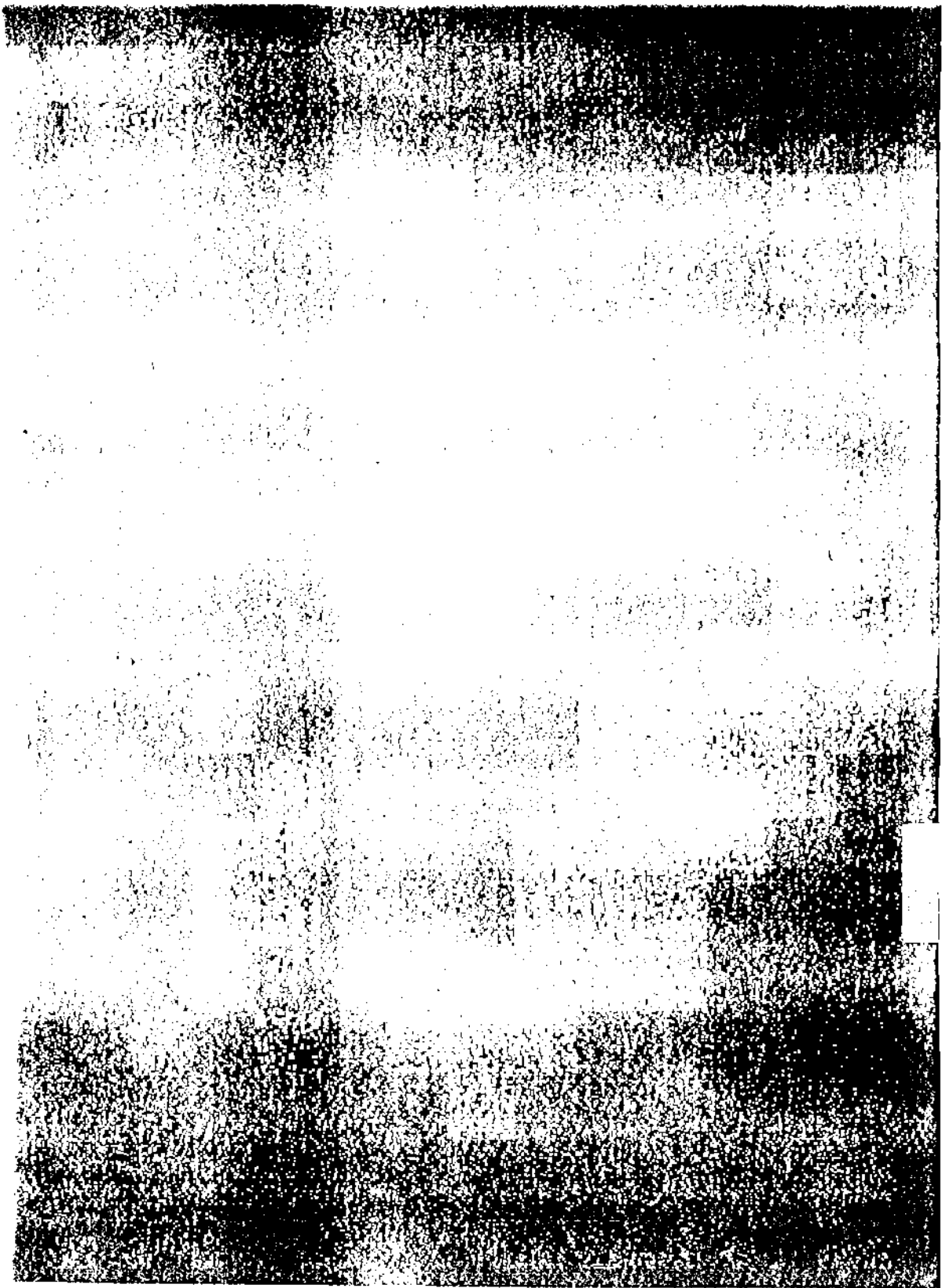
Every Sunday 7 P.M. WEAF

PRESENTED BY

**LUCKY STRIKE · L.S./A.F.T.**

Ad 322—198 lines (3 cols. x 66 lines)  
Radio Page—Friday and Saturday

ATK01 0125364



NOV 21 1952

ATX01 0125365

The above advertisement appeared in the January 24 and January 31, 1947 issues of the following newspapers. In each instance the newspapers set in type their local radio station call letters and local time of broadcast, matching type in ad as closely as possible.

<u>State</u>	<u>Town</u>	<u>Publication</u>
<u>Alabama</u>		
	Selma	Times-Journal
<u>Colorado</u>		
	Colorado Springs	Gazette-Telegraph
<u>Florida</u>		
	St. Augustine	Record
	Sarasota	Herald-Tribune
<u>Georgia</u>		
	Athens	Banner-Herald
	Columbus	Ledger Enquirer
<u>Kentucky</u>		
	Paducah	Sun-Democrat
<u>New Mexico</u>		
	Carlsbad	Current-Argus
<u>North Dakota</u>		
	Grand Forks	Herald
<u>Texas</u>		
	Odessa	American
<u>West Virginia</u>		
	Beekley	Post-Herald Raleigh Register
	Fairmont	Times West Virginian

ATX01 0125366

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**YOUR LUCKY STRIKE HIT PARADE**

**DINAH SHORE**  
**ANDY RUSSELL**

**WCBS 9:00 P.M. TONIGHT**

Dinah Stars on the Ford Show—Wednesdays • CBS

HIS HIT PARADE APPEARANCE IS FOR A LIMITED ENGAGEMENT

---

426—Copy No. 15783—2 col. x 28 lines—Newspapers, 1947—1-21-47—5D Fi.

ATX01 0125367

The above advertisement appeared in the January 25 and February 1, 1947 issues of the following newspapers. In each instance the newspaper set in type their local radio station call letters and local time of broadcast, matching type in ad as closely as possible.

<u>State</u>	<u>Town</u>	<u>Publication</u>
<u>Florida</u>		
	Tampa	Tribune
<u>Illinois</u>		
	Chicago	News
	Chicago	Sun
	Chicago	Tribune
<u>Maryland</u>		
	Frederick	News Post

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**YOUR LUCKY STRIKE HIT PARADE**

**DINAH SHORE**  
**ANDY RUSSELL**

**WCBS 9:00 P.M. TONIGHT**

Dinah Stars on the Ford Show -- Wednesdays • CBS  
HER HIT PARADE APPEARANCE IS FOR A LIMITED ENGAGEMENT

---

Copy No. 15783

ATX01 0125368

The above advertisement appeared in the February 22 issue of the following newspapers. In each instance the newspaper set in type their local radio station call letters and local time of broadcast, matching type in ad as closely as possible.

<u>State</u>	<u>Town</u>	<u>Publication</u>
<u>Alabama</u>	Birmingham Birmingham Montgomery	New Age-Herald Post Advertiser Journal
<u>Arizona</u>	Flag Phoenix Tucson	Review Republic and Gazette Star Citizen
<u>Arkansas</u>	Little Rock Little Rock	Arkansas Gazette Arkansas Democrat
<u>California</u>	Bakersfield Fresno Los Angeles Los Angeles Los Angeles Los Angeles Sacramento Sacramento San Diego San Diego San Francisco San Francisco San Francisco San Francisco Stockton	Californian Bee Examiner Herald & Express Daily News Times Bee Union Journal Tribune-Sun Union Call-Bulletin Chronicle Examiner News Record
<u>Colorado</u>	Colorado Springs Denver Denver	Gazette-Telegraph Post Rocky Mountain News
<u>Connecticut</u>	Hartford Hartford Waterbury Waterbury	Courant Times Democrat Republican American
<u>D.C.</u>	Washington Washington Washington Washington	News Post Star Times-Herald
<u>Florida</u>	Fort Myers Jacksonville Jacksonville Miami Miami	News-Press Florida Times-Union Journal Herald Miami News

ATX01 0125369



<u>State</u>	<u>Town</u>	<u>Publication</u>
<u>Louisiana Cont'd.</u>	Shreveport Shreveport	Journal Times
<u>Maine</u>	Portland	Evening Express Press Herald
<u>Maryland</u>	Baltimore Baltimore	News-Post Sun
<u>Massachusetts</u>	Boston Boston Boston Boston Springfield	Globe Herald Traveler Post Record & American Union Republican & News
<u>Michigan</u>	Detroit Detroit Detroit Grand Rapids Grand Rapids Kalamazoo	Free Press News Times Herald Press Gazette
<u>Minnesota</u>	Duluth Minneapolis Minneapolis St. Paul	Herald New Tribune Star Tribune Times Dispatch Pioneer Press
<u>Mississippi</u>	Meridian	Star
<u>Missouri</u>	Joplin Kansas City St. Louis St. Louis St. Louis Springfield	Globe News Herald Star Times Globe-Democrat Post-Dispatch Star-Times News Leader & Press
<u>Montana</u>	Great Falls Missoula	Tribune & Leader Missoulian Sentinel
<u>Nebraska</u>	Lincoln Scottsbluff	Journal Star Star-Herald
<u>Nevada</u>	Reno	Gazette Nevada State Journal
<u>New Hampshire</u>	Manchester	Union-Leader



<u>State</u>	<u>Town</u>	<u>Publication</u>
<u>New Jersey</u>		
	Atlantic City	Press & Union
	Atlantic City	World
<u>New Mexico</u>		
	Albuquerque	Journal Tribune
	Santa Fe	New Mexican
	Silver City	Press & Independent
<u>New York</u>		
	Binghamton	Press
	Binghamton	Sun
	Buffalo	Courier-Express
	Buffalo	News
	Gloversville & Johnstown	Leader-Republican Herald
	New York City	Herald Tribune
	New York City	Journal & American
	New York City	Mirror
	New York City	News
	New York City	Post
	New York City	Sun
	New York City	Times
	New York City	World Telegram
	Brooklyn	Eagle
	Jamaica	Long Island Press
	Jamaica	Queens Evening News
	Long Island City	Long Island Star-Journal
	Staten Island	Advance
	Rochester	Democrat & Chronicle
		Times-Union
	Syracuse	Herald-Journal
	Syracuse	Post-Standard
	Troy	Record Times Record
	Utica	Observer-Dispatch
	Utica	Press
	Watertown	Times
<u>North Carolina</u>		
	Asheville	Citizen Times
	Charlotte	News
	Charlotte	Observer
	Furham	Herald Sun
	Greensboro	News Record
<u>North Dakota</u>		
	Grand Forks	Herald
	Jamestown	Sun
<u>Ohio</u>		
	Akron	Beacon Journal
	Cincinnati	Enquirer
	Cincinnati	Post
	Cincinnati	Times-Star
	Cleveland	News
	Cleveland	Plain Dealer

<u>State</u>	<u>Town</u>	<u>Publication</u>
<u>Ohio Cont'd</u>		
	Cleveland	Press
	Columbus	Citizen
	Columbus	Dispatch
	Columbus	Ohio State Journal
	Dayton	Journal-Herald
	Dayton	News
	Portsmouth	Times
	Youngstown	Vindicator
<u>Oklahoma</u>		
	Oklahoma City	Oklahoman Times
	Tulsa	Tribune World
<u>Oregon</u>		
	Portland	Oregonian
	Portland	Oregon Journal
<u>Pennsylvania</u>		
	Delaware	Courier-Express
	Harrisburg	News Patriot
	Harrisburg	Telegraph
	Indiana	Gazette
	Johnstown	Tribune Democrat
	Philadelphia	Bulletin
	Philadelphia	Inquirer
	Philadelphia	News
	Philadelphia	Record
	Pittsburgh	Post-Gazette
	Pittsburgh	Press
	Pittsburgh	Sun-Telegraph
	Scranton	Times
	Scranton	Tribune
	Uniontown	Herald Standard
<u>Rhode Island</u>		
	Providence	Journal Bulletin
<u>South Carolina</u>		
	Anderson	Independent-Tribune Mail
	Charleston	Post News & Courier
	Columbia	State Record
	Spartanburg	Herald Journal
<u>South Dakota</u>		
	Rapid City	Journal
<u>Tennessee</u>		
	Chattanooga	News-Free Press Times
	Knoxville	Journal
	Knoxville	News Sentinel
	Memphis	Commercial Appeal Press Scimitar
	Nashville	Banner Tennessean
<u>Texas</u>		
	Austin	American Statesman
	Corpus Christi	Callier Times
	Dallas	News

YOUR LUCKY STRIKE HIT PARADE

# GINNY SIMMS ANDY RUSSELL

WCBS 9:00 P.M. TONIGHT

Ginny Simms on the Gordon Show - Fridays - CBS  
ANDY RUSSELL APPEARANCE IS FOR A LIMITED ENGAGEMENT

200-Copy No. 14786-2 - 2 x 28 Lines - Newspaper, Feb. 1947  
2-10-47-4 D. Final

- 6 -

<u>State</u>	<u>Town</u>	<u>Publication</u>
<u>Texas Cont'd.</u>		
	Dallas	Times-Herald
	El Paso	Herald-Post Times
	Harlingen	Valley Morning Star
	Houston	Chronicle
	Houston	Post
	Houston	Press
	San Antonio	Express News
	San Antonio	Light
	Wichita Falls	Record-News Times
<u>Utah</u>		
	Salt Lake City	Tribune Telegram
<u>Vermont</u>		
	Burlington	Free Press
	Burlington	News
<u>Virginia</u>		
	Richmond	News-Leader Times-Dispatch
	Roanoke	Times World-News
<u>Washington</u>		
	Seattle	Post Intelligencer
	Seattle	Star
	Seattle	Times
	Spokane	Chronicle Spokesman-Review
	Yakima	Herald Republic
<u>West Virginia</u>		
	Jackey	News
	Beckley	Post-Herald Raleigh Register
	Charleston	Gazette
	Charleston	Hill
	Fairmont	Times West Virginian
	Farkersburg	News Sentinel
	Wheeling	Intelligencer News-Register
<u>Wisconsin</u>		
	Green Bay	Press Gazette
	Milwaukee	Journal
	Milwaukee	Sentinel
	Wausau	Record-Herald

ATX01 0125374

YOUR LUCKY STRIKE HIT PARADE

# GINNY SIMMS ANDY RUSSELL

WCBS 9:00 P.M. SATURDAY

GINNY SIMMS on the Border Show - Fridays - CBS  
ANDY RUSSELL on the Border Show - Fridays - CBS

229-Copy No. 18796-3 col. x 28 lines - Newspaper, Feb., 1947  
2-18-47-3 N Final

The above advertisement appeared in the February 21 issue of the following newspapers. In each instance the newspapers set in type their local radio station call letters and local time of broadcast, matching type in ad as closely as possible.

<u>State</u>	<u>Town</u>	<u>Publication</u>
<u>Alabama</u>	<u>Selma</u>	Times-Journal
<u>Colorado</u>	<u>Colorado Springs</u>	Gazette-Telegraph
<u>Florida</u>	<u>St. Augustine</u> <u>Sarasota</u>	Record Herald-Tribune
<u>Georgia</u>	<u>Atlanta</u> <u>Columbus</u>	Constitution Ledger Enquirer
<u>Kentucky</u>	<u>Fiduch</u>	Sun-Democrat
<u>Maine</u>	<u>Banger</u>	Commercial
<u>Massachusetts</u>	<u>Boston</u> <u>Worcester</u>	Record-American Telegram-Gazette & Post
<u>New Hampshire</u>	<u>Keene</u>	Sentinel
<u>New Mexico</u>	<u>Carlsbad</u>	Current-Argus
<u>North Dakota</u>	<u>Grand Forks</u>	Herald
<u>Texas</u>	<u>Odeasa</u>	American
<u>West Virginia</u>	<u>Beckley</u> <u>Fairmont</u>	Post-Herald Raleigh Register Times West Virginian

ATX01 0125375

YOUR LUCKY STRIKE HIT PARADE

# GINNY SIMMS ANDY RUSSELL

WCBS 9:00 P.M. TONIGHT

Ginny Stern on the Borden Show - Fridays - CBS  
ANDY RUSSELL APPEARANCE 8:00 & 4:00 PM BORDEN SHOW

*copy to 10786*

The above advertisement appeared in the February 22 issue of the following newspapers. In each instance the newspaper set in type their local radio station call letters and local time of broadcast, matching type in ad as closely as possible.

<u>State</u>	<u>Town</u>	<u>Publication</u>
<u>Florida</u>		
	Tampa	Tribune
<u>Illinois</u>		
	Chicago	News
	Chicago	Sun
	Chicago	Tribune
<u>Maryland</u>		
	Frederick	News Post

ATX01 0125376