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Nota di contenuto	Cover; Table of Contents; Preface; 1. Facts Never Broadcast; 2. Spinning the Webs; 3. If You've Got the Money, I've Got the Time; 4. Radio's Rulers; 5. The 1932-33 Network Season; 6. The 1933-34 Network Season; 7. The 1934-35 Network Season; 8. The 1935-36 Network Season; 9. The 1936-37 Network Season; 10. The 1937-38 Network Season; 11. The 1938-39 Network Season; 12. The 1939-40 Network Season; 13. The 1940-41 Network Season; 14. The 1941-42 Network Season; 15. The 1942-43 Network Season; 16. The 1943-44 Network Season; 17. The 1944-45 Network Season; 18. The 1945-46 Network Season 19. The 1946-47 Network Season 20. The 1947-48 Network Season; 21. The 1948-49 Network Season; 22. The 1949-50 Network Season; 23. The 1950-51 Network Season; 24. The 1951-52 Network Season; 25. The 1952-53 Network Season; 26. Network Radio's All Time Favorites; Appendices; A: Year-by-Year Monthly and Annual Ratings of All Prime-Time Programs; B: Rated (13+Weeks per Season) Prime-Time Programs, 1932-1953; C: Rated (Less Than 13 Weeks per Season) Prime-Time Programs, 1932-1953; Bibliography; Index
Sommario/riassunto	"Early chapters chronicle development of broadcasting, advertising and entertainment industries, with an explanation of ratings system and its evolution. Each subsequent chapter focuses on a specific year of radio's golden age, with industry statistics, daily ratings and a chart of the

year's 50 top programs. A summary lists the era's most successful programs within the five major formats"--Provided by publisher.

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