

Register of the
FIORANI RADIO PRODUCTIONS RECORDS

1931-1975

11.5 linear feet

MSS. Group 49

by

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June 1986

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The acquisition of this collection and the preparation of the register was made possible in part by a grant from the Division of Research Programs of the National Endowment for the Humanities, an independent Federal agency.

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HISTORICAL SKETCH AND CHRONOLOGICAL OUTLINE

Angelo and Rose Florey Fiorani operated two successive radio enterprises spanning over 40 years in Pennsylvania's anthracite region. Beginning in 1933 they worked as "time brokers" and targeted Italian-Americans in the area. In 1953, the Fioranis founded the Midway Broadcasting Company with its own separate station and attracted a broad, general audience. In addition to radio broadcasting, Mr. and Mrs. Fiorani were active in such local organizations as the Scranton Civic Opera Guild, the Mothers' Assistance Fund, and the Victor Alfieri Literary Society. The Fioranis and several other influential Italian-American families in Scranton attended St. Lucy's Roman Catholic Church, where Rose Fiorani's brothers, Monsignor Salvatore Florey and Reverend Myron Florey, were pastors.

They began business in 1933 under the name Italian Reveries Broadcasting Company in conjunction with Il Minatore Publishing Company. After a disagreement with Lodovico Caminita, editor of Il Minatore and Italian language announcer of "The Italian Hour," Angelo Fiorani took over the operation and within a year changed the name to the Italo-American Broadcasting Company. The Fiorani's bought airtime from station WGBI in Scranton, and resold time in half and quarter-hour allotments and "spot" announcements to companies selling products targeted for Italian-Americans in the region. Their role as "time brokers" was the basis of the business for the first two decades. Contracts with stations ran weekly or yearly, and the Fioranis picked

up and dropped stations as business increased and declined. At their peak in 1940, they had programs on three radio stations in Scranton (WGBI and WARM) and Hazelton (WAZL).

Asserting to sponsors that most Italian immigrants could not read or write Italian or English, the Fioranis maintained that Italian language radio was the best means to reach this consumer group. The majority of the clients solicited were producers or importers of Italian foodstuffs. During the first two decades, their musical programming, conducted live with their own orchestra, was targeted toward Italian-Americans. Most commercial announcements, songs, and sketches were in Italian. The Fioranis' fund-raising events - - Italian-American festivals, trips to Rome and other areas in Italy, Italian movie presentations, and the Carlo Buti Goodwill Tour in 1949 - - were also conducted to appeal to their regional Italian-American audience.

The Fioranis operated their business out of their home in Scranton for the first seven years, then in 1940 rented an office in the Select Building in the same city. In 1945, the company changed its name to Fiorani Radio Productions and, in the following year, moved to the Connell Building, where the business remained until 1953. During this period daughters Rosemary and Eleanor participated as announcer and piano accompanist, respectively. The Fioranis were described as "the only family with every member taking part in radio" (Program, Carlo Buti Goodwill Tour, 1949).

In 1953, Angelo and Rose Fiorani founded a larger venture, Midway Broadcasting Company, Inc. They no longer bought and sold blocks of time but operated an entire station (WPTS). Oriented toward a broad audience, WPTS was known as "The Family Station of Northeast Pennsylvania" and the "Golden Oldie" station.

While the station was located in Pittston (83 Foote Avenue, Duryea Borough), the Fioranis' home address (now 1000 Clay Avenue, Scranton) was still used on the letterhead, showing a continued orientation toward a family-run business. Angelo was the general manager and president, and Rose was the commercial manager and treasurer. When Angelo died in 1972, Rose became president and son-in-law Alphonse Castelli filled the position of general manager. Eleanor Fiorani Castelli was the bookkeeper and accountant from 1958 to 1973. Rosemary Fiorani Gallegher was the executive secretary and wrote copy and sold airtime. The Midway Broadcasting Company, Inc. continued as a viable business until January 1975.

The information in the following chronological outline is based on documents in the collection. Some of the dates given are approximate, reflecting inconsistencies in dates used by the Fioranis.

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|------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1901 | March 10 | Angelo Fiorani was born in Tarquinia, Italy. He came to America at age three or four. |
| 1902 | June 9 | Rose Florey was born in Scranton, Pa. |
| 1925 | June 14 | Angelo Fiorani and Rose Florey were married in St. Lucy's Roman Catholic Church, Scranton. |
| 1926 | August 17 | The Fioranis' first child, Eleanor, was born. |
| 1931 | January 18 | The Fioranis' second child, Rosemary, was born. |
| 1933 | March 19 | The Italian Reveries Broadcasting Company was founded in conjunction with Il Minatore Publishing Company, Inc. Angelo Fiorani was the talent director, and Lodovico Caminita, editor of <u>Il Minatore</u> , was the Italian language announcer. "The Italian Hour" aired Sundays, 9:00-10:00 p.m., on WGBI, Scranton. The mailing address was 105 South Chestnut Avenue, Scranton, same as Il Minatore Publishing Company, Inc. (After 1940, the broadcasting company used March 19, 1932 as its founding date.) |

- June 1 After a disagreement with Caminita, Fiorani took sole ownership of the company. The business operated out of the Fioranis' home, 1125 St. Ann Street, Scranton.
- October The name of the enterprise changed to the Italo-American Broadcasting Company.
- 1934 August 26 Company sponsored an Italian-American Day. Annual festival continued until 1940.
- 1935 The Fioranis moved to 1302 Bryn Mawr Street, Scranton, and continued to operate the business from their home. A. Gioia and Brother, manufacturers of Gioia Macaroni Products, signed a one-year contract for a half-hour show on the "Italian-American Variety Program." This agreement secured the success of the Fioranis' business.
- 1936 "Italian-American Variety Program" changed airtime to Sunday afternoons, 2:15-4:00 p.m., on WGBI. Programs continued primarily in Italian with Italian songs and sketches.
- 1937 May 2 Station WGBI joined Columbia Broadcasting System.
- May 23 Station WGBI increased its power from 500 to 1000 watts, the most powerful in the area, according to Fiorani.
- June 17 The Fioranis began broadcasting "The Voice of Italy" on Thursday evenings, 7:00-8:00 p.m., on WBAX in Wilkes-Barre. (The records do not indicate when this program was discontinued.)
- 1938 November 13 The "Italian-American Variety Program" changed time to Sunday mornings, 9:00-10:45 a.m., on WGBI.
- 1939 August 3 The Fioranis began broadcasting "The Italian Hour" on Thursday evenings, 7:00-8:00 p.m., on WAZL in Hazelton.
- 1940 May The business moved operations to an office in the Select Building in Scranton.
- June The Fioranis began broadcasting on Sunday afternoons, 12:00-1:30 p.m., and weekdays, 5:30-6:00 p.m., on WARM in Scranton.
- 1941 The Fioranis continued to operate programs on WGBI, WARM, and WAZL totaling 10 hours per week.
- 1945 The name of the business was changed to Fiorani Radio Productions.

- 1946 The Fioranis moved their operations to Office 409 in the Connell Building in Scranton. The records show a daily program, Fioranis' "Morning Serenade," 7:00-8:00 a.m., in addition to the "Sunday Serenade" program on WARM. Songs included both Italian and American tunes and were announced in English.
- 1947 May Broadcasts began on WSCR in Scranton, daily 10:05-11:00 a.m., and Sunday, 12:00-1:45 p.m. Broadcasting stopped on WARM. The records provide no information on the programs on WGBI and WAZL.
- 1949 Fiorani Radio Productions celebrated their 17th (actually 16th) anniversary with a performance by Carlo Buti.
- 1952 The Fioranis broadcast from WCDL, city unknown, weekdays, 10:00-11:00 a.m., and Sunday, 12:00-1:30 p.m.
- February 3 Broadcasts began on WILK in Wilkes-Barre Sundays, 2:30-3:30 p.m.
- 1953 June 21 Midway Broadcasting Company, Inc. was formed. Angelo and Rose Fiorani were the major stockholders, along with L. Pagnotti and E. Preate. Broadcasting hours were from sunrise to sunset daily on station WPTS. The Operation employed 10 - 15 people, but family members held the principal positions. Programing no longer specifically targeted Italian-Americans and now appealed to the general public.
- 1972 July 17 Angelo Fiorani died. Following his death Rose Fiorani became president, and son-in-law Alphonse Castelli took the position of general manager.
- 1975 January The Midway Broadcasting Company, Inc. sold station WPTS.

PROVENANCE

The Fiorani Radio Production Records were donated to the Balch Institute in 1985 by Rose Florey Fiorani.

The papers were arranged and described by Carla Zimmerman under the supervision of Balch Archivist David Sutton, Spring 1986.

Separated from this accession are papers and artifacts of Rev. Myron Florey, Monsignor Salvatore Florey, and Dr. Peter Florey, brothers of Rose Fiorani. These are maintained as a separate collection at the Balch Institute.

Accession #M85-09

SCOPE AND CONTENT

The Fiorani Radio Productions Records, 1931-1975, contain 11.5 linear feet of materials documenting Rose and Angelo Fiorani's 42 years in radio broadcasting. The types of records include correspondence, advertisements, program schedules and scripts, savings passbooks, bills and receipts, tax returns, fan mail, and souvenir programs of special events. Personal letters, some business correspondence, and a majority of the advertisements are in Italian. However, many of the advertisements have English translations, and most of the business correspondence is in English.

The advertising account files in Series III make up almost half of the collection. They include correspondence between the Fioranis and clients, advertisements for the clients' products, and, in a few cases, the client's contracts for airtime. They reflect one of the most important aspects of ethnic radio broadcasting, namely, the targeting of a specific ethnic audience. This was accomplished by the language spoken, the entertainment provided, the rhetoric used, and often the types of goods and services advertised. The advertising account files also provide information on both the sales approaches that the Fioranis used and on other business interactions. The latter material is perhaps of equal importance in understanding the nature of ethnic radio and the uses of broadcasting at the time.

The programming schedules and sketches in Series IV span the years from 1935 to 1951 and depict the early orientation toward Italian-Americans. The records also reveal a gradual change from this exclusive appeal to one that includes a general audience. Early programming in the 1930s consisted of Italian music broadcast live, with Italian-

American artists and an orchestra conducted by an Italian maestro. During the 1940s the Fioranis began using recorded songs and included American and Latin American tunes. Varying types of music were designated by the clients for their products. For example, at least one military song was played during each Planters Nut and Chocolate Company program, and Torino Brand Products sponsored three Carlo Buti tunes on Sundays in 1944. By the 1940s, introductions were made in English, and Italian and Spanish song titles were translated.

Apart from the business of radio broadcasting, the records show the Fioranis' use of personal contacts and radio resources to promote various community organizations to which they belonged. The Fioranis' often provided airtime for announcing events of civic and religious groups. As chairman of the Scranton Civic Opera Guild, Angelo Fiorani arranged performance engagements using connections made through radio programming. These files and the souvenir programs of the Italian-American festivals in Series VI provide a kind of register of prominent Italians in the Scranton area.

The records for the earlier years of the business are marked by a predominance of advertising and programming material but contain relatively few significant financial records. The opposite holds true for the later years. This imbalance may, in part, reflect the difference between the earlier live broadcasting, which necessitated written programs, versus the later use of recorded messages and entertainment and ad-lib monologue. These gaps hinder a complete reconstruction of the changes in Fiorani Radio Productions over time.

Processing Note

Over ninety percent of the collection was on highly acidic pulp paper. For conservation purposes, these items were photocopied onto acid-free, bond paper, and the originals were discarded.

Bibliographic Note

Manuscript materials related to Fiorani Radio Productions Records include the Vincent Russoniello Papers at the Balch Institute Library. For information on the history of radio broadcasting see: Erik Barnouw, A History of Broadcasting in the United States. 3 vols. Cambridge: Oxford University Press, 1966-1970.

RECORD SERIES DESCRIPTIONS

The Fiorani Radio Productions Records are organized into 8 series which reflect the operations of the broadcasting business and the couple's activities in the community. The series are: General Papers, Financial Records, Advertising Accounts, Programing, Fan Mail, Special Projects, Midway Broadcasting Company, Personal Papers, and Ephemera. Arrangement within each series varies according to record type and is described below.

SERIES I: GENERAL PAPERS 1933-1959, 2 1/2 inches, 1 box. Arrangement: correspondence is arranged chronologically. Other files are grouped according to subject and relative importance.

This series contains background information on the basic operation of the Fioranis' business. The general correspondence file includes letters that do not directly relate to advertising, fan mail, or special projects. In this folder are miscellaneous inquiries and correspondence on such topics as competitors, talent, transcriptions, personnel, and gasoline rationing. A newspaper article dated 1947 announces the Fiorani's new broadcasts on WSCR and briefly mentions their accomplishments. Angelo Fiorani's account of the Italo-American Broadcasting Company and the changes that occurred over time is presented in a talk at a career forum in 1947.

SERIES II: FINANCIAL PAPERS 1933-1959, 10 inches, 2 boxes. Arrangement: chronological.

Financial records for the first two decades of the Fioranis' venture are few and consist predominantly of bills and receipts. Other items are a passbook and cancelled checks of the Italian Reveries Broadcasting Company and a passbook from the first three years of the Italo-American Broadcasting Company.

SERIES III: ADVERTISING ACCOUNTS 1933-1952, 4 1/2 linear feet, 11 boxes. Arrangement: folders are arranged alphabetically by advertising client. Correspondence and advertisements within these folders are arranged chronologically. Other files are grouped by subject.

This series contains files on advertising clients for the first ten years of the Fioranis' business. Included in these files are correspondence to and from Fiorani, advertisements for the product or service, and occasionally printed materials. The amount of correspondence and advertisements varies from company to company. In addition to files on advertising clients, one folder contains correspondence between the Fioranis and prospective clients for the years 1934-1943, 1946.

SERIES IV: PROGRAMING, 1935-1956, 1 1/2 linear feet, 4 boxes. Arrangement: files are arranged according to subject. There is an approximate chronological order within subjects.

The majority of records in this series is schedules ("music continuities") for programs between 1937 and 1951. The remaining files include comic and dramatic sketches, political speeches and announcements, and correspondence between the Fioranis and the station managers.

SERIES V: FAN MAIL, 1933-1953, 5 inches, 1 box. Arrangement: chronological.

Series V contains letters and postcards from listeners, most requesting songs for special occasions.

SERIES VI: SPECIAL PROJECTS, 1933-1953, 5 inches, 1 box. Arrangement: approximately chronological by project. Within each project's folder, items are grouped as follows: correspondence, publicity, financial, and souvenir programs.

This series holds files on events and performances sponsored by the Fioranis' broadcasting company. Projects include Italian-American outdoor festivals, presentations of Italian movies, trips to Rome and

and other areas in Italy, and performances by the Blind Concert Artist and the Carlo Buti Goodwill Tour in 1949.

SERIES VII: MIDWAY BROADCASTING COMPANY, 1953-1975, 10 inches, 2 boxes. Arrangement: files are arranged by type of financial record. Within each category, folders are arranged chronologically, except for the advertising accounts, which are alphabetical by advertising client.

This series contains records of the Midway Broadcasting Company, a corporation separate from the Fioranis' other radio ventures. Almost all are financial records covering the life of the operation. They include annual reports to the Federal Communications Commission, financial statements, tax returns, payroll accounts, and advertising accounts. Non-financial items include fan mail and a newspaper advertisement. Daily program logs and daily transmitter logs are oversize and are located in Box 26.

SERIES VIII: PERSONAL PAPERS, 1931-1953, 7 inches, 2 boxes. Arrangement: files are arranged alphabetically by organization. Items within the folders are arranged chronologically.

This series holds correspondence and other items related to the various ethnic, civic, fraternal, welfare, religious, and musical organizations to which the Fioranis belonged. Over half of these records are of the Scranton Civic Opera Guild. Angelo Fiorani was general chairman and Rose Fiorani's brother, Msgr. Salvatore Florey, was the honorary chairman of the organization for several years. The Fioranis were also involved in the local Mothers' Assistance Fund, the Scranton Diocesan Council of the National Council of Catholic Women, and the Victor Alfieri Literary Society. Few records exist for these organizations.

SERIES IX: EPHEMERA; 1934-1949, 1970-1971, undated; 2 1/4 linear feet, 2 boxes. Arrangement: files are arranged according to subject and relative importance.

This grouping contains miscellaneous items which are indirectly related to the Fioranis' business and organizational activities. The material includes printed material on competing broadcasting companies, programs of concerts and dinners attended by the Fioranis, and mailing lists. Also in this series are oversize materials such as the daily program and daily transmitter logs, broadsides, newspaper clippings, and theater seating charts.

BOX LIST

Series I GENERAL PAPERS

Box <u>No.</u>	Folder <u>No.</u>	
1	1	Correspondence, 1933-1952, undated
	2	Newspaper article about Rose and Angelo Fiorani, 1947
	3	Correspondence and speech for Keystone College Career Forum, 1948
	4	Information on radio stations WGBI, WSCR, WARM, 1937, 1947, undated
	5	Contract between A. Fiorani and Hazelton Broadcasting Service (WAZL), 1939
	6	Stationery and flyer for Fioranis' radio broadcasting companies, undated

Series II FINANCIAL RECORDS

Box <u>No.</u>	Folder <u>No.</u>	
2	1	Cancelled checks and passbook of the Italian Reveries Broadcasting Company, 1933
	2	Passbook of the Italo-American Broadcasting Company, 1933-1936
	3	Bills and receipts, 1933-1947
	4	Bills and receipts, 1948
	5	Bills and receipts, 1949
	6	Bills and receipts, 1950a
	7	Bills and receipts, 1950b
	8	Bills and receipts, 1951
3	1	Bills and receipts, 1952
	2	Bills and receipts, 1953
	3	Bills and receipts, 1954
	4	Bills and receipts, 1955
	5	Bills and receipts, 1956
	6	Bills and receipts, 1957
	7	Bills and receipts, 1958
	8	Bills and receipts, 1959
	9	Bills and receipts, undated

Series III ADVERTISING ACCOUNTS

Box <u>No.</u>	Folder <u>No.</u>	
4	1	Correspondence between Fiorani broadcasting and potential advertisers, 1934-1943, 1946, undated
	2	Open letter to advertisers, 1937, undated
	3	Instructions to sales promotion department, ca. 1937
	4	Rate cards for national and local advertisers, 1945
	5	Ace Clothing Shop, ads, 1938
	6	Agostini and Sons (bakery), ads, 1933
	7	Alaimo (Sam) and Sons (meat market), ads, 1936
	8	Allan's Shoe Store, correspondence and ads, 1937
	9	American Trucking Company, ad, 1936
	10	American Washer Service, ads, 1939
	11	Amoni (Louis), piano-accordion instructor, correspondence and ads, 1937, 1938
	12	Angelina Dress Shop, ad, 1933
	13	Angfer Office and Equipment Company, ad, 1937
	14	Annette Shop for Children, ads, 1938, undated
	15	Arena (V.) and Sons/Conte Luna Macaroni, correspondence, 1937-1940
	16	Arena (V.) and Sons/Conte Luna Macaroni, ads, 1941
	17	Arena (V.) and Sons/Conte Luna Macaroni, ads, 1942, undated
	18	Arena (V.) and Sons/Conte Luna Macaroni, ads, 1943-1951, undated
	19	Atlas 5 and 10, correspondence and ads, 1939
	20	B.J. Smith Furniture, ads and newspaper clippings, 1938-1942, undated

Series III ADVERTISING ACCOUNTS

<u>Box</u> <u>No.</u>	<u>Folder</u> <u>No.</u>	
4	21	B.J. Smith Furniture, ads, 1945-1947, undated
	22	Balut's Furs, ads, 1937, undated
	23	Barber Motor Company, ad, 1933
	24	Barbey's Inc./Sunshine Extra Light Beer, ads, undated
	25	Barton's Westinghouse Appliances, ads, 1941
	26	Beatrice Distributing Company/Donna Beatrice Products, correspondence, 1935-1938, undated
	27	Beatrice Distributing Company/Donna Beatrice Products, ads, 1936, undated
	28	Beatrice Distributing Company/Donna Beatrice Products, sketches, 1936
	29	Berolio Import Company, Inc./Berio Olive Oil, correspondence and ads, 1939, 1946-1947, undated
	30	Berger's Hatchery, ads, 1945
	31	Blasi (Joseph), painting contractor, ads, 1948
	32	Blier (Bernard) Printing Service, ads, 1941, 1942, 1944
	33	Bobby Dress Company, ads, 1949
5	1	Book's Furs, correspondence, 1937, undated
	2	Book's Furs, ads, 1934, 1937-1940
	3	Book's Furs, ads, 1941-1942
	4	Book's Furs, ads, 1943-1944
	5	Book's Furs, ads, 1945-1947
	6	Book's Furs, ads, 1948-1951, undated
	7	Brook Pants Manufacturing Company, ads, 1945

Series III ADVERTISING ACCOUNTS

Box No.	Folder No.	
5	8	Brookside Distilling Co./ Don Juan Wines, correspondence and contracts, 1939-1946, 1948-1950
	9	Brookside Distilling Co./Don Juan Wines, ads, 1939-1946, undated
	10	Buddy Club of Scranton, correspondence and ads, 1946, 1947
	11	Calabro's Quality Market, ad, 1937
	12	Calamata Commercial Company, ads, 1939, 1940
	13	Calamata Importing Company, ads, 1936, 1937, undated
	14	Candyland Restaurant, ads, 1939, 1940, undated
	15	Capital Bar and Grill, ads, 1940, undated
6	1	Cardoni Photo Studio, ad, 1936
	2	Ca-Song Record Company, correspondence, 1948-1950
	3	Catalano Importing Company, correspondence and ads, 1939, 1940, undated
	4	Caterino's Shoe Repair Shop, ads, 1935, 1938, undated
	5	Ceribelli (G.) and Company/Brioschi Effervescent, correspondence, 1935, 1936, 1938, undated
	6	Ceribelli (G.) and Company/Brioschi Effervescent, ads and programs, 1936-1939
	7	Ceribelli (G.) and Company/Brioschi Effervescent, ads and programs, 1941-1947, 1951, undated
	8	Cerullo's Electric Center, ad and newspaper clipping, 1941, undated
	9	Cetta-Parrish Music Company, ads, 1946, 1947, undated
	10	Challey's Quality Shop, ads, 1942, 1943
	11	Ciabocchi's Food Market, ads, 1938, 1941

Series III ADVERTISING ACCOUNTS

Box No.	Folder No.	
6	12	Ciccotti (L.W.) Jewelry Store, ads, 1946
	13	Cimini's Druid Cafe, ads, 1940, 1941
	14	Cimino Importing Company, ads, 1940-1941, undated
	15	Cioni Funeral Home, ad, undated
	16	Cohen Brothers (clothiers), ads, 1935, 1936, 1937
	17	Cole Brothers Circus, ads, 1942, 1943
	18	Comfort Shop, ads, 1941
	19	Committee to Aid Democracy in Italy, Inc., correspondence and ads, 1948
	20	Contessa's Italian-American Market, ad, 1947
	21	Corrao (Antonio) (importer)/Maria Mia Oil and Madre Sicilia Oil, ads, 1940
	22	Costanzo (A.F.) and son (floor installation), correspondence, and ads, 1948, 1949
	23	Crivellaro's Cheese Company, ad, 1942
	24	Crystal Bar and Grill, ad, 1940
	25	Dairy Cooperative, ad, 1939
	26	Delaware Food Market, correspondence, 1947, 1948
	27	DeNobili Cigar Company, correspondence and ads, 1933, 1938
	28	Doma Importing Company, ads, 1938, 1942-1943
	29	Eynon Drug Store, ads and newspaper clippings, 1940-1942, undated
	30	Eynon Drug Store, ads, 1950, 1951
	31	Fratelli-Branca and Company/Fernet-Branca Bitters, correspondence and ads, 1937, 1939, 1947, 1948, 1950, 1951

Series III ADVERTISING ACCOUNTS

Box No.	Folder No.	
6	32	Fierro Brothers Furniture Store, ads and newspaper clippings, 1940-1942
	33	Fierro's Funeral Home, ads, 1940, undated
	34	Fink's Feed Store, ads and printed materials, 1941, undated
	35	Fiorani Italian-American Program, ads, 1936-1940
7	1	Gadola Importing Company, ads, 1941, 1942
	2	Gal-Mac Stove Store, ads, 1939
	3	Gem Packing Company/Gemma Oil, correspondence, 1943
	4	Genovese (Mariano) Market, ad, 1936
	5	Gerard Motor Car Company, correspondence and ads, 1939
	6	Gioia (A.) and Brother/Gioia Macaroni Products, correspondence, 1936-1945, undated
	7	Gioia (A.) and Brother/Gioia Macaroni Products, ads, 1935-1937, undated
	8	Gioia (A.) and Brother/Gioia Macaroni Products, ads and printed material, 1940
	9	Gleason Brothers Kitchen Appliances, accounting records and printed materials, 1940, undated
	10	Gleason Brothers Kitchen Appliances, ads, 1938-1939
	11	Gleason Brothers Kitchen Appliances, ads, 1940, undated
	12	Gleason Brothers Kitchen Appliances, ads, 1941
	13	Goodman's Store, ads, 1939
	14	Grandinetti (D.) Manufacturing Company/Victorio Kitchen Utensils, correspondence, 1940-1941
	15	Greystone California Wines, correspondence and ads, 1937, 1939-1943

Series III ADVERTISING ACCOUNTS

Box No.	Folder No.	
7	16	Hershel California Products Company/Contadina Tomato Paste, correspondence and ads, 1937-1939
	17	Dr. Hill and Son (dentists), contract, correspondence, and ads, 1938
	18	Home Furniture Company, ads, 1935-1938
	19	Home Furniture Company, ads, 1939-1951, undated
	20	Household Outfitting Company, correspondence and ads, 1938, 1940, 1941
	21	Iacobino's Meat Market, ad, 1951
	22	Italian Swiss Colony Wines, correspondence and ads, 1936-1937
	23	Johnson and Johnson/Red Cross Plaster, correspondence and ads, 1943
	24	Kaplan Brothers Clothiers, correspondence and ads, 1936-1939
	25	Karnack-Ambrosia Company/Lekotoria Medicinal Herb Preparation, correspondence and ads, 1935, 1940, 1944, 1946
	26	King Midas Flower Company, correspondence and ads, 1937, 1939, 1941, 1951
	27	Konidis Importing Company, ads, 1939, undated
8	1	La Presto Company/Italian Hair Tonic, correspondence, 1939
	2	La Pulita Chemical Company/Almondine Washing Fluid, correspondence and ads, 1936, 1939, undated
	3	Lackawanna Beef and Provision Company, ads, 1946-1949
	4	Lackawanna Beer and Ale Corporation, correspondence and ads, 1938, undated
	5	Lackawanna Leather Company, correspondence and ads, 1938-1942, undated

Series III ADVERTISING ACCOUNTS

Box <u>No.</u>	Folder <u>No.</u>	
8	6	Lackawanna Pants Manufacturing Company, ads, 1945-1946
	7	Laken's 9 Drops, ads, 1945, 1946, undated
	8	Latorraca Brothers, Inc./Ferro-China Bisleri, correspondence, 1939-1941, 1944, 1945
	9	Latorraca Brothers, Inc./Ferro-China Bisleri, ads, 1940-1942, undated
	10	Laurel Line (trains), ads, 1938, undated
	11	Lexino Company/Levino Herb Tonic, ads and printed material, 1937-1938, undated
	12	Licata Cigars, ad, 1936
	13	Little Art Theatre, ad and printed material, 1950
	14	Lotus Chinese and American Restaurant, ad, 1951
	15	Manor Farms Dairy Company, ads, 1936, undated
	16	Martz Bus Line, ads, 1935-1937, undated
	17	Mary-Lillian Dress Shop, ads, 1936-1940
	18	Mataloni's Meat Market, ad, 1951
	19	Minicozzi Paint Store, ads, 1951
	20	Modern Packing Company/Balbo Oil, correspondence, 1937-1940, undated
	21	Modern Packing Company/Balbo Oil, ads, 1937-1939, 1941, 1942
	22	Modern Packing Company/Balbo Oil, comedy sketches, 1939, undated
	23	Modern Packing Company/Balbo Oil, grocers lists, 1941, undated
	24	Naylor's Appliance Store, correspondence and ads, 1939-1941, undated
	25	New York Floral Company, ads, 1935-1937, 1939, undated

Series III ADVERTISING ACCOUNTS

Box <u>No.</u>	Folder <u>No.</u>	
8	26	New York Millinery, ad, 1939
	27	Sebastiano (Nicolosie) Food Market, ad 1933
	28	Old Forge Lumber Company, correspondence and ads, 1939
	29	Old Forge Printing Service, ads, 1939
	30	Oliveri (Angelo) Food Market, correspondence and ads, 1937, 1939
9	1	Ossola (J.) Company/Torino Brand Products, correspondence and ads, 1940, undated
	2	Ossola (J.) Company/Torino Brand Products, ads, 1941, undated
	3	Ossola (J.) Company/Torino Brand Products, ads, 1944, 1945
	4	Ossola (J.) Company/Torino Brand Products, correspondence and ads, 1946-1949
	5	Paris Beauty Shop, ad, 1938
	6	Parodi Cigars, ads, 1939, 1940-1941
	7	Pastene and Company/Pastene Products, correspondence and printed materials, 1940-1941, 1943-1948
	8	Pastene and Company/Pastene Products, ads, 1940
	9	Pastene and Company/Pastene Products, ads, 1947
	10	Dr. W. A. Patterson (dentist), ads and newspaper clippings, 1940, 1941, undated
	11	Perini's Cafe, correspondence and ads, 1940, undated
	12	Pio Wines, correspondence and ads, 1947
	13	Pio Wines, ads, 1948, undated
	14	Pisa Brand Macaroni Products, ads, 1939

Series III ADVERTISING ACCOUNTS

Box No.	Folder No.	
10	1	Planters Nut and Chocolate Company/ Planters Peanut Butter, ads, 1944-1948, undated
	2	Planters Nut and Chocolate Company/ Planters Mixed Nuts, ads, 1945-1947
	3	Planters Edible Oil/Ali D'Italia Oil, ads, 1940-1941
	4	Planters Edible Oil/Ali D'Italia Oil, dialogues, 1941, undated
	5	Planters Edible Oil/Ali D'Italia Oil, ads, 1942, 1943, undated
	6	Planters Edible Oil/Planters Peanut Oil, ads, 1950, 1951
	7	Plastic-Glow Paint Store, ad, 1951
	8	Preno's Restaurant, ads, 1951
	9	Price Theatre Premiums Corp., correspondence, 1941
	10	Radio Laboratory, ads, 1945, 1946, 1947-1948 undated
	11	Harry Raker (furniture manufacturer), ads, 1936 undated
	12	Renna Dairy Company, ads, 1938, 1940-1945, 1949, undated
	13	Rice's (clothiers), ads, 1944, 1945, undated
	14	Riverbank Canning Company/Madonna Tomato Products, correspondence and ads, 1936, 1937-1939, 1941, 1943, 1947-1948, 1950, undated
	15	Rocky Glen Park, ads, 1943, 1944, 1945, undated
	16	Roma Wine Company, Inc., correspondence, 1940
	17	Rosedale Dress Shops, ads, 1935
	18	Rosen Furniture Store, ads, 1939-1942

Series III ADVERTISING ACCOUNTS

Box No.	Folder No.	
10	19	Rottman's Jewelry Store, ads, 1943, 1946 1949, undated
	20	Royal Bottling Company, correspondence and ad, 1936, 1938
	21	Royal Candy Shop, correspondence and ads 1936-1938, 1940, undated
11	1	Russell Miller Milling Company/Occident Floor, correspondence, 1936-1939
	2	Russell Miller Milling Company/Occident Floor, program announcements, 1936-1938
	3	Russell Miller Milling Company/Occident Floor, ads, 1939-1940, undated
	4	Sallusto Company/Vermouth Tonic Bordoni, ads, 1939
	5	Scoblick Brothers/Blueberry Jam, correspondence and ads, 1947
	6	Scranton Bedding Company, ad, 1939
	7	Scranton Brush Company/Flintkote Products, correspondence and ad, 1938, undated
	8	Scranton Gas Company, correspondence and ads, 1935-1939, undated
	9	Scranton Music Center, correspondence, 1940, 1943
	10	Scranton Refrigerated Locker System, ads and printed material, 1945, 1946, 1947, 1948, undated
	11	Scranton Talk, ads, 1940-1946, undated
	12	Scranton Centennial Celebration, ad, 1940
	13	Sebastionelli, accordion dealer, ads, 1939, 1940-1943, undated
	14	Semenza Fireworks Company, ad, 1939
	15	Sheparaitis (Leo)/Spring Brook Pale Dry Ginger Ale, correspondence, 1947-1948

Series III ADVERTISING ACCOUNTS

Box No.	Folder No.	
11	16	Simoncelli Brothers/Pisa Brand Macaroni Products, ads, 1938-1940, undated
12	1	Simonini Products/Olio Simonini, correspondence and ads, 1940
	2	Simonini Products/Olio Simonini, ads, 1941
	3	Simonini Products/Olio Simonini, ads, 1942
	4	Simonini Products/Olio Simonini, ads, 1943, undated
	5	Sola-Cura (medicinal preparation), correspondence and ads, 1938
	6	Southern Cotton Oil Company/Tavol Oil, correspondence, ads, and program schedules, 1950
	7	Spatola Importing Company (wines and liquors), correspondence and ads, 1937, 1938
	8	Sperrazza (Santo) Grocery, ad, 1939
	9	Spruce Record Shop, ads, 1947-1949
10.		Stauffer (Roy), car dealer, ads, 1950, 1951
11		Supreme Olive Oil Corporation/Bendetto Pure California Olive Oil, correspondence and ads, 1938, 1939
12		Talarico Importing Company, ads, 1939
13		Thomas Music Company, ads, 1937
14		Toscanelli Cigar Company, correspondence, 1937-1939
15		Toscanelli Cigar Company, ads, 1937-1938, undated
16		Trovato Brothers Grocery Store, ads, 1939, 1940
17		Valley View Inn, correspondence, 1939
18		W. C. Carter Appliances, correspondence and ads, 1937-1939, 1941, 1945, undated

Series III ADVERTISING ACCOUNTS

Box No.	Folder No.	
12	19	W. T. Grant's Store, ads, 1938, 1939, undated
	20	Dr. Wagner, eyeglasses and surgical appliances, correspondence, and ads, 1939, 1941
13	1	Walker Dry Goods Company, correspondence, ads, and newspaper clipping, 1948, 1949, undated
	2	Warshal Brothers (jewelers), correspondence and ads, 1935-1939, undated
	3	Wesson Oil and Snowdrift Sales Company/ Buon Pranzo Salad Oil, correspondence and ads, 1935-1936, 1937, undated
	4	Wesson Oil and Snowdrift Sales Company/ "77" Oil, ads, 1941-1942
	5	Williams' [George T. (Sheriff)] Green Grove, ad, 1939
	6	Wonder Store, ads and newspaper clippings, 1939-1940, undated
	7	Woodlawn Farm Dairy Company, correspondence and ads, 1935, 1936, 1940, undated
	8	Yankee Beer, ads, 1944-1946
	9	Miscellaneous ads, 1935-1940, undated
10		Public service announcements/Red Cross, correspondence and ads, 1946, undated
11		Public service announcements/Treasury Dept., Defense Savings Staff, ads, 1941, 1942, undated
12		Public service announcements/miscellaneous organizations, correspondence and ads, 1935-1952, undated
13		Generic ads from transcription companies, 1931-1933, 1935
14		Generic ads from transcription companies, 1945
14	1	Generic ads from transcription companies, 1947
	2	Generic ads from transcription companies, January-February 1948

Series III ADVERTISING ACCOUNTS

Box	Folder
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<u>No.</u>	<u>No.</u>
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14	3	Generic ads from transcription companies, March, September 1948
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Series IV PROGRAMMING

Box No.	Folder No.	
15	1	Correspondence between Fioranis and station managers, 1935-1939
	2	Correspondence requesting permission to broadcast, 1935, 1940-1942
	3	Schedules for Italian-American Variety Program (WGBI), 1937-1940
	4	Schedule for Voice of Italy Program (WBAX), 1938
	5	Schedules for Italian Hour (WAZL), 1939
	6	Schedule (requests) for American-Italian Serenade (WARM), 1941
	7	Schedules for Fioranis' Sunday Serenade (WARM), 1944
	8	Schedules for Fioranis' Sunday Serenade (WARM), 1945
	9	Schedules for Fioranis' Sunday Serenade (WARM), 1946
	10	Schedules for Fioranis' Sunday Serenade (WARM), 1947
	11	Schedules for Fioranis' Morning Serenade (WARM), 1946
	12	Schedules for Fioranis' Morning Serenade (WARM), 1947
	13	Schedules for Fioranis' Musical Varieties (WSCR), 1948
16	1	Schedules for Fioranis' Musical Varieties (WSCR), 1949-1950
	2	Schedules for Fioranis' Sunday Concert Program (WSCR), 1948
	3	Fioranis' Sunday Concert Program (WSCR), 1949
	4	Schedules for Fioranis' Sunday Concert Program (WSCR), January-June 1950
	5	Schedules for Fioranis' Sunday Concert Program (WSCR), July-December 1950

Series IV PROGRAMMING

Box No.	Folder No.	
16	6	Schedule for Fioranis' Sunday Concert Program (WSCR), 1951
	7	Sketches for anniversary program, 1935, 1936
	8	Sketch, "Michaluch and Martha", 1935
	9	Sketches for Columbus Day Program, 1936, 1938, 1942
10		Sketch, "The Life of Christ", 1937, 1938, 1940, undated
17	1	Sketch and printed material, "La Consegn a Di Russare", 1938
	2	Sketch and printed materials, "The Troubles of Pascariello", 1938
	3	Sketch, "Cioccillo and Maria", 1939
	4	Sketch, "Tales of Naval Heroes", 1942
	5	Sketch and printed material, "Don Gennaro", undated
	6	Sketch, "The Pageant of Spring", undated
	7	Sketches and interviews, miscellaneous, 1939, undated
	8	Christmas programs from transcription companies, 1941, 1945, undated
	9	Correspondence and financial records for Gino Caimi Dramatic Company, 1943-1945, undated
10		Speeches for Campaign Against Indecent Literature, 1939
11		Political speeches and announcements, 1937-1941, undated
12		Political speeches and announcements, 1942-1943, undated
13		Speeches for Republicans, 1944
14		Political speeches and announcements, 1945-1947

Series IV PROGRAMMING

Box <u>No.</u>	Folder <u>No.</u>	
17	15	Political speeches and announcements, 1949, 1950, 1952, undated
	16	Agreement forms for political broadcasts, 1947
18	1	Lists, newspaper clipping, and correspondence of entertainers for radio programs, 1940, undated
	2	Record catalogs, 1946, 1955-1957, undated
	3	Song verses, 1937, 1945, undated
	4	Lists of phonographic recordings, 1947, 1948, 1949, undated

Series V FAN MAIL

Box <u>No.</u>	Folder <u>No.</u>	
19	1	Fan Mail, 1933-1938
	2	Fan Mail, 1943
	3	Fan Mail, 1946-1950
	4	Fan Mail, January-May, 1951
	5	Fan Mail, June-December, 1951
	6	Fan Mail, 1952
	7	Fan Mail, 1953
	8	Fan Mail, undated

Series VI SPECIAL PROJECTS

Box No.	Folder No.	
20	1	Radio show and dance, program, 1933
	2	Italian-American outing, contracts and correspondence, 1934
	3	Italian Day, program and ads, 1935
	4	Italian Day, correspondence and ads, 1936
	5	Italian-American Festival, correspondence, ads, and program, 1937
	6	Italian-American Festival; contracts, correspondence, ads, catalogs, program; 1938
	7	Italian Day, correspondence, ads, and program, 1939
	8	Italian Radio and Welfare Festival, correspondence and ads, 1940
	9	Italian Festivals, miscellaneous papers, undated
	10	Italian movie presentations; correspondence, newspaper clippings, catalogs, and flyers; 1939-1940, 1943, 1946-1950, undated
	11	Trip to Rome through Exposition Tours, Inc., correspondence and newspaper clipping, 1939-1940
	12	Trip to Italy through First National Bank, Scranton, PA, correspondence and interview, 1948
	13	Blind Concert Artists; ads, program, and ticket; 1949, undated
	14	Carlo Buti Goodwill Tour, correspondence, 1949, undated
	15	Carlo Buti Goodwill Tour, publicity and program, 1949, undated
	16	Carlo Buti Goodwill Tour, financial records, 1949

Series VI SPECIAL PROJECTS

Box Folder

No. No.

20	17	Carlo Buti Goodwill Tour, ticket sales, 1949
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Series VII MIDWAY BROADCASTING CO.

Box <u>No.</u>	Folder <u>No.</u>	
21	1	General papers, stationery and newspaper ad, 1974, undated
	2	Financial records, statements and tax return, 1953
	3	Financial records, statements, 1954
	4	Financial records, statements, 1955
	5	Financial records, statements, 1956
	6	Financial records, statements and questionnaires, 1958
	7	Financial records, trail balance and questionnaire, 1959
	8	Financial records; annual report to FCC, tax settlements, and questionnaire; 1960
	9	Financial records; statements, annual report to FCC, and questionnaires; 1961
	10	Financial records, annual report to FCC and questionnaire, 1962
	11	Financial records, annual report to FCC and questionnaires, 1963
	12	Financial records, annual report to FCC and questionnaires, 1964
	13	Financial records, annual report to FCC and questionnaires, 1965
	14	Financial records, annual report to FCC and questionnaires, 1966
	15	Financial records; annual report to FCC, tax settlements, questionnaires; 1967
	16	Financial records; annual report to FCC, delinquent tax statement, and questionnaire; 1968
	17	Financial records, annual report to FCC and questionnaire, 1969

Series VII MIDWAY BROADCASTING CO.

Box No.	Folder No.	
21	18	Financial records, annual reports to FCC, 1970
	19	Financial records; annual report to FCC, corporate income tax return, and journal entries; 1971
	20	Financial records; annual report to FCC, corporate income tax settlement, 1971- 1972 sales comparison, balance sheets; 1972
	21	Financial records; corporation income tax returns, depreciation schedule, balance sheets, miscellaneous reports; 1973
	22	Financial records; corporate income tax return and settlement, balance sheets, and questionnaire; 1974
	23	Financial records; employer's quarterly federal tax return, accounts receivables due, wage and tax statements, and report for unemployment compensation; 1975
	24	Financial records, checkbook, 1968-1975
	25	Financial records, bank statements, 1974, 1975
	26	Financial records, payroll, 1953-1961
	27	Financial records, payroll, A-H, 1960- 1975
	28	Financial records, payroll, K-W, 1960- 1975
22	1	Financial records, correspondence regarding advertising accounts, 1958, 1964-1975
	2	Financial records, advertising accounts-A, 1956-1975
	3	Financial records, advertising accounts-B, 1967-1974
	4	Financial records, advertising accounts-C, 1955-1975

Series VII MIDWAY BROADCASTING CO.

Box <u>No.</u>	Folder <u>No.</u>	
22	5	Financial records, advertising accounts-D, 1967-1975
	6	Financial records, advertising accounts-E, 1970-1975
	7	Financial records, advertising accounts-F, 1964-1975
	8	Financial records, advertising accounts-G, 1956-1975
	9	Financial records, advertising accounts-H, 1970-1975
10		Financial records, advertising accounts-I, 1969-1974
11		Financial records, advertising accounts-J, 1958-1975
12		Financial records, advertising accounts-K, 1960-1975
13		Financial records, advertising accounts-L, 1961-1975
14		Financial records, advertising accounts-M, 1960-1975
15		Financial records, advertising accounts-N, 1969-1975
16		Financial records, advertising accounts-O, 1969-1975
17		Financial records, advertising accounts-P, 1958-1975
18		Financial records, advertising accounts-Q, 1972-1974
19		Financial records, advertising accounts-R, 1959-1975
20		Financial records, advertising accounts-S, 1956-1975
21		Financial records, advertising accounts-T, 1963-1975

Series VII MIDWAY BROADCASTING CO.

Box <u>No.</u>	Folder <u>No.</u>	
22	22	Financial records, advertising accounts-U, 1967-1975
	23	Financial records, advertising accounts-V, 1966-1974
	24	Financial records, advertising accounts-W, 1964-1975
	25	Financial records, advertising accounts-Y, 1973-1974
	26	Financial records, advertising accounts-Z, 1967-1975
	27	Financial records, sales commission slips, 1973, 1974
	28	Fan mail, 1953, 1955
x-ref.		See box 26 (oversize) for daily program logs and daily transmitter logs of Midway Broadcasting Company, 1970 - 1971.

Series VIII PERSONAL PAPERS

Box No.	Folder No.	
23	1	General correspondence, 1931-1933, 1935-1941, 1946-1953, undated
	2	The Advertising Club of Scranton, stationery, undated
	3	Anthracite Music Fund Committee, stationery and bank statement, 1949
	4	American Red Cross, printed material and stationery, 1953
	5	Boy's Club-Big Brother Organization, correspondence, 1937
	6	Catholic Junior League/Mario Lanza Concert Committee, letter, 1951
	7	The City Beautiful Association, invitation and envelope, 1946
	8	Columbus Day Association of Lackawanna Co., stationery, undated
	9	Community Chest annual campaigns, correspondence, speech, and ads, 1937,-1939, 1946
	10	Italian-American Women's Civic League of Lackawanna Co., correspondence, notes, and program, 1938
	11	Italian Red Cross Organization of Lackawanna Co., correspondence, 1935, 1936
	12	Kiwanis Club of Scranton, program, 1948
	13	Missionary Sisters of the Sacred Heart, fund-raising correspondence and printed materials, 1939-1941, undated
	14	Mothers' Assistance Fund, correspondence, 1936-1938
	15	Music Education Fund, stationery and members list, 1938

Series VIII PERSONAL PAPERS

Box No.	Folder No.	
23	16	National Academy of Music, membership certificate, 1936
	17	Relief for Orphans of Italy, Inc., letters and stationery, undated
	18	Rotary Club of Pittston, badge, undated
	19	St. Cabrini Charity Ball, correspondence, bills, stationery, and ads, 1951
	20	St. Lucy's Roman Catholic Church, Scranton, correspondence and hymns, 1939, undated
	21	St. Lucy's School, fund-raising correspondence and printed materials, 1941
24	1	Scranton Civic Opera Guild, correspondence between Fioranis and dramatic companies, 1936, 1939-1941, 1943, 1945-1948, 1950, undated
	2	Scranton Civic Opera Guild, "Rigolletto" scrapbook, 1942
	3	Scranton Civic Opera Guild, "La Traviata" scrapbook and program, 1943
	4	Scranton Civic Opera Guild, "Lucia Di Lammermoor" correspondence, financial papers, publicity, and program; 1946
	5	Scranton Civic Opera Guild, "Madame Butterfly" correspondence, financial papers, publicity, and programs; 1946
	6	Scranton Civic Opera Guild, "Carmen" correspondence, financial papers, publicity, newspaper clippings, and program; 1947
	7	Scranton Civic Opera Guild, "Cavalleria Rusticana" and "Pagliacci" correspondence, financial papers, publicity, scrapbook, and programs; 1947
	8	Scranton Civic Opera Guild, "La Boheme" correspondence, financial papers, publicity, and scrapbook; 1947

Series VIII PERSONAL PAPERS

Box No.	Folder No.	
24	9	Scranton Civic Opera Guild, "Il Trovatore" correspondence, financial papers, publicity, newspaper clippings, and program; 1947-1948
	10	Scranton Civic Opera Guild, "La Tosca" correspondence, financial papers, publicity, scrapbook and program; 1948-1949
	11	Scranton Civic Opera Guild, "The Barber of Seville" financial papers and program, 1951
	12	Scranton Civic Opera Guild, miscellaneous items (production unknown), undated
	13	Scranton Deanery Council, correspondence, 1937, 1938
	14	Scranton Diocesan Council of the National Council of Catholic Women, correspondence, 1936, 1938
	15	United Italian Societies, programs, 1933
	16	The Victor Alfieri Literary Society, programs, 1941
	17	West Scranton Boy's Club, correspondence, 1938

Series XI EPHEMERA

Box No.	Folder No.	
25	1	Program and printed material of competing Italian broadcasting companies, 1934, undated
	2	Programs of miscellaneous concerts and dinners, 1933, 1937, 1939, 1941, 1947, 1949, undated
	3	Newspaper clippings of folklore of Italian provinces, undated
	4	Miscellaneous items, 1949, undated
	5	Mailing lists, undated
26		Oversize box: daily program logs and daily transmitter logs of Midway Broadcasting Co., 1970-1971; broadsides; newspaper clippings; theatre seating charts for Irem Temple A.A.O.N.M.S. in Wilkes-Barre and Masonic Temple and Scottish Rite Cathedral in Scranton; posters for Carlo Buti Goodwill Tour, 1949; ca. 25 items.

Flat files "Bringing up Daddy" (cartoon), 1935 - repatriated
to MSS 49 from Balch Broadside Collection
-mc 3/4/04