

**Romance of the Ranchos**  
**Third Place—KNX, Hollywood**

Producer: Cliff Howell

Writer: Les Farber

Cast: Jerry Farber, Ann Whitfield, Nestor Paiva, Lou Krugman, Marian Wilkins, Gail Bonney, Herb Butterfield

Music: John Leipold

Sponsor: Buchanan & Co., Inc.

This weekly 30 minutes, sponsored by the Title Insurance & Trust Company of Los Angeles, attempted to recreate the spirit and times of the ranchos and the vaqueros in Southern California, when the way of life was considerably different. Altho hewing to a strict story line, the show nevertheless also was able to supply considerable descriptive color of the manner of life in those days. For example, the listener may learn of the customs by which the master of the house is waited upon by his wife at all meals, and that she and the rest of the family may not partake until the head of the rancho has finished. The commercials, too, proceeded along similar lines, recollecting that in the period dramatized, there were but a few parcels of land and those of tremendous size, owned by wealthy individuals. Now there are over 2,000,000 separate parcels of land in Los Angeles County alone, and the sponsor maintains a careful check on titles. It is all well done, with the historical material adding nicely to the flavor.

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For the Old Time Radio Researchers, I'm \_\_\_\_\_, your announcer.