

NETWORK COMMERCIALS—Continued

O

**Old-Fashioned Revival**

**Sponsor:** Gospel Broadcasting Assn.  
**Agency:** R. H. Alber Co.  
**Origination:** KHJ, Los Angeles.  
**Air Time:** Sunday, 10:30 to 11:30 p.m.  
**Network:** Mutual; 35 stations.  
**Talent:** Speaker and Choir.  
**Length of Run:** Started April 4, 1937.

**Oliver Wakefield**

(See "Chesterfield Program")

**On Broadway**

**Sponsor:** General Foods Corp. (Diamond Crystal Shaker Salt).  
**Agency:** Benton & Bowles, Inc.  
**Origination:** New York.  
**Air Time:** Sunday, 3 to 3:30 p.m.  
**Network:** NBC Blue; 13 stations.  
**Production:** Benton & Bowles, Inc.  
**Script Writers:** Various free lance.  
**Talent:** Alice Frost, John Brown, dramatic cast.  
**Agency Director:** Jack Mullen.  
**Announcer:** Jean Paul King.  
**Conductor:** John Winters, organist.  
**Length of Run:** Oct. 3, 1937, to March 27, 1938.

**O'Neills, The**

**Sponsor:** Procter & Gamble (Ivory Flakes).  
**Agency:** Compton Advertising, Inc.  
**Origination:** New York.  
**Air Time and Network:** Monday through Friday, 3:45 to 4 p.m., until Jan. 3, 1938, when it switched to 12:15 to 12:30 p.m. (NBC Red; 26 stations), and Monday through Friday, 11 to 11:15 a.m. (NBC Blue; 13 stations).  
**Production:** Carlo De Angelo.  
**Script Writer:** Jane West.  
**Talent:** Kate McComb, James Tansey, Janice Gilbert, Jack West, Jack Rubin, Arline Blackburn, Violet Dunn, Chester Stratton, Alfred Swenson, Jimmy Donnelly, Roy Fant.  
**Agency Manager:** John Taylor.  
**Announcer:** Howard Petrie.  
**Length of Run:** Started Oct. 8, 1935 (on the Red), and Nov. 16, 1936 (on the Blue, from which it was dropped Dec. 31, 1937); remains on the Red.

**O'Neills, The**

**Sponsor:** Procter & Gamble Co. (Ivory Soap).  
**Agency:** Compton Advertising, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 2:15 to 2:30 p.m.

**Network:** CBS; 42 stations.  
**Production:** Carlo De Angelo.  
**Script Writer:** Jane West.  
**Talent:** Kate McComb, Chester Stratton, Jimmy Tansey, Violet Dunn, Arline Blackburn, Al Swenson, Jimmy Donnelly, Janice Gilbert, Jane West, Jack Rubin, Roy Fant.  
**Agency Manager:** John Taylor.  
**Announcer:** Howard Petrie.  
**Length of Run:** Started Jan. 3, 1938.

**One Man's Family**

**Sponsor:** Standard Brands, Inc. (Tender Leaf Tea).  
**Agency:** J. Walter Thompson Co.  
**Origination:** Hollywood.  
**Air Time:** Wednesday, 8 to 8:30 p.m. (repeat, Sunday, 9:30-10:00 p.m.).  
**Network:** NBC Red; 58 stations.  
**Production:** J. Walter Thompson Co.  
**Script Writer:** Carlton Morse.  
**Talent:** J. Anthony Smythe, Minetta Ellen, Page Gilman, Michael Rafetto, Kathleen Wilson, Winifred Wolfe, Helen Musselman, Barton Yarborough, Bernice Bernum, Walter Patterson.  
**Announcer:** Ken Carpenter.  
**Length of Run:** Started April 3, 1935.

**Our Gal Sunday**

**Sponsor:** Anacin on Monday, Tuesday, Wednesday; Kolynos Toothpaste on Thursday and Friday.  
**Agency:** Blakett-Sample-Hummert, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 12:15 to 12:30 p.m.  
**Network:** CBS; 31 stations.  
**Production:** Anne Hummert.  
**Script Writer:** Anne Hummert.  
**Talent:** Dorothy Lowell ("Sunday"), Robert Strauss, Jay Jostyn, Carleton Young, Karl Swenson, Irene Hubbard.  
**Agency Director:** Lloyd Rosamund.  
**Announcer:** Art Millett.  
**Conductor:** Fred Feibel, organist.  
**Length of Run:** Started March 29, 1937.

**Owl Drug Co.**

(See "Treasure Island")

**Oxo, Ltd.**

(See "Mrs. Garrie Griswold and the Vaquero")

**Ozzie Nelson Orchestra**

(See "Baker's Broadcast")

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**Pacific Coast Borax**

(See "Death Valley Days")