

NETWORK COMMERCIALS—Continued

Script Writer: Knox Manning (replaced by Sam Hayes).

Talent: Knox Manning, commentator (replaced by Sam Hayes); guests.

Agency Director: Sidney Garfinkel.

Announcer: Don Forbes.

Length of Run: Started Nov. 23, 1937.

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Clifton Fadiman

(See "Information, Please")

Edgar Fairchild Orchestra

(See "Eddie Cantor's Camel Caravan")

Falstaff Brewing Corp.

(See "Public Hero No. 1")

Famous Jury Trials

Sponsor: Local sponsors.

Agency: Various.

Origination: New York.

Air Time: Quarter and half-hour periods.

Network: Mutual; various number of stations.

Script Writer: Samm Baker; scripts checked by Martin Young, attorney for technical accuracy.

Talent: Alice Frost; Ed Jerome; Bill Johnstone; Sidney Slon; others.

Announcers: Varied.

Length of Run: Nov. 9, 1938, to March 8, 1939.

Fels Co.

(See "Hobby Lobby")

H. Fendrich, Inc.

(See "Smoke Dreams" for La Fendrich and Charles Denby Cigars)

Fibber McGee & Co.

Sponsor: S. C. Johnson & Son, Inc. (Glo-Coat, Johnson's Wax, Auto Cleaner and Polish).

Agency: Needham, Louis & Brorby, Inc. **Origination:** Hollywood (Chicago previous to Jan. 31, 1939).

Air Time: Tuesday, 9:30 to 10 p.m. (Previous to March 15, 1938, Monday, 9 to 9:30 p.m.).

Network: NBC Red; 74 stations.

Production: Cecil Underwood.

Script Writer: Don Quinn.

Talent: Jim Jordan (Fibber McGee); Marion Jordan (Molly McGee), (off from Nov. 1937 to April 18, 1939); Harlow Wilcox; Bill Thompson (Nick de Populus, The Old Timer, Horatio K. Boomer); Hugh Studebaker (Silly Watson) (off since Jan. 24, 1939); Harold Peary; Isabel Randolph; Betty Winkler (off since June 27, 1938); Donald Novis (since Sept. 6, 1938); Four Notes (Marjorie Whitney, Lee Gillette, Lee Gotch, Bob Krumenacher) (during June 1938, and since Sept. 6, 1938); Clark Dennis (off since June 28, 1938); Billy Mills' orchestra (replaced Ted Weems, Jan. 17, 1938).

Agency Director: Cecil Underwood.

Announcer: Harlow Wilcox.

Conductor: Billy Mills (previously Ted Weems).

Music Arranger: Billy Mills.

Length of Run: Started April 16, 1935.

(Off for summer of 1938 from June 28 to Sept. 6. At press time, program was scheduled to be off in 1939 from June 27 to Aug. 29). (Replaced during summer of 1939 by Alec Templeton Program).

Jimmie Fidler

Sponsor: Proctor & Gamble (Drene Shampoo).

Agency: H. W. Kastor & Sons Advertising Co.

Origination: Hollywood.

Air Time: Tuesday and Friday, 7:15 to 7:30 p.m. (repeat from 10:30 to 10:45 p.m., Tuesday; 10:45 to 11 p.m., Friday).

Network: NBC Red; 50 stations (Tuesday), 31 stations (Friday).

Script Writer: Jimmie Fidler.

Talent: Jimmie Fidler.

Agency Director: Robert G. Jennings.

Announcer: Carleton Kadell (replaced Bob Sherwood, March 3, 1939).

Length of Run: Tuesday contract started March 16, 1937 and ended Nov. 8, 1938; Friday contract started May 21, 1937.

Jimmie Fidler's Hollywood Gossip

Sponsor: Proctor & Gamble (Drene Shampoo).

Agency: H. W. Kastor & Sons Advertising Co.

Origination: Hollywood.

Air Time: Tuesday, 7:15 to 7:30 p.m. (repeat from 10:30 to 10:45 p.m.).

Network: CBS; 59 stations.

Script Writer: Jimmie Fidler.

Talent: Jimmie Fidler.

Agency Director: Robert G. Jennings.

Announcer: Carleton Kadell (replaced Bob Sherwood Feb. 28, 1939).

Length of Run: Started Nov. 15, 1938.