

## NETWORK COMMERCIALS—Continued

**Origination:** Cincinnati.

**Air Time:** Saturday, 10 to 10:30 p.m. (Previous to Oct. 1, 1938, 9:30 to 10 p.m.).

**Network:** Mutual; 3 stations.

**Production:** Tom Wallace (of the agency).

**Script Writer:** Margot O'Flaherty.

**Talent:** Red (Clyde J.) Foley; Girls of the Golden West (Dolly and Milly Good); Southern Planters Orchestra; Tobacco-town Quartette (members varied); John Lair and his Album of American Folk Music.

**Agency Director:** Tom Wallace.

**Announcer:** Del King.

**Length of Run:** Aug. 27, 1938, to Nov. 19, 1938. (Started May 7, 1938, as local show on WLW).

### Plantation Party

**Sponsor:** Brown & Williamson Tobacco Corp. (Bugler Tobacco).

**Agency:** Russel M. Seeds Co., Inc.

**Origination:** Cincinnati.

**Air Time:** Friday, 9 to 9:30 p.m.

**Network:** NBC Blue; 45 stations.

**Production:** Tom Wallace (of the agency).

**Script Writers:** Margot O'Flaherty, Harry Maus, Tom Wallace.

**Talent:** Whitey Ford, m.c.; Range Riders (Guy Blakeman, Roland Gaines, Jerry Behrens, Arnold Staley); the Planters Orchestra; Girls of the Golden West (Dolly and Milly Good); Tom, Dick and Harry (Bud Van Dover, Marlin Hurt, Gordon Van Dover).

**Agency Director:** Tom Wallace.

**Announcer:** Jimmy Leonard.

**Music Arranger:** Grace Raine.

**Length of Run:** Started Dec. 9, 1938.

### Ben Pollack Orchestra

(See "Park Avenue Penners")

(See "Joe Penner")

### Popeye, The Sailor

**Sponsor:** Joe Lowe Corp. (Popsicles).

**Agency:** Blakett-Sample-Hummert, Inc.

**Origination:** New York.

**Air Time:** Monday, Wednesday and Friday, 6:15 to 6:30 p.m.

**Network:** CBS; 16 stations.

**Dialogue Writer:** Don Johnson.

**Agency Script Editor:** Lloyd Rosenmond.

**Talent:** Don Costello (Popeye); Jay Jostyn (Captain Dick); Everett Sloane (Wimpy); Jean Roy (Olive Oyl).

**Agency Director:** Lloyd Rosenmond.

**Announcer:** Art Millet.

**Length of Run:** May 2, 1938, to July 29, 1938.

### Emily Post

(See "The Right to Do")

### Dick Powell

(See "Tuesday Night Party")

### William Powell

(See "Hollywood Hotel")

### Tyrone Power

(See "Woodbury's Hollywood Playhouse")

### Manny Prager

(See "Ben Bernie and All the Lads")

### Pretty Kitty Kelly

**Sponsor:** Continental Baking Co. (Wonder Bread, Hostess Cake).

**Agency:** Benton & Bowles, Inc.

**Origination:** New York.

**Air Time:** Monday through Friday, 10 to 10:15 a.m. (repeat from 4 to 4:15 p.m.; before Sept. 23 1938, 4:15 to 4:30 p.m.).

**Network:** CBS; 32 stations.

**Production:** Handled by the agency.

**Script Writer:** Frank Dahm.

**Talent:** Arline Blackburn (Kitty Kelly); Clayton Collyer (Michael); Helen Choat (Bunny); Dennis Hoey (Mr. Welby); Ethel Intropidi (Mrs. Welby); Matt Crowley, narrator.

**Agency Director:** Chester MacCracken.

**Announcer:** Andrew Stanton.

**Conductor:** Ann Leaf, organist.

**Length of Run:** Started March 8, 1937.

(Replaced Renfrew of the Mounted).

### Princess Pat, Ltd.

(See "A Tale of Today")

### Problem Clinic

**Sponsor:** Duart Mfg. Co. (Creme of Milk Face Cream, Lotion, Lipstick).

**Agency:** Erwin, Wasey & Co.

**Origination:** San Francisco.

**Air Time:** Sunday, 2:30 to 3 p.m.

**Network:** CBS; 7 stations.

**Production:** Marigold Cassin (of the agency) assisted by Van Fleming (of CBS).

**Script Writer:** Marigold Cassin.

**Talent:** Tom Breneman as "Clinic Counselor"; with varying members on Clinic board of discussion.