

## NETWORK COMMERCIALS—Continued

**Origination:** New York.  
**Air Time:** Quarter-hour daytime program; Monday through Saturday at various times.  
**Network:** Mutual; 7 stations.  
**Talent:** Red River Dave (Dave McEnergy).  
**Agency Director:** H. L. Ives.  
**Announcer:** Ray Winters.  
**Length of Run:** Started June 5, 1939.

### Betty Crocker

**Sponsor:** General Mills, Inc. (Gold Medal Kitchen-Tested Flour, Softasilk Cake Flour, Bisquick).  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** Chicago.  
**Air Time:** Wednesday and Friday, 2:45 to 3 p.m.  
**Network:** NBC Red and Blue; 25 stations.  
**Production:** Handled by NBC.  
**Script Writer:** Betty Crocker.  
**Talent:** Betty Crocker.  
**Agency Director:** David Owen.  
**Announcer:** Pierre Andre.  
**Theme Song:** Wedding March (Lohengrin).  
**Length of Run:** Started on NBC, May 30, 1938. (This program was heard on CBS from June 1, 1936, through May 27, 1938).

### Bob Crosby's Orchestra

**Sponsor:** R. J. Reynolds Tobacco Co.  
**Agency:** William Esty & Co., Inc.  
**Origination:** Various points, depending on Crosby tour.  
**Air Time:** Tuesday, 9:30 to 10 p.m.  
**Network:** CBS; 96 stations.  
**Production:** Handled by the agency.  
**Talent:** Bob Crosby and his Orchestra; Johnny Mercer; Helen Ward.  
**Agency Director:** Ken Fickett.  
**Announcer:** Harry Holcombe (before Oct. 3, 1939, George Bryant).  
**Conductor:** Bob Crosby.  
**Music Arranger:** Matty Malneck.  
**Length of Run:** June 27, 1939, to Dec. 26, 1939. (Replaced Benny Goodman).

### Cudahy Packing Co.

(See "Bachelor's Children")

### Cummer Products Co.

(See "Battle of the Sexes")  
(See "Spelling Bee, Paul Wing's")  
(See "What Would You Have Done")

### Brenda Curtis

**Sponsor:** Campbell Soup Co.  
**Agency:** Ward Wheelock Co.

**Origination:** New York.  
**Air Time:** Monday through Friday, 11:15 to 11:30 a.m. (repeat from 2:30 to 2:45 p.m.).  
**Network:** CBS; 58 stations.  
**Production:** Diana Bourbon.  
**Script Writer:** Lee Gebhart.  
**Talent:** Vicki Vola (Brenda Curtis); Hugh Marlowe (Jim Curtis); Helen Choate (Myra Belden); Matthew D. Crowley (Stacey Gordon); Charles Cantor (Ziggy Bernstein); Juanita Hall (Cleo); Margaret Lipper (Peggy Curtis); Kathleen Niday (Gloria Bennett); John McIntyre (Judge Harmon).  
**Agency Director:** Diana Bourbon.  
**Announcer:** Kenneth Roberts.  
**Conductor:** Lew White (before December, 1939, George Heninger).  
**Theme Song:** Melody in F.  
**Length of Run:** Sept. 11, 1939, to Jan. 19, 1940.

## D

### D. L. & W. Coal Co.

(See "The Shadow")

### Stella Dallas

**Sponsor:** Chas. H. Phillips Chemical Co. (Phillips' Milk of Magnesia Cream and Milk of Magnesia).  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 4:15 to 4:30 p.m.  
**Network:** NBC Red; 47 stations.  
**General Supervisors of Script and Production:** Frank and Anne Hummert.  
**Authors of Original Story Line of Radio Sequel to Book and/or Play:** Frank and Anne Hummert.  
**Dialogue Writers:** Marie Baumer (Nov. 3, 1938 to June 23, 1939); Doris Halman (June 26 to Aug. 4, 1939); Elizabeth and James Hart (Aug. 7, 1939 to date).  
**Agency Script Editor:** George Nobbs.  
**Talent:** Anne Elstner (Stella Dallas); Vivian Smolen (Laurel Dallas Grosvenor); Macdonald Carey (Dick Grosvenor); Julie Benell (Helen Dallas); Arthur Hughes (Stephen Dallas).  
**Agency Director:** Richard Leonard.  
**Announcer:** Ford Bond.  
**Length of Run:** Started June 6, 1938. (Originally started Oct. 25, 1937, as local show on WEAJ, New York, for Tetley Tea).