

## NETWORK COMMERCIALS—Continued

**Origination:** Hollywood.  
**Air Time:** Monday, 8 to 8:30 p.m., EST (repeat from 9:30 to 10 p.m., PST) (during daylight saving time, program remained at 8 p.m., EDST, with repeat from 8:30 to 9 p.m., PST).

**Network:** NBC Red; 58 stations.

**Production:** Carroll O'Meara (of the agency).

**Script Writers:** Monroe Upton, Jack Roberts, Jack Hasty, Thomas K. Carpenter, Jr.

**Talent:** Al Pearce (Elmer Blurt); Arlene Harris, the Human Chatterbox; Everett West; Kitty O'Neil, the Laughing Lady; Bill Wright (Zeb, of Eb and Zeb); Charlene Wyatt; Barbara Jo Allen; Elvia Allman; Alice Frost; Teddy Bergman; Carl Hoff and his Orchestra.

**Agency Director:** Carroll O'Meara.

**Announcer:** Bill Goodwin.

**Conductor:** Carl Hoff.

**Music Arrangers:** Carl Hoff, Dick McCaffery.

**Length of Run:** Oct. 10, 1938 to July 31, 1939.

### Al Pearce and His Gang

**Sponsor:** Hawaiian Pineapple Co., Ltd. (Dole Pineapple Juice & Jems).

**Agency:** N. W. Ayer & Son, Inc.

**Origination:** Hollywood.

**Air Time:** Wednesday, 8 to 8:30 p.m. (repeat from 12 midnight to 12:30 a.m.).

**Network:** CBS; 63 stations.

**Production:** Brad Browne.

**Script Writers:** Monroe Upton, Don Prindle, Art Phillips.

**Talent:** Al Pearce; Billy House (off after Jan. 1940); Don Reid; Bill Wright; Carl Hoff and his Orchestra; Arlene Harris; Marie and her Merry Men (Marie Greene, Thurl Ravenscroft, Max Smith, Bill Days, John Rarig); old vaudeville stars as guests starting Jan. 24, 1940.

**Agency Director:** Brad Browne.

**Announcers:** Wendall Niles (before Jan. 10, 1940, Gary Breckner).

**Conductor:** Carl Hoff.

**Theme Song:** Paradise Isle.

**Music Arrangers:** Richard E. McCaffery, Danny Gool.

**Length of Run:** Oct. 11, 1939 to April 3, 1940.

### Al Pearce and His Gang

**Sponsor:** R. J. Reynolds Tobacco Co. (Camels).

**Agency:** William Esty & Co., Inc.

**Origination:** Hollywood.

**Air Time:** Friday, 7:30 to 8 p.m. (repeat

from 10:30 to 11 p.m.; before May 31, 1940, repeat from 9 to 9:30 p.m.).

**Network:** CBS; 101 stations.

**Production:** Handled by the agency.

**Script Writers:** Monroe Upton, Don Prindle, Arthur Hargrove Kribs.

**Talent:** Al Pearce; Blanche Stewart; Artie Auerbach; Arthur Q. Bryan; Dick Lane; Marie and Her Merrie Men (Marie Greene, Thurl Ravenscroft, Max Smith, Bill Days, John Rarig); Carl Hoff and his Orchestra.

**Agency Director:** William Moore.

**Announcer:** Wendall Niles.

**Conductor:** Carl Hoff.

**Theme Song:** Bojangles of Harlem; and Ain't She Sweet.

**Length of Run:** Started May 3, 1940.

### Penn Tobacco Co.

(See "Vox Pop")

### People's Vote, The

**Sponsor:** The Mennen Co.

**Agency:** H. M. Kiesewetter Advertising Agency, Inc.

**Origination:** Hollywood.

**Air Time:** Tuesday, 8:15 to 8:30 p.m.

**Network:** CBS; 7 stations.

**Talent:** Sam Hayes, news and voting.

**Agency Director:** Sam S. Baker.

**Length of Run:** Oct. 10, 1938, to April 25, 1939.

### Pepper Young's Family

**Sponsor:** Procter & Gamble (Camay Soap).

**Agency:** Pedlar & Ryan, Inc.

**Origination:** New York.

**Air Time:** Monday through Friday, 3:30 to 3:45 p.m. (NBC Red); and 10:45 to 11 a.m. (NBC Blue) (before April 29, 1940, 11 to 11:15 a.m.).

**Network:** NBC Blue, 17 stations; NBC Red, 58 stations; plus 26 CBC.

**Production:** Edwin Wolfe.

**Script Writer:** Elaine Sterne Carrington.

**Talent:** Betty Wragge (Peggy Young); Curtis Arnall (Pepper Young); Marion Barney (Mrs. Mary Young); Thomas Chalmers, since April 8, 1940 (Sam Young) (after the death of Jack Roseleigh, Jan., 1940, Bill Adams played the role for four months); Johnny Kane (Nick Havens); Jean Sothorn (Eddie Gray); Eunice Howard (Linda Benton); Laddie Seaman (Biff Bradley); Eric Dressler (Charlie Hurd); Blaine Cordner (Andy Holt); Florence Freeman (Connie Davis).

**Agency Director:** Elisabeth Howard.