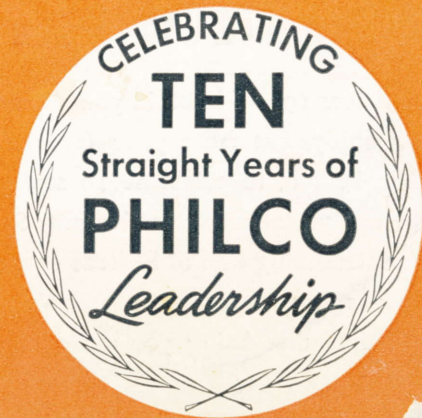





RADIO PERSONALITIES

and Radio Log



Jane Ace
Easy Aces



CELEBRATING
TEN STRAIGHT
YEARS OF
PHILCO
LEADERSHIP
☆☆☆



PHILCO
*Anniversary
Specials*
1940

**Enjoy All The
Radio Stars With A
NEW 1940 PHILCO**

Yes . . . with a new 1940 Philco in your home, you will receive thrilling new enjoyment from your favorite radio stars and programs. For Philco, to celebrate 10 straight years of radio leadership, brings you amazing Anniversary Specials. The finest, largest, most outstanding line of Philcos ever offered . . . at *new low prices!* Radios that surpass even Philco's great achievements of the past. Radios that bring you more for your money than

THIS booklet is presented to you with the hope it will greatly increase the enjoyment you receive from your favorite radio stars. In publishing this unique booklet, we have endeavored to satisfy your natural desire to learn how your radio favorites look. Many of their faces are familiar to you; but many more are but names and voices heard over your radio. Now, they are grouped together for you with the names of their programs, in this booklet.

In addition, the latest complete log of Long-Wave Stations and an up-to-date log of principal Foreign Short-Wave Stations is shown. Keep this copy of Radio Personalities and Log near your radio . . . use it as your guide to greater program pleasure.

ever before . . . more tubes, finer tone and performance, more striking beauty.

And, in addition, we offer you extra liberal trade-in allowances and extra easy terms during this sensational thrift event. Don't miss this opportunity! Come in . . . inspect all the new 1940 Philcos . . . see for yourself why Philco Anniversary Specials are the greatest radio values of all time!



Edgar Bergen



Dorothy Lamour
Chase & Sanborn Program



Nelson Eddy



Jean Dickenson
Album Familiar Music



Jack Benny
Jello Program



Irene Rich
For Welch



Gale Pane
Hollywood Playhouse



Richard Crooks
Voice of Firestone



Margaret Speaks



Fred Waring
Pleasure Time



Donna Dae



Bob Hope
For Pepsodent



Horace Heidt
Horace Heidt and His Musical Knights



Lysbeth Hughes



Jim Jordan, 'Fibber'



Marion Jordan, 'Molly'
Fibber McGee and Molly



Bill Thompson, Dialectician



Jane Ace
Easy Aces



Oscar Bradley
Screen Guild Theatre



H. V. Kallenborn
Edits the News



Penny Singleton, Arthur Lake,
Larry Sims in *Blondie*



Andre Kostelanetz
Tune Up Time



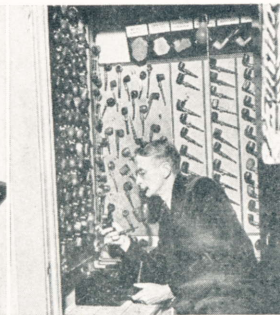
Tony Martin



Wayne King
The Waltz King



Cecil B. deMille
Lux Theatre



Tom Howard
Model Minstrels



Jean Hersholt
Dr. Christian



Sybil Chism, Organist



Chester Lauck—Norris Goff
Lum and Abner



Hal Kemp
Time to Shine



Helen Menken



Jacqueline DeWitt, 'Valerie'
Second Husband



Lanny Ross
Hit Parade

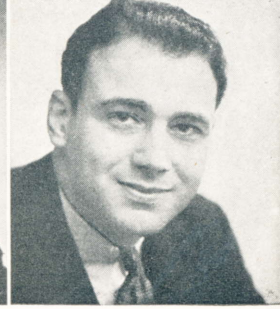


Helen Ward



Bob Crosby

Bob Crosby's Bob Cats



Johnny Green
Johnny Presents



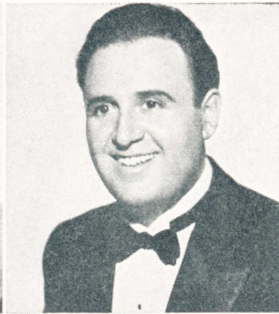
Benay Venuta
Vocalist



Red River Dave
Cowboy Songs



George Fisher
Hollywood Whispers



Attilio Baggione
Pageant of Melody



Henry Weber



Louise Wilcher
Organist



The Lono Ranger
Western Dramas



"Uncle Don"
Children's Stories



Bill Johnstone
The Shadow



Ed Thorgerson
Sports



Bob Hawk
Name Three



Johnny (Sca!) Davis
Orchestra Leader



Elinor Sherry
Vocalist



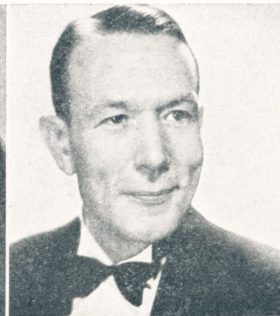
Jimmy Scribner
Johnson Family



Capt. E. D. C. Herne
News Commentator



Alfred Wallenstein
Musical Conductor



Harold Stokes
Romance in Rhythm



Edna O'Dell



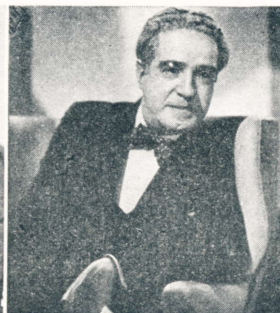
Clifton Fadiman



Franklin P. Adams



Julia Sanderson—Frank Crumit
Battle of Sexes



J. Anthony Smythe, 'Henry'



Barton Yarborough, 'Cliff'
One Man's Family



Kathleen Wilson, 'Claudia'



Dave Elman
Hobby Lobby



Kay Kyser—Virginia Simms
College of Musical Knowledge



Fred Allen
Town Hall Tonight



Jessica Dragonette
Vocalist



Bob Burns
Kraft Music Hall



Bing Crosby



Connie Boswell



Fanny Brice, 'Snooks'



George V. Denny
Town Meeting of the Air



Jack MacBryde, 'O'd Ranger'
Death Valley Days



Lucille Manners
Cities Service Concert



Guy Lombardo
For Lady Esther



Frances Langford
Texaco Star Theatre



Kenny Baker



Joan Edwards
With Paul Whiteman



Joe E. Brown
Comedian



Kate Smith
Kate Smith Hour



George and Gracie Burns and Allen



Barbara Luddy—Les Tremayne
First Nighter



Helen Claire



Ethel Blume



Dr. Earl Craig
Professor Quiz



Jimmy Fidler
Hollywood Gossip



Mary Eastman—Bill Perry
Saturday Night Serenade



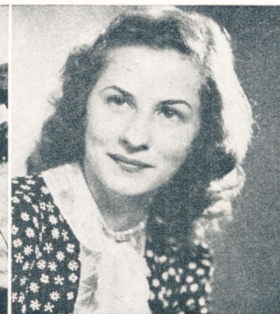
Elizabeth Reller, 'Connie'
Dr. Barclay's Daughters



Vivian Smolen, 'Margie'



Freeman Gosden—Charles Correll
Amos 'n' Andy



Joan Tompkins, 'Judy'
Your Family & Mine



Dorothy Lowell
Our Gal Sunday



Mitzi Gould, 'Nancy'
Parker Family



Janette Davis
Uncle Walter's Dog House



Red Skelton
Avalon Time



Edythe Wright
With Tommy Dorsey



Pat Barrett, 'Uncle Ezra'
National Barn Dance



Sally Vass



Pat Murphy, 'Scoop'
Girl Alone



Bob Guilbert, 'Ben Jamison'
Story of Mary Marlin



Anne Seymour, 'Mary'



Arlene Francis, 'Betty'
Betty & Bob



Erin O'Brien Moore, 'Elizabeth'
John's Other Wife



Barbara Lee, 'Evelyn Waring'
The Man I Married



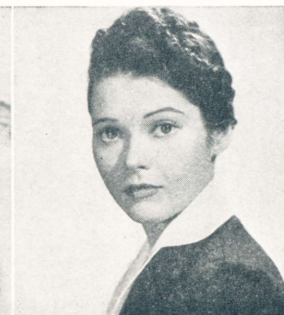
Bonita Kay, 'Anne Hawley'
Back Stage Wife



Rita Ascot, 'Evey'
Ma Perkins



Joan Winters, 'Sylvia'
Road of Life



Anneline Orr, 'Nora'
Trouble with Marriage



Art Van Harvey, 'Vic'



Bernardine Flynn, 'Sade'
Vic and Sade



Billy Idelson, 'Rush'



Arlene Blackburn
Pretty Kitty Kelly



Barbara Weeks, 'Joan'
Meet the Dixon's



Alice Frost, 'Ruth'
Big Sister



Louise Fitch, 'Dale'
Manhattan Mother



Elspeth Eric, 'Joyce'
The Girl Interne



Virginia Clark
Romance of Helen Trent



Sunda Love
Stepmother



Peggy Wall, 'Peg'



Eleanor Phelps
Life and Love of Dr. Susan



Adele Ronson, 'Evelyn'
Her Honor, Nancy James



Bess Johnson
Hilltop House



Patricia Dunlap—Marjorie Hannan
Bachelor's Children



Joan Tetzel
Woman of Courage



Selena Royle



Noel Mills, 'Joan'
When a Girl Marries



Templeton Fox, 'Elinor'
This Day is Ours



Jess Pugh, 'Scattergood'



Catherine McCune, 'Clara'
Scattergood Baines



Betty Lou Gerson, 'Connie'
Arnold Grimm's Daughter



Malcolm Claire, 'Uncle Mal'
Children's Stories



Betty Barrett
Ransom Sherman Presents



Fran Allison
Smile Parade



Henry Hunter, 'Anthony Hamilton'
Affairs of Anthony



June Travis, 'Marilee'
Waterloo Junction



Don McNeill



Nancy Martin
Breakfast Club



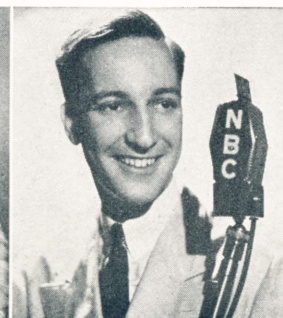
Jack Baker



Walter Blaufuss
Farm & Home Hour



Evelyn Lynne
Club Matinee



Garry Morfit



Virginia Clark, 'Edith'
Woman in White



Willard Farnum, 'John Adams'



Mercedes McCambridge, 'Midge'
Midstream



Betty Winkler
1001 Wives



Roy Shield
Inside Story



June Lyon, Pianist
Lyon & Marlowe

PHILCO Anniversary Specials!

GREATEST VALUES IN RADIO HISTORY



ONLY PHILCO gives you ALL 3

1. "PLUG IN and PLAY" CONVENIENCE. No aerial or ground wires to install. Just plug in . . . and play.
2. NEW PURITY OF TONE. Greater freedom from power line noises and man-made static. More enjoyable reception even in noisy locations.
3. SUPER-POWER. Even gets foreign reception without an outside aerial. *Amazing performance!*

You get ALL 3 with the Philco Built-in Super Aerial System!



Philco's 1940 Anniversary Specials bring you the most complete selection of radios in Philco history. Whatever your preference, you're sure to find just the Philco to suit your taste . . . and your pocketbook. Handsome consoles, superb table models, magnificent radio-phonographs, as well as portables, auto radios, farm radios and wireless record players. All are included in our great



Celebration Sale of Philco Anniversary Specials . . . all are super-values beyond compare!

Come in today . . . see them, hear them, tune them. Discover the new convenience and super-performance, the new cabinet beauty that is offered in these thrifty Philco Anniversary Specials.

EASY TERMS ★ Liberal Trade-in Allowances

Every 1940 PHILCO Is Built to Receive TELEVISION SOUND . . . the Wireless Way!

COLLIER-CLARK HARDWARE
INC.