Finding Aid to the Lon Hughes KQW Interviews, 1946-1947MS 1441A

Finding aid prepared by California Historical Society staff.
California Historical Society
678 Mission Street
San Francisco, CA, 94105
415-357-1848
reference@calhist.org
© 2001, revised 2010
Title: Lon Hughes KQW interviews
Date (inclusive): 1946-1947
Creator: Hughes, Lon
Collection Number: MS 1441A
Extent: 1 box (0.25 Linear feet)
Repository: California Historical Society
678 Mission Street
San Francisco, CA, 94105
415-357-1848
reference@calhist.org
URL: http://www.californiahistoricalsociety.org/
Physical Location: Collection is stored onsite.
Language of Materials: Collection materials are in English.
Abstract: Transcripts of 25 interviews of presidents of major firms based in California, on their adjustments to the postwar economy, conducted by Hughes for a series of radio public service announcements, sponsored by Sutro & Co. and aired over station KQW. Each interview includes a brief background of the corporation and biographical data on its executive members.
Access
Collection is open for research.
Publication Rights
Copyright has not been assigned to the California Historical Society. All requests for permission to publish or quote from manuscripts must be submitted in writing to the Director of Research Collections. Permission for publication is given on behalf of the California Historical Society as the owner of the physical items and is not intended to include or imply permission of the copyright holder, which must also be obtained by the reader.
Preferred Citation
[Identification of item], Lon Hughes KQW Interviews, MS 1441A. California Historical Society.
Biography
From August 1946 to February 1947, Lon Hughes conducted a series of Public Service Announcements concerning post World War II development of United States national industries. Utilizing an interview format, the broadcasts were designed to bring San Franciscans up-to-the-minute-information from the men who guide the destinies of the great corporations of our nation. The series was sponsored by Sutro & Company and was aired Sunday evenings over station KQW.
Scope and Contents
Transcripts of 25 interviews of presidents of major firms based in California, on their adjustments to the postwar economy, conducted by Hughes for a series of radio public service announcements, sponsored by Sutro & Co. and aired over station KQW. Each interview includes a brief background of the corporation and biographical data on its executive members.
Hughes questions interviewees on the ways in which their industry was affected by the European War; the methods of how wartime economy was to be transformed into a postwar economy; and, how public demand for quality goods and services change over time.
Indexing Terms
The following terms have been used to index the description of this collection in the library's online public access catalog.
KQW (Radio station : San Francisco, Calif.)
Sutro & Co. (San Francisco, Calif.)
California--Economic conditions.
Corporations--California.
Executives--California--Interviews.
Radio programs, Public services--California.
United States--Economic conditions.
Interviews.
Transcripts.
Folder 1

Folder 2  Bingham, Wheelock H.: O’Connor Moffatt & Company 1947 January 26
Folder 3  Black, James B.: Pacific Gas & Electric Company 1946 August 11
Folder 4  Crafts, James F.: Fireman’s Fund Insurance Company 1946 September 22
Folder 5  Davies, Paul L.: Food Machinery Corporation 1946 October 27
Folder 6  Follis, R.G.: Standard Oil Company of California 1946 September 1
Folder 7  Fuller, H.H. Bethlehem: Pacific Coast Steel Corp. 1946 October 20
Folder 8  Giannini, L.M.: Bank of America 1947 January 12
Folder 9  Humphrey, William: Tide Water Associated Oil Company 1946 August 18
Folder 10  Kaehler, Ronald: San Francisco Stock Exchange 1946 December 8
Folder 11  Kessler, N.A.: Super-Cold Corporation 1946 November 10
Folder 12  Lawson, Ernest: Pacific Public Service Company 1946 December 29
Folder 13  McKenzie, G.S.: Creameries of America, Inc. 1946 November 24
Folder 14  Lowe, W.H.: Paraffine Companies, Inc. 1946 December 1
Folder 17  Miedel, R.J.: Atlas Imperial Diesel Engine Company 1946 September 29
Folder 18  Oostermeyer, J.: Shell Chemical Corporation 1947 January 19
Folder 19  Patterson, W.A.: United Air Lines 1946 October 13
Folder 20  Rheem, R.S.: Rheem Manufacturing Company 1946 September 15
Folder 21  Schram, Emil: New York Stock Exchange 1947 March 2
Folder 22  Schwartz, Sidney L.: Sutro & Company 1947 February 9
Folder 23  Tognazzini, Roland: Union Sugar Company 1946 November 3
Folder 24  Weisman, F.R.: Hunt Foods, Inc. 1946 December 15
Folder 25  Zellerbach, J.D.: Crown Zellerbach Corporation 1946 November 17