

WSM *Continuity*

Copy for

ADVERTISER
 AGENCY
 PRODUCTION
 ANNOUNCER
 CONTROL
 MUSIC DIRECTOR
 DRAMATIC DIRECTOR
 FILES

Program AN ADVERTISERS DREAM COMES TRUEAdvertiser RALPH H. JONES COMPANYTime When Convenient Date Today

180
 10:40

MUSIC

Opening theme "It's Always Fair Weather when Good Advertisers get Together. 20 seconds and fade for....."

ANNOUNCER

Tonight, Ladies and Gentlemen of the radio audience, we present for the first time, a distinctive, new type of radio program. Sort of a man bites dog program, the advertisers revenge.. and now here's our Master Mind.. the King of Kwiz, the man that asks the toughest questions in America... the ONE..THE ONLY! ! !

MUSIC

Double Fanfare.....

SOUND

Siren, Bells, Fire Engines (Aw Nuts! Sound Man go Wild)

ANNOUNCER

J.M. NELSON !!!

NELSON

Well thanks, fellow, for that swell build up. But I hate to tear your program all to pieces, but I think that you have that just a little wrong. You see I don't ask such hard questions. It's just that you fellows don't have to hear the ones that are tough, the sponsor has those. Anyway you fellows don't know the answers, always.

ANNOUNCER

Well, for instance?.....

NELSON

Well what is your coverage, why should I buy WSM over other stations, Is your market worth while, Is Radio the best medium, Why is it the best medium, How do I know you can produce and.....etc.....

ANNOUNCER

Whoa, what's the rush let's take them one at a time.

NELSON

Okay, I was just giving you a sample of the rapid fire that our clients give us.... Here's a starter.....
 Just what is your coverage, and please omit Milovolts because after all we're advertising men not Engineers.

ANNOUNCER

I'm glad that you put it that way, because at WSM we take the side of the advertiser 100%. We contend that Coverage means a lot, but it's Listeners that buy merchandise. It's listeners that count, a watt never sold anything.

NELSON

Wow, here I am softening them up for you, and you make them harder for yourself. How do you know that you have listeners?

ANNOUNCER

Recently seven announcements, brought over 40,000 responses from 31 States, Washington, D.C., and Canada. Over 1000 from each of the following states; Alabama, Arkansas, Georgia, Kentucky, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, and Virginia.

NELSON

What were you giving away, to get all of these inquiries..
A lease on America's Tallest Radio Tower?

ANNOUNCER

Hardly, we need that tower to get more responses for your campaigns. All we offered was one table model radio set, and a picture of the team featured in the show to each person writing in.

NELSON

I have it, you must have picked the best time on your station used all of your talent, and conducted a two hour show to get all that response from 7 announcements.

ANNOUNCER

Wrong again sir, we used daytime..5:45 to be exact, there is a total of two in the show, and it lasts 15 minutes.

NELSON

All Right, your point is granted, but even so why should
I use Radio to reach your market... there's.....

ANNOUNCER

Sure, there is other media, but Radio reaches the largest number of people in the shortest period of time, in a few words, RADIO GETS THERE FIRST. The voice is the most persuasive force known. The Radio Audience is comprised of family groups, and people laugh heartier, respond quicker and easier, when they are in groups. You can create almost any emotional background that you care to for your commercial

it is flexible... to make a long story short: the voice can; Arouse, Amuse, Beseech, Caress, Comfort, Coax, Convince, Define, Describe, Enlighten, Inspire, Persuade, Sell, Soothe, Teach.. I ask you.. IS GOOD ADVERTISING ASKED TO DO MORE?

NELSON

But Radio, does it make a lasting impression, can its advertising be retained as in regard to other media?

ANNOUNCER

An eighteen months survey conducted by Harvard University reveals that; Straight facts are better understood and more interesting to people when heard than when read. After 24 hours people recall advertising trade names better if they have ~~seen~~^{heard} them. Numbers and simple words are also better remembered when heard than when read. People remember directions better--and understand them more readily--when they hear them than when they read them. In other words Radio is the shortest distance between two points--- the Advertisement... and the... all important SALE.

NELSON

Correct again, I'll grant you all of that, but you will admit that Radio is one of the most expensive mediums that we can buy, and budgets are limited....

ANNOUNCER

Now it's my turn to say wrong. You can't afford not to buy radio because Radio Doesn't Cost... It Pays!..To reach the most people in the shortest possible time is your aim and radio does just that, surely and convincingly. In the United States there are well over 27 ~~thousand~~^{million} Radio families, this excludes automobile, portable, and more than one set in each home. In 18 years of effort there are more Radios, than there are telephones after 60 years, automobiles after 40 years, vacuum cleaners after....

NELSON

Yes, but in other media we have ABC figures, there's one that will "Stump the Announcer". In other media we know our circulation... In Radio...etc...

ANNOUNCER

In Radio, you know as well as in any others, no figures can reveal how many people read your ad, or even see it

and we are sure that it will not be seen by the entire family group at the same time.

NELSON

That's a new angle to work on at any rate, If radio is so potent, why not have a few spots and let it go at that, why repeat with a medium that is so good?

ANNOUNCER

Because, you don't advertise to a Grandstand, you advertise to a passing parade. Every year two million babies are born. Every year a million boys reach the girl crazy stage and start shaving the down off their chins for the benefit of a million young women who become clothes and cosmetic conscious. Take a tip from the circus, every year the elephant returns, and as it walks around, serenely, confident that among every blase group that says, "That's just an elephant", some eager voice will cry "So THAT'S an ELEPHANT!", His benign wisdom seems to apprehend the fact that every year brings a million new Americans who never saw an elephant. The only way to deny this truth is to say, "There ain't no such animal as an elephant."

NELSON

So that's what Barnum meant? But if we did put a show on WSM we would have to have professional talent, sound effects, and all that goes into network production.

ANNOUNCER

WSM has one of the largest regular talent staffs of any station in the Country. A complete sound effects library and props, and a complete Production staff. You will also find that a closely knit, well rounded, cooperative staff works for you. No one genius does everything at WSM. We are equipped to produce anything that you may want, from a dramatized spot, to a complete Classical Program.

NELSON

But some clients used transcribed programs, where does that dazzling staff of yours come in in this case?

ANNOUNCER

It looks like that is our cue to come in, that staff means that WSM keeps everlastingly at it to build and hold its audience, so that your transcribed shows, yes, and even

your spot announcements will have a maximum audience at all times.

NELSON

Suppose I buy WSM, how do we go about launching our show in your market? That's added expense with a small sales staff in your market.

ANNOUNCER

WSM maintains a complete Merchandising and Promotion department whose work begins when you sign the contract.

NELSON

But what about all of your shows? Maybe the show quoted on was just one of those things.

ANNOUNCER

Success Story after Success story has piled up at WSM. Far too many to enumerate here. For instance a program 15 years young, was recently awarded the gold cup as one of America's outstanding programs by a National Radio Magazine. Year after year the same advertisers return to WSM, and new ones begin. Keeping everlastingly at it, has won awards for WSM from; Variety (2), Billboard, Radio Stars, and Radio Varieties. So come on get on the band wagon, join in the theme song that is rampant, WHEN GOOD ADVERTISERS GET TOGETHER!

NELSON

And what's the theme song?

ANNOUNCER

WSM Doesn't Cost... It Pays!

So let's all join in the chorus.. and if there is any more dope that you want about WSM, just have your Secretary drop a line to Harry Stone, at the Station in Nashville, Tennessee, or see one of the Ed Petry boys.....

MUSIC

All parties singing the theme song....

P. S.

If you can't sing Hum! (Because that's the way your sales will be when you use WSM..... Humming)

W S M

Harry Stone - General Manager Nashville, Tennessee

Owned and Operated by the

National Life and Accident Insurance Co. Inc.