

## March of Dimes

(Continued from page 72)

March of Dimes, and Basil O'Connor, president of the National Foundation for Infantile Paralysis.

\* \* \*

WINA: Sponsored by WINA Charlottesville, Va., and the local chapter of the National Infantile Paralysis Foundation, "The WINA March of



Mule Train rolls by.

Dimes Mule Train" climaxed the city's drive for funds. A converted haywagon, pulled by four ancient mules and driven by two genuine, old-time muleskinners, rolled through the city as two hillbilly bands aboard sang and played "Mule Train." Marine reservists and girls dressed in cowgirl costumes walked alongside the WINA Mule Train, collecting dimes and dollars in milk pails. Over \$600 in cash was collected during the Mule Train's tour, WINA reported. In addition to this, WINA's disc jockey programs which promoted the drive throughout each day of the campaign, netted between \$950 and \$1,000.

\* \* \*

NBC-TV: Launching its special *Howdy Doody-March of Dimes TV Party*, members of the cast of the NBC-TV puppet show staged a special rally at public schools in the New York area. Performers included Howdy Doody himself; Rhoda Mann, puppeteer on the show; Bob Keeshaw, and others, all of whom gave Howdy Doody balloons to students who donated a dime to the March of Dimes. The proceedings emanated from a balloon-bedecked car parked outside the school entrances. Continuing its March of Dimes TV party, the *Howdy Doody* network telecast the same day had as a special guest eight-year-old Billy McCarthy of White Plains, N. Y., victim of polio in 1948, who returned home with little trace of polio remaining after eight months of hospitaliza-

# PEPSI-COLA

THE RADIO JINGLE has shed swaddling clothes and donned a new suit. And, from all reports, listeners like it.

One big radio advertiser to strike a blow for the jingle's growth from the "offensive" label to "songs which entertain" classification is the Pepsi-Cola Co. A giant step in that direction was taken last summer when the soda pop company, which made the longer drink for a nickel famous, ordered a new type of transcription from the George R. Nelson Inc., Schenectady, N. Y.

Not that Pepsi-Cola was a casualty of the usual jingle. The company made famous (and vice-versa) the "Pepsi-Cola hits the spot" jingle, which for some time has been an integral part of its advertising.

But Pepsi-Cola, looking to changing moods, prepared for the future. Not forgetting that listeners wish to be entertained in radio advertising—cite participation of comedians like Jack Benny, Fred Allen and others on their own programs—the company turned to the song-talent jingle.

tion through the National Foundation for Infantile Paralysis.

\* \* \*

CBS: The March of Dimes opening rally Jan. 16, originating at New York's City Hall and featuring Arthur Godfrey and Dinah Shore, was recorded by CBS for rebroadcast on the same day on the full network with the exception of WCBS New York. The rebroadcast, however, was heard in New York on WNYC. Others who appeared on the program included acting New York Mayor Vincent Impellitteri, Helen Hayes, Elliot Lawrence and members of the Marine Corps.

\* \* \*

CBS-TV: Emceed by hostess Dorothy Doan of CBS-TV's *Vanity Fair*, the sixth annual *March of Dimes Fashion Show*, underwritten by the New York Dress Institute for the benefit of the National Foundation for Infantile Paralysis, was telecast over CBS-TV from the grand ballroom of New York's Waldorf-Astoria Hotel. Current theatrical headliners in New York as well as a bevy of beautiful mannequins participated in the program.

## Hits the Spots With Nelson ETs

That is where George R. Nelson Inc. came in. The agency already had been turning out the newly-clothed spots for General Electric, Mohawk Carpet Mills, Benrus Watch and others. Pepsi-Cola listened to the samples and suggestions submitted and then bought.

The new announcements, differing from the repetitious, one-of-a-kind, are actually "musical." Their preparation, the Nelson agency explains, makes use of a wide variety of rhythms and tunes, many of them comparable to those milled in "Tin Pan Alley." The sales message is shot across with the help of such talent as the Landt Trio, Julie Conway and Eugenie Baird on the lyrics, and music by Johnny Cole.

### Full Length Records

Full-length records for Pepsi-Cola also were turned out by the Nelson firm. Suggestions have been forwarded, that the company place them on the market or distribute them for home use, as they are suitable for phonograph sets. Because every record has talent and a carefully prepared lyric and song, the Nelson agency says it has individual appeal to the public.

The full-length record, which has stirred interest in the advertising field, uses no commercial announcer. It begins and ends like any music recording, and is set to a variety of rhythms such as rumbas, westerns, Hawaiian sway.

The Nelson agency says it firmly believes that jingles need not be offensive or dull. Rather, it says, "catchy melodies and clever lyrics

can so sugar-coat an advertising pill that the radio audience ask for more—not only of the advertising, but also of the product."

According to the advertising firm, one station manager wrote a company using the new announcements: "For the first time in my radio experience, I have people calling up and writing to the station, asking for more of your musical announcements."

The spots are not prepared with sound effects, which, the agency says, may catch the public ear a first but prove rather irritating a time goes by. "The job is done, the agency says, "with just word and music."

In explaining production of the transcriptions, George Nelson head of the agency states: "We employ only the very best and highest priced artists—vocal and instrumental—in the business—true Name artists. We transcribe with three production men, and indeed the chief engineer of the best recording studio in the country at the board himself. . . . Our clients tell us that it pays magnificent dividends."

### Agency's Policy

The agency firmly disagrees with the "make 'em mad, just so the listen" school of thought. "We don't write jingles," Mr. Nelson says, "we write songs—material that people will want to hear—material that will bear repeat performance."

Comments from clients and listeners alike bear out the correctness of the Nelson theory.

## LEE ESTATE

## Litigation Possibility Seen

POSSIBILITY of litigation over the approximately \$9.5 million estate of the late Thomas S. Lee, owner of the Don Lee Network and other properties, loomed last week as the will was filed for probate in Los Angeles.

The will reads: "After my death I want my entire fortune to go to R. D. Merrill of Seattle, Wash., to be divided as he sees fit." It had been reported previously that the fortune went to Mr. Merrill "to do as he sees fit."

Attorneys said the word "divide" may change the status of distribution. They said there may be contentions that Mr. Merrill should act as trustee for all who should benefit rather than become sole legatee.

### Mrs. Fry Claims

Mrs. Elizabeth Lee Fry, 35, adopted daughter of the late Don Lee, through counsel made it known Friday that she intended to claim the entire estate left by Thomas Lee. Jerry Geisler and Harry Mabry, attorneys, announced they had been retained to protect the interest of Mrs. Fry who was cut off with \$1 in Don Lee's will.

This was made known at routine hearings at which special letters of administration of the estate were

granted to Public Administrator Ben H. Brown, acting in behalf of Mr. Merrill, Seattle lumberman. Mr. Brown had petitioned for the appointment at the request of Mr. Merrill, who said the estate needed immediate attention.

There was speculation that Mrs. Nora S. Patee of San Marino Calif., maternal aunt and personal guardian of Mr. Lee, might also challenge the will.

Mr. Lee fell or jumped to his death from the 12th floor of a Los Angeles building Jan. 15 [BROADCASTING, Jan. 16].

### Pharma-Craft Names

THE PHARMA-CRAFT Corp., New York has appointed Ruthrauff & Ryan, New York to handle advertising of its Heed and Sprite, new plastic bottle spray deodorants, effective April 1.

Only a combination of stations can cover Georgia's first three markets



The Georgia Trio

Represented, individually and as a group, by THE KATZ AGENCY, INC.