

Commercial review

**MARTIN
BLOCK**



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BREAKFAST PARTY

Radio Station WTAG, Worcester, Mass.,
Monday-Wednesday-Friday, 9:30-10 a.m.
est

PROGRAM: The only thing breakfasty about this is the hour at which it's broadcast. It's a fast-moving quiz show addressed to women, with a fair amount of home audience participation. There's very little about it that's folderol, the two mc's and the hostess neither kissing the grandmas nor kidding the young brides. They do pick up from other "clubs" what's almost standard, the giving of an orchid to a guest. WTAG's giving is to the girl in the Coronet Room where the party is held married the shortest length of time. Program features are "How I found my husband," dart throwing, song-title guessing, word-making contest (from the letters in the name of the sponsor, Filene's), and a number-guessing competition (number picked nearest a pre-selected numeral from one to 100 wins an award).

Obviously there's nothing fancy about this breakfast stint, but it brings the housewives to their receivers as well as to the broadcasts and to the sponsor's store. N.B. Unusual note on the broadcast reviewed was a want-ad stating that Filene's had the job of advertising manager open and telling what was wanted and whom to see.

COMMERCIAL: Since every award given during the half hour broadcast is something on sale at Filene's there's plenty of selling on the program. Describing gifts is routine these days so it doesn't seem like department store selling—and that's good. To bring listeners into the store, there's usually a jingle contest of some kind, with the listeners having to go to a specific department to pick up an entry blank that has a jingle with a missing last line. Complete the last line, etc., and maybe you win an award. The jingle is a commercial in itself. The word contests, being based on the letters of the name Filene's, are also an out-and-out plug. As a matter of record there's as much selling on this program as there would be in a double spread in a newspaper department store ad.

TIME: Broadcast is scheduled at 9:30 a.m. in order to stress "early shopping." The competition includes ABC's *Breakfast Club* over WORC, *News For Ladies* over WNEB, *Listen and Learn* and *Radio Journal* over WBZ, as well as recorded music on WAAB. The audience de-

livered to the program on WTAG comes from Gretchen Thomas's *Modern Kitchen* which precedes it. Its latest City Hooperating is 7.7.

PROMOTION: The program is almost 100 per cent promotion in itself. Filene's spreads posters throughout the store and the station uses a reasonable number of "courtesy" announcements.

CREDITS: Program is smoothly written by Andrew C. Fuller and directed by Henry Felix. The co-mc's are Johnnie Dowell and Bob Adams who rate bows for forgetting to drip. Eileen McCorty, hostess, is just the business girl next door, which is also a wholesome relief from the voices that ooze personality.

SWIFT HOME SERVICE CLUB

WNBT, New York, NBC-TV, Friday
1-1:40 p.m. edst

PROGRAM: The fine art of scanning informative programs was set back another year by this presentation. Everything was available in the studio and nothing came through the home receiver. There can't be any question of the fact that Jinx Falkenberg is telegenic, but there also isn't any question but that she hadn't the slightest idea of what to do next on this show. Tex McCrary, the male half of the Jinx and Tex team, would have looked better with a hair cut and an established character that would justify a he-man's playing around with his wife at cooking, decorating, and a millinery contest. Sandra Gahle, the interior decorator on the program, should look to her corseting and the hat designer, Walter Florell, should realize that the television camera is not a mirror in which he's looking at himself and striking poses.

Everybody on the production end of this program knows better than to permit his cast to do interviews sitting down. Why both Jinx and Tex were permitted to act like end men on a minstrel show only the three "great" brains of television who handled the program can answer.

Somehow there wasn't enough light on the set. Half-light effects are good in their place, but not when the viewer is being taught how to decorate her home. Information can be fun—this wasn't. Jinx has everything the camera asks for, except that it didn't come through the receiving tube.

COMMERCIAL: Martha Logan, the young lady in charge of the Swift test kitchens, handles the commercials in an informative manner. For instance instead of telling how good a Swift Pre-

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