



We put the Back Fence in Studio 3B

A new idea has hit the air . . . an idea new to radio but old as the hills to housewives.

You know about Woman's Exchanges . . . the glorified back fences of America . . . the clubs organized by housewives to facilitate the swapping of jams, recipes and ideas helpful in home-making.

On Monday afternoon, June 21st, WJZ's new show, "Woman's Exchange," took to the kilocycles . . . to serve as a

clearing house for the interchange of ideas among the housewives of the vast WJZ coverage area . . . to help them in their wartime food and household problems. It is a participation show (an economical one) from 1:15 to 1:45 P. M. Monday through Friday. Most important is the fact that Alma Kitchell, established favorite of women listeners

throughout the country, will guide this series and serve as its commentator. There will also be guest experts, two strong mail pull angles, and . . .

But watch for news of "Woman's Exchange" . . . and watch it go to town. It's for sale on a participation basis . . . is sure to attract listeners and sponsors fast. We have just prepared a brief written outline of the program. Write or phone for your copy today.

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