

Radio Commercials Kidded In Show On Wednesday Night

"Simpson's Stainless Steel Squidges" Sales Campaign Launched; Eddy, Nadine Conner To Sing Favorites

Radio and the problems of commercial sponsorship take a ribbing in the "Manhattan at Midnight" drama to be heard Wednesday at 8:30 p. m. over the WJZ network.

The story is that of the son of the head of the Simpson Stainless Steel Co., makers of Simpson's Stainless Steel Squidges, who steps into his father's shoes without waiting for the old man to take them off.

Aghast at the results of a door to door canvass, which shows that 130,000,000 Americans are in dire need of Simpson Squidges, Junior decides that a sponsored radio show is the antidote. It will cost a bit more than the cool thousand senior has been expending annually for ads, but junior guarantees to install a set of Simpson's Stainless Steel Squidges (ad—mauve, turquoise, robin's egg, magenta or emerald) in every home.

Junior's campaign to find a new singing star, her launching as "America's Squidge Sweetheart," and her acceptance by critics and public alike as a comic discovery of the age figure prominently in the ensuing action. Before it's over Junior has a Squidge in

every home and two in every garage.

Nelson Eddy and Nadine Conner will sing "The Indian Love Call" from Rudolf Friml's "Rose Marie" during their WABC program at 8 p. m.

Miss Conner's solo will be "The Czardas" from Johann Strauss' "Die Fledermaus." Eddy's solos will consist of "Drums In My Heart" by Vincent Youmans, "I

HOWDY, FOLKS!

JOHN LAIR SENDS YOU
DIRECT FROM THE OLD
BARN THE ONE AND
ONLY ORIGINAL

RENFRO VALLEY
BARN DANCE AND
RADIO SHOW

Heard Every Morning and
Saturday Night over

WHAS LOUISVILLE,
KY.

WEDNESDAY, AUGUST 5

Eastern War Time P. M.—Subtract One
Hour for CWT., 2 Hrs. for MWT.

(Alterations in programs as listed due