

IT'S ONE O'CLOCK

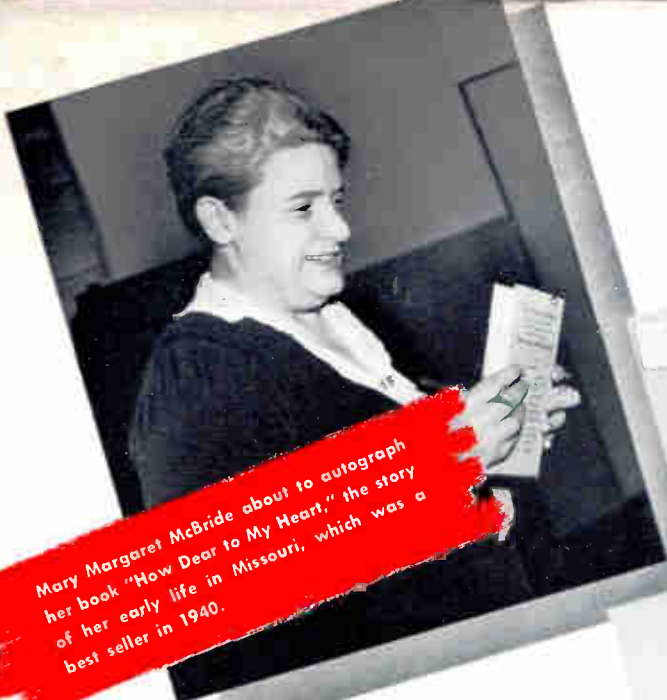
**AND
HERE'S**

MARY

MARGARET

M'BRIDE





Mary Margaret McBride about to autograph her book "How Dear to My Heart," the story of her early life in Missouri, which was a best seller in 1940.

WELCOME
Mary Margaret



It was Mary Margaret McBride Day in the whole state of Missouri. Here she is arriving in Mexico, Missouri, where she had her first job.



This year Mary Margaret McBride was honored by the world's largest rose growers by having their best new rose named after her.



Mary Margaret McBride and the Governor of Florida at a luncheon marking the opening of her series for the Florida Citrus Commission.



Mary Margaret McBride receiving radio's "Oscar," awarded by Movie-Radio Guide in November 1940 for Excellence in Broadcasting.

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(SP)

"Perhaps the most outstanding example of reliance upon the word of a human being in the commercial field is the enormous following among women of the recommendations over the radio of **Mary Margaret McBride** . . . To her radio station and her sponsors, this reporter from the Middle West is a **commercial asset of untold value.**"

—PRINTER'S INK

On **WEAF**, New York,

1:00 to 1:45 P M

Monday through Friday

TRK

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SUCCESS

SUCCESS BY ANY NAME IS STILL SUCCESS

It's the *Personality* of the Individual
Which Makes Success!

Of Mary Margaret McBride this is particularly true. Both locally in the New York market and nationally on a coast-to-coast network she has, for over seven years, enjoyed an amazing success in selling a wide variety of products to women.

And whether you think of her by another name which was the title of her participation program on another New York station or as Mary Margaret McBride the simple fact remains: *It is her personality, her original style of broadcasting, her unique sales influence which have made her so successful.*

Even in the short time she has been broadcasting her participation program over **WEAF** we have discovered her magnetism as a personality ... the loyalty of her listeners and sponsors ... For she ... and we ... have received hundreds and hundreds of letters from women throughout the New York market welcoming her back in her old familiar style of program ... telling her how glad they are to be buying once more the products she recommends ... asking her to recommend more.

UNIQUE

MARY MARGARET McBRIDE IS UNIQUE IN RADIO

By pioneering a new type of radio entertainment, Mary Margaret McBride became a household by-word -- and buy-word. Not only in New York but throughout the country she is known as a tremendously successful radio personality and author

- She is the only living woman, for example, to have a day set aside in her honor by a state
- She was the first woman and only radio personality to receive the Journalism Award of the University of Missouri.
- She won the title of "most popular woman on the air -- bar none" from the Women's National Radio Committee
- She was honored this year by the world's largest rose growers by having their best new rose named Mary Margaret McBride
- She was the winner of the first Achievement Award of the Woman's National Institute of Arts and Industries
- She was chosen as one of twelve outstanding American women to be honor guest at the Women's National Press Club in Washington, D. C.
- She received the Movie-Radio Guide Award for Excellence in Broadcasting in November 1940
- She is the author of a number of books including "Here's Martha Deane" and "How Dear to My Heart", one of last season's leading sellers
- She was woman's editor of NEA with signed articles appearing in over 800 newspapers and leading magazines

BEN GROSS CALLS MARY MARGARET McBRIDE

"ONE OF THE MARVELS OF RADIO"

In his column in the New York Daily News for October 13, 1941 he said:-

* * *

One of the marvels of the radio world is the five-times-a-week Mary Margaret McBride program on WEAJ at 1 P. M. And it is that, because day after day, year in and year out, Mary Margaret holds the mike for the better part of a half or three-quarters of an hour, and does so without a script. Some radio folk boast if, on rare occasions, they are able to negotiate a few ad-lib remarks. But here's a woman who has ad-libbed her way through all her years of broadcasting. This would not matter if the programs that resulted were uninteresting. But her shows are definitely attention-holders. She has one of the best groups of interviewees in radio to help make the minutes fly. And that's exactly what they do . . . for, without a doubt, from the angle of human interest, Mary Margaret McBride gives the fans one of the really outstanding chatter programs of daytime radio.

* * *

ORIGINATOR

MARY MARGARET McBRIDE ORIGINATED THIS TYPE PROGRAM

Today, her name, her sales power, her loyal listeners are of **greater value to advertisers than ever before ...** because today she offers them the full benefits of a long and full career She has found a medium of **reaching more people in and around New York**

Today, on **WEAF**, she is Mary Margaret McBride, the originator of a form of radio program which more than three hundred other women have copied And like every original stylist whether he or she be a great author, artist or radio star, she has a spark, a brilliance and an authority which cannot be imitated or copied.

THE PROGRAM

WHAT MARY MARGARET McBRIDE SAYS ...

AND HOW SHE SAYS IT

are the basic elements

in her success

She pioneered a new form of radio program ... a program for women ... based her style of presentation on her experience as a magazine feature writer and newspaper woman's-page editor

Every broadcast is so varied and intimate a word description ... and discussion of New York life, that it is **sure to interest** every woman ... wife, debutante or business woman

And every day she adds a touch of variety by introducing to her listeners one of her many friends

These informal interviews with the great, the near-great and the little-known, but interesting, personalities Mary Margaret McBride brings to the microphone are consistently popular with women listeners

For nearly seven years **thousands of women** in the New York market have listened to Mary Margaret McBride ... **have written** to her ... **have bought** the products she recommends

Today, more than ever, her acceptance of a product for her radio program on **WEAF** will immediately enhance its value and increase its sales

ADDED FEATURE

**SOMETHING NEW HAS BEEN ADDED
TO HER PROGRAM ON *WEAF***

FIVE MINUTES OF GOOD NEWS

It's a feature no other women's participation program has

Daily, Mary Margaret McBride broadcasts news at the beginning of her program ... news right off the wires ... news of particular interest to women

It's a plus in audience interest!

SALES INFLUENCE

**WHAT SHE HAS DONE FOR SPONSORS AND
WHAT SHE IS DOING TODAY**

Mary Margaret McBride has sold merchandise ... quantities of it for a variety of sponsors. She has sold it throughout the New York market on a local station and over the entire country on a network. Today, after only a few weeks on **WEAF** she is beginning to show astounding sales results ... to receive from thousands of listeners direct evidence of product sales ... and from her current sponsors letters like this

THE HILLS BROTHERS COMPANY
IMPORTERS AND PACKERS
100 WASHINGTON STREET
NEW YORK, N. Y.

October 3, 1941

Miss Mary Margaret McBride
National Broadcasting Company
30 Rockefeller Plaza
New York City


Dear Mary Margaret:

I want you to know that we are already feeling the results of your promotion of Bromodary Gingerbread Mix.

In the New York territory, your broadcasts were the first public announcement of our new cookie recipe - "Chocolate Studded Gingers" - made from Bromodary Gingerbread Mix. Not only have we been hearing re- verberations from the trade, but on at least a dozen occasions already, our people have been served the cookies in homes that could only have heard about them from you.

Nice work, Mary Margaret ... but, of course, we're not surprised.

Cordially yours
L.B. Frost



S. A. SCHONBRUNN & Co. INC.
77-81 WATER STREET
NEW YORK

September 24, 1941

National Broadcasting Company,
30 Rockefeller Plaza,
New York, N. Y.

Attention: Mr. Horace Hagendorf


Dear Mr. Hagendorf:

It is only three weeks since we started our participation in the Mary Margaret McBride program, but already we have had surprising evidence of the intense listener interest and intense loyalty which she is able to command from a very fine type of housewife.

The letters received have been very gratifying to us, both because they indicated that large numbers of listeners have been asking their grocers for SAVARIN Coffee on Mary Margaret McBride's recommendation, and because those who have tried SAVARIN Coffee, as a result of this recommendation, have written extremely enthusiastic letters about the quality of our coffee.

Sincerely yours,
S. A. SCHONBRUNN & CO., INC.

JR:JS
BY *J. Rosenthal*



H. C. BOHACK CO.
"The Store of Specialty Groceries"
COMPLETE FOOD MARKETS
1100 BROADWAY
BROOKLYN, N. Y.

September 30th, 1941

Miss Estelle Karn,
Hotel Waldorf Astoria,
Park Avenue,
New York, N. Y.

Dear Miss Karn:

I have just compiled the Bohack Deluxe Tenderay Tonnage figures for the first four weeks in September (during which time Mary Margaret McBride Broadcast about this product over WEAF.) Although we did not expect any immediate increase within so short a period the following sales increases have already appeared.

1. The month of September 1940 was considerably poorer than August 1940 but September 1941 shows a sizeable increase not only over September 1940 but also over August 1941.
2. On the week ending September 20th, 1941 the total Bohack Deluxe Tenderay Tonnage was at the second highest point in Tenderay history.

We feel that Mary Margaret McBride's N.B.C. Program has had a great deal to do with all of these increases and we are happy to give her the credit.

Very truly yours,
H. C. BOHACK CO. INC.,
Walter B. Brune
Advertising Manager

WBB/VP

Such success as this demonstrates better than anything else the tremendous influence of Mary Margaret McBride and the greater opportunity she has on **WEAF** to reach new heights of achievement for sponsors

Soon her records should exceed these which she achieved on another New York station

For Wesson Oil & Snowdrift -- A 1938 sales increase in the Eastern area which was the greatest in the entire United States 16,000 responses to one recipe offer -- 9,600 to another Program was the *only* local advertising done by Wesson Oil and Snowdrift.

For Winter Garden Carrots -- Sales jumped from two to ten carloads daily. And 60% of this California grower's entire crop was sold in the Eastern area despite a "carrot glut" in the market *one-third* of all carrots sold in New York were Winter Garden Brand Winter Garden carrots were sold at prices *20% higher* than the level for the highest quality unbranded carrots *9000 requests* for a carrot recipe were sent in.

For Riverbank Canning Co. (Madonna Tomato Paste) --- 20% sales increase to three months in New York Area ... greater than increase for entire United States Five important chains increased distribution from less than 50% to 100% of their stores Two large chains ... 707 stores ... stocked product for first time as a result of the program Recipe booklet offer drew 14,875 responses.

And on a network for
Florida Citrus Commission ...

Mary Margaret McBride's Salesmanship
Accomplished Nationally What She Has
Done So Many Times Locally

Here are excerpts from the 1940-41 Report
of the Advertising Committee of the
Florida Citrus Commission

"300,000 cases in five weeks"

"Mary Margaret McBride started broadcasting for the Commission on October 7, 1940, over a network of 39 stations. 300,000 cases of canned grapefruit sections were moved in five weeks."

"60,000 requests"

"During early December a brief radio offer of Tangey Claus was made. Four Tangey Claus bags were offered to listeners during five broadcasts in the week of December 9. This offer pulled in excess of 60,000 requests."

"Listenership High"

"A recent independent house-to-house survey conducted in six large cities indicates that 10.1 percent of all radio sets in those cities tune in the Mary Margaret McBride radio program. And Crossley reports for the last month show that the McBride program had the largest gain of any daytime program on the air."

"High Product Identification"

"51.8% of listeners identified the sponsor of Orphans of Divorce, 81.5% identified the sponsor of Mary Marlin and 97.3% identified the sponsor of the Mary Margaret McBride program. It was also learned that the average number of times McBride is listened to by her audience is 3.4 per week."

"Program an excellent investment"

"In terms of radio advertising values, the Advertising Committee is firmly of the opinion that the present program has been an excellent investment."

All of these statements came from the official Report on Advertising and are in the records for everyone to see. That they prove her success goes without saying

And now here's a telegram from the
Chairman of the Commission

"The Florida Citrus Industry has enjoyed a more than satisfactory season as have I as an individual grower and I attribute much of this success to your program particularly during the last four months as it progressively gained power. With warm personal regards and best wishes sincerely. -- (Signed) Tom B. Swann, Chairman Florida Citrus Commission."

Nationally as well as Locally,
Mary Margaret McBride is
"A commercial asset of untold
value"

Here's a **Partial List of Products**

She Has Sold There Are

Many Others

BIRD'S EYE FROSTED FOODS
SWIFT'S MEATS
NESTLE'S CHOCOLATE
DEL MONTE FOODS
CUT-RITE WAX PAPER
KELLOGG'S ALL-BRAN
WASHINGTON STATE APPLES
NEW YORK TELEPHONE CO.
MORRELL'S E-Z CUT HAM
WESSON OIL
MINUTE TAPIOCA
LA FRANCE AND SATINA
ROYAL BAKING POWDER
RICHARDSON'S MINTS
NATIONAL PORCELAIN
STATE OF MAINE POTATOES
WONDERCROP CARROTS
ANDY BOY BROCCOLI
FRIENDS BEANS
OAKITE
O AND C POTATO STICKS
KIRKMAN SOAP FLAKES
KITCHEN BOUQUET

IVORY SNOW
SPRY
ROYAL DESSERTS
SUNKIST ORANGES
COLEMAN'S MUSTARD
RED HEART DOG FOOD
SWANSDOWN CAKE FLOUR
WALKER-GORDON ACIDOPHILUS MILK
PRUDENCE CORN BEEF HASH
NATIONAL LIVE STOCK & MEAT BOARD
BALLARDS OVEN READY BISCUITS
ROYAL EDGE SHELF PAPER
PATAPAR
NU ENAMEL
GOLDEN RICH CHEESE
COLLEGE INN TOMATO JUICE
FRANCO AMERICAN SPAGHETTI
OXO
DIAMOND CRYSTAL SALT
MALTEX
MADONNA TOMATO PASTE
G WASHINGTON COFFEE
ICY POINT SALMON

HOW MUCH?

AND NOW THE COST

Mary Margaret McBride's program is sold on a five times a week basis only Each advertiser will receive a *major* commercial mention three times every other week and twice on alternate weeks During each week he will also receive mentions at each of the other broadcasts.

The cost? **\$275 for time and \$150 for talent per week**
The time cost is subject to a discount of 10% for 52 consecutive weeks and to agency commission The talent charge is net.

LISTENERS WRITE

HERE'S WHAT HER LISTENERS THINK

These are excerpts from letters received since she started broadcasting on **WEAF** on September 2, 1941 They are typical of the thousands that come in every week

"This is from one of your devoted listeners. I'm right on the job listening as always. On my pantry shelf are Dromedary Ginger Bread Mix, Date and Nut Bread. Thank you again for your wonderful tips on food -- really all one would want for a very delicious meal."

-- H. S., Brooklyn, N. Y.

"Once again, I wish you a happy time on your program and shall try your products - (My, those cookies were good!) You're a peach, how I envy you your nice rich voice and ready flow of words. I heartily agree with an article in the newspaper about a month or two ago which said that any sponsor would be lucky to get you."

-- H. W. P., New York

"I have listened to you on the different stations and I hope you will be on a long time so I may enjoy the **best** program on the air. Your program seems to drive away all cares. I try to buy all your products whenever I can and know that they are all you say they are. I have never been disappointed in one product yet, and know I never shall. I know I will have to try those gingies for I have two little boys, and they are always wanting something to chew on."

-- V. M. W., Media, Pa.

"Please let me be among the first thousand of your many thousands of loyal listeners to welcome you back to your 'long program!' You were wonderful today and so was everyone else on the program. I wondered why my face ached when it was over and suddenly I realized that I had had a broad smile on my face for forty-five minutes."

-- C. M., Garden City, N. Y.

"Your interesting and cheerful talks keep me from feeling lonely or blue. I enjoyed the program today very much."

-- G. M. P., E. Stroudsburgh

"Welcome back to your new spot. It's grand to have you and Vincent on for a longer time. It's just like having a good friend with whom you would chat for awhile each day and then they go away. Then when they come back again there is so much to say and we are glad to have you. It's a grand spot."

-- W. C. Z., Pelham, N. Y.

"The broadcast was marvelous today, too -- interesting every minute of the forty-five. Your products are all so tempting sounding (which is very bad grammar but good sense) that I am sure no one could resist them. This afternoon I naturally had grocery shopping to do after my weekend in New York City, so I went to my favorite store and the very first thing I looked for was Dromedary ginger bread mix -- and I found it, too. So just as soon as I try it (which will probably be tomorrow) I am going to write to you and tell you how I like it."

--H. H. R., Kingston, N. Y.

"I'm so glad you have a full program again as in the old days. We have enjoyed your programs on WEAJ very much indeed. They are so spontaneous and refreshing."

-- H. G., Katonah, N. Y.

"It was an old friend that listened to your opening broadcast on your new program. I have often meant to write you before and have at various times vowed I would let you know of the devotion you receive from my mother. She has been listening to you with great interest and delight for several years. She is constantly quoting you and extolling your products."

-- M. C. W., Croton, N. Y.

"I am just thrilled to have you back for an hour or at least three quarters of an hour a day. I can't tell you how much your program means to me -- I would do anything I could to keep your program on the air, so I am going to drink twice as much coffee, Savarin Coffee, as I ever drank before."

-- K. D., Nyack, N. Y.

"It was lovely hearing you today. It might be *one hour* as it used once to be, for you shine more brightly the longer you talk."

-- H. M. S., Butler, N. J.

"After being away for three months I was delighted to read in yesterday's paper of your new radio time -- I am so glad you will again be my daily visitor for forty-five minutes -- and the time is perfect -- I can sit by the radio with my lunch on a tray so as not to miss anything and from now on my coffee will be "Savarin." I waited until after your broadcast today before telephoning to the market -- because I knew after all these years of listening to you that I should want to order whatever products you were recommending -- as you know I always use any product you recommend, having great faith in your judgment. Good luck to you and be sure to tell us of some more good things to eat."

-- T. C. S., New York City

"This A.M. at breakfast my husband said Mary Margaret has a new brand of coffee and he also said he hopes you never sponsor mink coats or diamond bracelets. But he likes Savarin and from now on that is our coffee."

-- M. B., Bronx, N. Y.

"Congratulations and best wishes to you on the new long program with NBC. I am pleased to learn that the style of your talks will remain unchanged. They are so humanly interesting -- and the Bohack stores -- a really very good place to market!"

-- W. K. L., Poughkeepsie, N. Y.

"I've only just this minute been able to listen in on your new program. So grateful to hear your voice and rest assured I'll back the program and your sponsors to the limit of my ability."

-- H. M. F., Meford, N. J.

"May I take this opportunity to state the H. C. Bohack Company, Inc., is to be congratulated on obtaining your services for its program, which is tremendously original and most enjoyable."

-- J. L. S., Bay Shore, N. Y.

Such audience loyalty and appreciation are priceless qualities in a program The reasons why products sell and sell whenever Mary Margaret McBride advertises them.

APPENDIX

MAIL RESPONSE TO MARY MARGARET MCBRIDE

(Based on Regular Mail Including One-week Goodman offer-December 1941)

<u>STATE</u>	<u>COUNTY</u>	<u>NO. OF RESPONSE</u>	<u>% RESPONSE FOR 1000 RADIO HOMES</u>	
New York	Albany	27	.485	
	Allegany	1	.098	
	Bronx	655	2.007	
	Broome	35	.985	
	Cattaraugus	1	.055	
	Chautauqua	3	.091	
	Chemung	3	.156	
	Chenango	8	.856	
	Clinton	3	.307	
	Columbia	17	1.596	
	Cortland	3	.355	
	Delaware	21	1.970	
	Dutchess	106	4.276	
	Fulton	1	.078	
	Greene	21	2.904	
	Herkimer	2	.125	
	Jefferson	1	.046	
	Kings	1,235	1.992	
	Madison	2	.187	
	Montgomery	6	.405	
	Nassau	747	9.901	
	New York	2,398	5.198	
	Niagara	1	.028	
	Oneida	43	.901	
	Onondaga	8	.110	
	Orange	132	4.110	
	Orleans	4	.530	
	Oswego	5	.284	
	Otsego	7	.541	
	Putnam	21	6.269	
	Queens	2,257	7.934	
	Rensselaer	11	.355	
	Richmond	159	4.420	
	Rockland	89	6.568	
	St Lawrence	1	.047	
	Saratoga	3	.186	
	Schenectady	12	.379	
	Schoharie	3	.549	
	Schuyler	3	.857	
	Steuben	1	.046	
	Suffolk	326	8.638	
	Sullivan	38	4.090	
	Tioga	1	.144	
	Tompkins	2	.180	
	Ulster	147	6.950	
	Warren	4	.437	
	Washington	2	.174	
	Westchester	636	5.527	
	Total		9,262	

<u>STATE</u>	<u>COUNTY</u>	<u>NO. OF RESPONSE</u>	<u>% RESPONSE PER 1000 RADIO HOMES</u>
New Jersey	Atlantic	55	1.661
	Bergen	332	3.436
	Burlington	40	1.713
	Camden	49	.773
	Cape May	9	1.059
	Cumberland	22	1.199
	Essex	495	2.329
	Gloucester	12	.662
	Hudson	299	1.749
	Hunterdon	27	2.869
	Mercer	35	.801
	Middlesex	81	1.645
	Monmouth	151	3.768
	Morris	81	2.998
	Ocean	40	4.233
	Passaic	74	.953
	Salem	2	.215
Somerset	31	1.989	
Sussex	17	2.338	
Union	165	2.177	
Warren	19	1.459	
	Total	2,036	
Connecticut	Fairfield	577	5.911
	Hartford	74	.708
	Litchfield	62	2.944
	Middlesex	40	3.223
	New Haven	441	3.806
	New London	99	3.346
	Tolland	4	.545
	Windham	13	.945
	Total	1,310	
Pennsylvania	Adams	1	.118
	Allegheny	1	.003
	Berks	27	.480
	Blair	2	.061
	Bradford	6	.491
	Bucks	63	2.798
	Carbon	9	.671
	Centre	6	.588
	Chester	43	1.513
	Clearfield	2	.111
	Columbia	11	.984
	Cumberland	8	.463
	Dauphin	15	.367
	Delaware	76	1.118
Fayette	2	.050	
Franklin	2	.135	

(more)

<u>STATE</u>	<u>COUNTY</u>	<u>NO. OF RESPONSE</u>	<u>% RESPONSE PER 1000 RADIO HOMES</u>
Pennsylvania (Cont'd)	Fulton	1	.510
	Jefferson	1	.089
	Lackawanna	28	.419
	Lancaster	30	.640
	Lawrence	2	.090
	Lebanon	27	1.703
	Clinton	1	.134
	Lehigh	5	.120
	Luzerne	27	.293
	Lycoming	18	.766
	McKean	3	.224
	Mifflin	1	.111
	Monroe	17	2.446
	Montgomery	83	1.368
	Northampton	20	.504
	Northumberland	16	.556
	Perry	4	.771
	Philadelphia	155	.331
	Pike	9	4.523
	Schuylkill	53	1.069
Susquehanna	2	.255	
Tioga	3	.378	
Wayne	10	1.508	
Wyoming	1	.267	
York	45	1.094	
	Total	836	
Massachusetts	Barnstable	20	2.094
	Berkshire	31	1.034
	Bristol	20	.230
	Dukes	6	3.974
	Essex	3	.024
	Hampden	34	.419
	Hampshire	3	.179
	Middlesex	10	.045
	Norfolk	4	.055
	Plymouth	2	.047
	Suffolk	4	.020
Worcester	52	.448	
	Total	189	
Maryland	Anne Arundel	3	.291
	Baltimore	4	.019
	Baltimore City	20	.094
	Caroline	3	.777
	Carroll	3	.412
	Cecil	8	1.553
	Dorchester	3	.548
Frederick	3	.269	

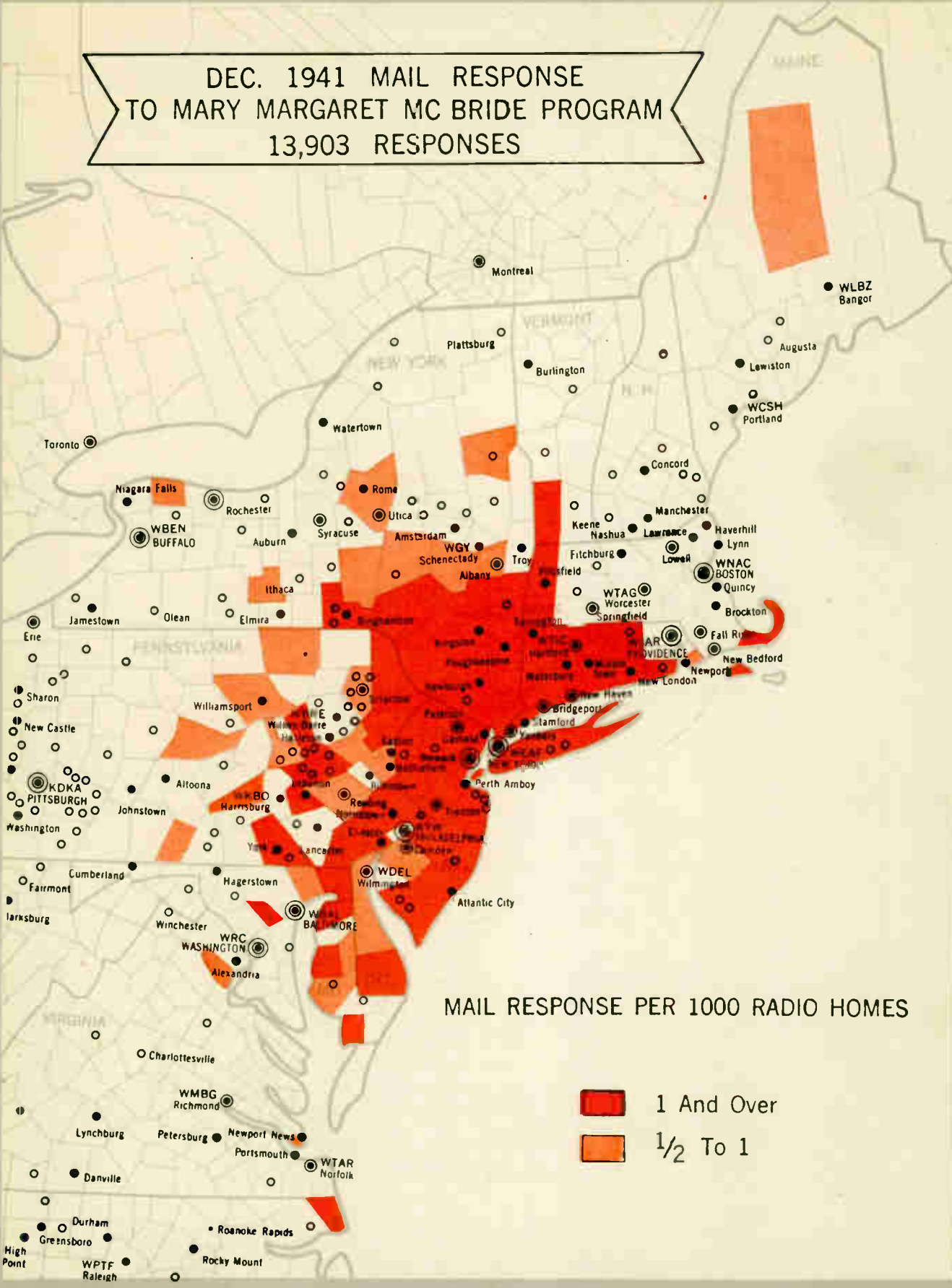
(more)

<u>STATE</u>	<u>COUNTY</u>	<u>NO. OF RESPONSE</u>	<u>% RESPONSE PER 1000 RADIO HOMES</u>
Maryland (Cont'd)	Harford	6	.948
	Howard	5	1.603
	Kent	4	1.282
	Prince Georges	2	.165
	Queen Annes	1	.324
	Somerset	13	2.632
	Talbot	19	4.545
	Washington	4	.282
	Wicomico	3	.439
	Worcester	2	.431
Total		106	
Rhode Island	Bristol	4	.746
	Kent	2	.169
	Newport	5	.517
	Providence	23	.189
	Washington	29	4.028
Total		63	
Delaware	Kent	6	.751
	New Castle	35	.915
	Sussex	20	1.762
Total		61	
Vermont	Bennington	8	1.368
	Chittenden	2	.179
	Windham	1	.146
	Windsor	2	.211
Total		13	
Virginia	Accomac	1	.163
	Arlington	2	.183
	Elizabeth City	3	.636
	Frederick	1	.220
	Norfolk	1	.021
	Northampton	1	.344
	Prince William	1	.503
	Roanoke	1	.045
Total		11	
Maine	Oxford	2	.192
	Piscataquis	3	.610
	Waldo	1	.179
	York	2	.104
Total		8	

<u>STATE</u>	<u>COUNTY</u>	<u>NO. OF RESPONSE</u>	<u>% RESPONSE PER 1000 RADIO HOMES</u>
New Hampshire	Grafton	1	.084
	Hillsborough	3	.083
	Merrimack	1	.066
	Total	5	
West Virginia	Berkeley	2	.342
		Total	2
North Carolina	Currituck	1	1.250
		Total	1

GRAND TOTAL.....13,903

DEC. 1941 MAIL RESPONSE
TO MARY MARGARET MC BRIDE PROGRAM
13,903 RESPONSES



WEAF
NEW YORK
50,000 WATTS • 660 KC.

Represented Nationally by National Broadcasting
Company. SPOT Sales Offices in New York •
Chicago • San Francisco • Boston • Cleveland
• Denver • Hollywood • Washington