

Presenting

PHENOMENON

The world's most romantic adventure story
... A radio program as old as Time, as new
as Today, as imaginative as Tomorrow!

PHENOMENON unfolds an intensely mov-
ing story of the electrical industry—fantastic,
yet vividly real—the most exciting drama in
the history of radio. It entertains, it educates, it
sells every member of the American family by

Electrifying History!

DOUGLAS-NESBIT

IMAGINE

presenting the
Queen of Sheba
with a tray of ice
cubes from the
first electric refrig-
erator in history!

PICTURE

flood-lighting the
historic Battle of
Bunker Hill with
ten-thousand can-
dle power lamps!

FANCY

broadcasting the
Boston Tea Party
by remote control
to the Colonial
Network, a de-
scription "chest by
chest."

THAT'S
THE
ARRESTING
ABSORBING
STORY
OF

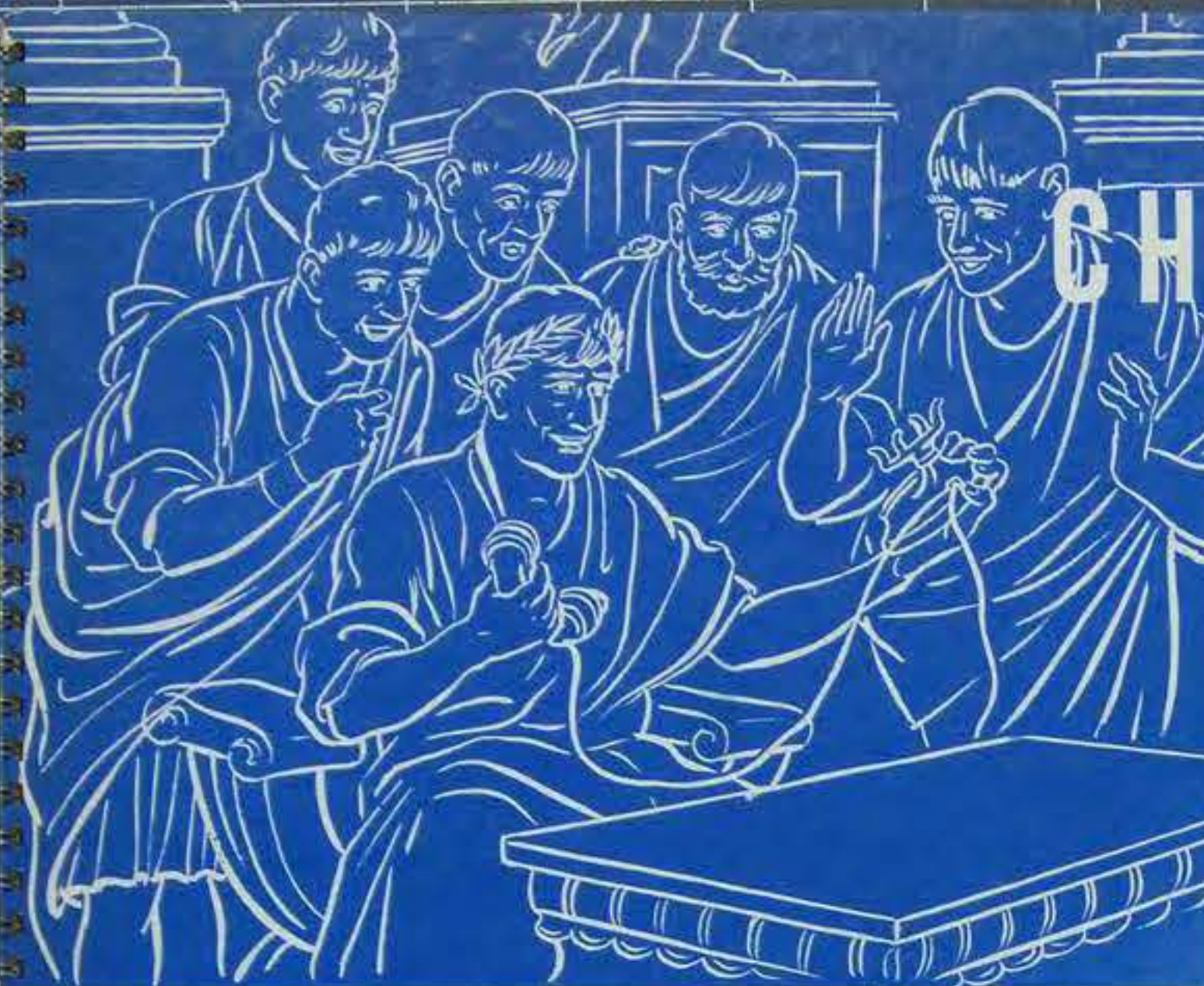
PHENOMENON · *Electrifying History!*

PHENOMENON

educates by contrast—a contrast as striking as that presented by the industry itself—13 billions capital investment by public utilities in the United States, endless miles of transmission lines, and a vast army of engineers and research experts to develop new comforts and conveniences for 127 millions of people, supplying electricity that costs around two cents a kilowatt hour!

PHENOMENON makes your customers appreciate sight-saving light that costs only a fraction of a cent an hour—a whole month of electrical service at less than the cost of a Sunday automobile ride—electrical servants for the poorest as well as the richest.

© MARGARET BOURKE-WHITE



CHUCKLE

at the amazement of Claudius and the Roman Senators at the phenomena of dial telephones.

LISTEN

as Paul Revere plans the first telegraph company, to "cover" the Revolutionary War!



IT'S THE
WORLD'S
MOST
ROMANTIC
ADVENTURE
STORY—

PICTURE

the excitement as cameras are set up for sound pictures of George Washington's first inauguration!

PHENOMENON • *Electrifying History!*

MORE THAN 21 MILLION HOMES WIRED FOR ELECTRICITY IN **1935**

—with more millions yet to be served, and the exciting possibilities of building load in homes now connected with a meter.

PHENOMENON builds good will by selling this vast audience the fuller life, health, and happiness that modern low-cost electricity brings—by showing what it would have meant to civilizations centuries old!

PHENOMENON'S "sales talk" is lighter household tasks, greater leisure, more modern medical care, and a world of entertainment at the flick of a radio switch. PHENOMENON directly builds the sale of major load-building appliances.

IMAGINE

refusing the hand
of Cleopatra to
build the Egyptian
Power and
Light Company in
42 B. C.!



PICTURE

the wonder of the
ancient Egyptians
if the Sphinx were
to have been wired
for sound!

LIVE

the tragic drama of
the Boston Massacre
with one who
"went back" from
modern times, and
was injured in it!



JAM-PACKED
WITH A
BRAND NEW
THRILL IN
RADIO IS

PHENOMENON - EL



IS

AMERICA'S FIRST GREAT EDUCATIONAL ENTERTAINMENT

Here's the Story...

Dynamic action starts with the first moment of PHENOMENON. "\$1,000 for a Human Life"! Jerry Powers, happy-go-lucky young electrical engineer, reads this "ad" and determines to answer it, to help a girl whose father is in desperate financial trouble. Jerry finds an old inventor who has perfected the "anachrophone," a device which he believes possesses the power, through electrical energy, of projecting its operator back through Time. Whoever experiments faces oblivion or fame. Thrilled with the prospect of being hurtled back into the colorful pages of the world's history, Jerry impulsively assents to the first "flight," and but PHENOMENON tells the rest in a romantic adventure story that scores a brand new thrill in radio. Woven into authentic history is one of the most imaginative, most fantastic yet vividly real stories of our time. Written, directed, and produced by the finest talent in radio, PHENOMENON is destined to be the sensation of all radio entertainment.

Why it's a NATURAL for the Public Utility

PHENOMENON sells by suggestion, it educates by entertaining. No radio program ever built was more appropriately adapted to its product than PHENOMENON-Electrifying History. PHENOMENON is not thirteen minutes entertainment and two minutes commercial. It is fifteen minutes entertainment-commercial-educational feature wrapped into one. The story is based entirely on electricity. Almost every episode brings unobtrusively to the attention of the radio audience the economy of modern electricity—thus almost every line becomes a "plug." PHENOMENON contains enough adventure to attract the younger members of the family, and the right amount of keenly written humor and history to make Mother and Dad want to listen. PHENOMENON is the all-family program that really makes every member of the family tune in. Broadcasting PHENOMENON demonstrates your faith in radio advertising, and builds load by adding to radio entertainment that everyone wants to hear. The radio audience is yours for its quarter hour each day!

WHAT PHENOMENON HAS DONE

PHENOMENON · Electrifying History, originally was broadcast by KMBC of Kansas City for the Kansas City Power and Light Company. Within a few short weeks it became the most popular program on the station. A single give-away was offered—a facsimile of the March 12, 1770 Boston Gazette, describing the Boston Massacre. Response was overwhelming. All but two schools in Greater Kansas City requested copies for every history class.

... Joseph F. Porter, Jr., Vice-president of Kansas City Power and Light Co., says of PHENOMENON:

“Today I am even more convinced than I was when Kansas City Power and Light Company tested PHENOMENON on the air that here is the program to help our industry's millions of electric customers grasp the important truth that electricity is cheap.”

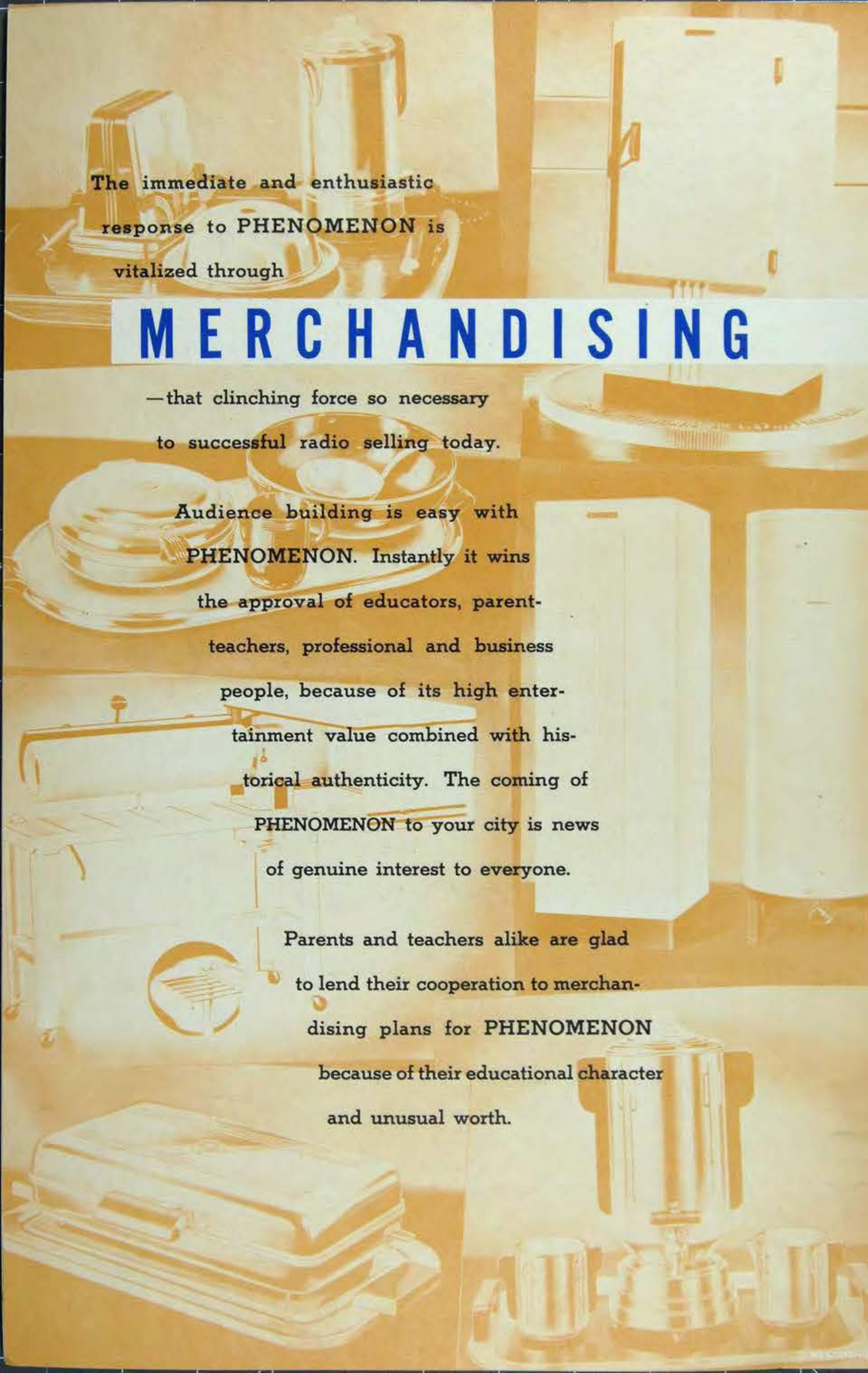
WHAT PHENOMENON

WILL DO FOR YOU

PHENOMENON builds good will by entertaining, while it educates, while it sells. PHENOMENON educates not one class, not one individual, but every member of the American family on the economy of modern electricity, and the ease of doing everything electrically, at low cost.

PHENOMENON builds load... by effective “plugging” of merchandising activities which tie-in directly with the sale of appliances and the expansion of their use throughout the home, office, and industrial plant... by introducing new electrical appliances and by suggesting new uses for those already owned, and... by providing a highly entertaining feature that deserves—and commands—the interest of every member of the community.

The following pages tell how this job is done...



The immediate and enthusiastic response to PHENOMENON is vitalized through

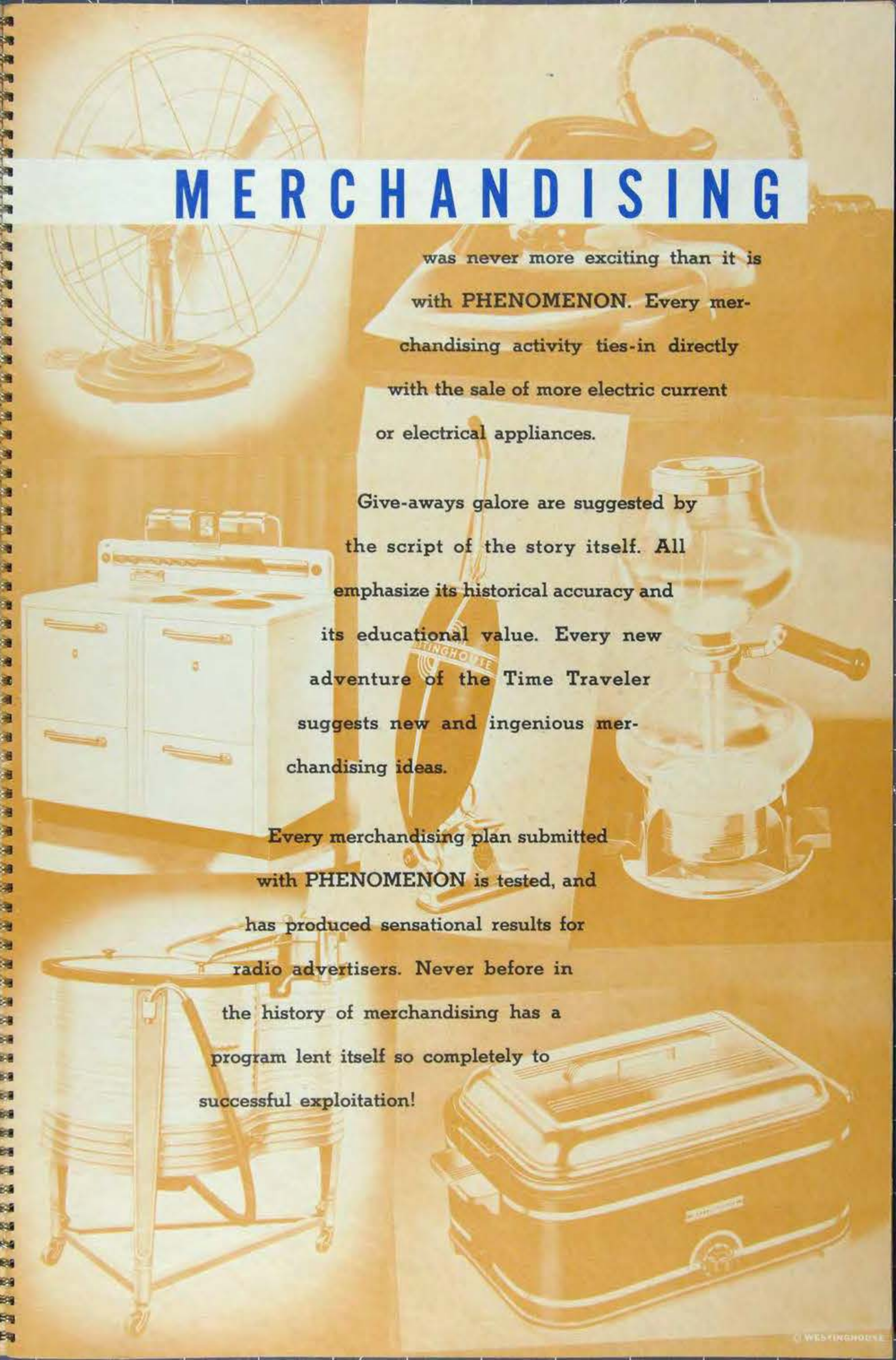
MERCHANDISING

—that clinching force so necessary to successful radio selling today.

Audience building is easy with PHENOMENON. Instantly it wins the approval of educators, parent-teachers, professional and business people, because of its high entertainment value combined with historical authenticity. The coming of PHENOMENON to your city is news of genuine interest to everyone.

Parents and teachers alike are glad to lend their cooperation to merchandising plans for PHENOMENON because of their educational character and unusual worth.

MERCHANDISING



was never more exciting than it is with PHENOMENON. Every merchandising activity ties-in directly with the sale of more electric current or electrical appliances.

Give-aways galore are suggested by the script of the story itself. All emphasize its historical accuracy and its educational value. Every new adventure of the Time Traveler suggests new and ingenious merchandising ideas.

Every merchandising plan submitted with PHENOMENON is tested, and has produced sensational results for radio advertisers. Never before in the history of merchandising has a program lent itself so completely to successful exploitation!

CONTEST POSSIBILITIES

are unlimited with PHENOMENON and will demonstrate dramatically to the sponsor the tremendous interest the program has aroused in every member of the family.

All contests are built around electricity in the home, office, or industrial plant. Participation in them is educational because it makes necessary a study of the many conveniences and advantages modern electricity makes possible. Appliances offered as prizes result in load building and further the sale of additional appliances to contestants who are not winners.

Contests on PHENOMENON draw the adult audience, which represents the buying power, with the younger audience, which vitalizes the response—achieving your goal!

NEW SUCCESS STORIES

in radio will be written by alert public utilities everywhere with PHENOMENON-Electrifying History.

It's easy to put this exciting educational feature to work for you. Just wire or telephone, and an audition will be arranged at once at any radio station you designate. Complete pre-broadcast publicity plans, audience building suggestions, merchandising plans, contests, new and interesting exploitations, publicity ideas—everything you need to make PHENOMENON successful—will be presented at your audition.

Make your radio program command the audience for its quarter-hour each day—make it PHENOMENON-Electrifying History!

YOU CAN "GO PLACES" WITH PHENOMENON

PHENOMENON

Electrifying History

Story by Ted Malone

Directed by Ashmead E. Scott

A presentation of

**ASSOCIATED RECORDED
PROGRAM SERVICE**

Produced by

Associated Music Publishers, Inc.

25 West 45th Street, New York

Sole Owners

Midland Broadcasting Company

Kansas City, Missouri

PHENOMENON

ELECTRIFYING HISTORY

Story by **TED MALONE**

The world's most romantic
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Offered by
MIDLAND BROADCASTING COMPANY
Arthur B. Church, Pres.
KANSAS CITY, MISSOURI