

Try Some of My Bait



Fishin', I've found, depends a lot on the bait you use. That applies whether you're fishin' for shiners, orders, prospects, inquiries, listeners, or jest good will and prestige. Ramblin' 'round this old world for quite a spell, I've found the bait most people like, and I'm usin' it a-plenty, in "HOME FOLKS," a right nice radio program I'd admire for to have you hear. Read about it, won't you, and then drop me a line.

Your Old Neighbor,

Wade Lane

Mebbe it's "Strollin' Tom" to you . . . Or it might be the Goose Creek Postmaster with The Country Church of Hollywood . . . They're all the same . . . jest "Home Folks."

Wade Lane's "Home Folks"

A Right Program at a Right Price

WADE LANE, known to millions of radio listeners as "Strolling Tom" . . . to millions more as the Goose Creek Postmaster in the original Country Church of Hollywood . . . to as many, on two continents, for his work in "Pinto Pete" . . . winning fresh laurels with Buck Jones in General Mills' successful new serial . . . featured with Dick Powell and Fred Waring in Warner Bros.' new screen smash . . . "The Varsity Show" . . .

The same WADE LANE who ran for 26 weeks for the Fisher Stores on WTAM, Cleveland, in *My Wife's Husband* . . .

The same WADE LANE who starred for 72 weeks as Uncle Happy for the Wonder Bakers on WHK . . .

The same WADE LANE who delighted a former generation with the old Bostonians, with The Castle Square Grand Opera

Company, with Amelia Bingham, Maude Adams, Marie Dressler, Peter Daly and William Farnum . . .

The same WADE LANE who went to town in musical comedy, with *The Time, The Place, and The Girl*, and other successes which will live forever . . .

This same WADE LANE is ready to go to work for you in the best radio program he has ever built . . . bringing to your listeners the real WADE LANE and all of him . . . because it is WADE LANE'S own show all the way through . . .

"Home Folks!"

15 minutes of memorable melodies and friendly philosophy, presenting WADE LANE in songs new and old that everyone loves . . . and in neighborly, wholesome, helpful chat which is right down the alley of every normal human being . . .

15 of the shortest minutes on the air . . . always welcome . . . always appreciated . . . always leaving a genial glow of gratitude in the listener's heart for the sponsor's benefit.

At the organ, Irving A. Steinel, conductor, choirmaster, composer of national note . . . organist at the world-famous "Little Church of the Flowers" in Forest Lawn Memorial Park, where so many celebrities are wed each year . . .

Splendidly balanced . . . always offering something for everyone . . . big enough to run only once each week . . . economical enough to broadcast two or three times weekly. Ideal for Sunday afternoon; a natural for a quiet evening hour.

26 beautiful 15-minute episodes recorded and ready, and priced to you at only \$_____ net.

Recordings, Inc., production; Velvolac surfaceless discs; perfect reproduction on any turntable.

12 minutes of song and dialog . . . 2½ minutes for the sponsor, including a 90-second break in the middle where a strong commercial may be planted perfectly. Solid organ background behind everything.

Plenty of publicity, portrait studies, merchandising ideas, selling helps, giveaways . . .

"WADE LANE Song Books" . . . WADE LANE Gift Books of original verse and prose, at an easy price.

Two typical shows sent free, express prepaid, IF you are genuinely interested. Music releases, license fees, complete copyright guaranteed. See back copy for typical WADE LANE songs. His repertoire includes hundreds of modern and old-time favorites.

Get This Now! Your territory will not remain open long. Write or wire *Today*.

Mertens and Price, Inc.

1240 SOUTH MAIN STREET ★ LOS ANGELES, CALIFORNIA

Producers of: *The Sunday Players*, phenomenal world-wide success; *Romance of Song*, *The American Kitchen*, *The Unbelievable*, *The Secret City*, *The Conquest of Power*, *Young Aviators Abroad*, *Folks Next Door*, *Beau Brummell*, *Ye Olde Family Alminack*, *Hymns You Ought to Know*, *El Patio Evenings*, *Women Behind the Headlines*.

Always a Better Show . . . Always a Real Merchandising Tie-in

... goin' Fishin'?

Hi Neighbor!

**Some of the Songs that
Wade Lane Sings**

And we mean *Sings!*

At Dawning	Wagon Wheels
Asleep In the Deep	Sylvia
Comin' Home	Sweethearts Forever
Danny Boy	Sweetest Story Ever Told
Duna	The Rosary
Deep River	Love's Old Sweet Song
Dear Old Girl	Memories
Dream of Lilac Time	Three O'Clock In the Morning
Home On the Range	World Is Waiting for the Sunrise
The Hills of Home	When Irish Eyes Are Smiling
I Love You Truly	Just An Echo In the Valley
Kiss Me Good Night	When It's Springtime In the Rockies
Little Mother of Mine	Absent
Little Grey Home In the West	Forgotten
Lonesome Road	Roses of Picardy
Moonlight and Roses	Smiles
Moonlight Bay	Out of the Dusk
Mighty Lak a Rose	Long, Long, Trail
My Blue Heaven	Old Spinning Wheel
The Old Refrain	Auf Weidersehn
One Fleeting Hour	O Promise Me
A Perfect Day	O That We Two Were Maying
Play Fiddle, Play	
Sweet Mystery of Life	
One Alone	