


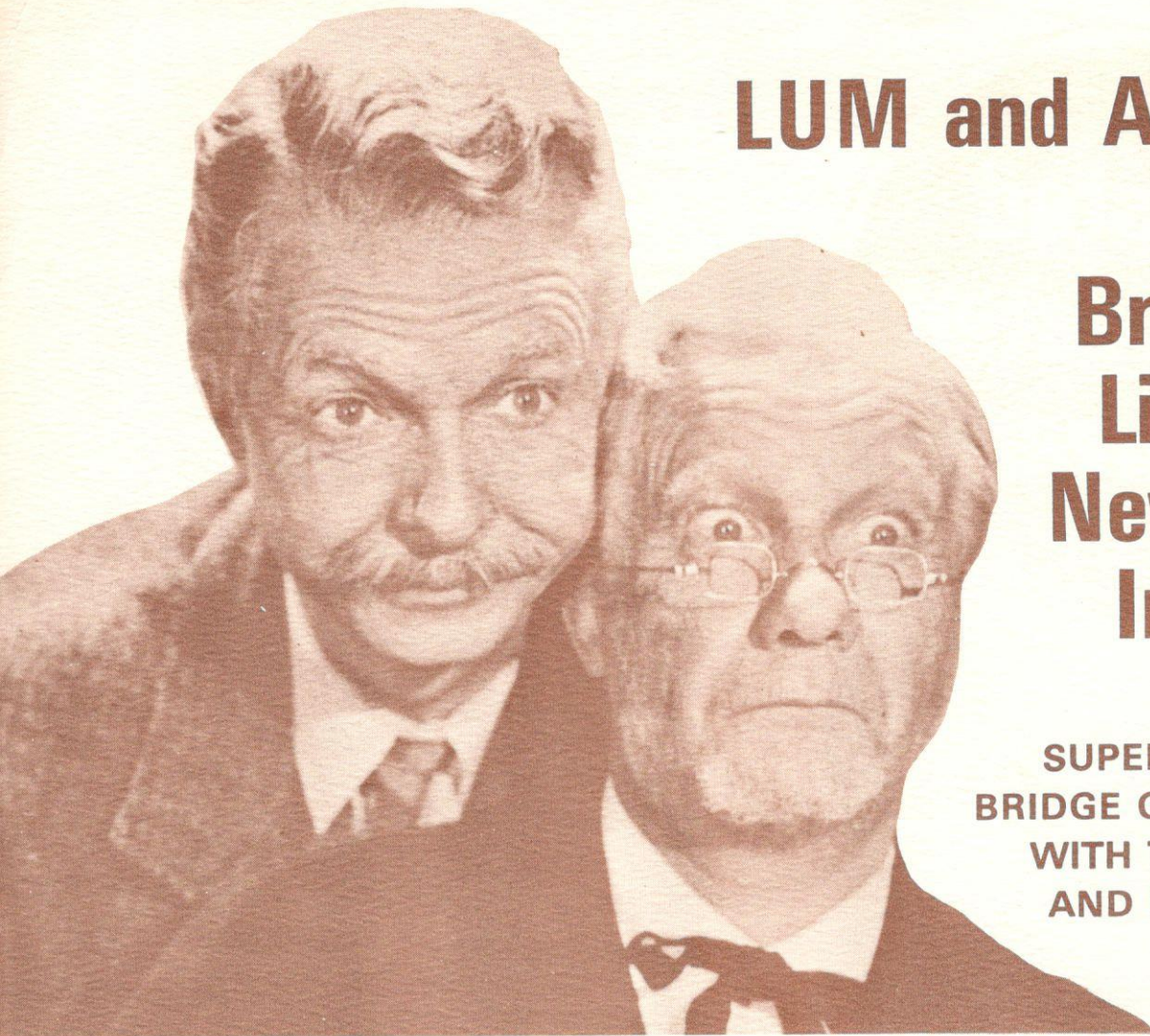
Back in Business!

PIILING UP PROFITS!

...for Sponsors
...for Stations



Lum
and
Abner



LUM and ABNER

**Bring New
Listeners,
New Profits
In Radio**

**SUPER STAR TEAM
BRIDGE GENERATION GAP
WITH TIMELESS WIT
AND PHILOSOPHY!**

Lum and Abner are doing their thing again! And a whole new generation is listening.

To an older generation, the return of Lum and Abner to radio is a reunion with two old friends. To a new generation, there is a sense of discovery of rare fun and humor from "the golden days of radio."

Lum and Abner bridge the "generation gap" with homespun philosophy and simple humor unequalled in today's radio programming. Timeless as the hills from which they came, Lum and Abner's wit and wisdom is a breath of fresh air today just as it was in the pioneer days of radio network shows.

Reproduced with amazing clarity and fidelity, the Lum and Abner radio programs represent a classic treasure of radio entertainment spanning more than two decades of history-making radio showmanship.

A PRESTIGE AUDIENCE BUILDER. Your listeners will follow the 15-minute daily episodes in the lives of those lovable storekeepers, Lum and Abner, five days a week . . . every week!

**Pine Ridge Once More The
Capitol of Homespun Americana**

Tested Re-Tested Proven

KTHS BERRYVILLE, ARKANSAS

"Results . . . as in the old days number one in sales. Young people listening. We sold at twice regular rate."

KBRI BRINKLEY, ARKANSAS

"Well pleased by response and so is our sponsor. Expect Lum and Abner to be a feature on KBRI for a long time."

KHOZ HARRISON, ARKANSAS

"Co-sponsors of the broadcast, a lumber company and a furniture company are very pleased with the reaction."

KGRC-FM HANNIBAL, MISSOURI

"Our listeners in five states call it most profound radio flashback of the current day. Attracts more listeners of all ages than any other program."

KPBA PINE BLUFF, ARKANSAS

"The Lum and Abner program has been well received. We changed the broadcast time and station was flooded with calls from young and old."

KARK LITTLE ROCK, ARKANSAS

Our listeners verbally paint the Lum and Abner picture. "They are top quality entertainment and still up with the times." "Refreshing change from most of today's programming." "Best fifteen minutes on radio." "We thoroughly enjoy Lum and Abner." "My wife and I listen practically every day and our 14-year old son enjoys the show with us."

Tested for 24 years on the radio networks, one of the top rated programs of all times, Lum and Abner has been retested over 15 radio stations throughout the country for the past 1½ years to determine the reaction of today's audience in advance of a general offering.

The Lum and Abner library of programs is a treasure of material straight from the "GOLDEN AGE" of radio. Millions of dollars were spent in the writing, production and airing of these programs over a quarter century and it would take many more millions to duplicate them today.

The timelessness of the Lum and Abner humor and interpretation of American folklore make their radio shows as listenable today as in the days when they held millions of listeners and established rating records that have never been surpassed. As millions of loyal fans testify . . . Lum and Abner are truly radio's **INDESTRUCTIBLES!**

WPON PONTIAC, MICHIGAN

"There is a bed-rock market for this program . . . difficult to find a better vehicle to recruit listening to a station."

KXJK FORREST CITY, ARKANSAS

"Our reports have been most favorable. We are looking forward to a renewal of our original contract."

KENA MENA, ARKANSAS

"To our listeners, the Lum and Abner show is new and fresh material, especially to the younger generation."

KXOW HOT SPRINGS NATIONAL PARK

"Visitors to Hot Springs from all over the country write to thank us for the Lum and Abner shows. Most of them ask, 'How can we get these shows in our town?' "

KBRS SPRINGDALE, ARKANSAS

"Special survey for listening habits found very young on up to old age listening to Lum and Abner every day."

A Treasure...

of listener enjoyment. Through the magic of radio, millions of Americans have visited Pine Ridge daily and laughed at the antics of the town's two leading citizens, Lum and Abner. The famed Jot-Em-Down Store was the focal point for goings-on in the peaceful little community as fans followed their daily episodes. To some, reared in small towns, it was like a visit back home. To urban dwellers, it represented a kind of existence they would like to experience. Lum and Abner's appeal is universal.

PROGRAMMED FOR PROFIT

These programs are high quality tape reproductions taken from the original Lum and Abner library. Timed precisely, they provide station and sponsor with professional program vehicle for five great fifteen minute shows every week. Sold on minimum options of 13 weeks or 65 separate programs. Tapes now available for two years or more of programming.



RATES

Tapes available on a minimum basis of 13-weeks, five 15-minute programs per week as follows:

	per 15-minute program
Markets under 10,000	\$ 3.00
10,000 to 20,000	4.00
20,000 to 35,000	5.00
35,000 to 50,000	6.00
50,000 to 100,000	7.00
100,000 to 500,000	8.00
500,000 to 1,000,000	10.00
Over 1,000,000	15.00

HOW STATIONS WILL BE SERVICED

Each program is precisely timed on high quality tape to fit modern broadcast requirements. Two 15-minute programs per tape. Tapes are mailed weekly in packages of six programs. Minimum contract is 13 weeks.

HOW TO BUY

To order programs or for further information, telephone or write:

LUM AND ABNER
ARKANSAS RADIO NETWORK
TENTH AND SPRING STREETS
LITTLE ROCK, ARKANSAS 72203

*Lum
and
Abner*

Piling up profits
... for Sponsors
... for Stations
15 minutes a Day
Five days a Week!