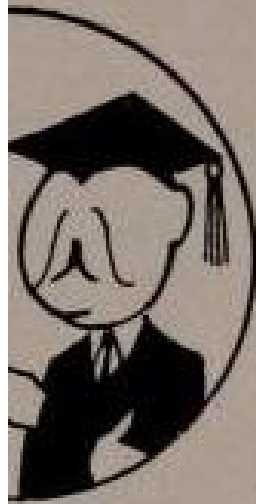


THE WEIRD CIRCLE The tolling of a huge bell in a phantom cave by the sea heralds the gathering of the *Weird Circle* to listen to strange tales out of the past. Eerie mysteries, weird, supernatural stories, suspense-filled adventures have existed since earliest times, but even Sherlock Holmes himself couldn't explain their tremendous increase in popularity since the first World War.

Public libraries report that murders and mysteries now get 30 per cent of the public's attention, and only in the realm of horror, horror in *whodunits*, and just



plain *whodunits* is there an increase in reading. One out of every four new books published in the English language falls into this category. In 1940, when eight million Londoners driven underground by the Nazi Luftwaffe squadrons set up raid libraries, the demand was for mystery stories and nothing else. On both stage and screen the trend is toward the spine chillers. Network popularity of shows with

similar appeal is one of the sweeter mysteries of life for their sponsors. Enter: *The Weird Circle*.

When the *Weird Circle* gathers, listeners hear action-packed radio adaptations of classic bests in fantasy and mystery. Name dramatic talent presents the stories of Poe, Bulwer-Lytton, de Maupassant, Balzac, Hugo, Collins, other masters in the art of suspense and horror.

Among the first to put its *radiokay* on this diller of a chiller was the PETER HAND BREWERY Co., Chicago, Ill. Series was heard on WGN.

AIR FAX: Designed for local and spot use by advertisers having limited distribution or by national advertisers wishing a program for limited areas was this series of 26 half-hour dramatic programs arranged for once-a-week presentation. Cue sheets are furnished, providing maximum time for commercial announcements permitted under NAB Code.

Promotion: Dramatized 20-second spot announcements provide dramatic introductions for local teaser announcements. Available is a complete merchandising and publicity campaign, including newspaper publicity stories, photographs and mats of cast, mats for newspaper spotlight ads, and complete suggestions for promotion and merchandising.

Producer: NBC Radio Recording Division.