

strengthened by insight, makes his triumphant exit to the flat lands below—his exit from the hermetic experience into the realms of reason, duty, and the normal life.

THE RADIO "GIVE AWAY" PROGRAM

Joseph A. O'Nan

Radio "give away" programs are those productions which offer some type of reward to a participant for his efforts on the program. This person may or may not be present at the actual broadcast. This type of program is of recent origin, but it is rapidly becoming one of the more outstanding forms of radio entertainment.

The "give away" program is greeted differently by various individuals. It is obvious that these programs are popular with the majority of the listening audience. The programs are toned so as to appeal to the various levels of intelligence. All of these programs do not reach the listener in the same way. Some of the programs like "Information Please" and "Can You Top This" are characteristic of the type which require the participant to send in questions. He is then rewarded if his question is not correctly answered.

Most of these programs, however, fall under the classification of those requiring active participation. In this type of program the participant gains by answering questions correctly. Some examples of this type are "Doctor I. Q.," "Break the Bank," and "Take It or Leave It."

The most lavish among these programs are those like "Stop the Music," "Sing It Again," and "Truth or Consequences" which reach their listeners via the telephone. These programs give huge rewards to the participant who gives the correct answer to the question asked.

Their very popularity with the listening audience makes these programs unpopular with the actors in other radio programs. Some radio stars like Fred Allen have taken some sort of legal action against these programs. Nearly all other radio productions have lost listeners to the "give away" shows, and therefore their popularity has decreased. If only to protect themselves the other shows must take some action against the "give away" program.

The "give away" programs are a valuable means of advertisement for the sponsors. They make the audience thoroughly conscious of the sponsor's product by giving that product as a prize to the winning contestant. Some programs even force the participant to buy

the advertised product. However, this practice is frowned upon by most programs. Not only do these programs serve to advertise the sponsor's product; they also serve to advertise many other products on the same program. Any company which desires may derive advertisement by offering its product as a prize on one of these programs.

Through a study of these points it can readily be seen that the radio "give away" programs have a definite spot in radio today. However, it must also be recognized that they are detrimental to other radio programs, and as such should be toned down before drastic action is taken against them.

The Berlin Currency Controversy

Earl Murphy

At present what is dubbed "The Cold War" has reached a particularly frigid state in the former German capital city of Berlin. Few know just what the immediate cause of the Berlin Blockade really is, and fewer still would understand it if they did, for it lies not in the realm of political ideologies but rather in the realm of economics. It is a dispute over the currency of which occupying power shall circulate in the Western sectors of that city.

This controversy resulted from the effort of the Anglo-American occupation authorities to extend the currency reform, inaugurated in the Western zones, to the Western sectors of Berlin and from the effort of the Russians to resist such a move. This was purely a political calculation since, at the beginning of the currency reform, Berlin was excluded at the behest of those economists who arranged it, knowing that the circulation of such a currency in the heart of the Russian zone would, through natural financial laws, ruin the economy of that zone. This political calculation, itself, was the answer to the reaction of the Eastern zone which had excluded the Western currency. This exclusion was due to the fact that the old currency, now