

Writer of Singing Commercials Finds Work Harder Than Pop Song Assignment

By WILLIAM EWALD

New York—(U.P.)—You can have your Gershwin, Berlin and Porters. We'll take Hank Sylvern.

Sylvern is a composer who sings not of one heart, two lips or 16 tones, but rather of brassieres, grape juice and instant fruit dessert.

To his public, Sylvern is known as a musical director on radio and TV. He has worked in that role for such shows as "Suspense," "This Is Show Business," "Nick Carter" and "Boston Blackie." Right now, he labors in the CSB-TV vineyards on "The Morning Show."

But there's another unsung side to Sylvern — the side on which he is most singing commercials.

Sylvern writes singing commercials.

"I guess," says Sylvern, "I've written more than 100 of them. You name a product and I've

worked with it—salad dressing, coffee, raisin bran, soap and chewing gum."

Difficult Assignment

The way Sylvern sees it, a good singing commercial is an infinitely more difficult assignment to tackle than a pop song.

"There's no room for gilding the lily in a jingle," says Sylvern. "You have to be far more clever to write one. You have to get your message over in as clear and concise way as possible, but still be entertaining."

"Another thing, if you've been listening to singing commercials lately, you may have noticed that the whole approach is changing. Everyone is looking for something offbeat now."

Offbeat, Sylvern is. He has written a mambo for the National Guard, a boogie for an auto manufacturer, a blues for a chewing gum maker and a 54-second miniature oratorio to push the sale of Israeli bonds.

"I try not to think conventionally in my instrumentation,"

he said. "For some jingles, I've used a 21-piece orchestra, for others, just a piano and a bass."

Some of Sylvern's most-prized musical experimentations were put into play through jingles. For one commercial about a movie, he used a bassoon, viola, fiddle and snare drum. For a television maker, he employed a trumpet, alto flute and novichord. For another commercial effort, he combined, so help us, some bagpipes, drums, two oboes and a bassoon.

Like most jingle writers, Sylvern starts with a "fact sheet" supplied by the ad agency. The sheet singles out the selling points of the article to be plugged. Sylvern sometimes starts with a musical idea, sometimes with the words.

"Some of my jingles last as long as 55 seconds. But one was only seven seconds long," he said. "It's not uncommon to labor two or three weeks on one. However, I remember conceiv-

ing the central idea for a beer commercial in five minutes."

Sylvern not only writes his jingles, he produces them too. As a result, his pay for a single shot ranks among the highest in the business — as much as \$2000.

They're satisfying artistically, too, he reports. "The good ones catch on just like a popular song. I've heard people whistling them in buses and restaurants and in the streets. Why, I even whistle them myself!"

Japan Firm Suspends Egypt Rocket Sales

Tokyo — (U.P.) — The largest trading company in Japan said today it has suspended efforts to sell rockets and rocket launchers to Egypt for the time being "owing to the circumstances."

A company spokesman blamed the cold war for the decision to reverse this policy just when Egypt became interested. The Communists had not started selling arms to Egypt when the

original offer was made, the spokesman said.

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BURK'S

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S&H Green Stamps

Grange

Phoenix Grange

The men of Phoenix Grange prepared and served a ham dinner for the ladies on Nov. 22. Installation of new officers followed.

Past-master Roy Bolz was installing officer, assisted by Edith Poe as marshal, Margaret Bolz as emblem bearer, Mabel Quackenbush as regalia bearer, Dorothy Loffer as musician, and Hattie Hendrickson as chaplain.

Immediately before the dinner, Phoenix HEC met and elected the following officers for the coming year: Chairman, Velma Johnson, vice-chairman, Olive Floyd; treasurer, Maude Hense; and secretary, Mona Ferns. These officers will be installed at the December HEC meeting.

Upper Applegate Grange

The following officers were elected by the Upper Applegate Grange and serve for the ensuing year:

Master George Redhead, overseer, Pearl Byrne; lecturer, Edna Sawyer; steward, Ed Finley; assistant steward, Menno Bachmann; chaplain, Kathleen Scovell; treasurer, Mamie Winningham; secretary, Ethel M. West; gatekeeper, John Byrne; ceres, Grace Buck; pomona, Irene Culy; flora, Hazel Byrne; lady assistant steward, Mildred Redhead, and executive committee members, Fred West, James Winningham and Omar Culy.

The HEC ladies have been given an opportunity to serve the 4-H Leaders' association in their annual dinner, Dec. 6 at 7:30 p.m. at the YMCA in Medford.

Upper Applegate Grange members appreciate the consideration shown by the Leaders' association, and help offered by other Granges to aid in this project, as fund raising possibilities are non-existent until a new hall can be built.

The chaplain reported Mrs. Lee Port ill. Mrs. Port's daughter is with her at present. The Grange wishes her a speedy recovery.

KIND TO ROOKIES

New York—(U.P.)—The Police Department met the cold spell today by transferring 1,000 rookie policemen, who have been unable to purchase winter uniform overcoats, to patrol cars. A like number of old-timers will go on foot patrol until the weather moderates.

"Amazing gal, my Amy!"



► The efficient way my Amy whizzes through her housework leaves me dizzy, but proud! Take wood floors, for instance. Some gals spend a backbreaking day scrubbing and waxing. But not Amy! She cleans and waxes them in one easy operation with Bruce Cleaning Wax. It takes only half the time and Bruce does practically all the work. And Amy's friends just rave about our beautiful wood floors. My Amy and her Bruce Cleaning Wax sure outsmart tough floor care problems. And I can't help crowing about them.

► P.S. For lighter waxing on linoleum and wood, Amy uses Bruce Floor Cleaner.



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