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FOR RADIO
COMMERCIAL
WRITERS . .



MARYNELLE WILLIAMS

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Script-easers





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FOR RADIO
COMMERCIAL
WRITERS . .



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MARYNELLE WILLIAMS

Published by The Dietz Printing Company • Richmond, Virginia

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PRINTED IN THE UNITED STATES OF AMERICA

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Aforethought

LO, the poor script writer with a conscience! The mighty cerebellum of Solomon could not hold enough knowledge to survive the onslaughts demanded by the writing of exceptional commercial copy! The walrus who babbled of shoes and ships and sealing-wax thought HE was being versatile!

The human brain is capable of holding three billions, one hundred fifty-five million, seven hundred and sixty thousand IDEAS . . . but, in an average radio station or agency, this formidable figure wouldn't carry you through a year, even providing that you are willing to let all other thoughts and ideas, excepting those for commercials, go!

And so, when the going gets tough, you tear frantically through a thesaurus; a dictionary of synonyms andonyms; and plain garden-variety Webster. You thumb haphazardly through Bartlett's Familiar Quotations for something Abe Lincoln might have said that can be applied to Finkelbaum's Cheese.

Of course, there are agencies which send out form commercials in weekly or monthly doles (or doses!), but, completely written out as they are, or catch phrases adopted from other forms of advertising, these spots must needs be

so general, and so stilted, that it's hard, if not impossible, to conform them to your particular needs.

And what is the greatest source of brow-beating and perspiration-blotting in script-writing? the BEGINNING . . . the LEAD LINE! You have the material about the sponsor's product . . . he's given you data and dope . . . but you need an attention-demanding, ear-catching OPENING SENTENCE in which to wrap up the information.

When one is first initiated into the bothered brotherhood of radio commercial writers, his first lesson is "phrase your copy to appeal to the mind of a twelve-year-old."

"Why?" you naturally ask somebody, or, if you're timid, you simply ask yourself. "Are all of our listeners CHILDREN?"

"No," somebody replies, reasonably enough.

"Then WHY? Are all of our listeners MORONS?"

"Not necessarily," snaps the boss, without too much conviction. "But the fact is, a radio audience listens to a commercial, if at all, with half an ear."

Now, THERE'S the situation.

A listener has TWO ears . . . he only listens with *half* of ONE! Maybe it's because commercials ARE directed to a twelve-year-old mind. You can't sell somebody something when you begin wounding his intellect! It's a vicious cycle.

Or, more probably, he pays little attention to the commercial because it doesn't DEMAND attention . . . it isn't CLEVER enough . . . it doesn't FLATTER the listener into listening, because it doesn't appeal to his intelligence. Arthur Brisbane said "I have written a good editorial when the reader says 'that is just what I would have written myself.'" And you can accomplish the same thing if you

tackle commercial radio copy delicately, but with common sense and truthfulness. In reality, there is only ONE selling point in any advertising business . . . the imaginative mind must state it untold numbers of ways. It is this: People can be persuaded to try a product ONCE, but only GENUINE SATISFACTION will make them CONTINUE to buy it, day-in, day-out . . . year-in, year-out.

Many sympathetic station and agency managers subscribe to what is supposed to be helpful material for their script writers. You, the writer, eagerly await an issue of this material, but you're foiled again. If it doesn't turn out to be prosy, run-of-the-mill advertising, it's inevitably something the listener would have to READ for himself in order to get the point.

On the air, "The AYES have it" might just as well be "the EYES have it," or "the I'S have it" . . . they all fall equally on the ear. Likewise, it is useless to write a spot on the infant's corner of a department store, and speak of "the Prince of WAILS" . . . it would have to be a mighty clever listener whose phonetic ear caught the difference between Wails and Wales. "SALE-ing along" . . . wasted on the ear; likewise "BUY-lines," "WEE Americans," "READ 'em and reap," "(S)Witchery," "A Gift with PURSE-onality." Okay for newspaper or magazine advertising . . . LOST on the air. And yet, these very quotes have been copied verbatim from a pamphlet printed for and supposedly helpful to the radio commercial writer.

In all good faith, we have compiled this book of lead lines, adaptable strictly to the particular and peculiar needs of radio writers. Over a period of five years, we carefully kept note-books of lines which seemed to appeal to the

listener and sponsor alike. You will find that none of them is colloquial or otherwise unsuited for any particular time or place, except those under the separate classification headed "Seasonal." The lines are general enough for any locale, yet specifically designed for definite accounts. Some of them will prove interchangeable for your purposes, as they have for ours. So much the better!

We believe this book will be helpful to every commercial radio writer, and to salesmen who sell radio time. To the writer because, through all our years of experience in this very phase of the radio business, we've longed, and fervently, too, for just such a handbook. To the salesman because he can use it as a selling-point . . . asking the sponsor to choose his own lead lines. Then he can be sure of what he's going to get . . . an attention-calling LEAD line, followed by your own intelligent, truthful treatment of his product.

Agricultural

"The ploughman homeward plods his weary way"

. . . and doubtless turns on the radio to relax by. A farmer deals with the soil, and you can't fool him with golden-voiced oratory and clever phrases. You approach him on his own terms . . . putting yourself in his position, whatever you're selling him. He knows that a state-tested flock of chickens are a better gamble than more inexpensive, unselected ones . . . he knows the advisability of buying seed, feed and fertilizer by brand name. Therefore, he'll listen to your story, and, in his unhurried, reasonable way, he'll come around to your way of thinking if you talk in common-sense, down-to-earth . . . but NOT PATRONIZING language. Remember that a farmer is subconsciously en garde where city slickers are concerned anyway, and you've got to be sincere in what you write.

Equipment

Garden accessories are gardener's necessities!

★ ★

Complete equipment for the gardener . . . amateur or experienced, is available NOW at

★ ★

When you can GO into one store, or CALL one store, or VISIT one store, and stock up on everything you need for preparing your land, seeding it, and harvesting your crop, THAT'S REAL SERVICE!

★ ★

You're not the ONLY one who gets the urge to wield a hoe in the spring. For the past few weeks has been erecting a garden shop, to provide you with needs and create a beauty spot at the same time.

★ ★

One good turn deserves another, neighbors . . . you do us the honor of listening to us . . . we do a good deed by telling you there's a bargain in FARM IMPLEMENTS at

★ ★

WEED 'EM AND REAP is a good motto for you to hang in your garden . . . and is the place to go for the cultivating equipment you need!

★ ★

It's not idle chatter that a farmer has to make hay while the sun shines! During the gardening season, every minute you save means more money for you! 's tractor not only saves TIME, but LABOR and MONEY as well!

★ ★

Check up on your gardening equipment. Could you do a better job with a new trowel, weed-puller, grass shears, hose, spray, soil soakers? You'll find these indispensable tools at

Your flower bed is in danger in dry weather! Best you should invest in the new SOIL SOAKER . . . a hose-like waterer of special porous canvas, available now at

★ ★

You can't give too much attention to your garden! Planting and cultivating equipment . . . the finest available . . . is offered at, famous seedmen!

★ ★

Good tools make successful gardeners! Be equipped with garden implements from

★ ★

.....'s garden furniture makes your flower garden glow!

Insecticides

You've worked HARD to grow that flower bed . . . PROTECT it from insect and disease with 's approved fungicides and insecticides!

★ ★

Now that your planting is beginning to show results . . . don't let insects and fungi get the upper hand! . . . recommend ROTENONE . . . a combination insecticide and fungicide!

★ ★

Don't submit your garden to the ravages of insects and fungus diseases! Apply, available upon your order at

★ ★

Start spraying before insects appear, and repeat every ten days to two weeks, or after a heavy rain! This excellent advice comes from, who recommend the all-purpose insect and disease spray!

★ ★

With a very modest investment, you can give your roses and other flowers complete protection from insects and disease!

Plant Food

What is the secret of owning a thick, velvety lawn? How can you achieve successful flowers, vegetables, trees and shrubs?.. The answer is GOOD SEED . . . attention . . . and plenty of, the complete plant food!

★ ★

HUNGER is fatal to lawns and flowers. Give them the benefits of ALL the elements plants need for sturdy growth. Order from

★ ★

This is the time of year to give your plants . . . your lawn, vegetables and flowers a full-course dinner, Seedmen, recommend and sell plant food!

★ ★

..... is to plants what three square meals a day are to you . . . it gives them the vital elements they need for healthy growth.

★ ★

You can't hurry Nature . . . it takes a given amount of time for plants to come up and mature . . . but you CAN HELP Nature . . . by putting into the soil scientifically-balanced food which assures proper nourishment for your lawn, garden and flowers!

★ ★

Most plants are hungry after a long winter dormant state . . . feed them the natural plant food!

★ ★

Your lawn gives a DISTRESS SIGNAL which is easy to read! Sallow color . . . thin blades are signs of PLANT HUNGER . . . call for a highly recommended plant food!

Poultry

Laying hens don't know the meaning of overtime pay, but you *can* get maximum egg production with laying mash!

★ ★

Now's the time to take a REAL interest in poultry . . . to stock your poultry-yard with healthy, blood-tested chicks.

★ ★

You won't be counting your chickens before they've hatched, if you order NOW from!'s have plenty of STARTED chicks on special sale, at just \$..... per hundred!

★ ★

Chicken, chicken, who's got the chicken? Right now, they're at they'll be in YOUR POULTRY-YARD, for just \$..... per hundred, when you say the word!

★ ★

If you're waiting for the opportune day to buy baby chicks . . . mark THIS one down on your calendar . . . it's the day when's offer a SPECIAL SELLING of started chicks at just \$..... per hundred.

★ ★

The question certainly isn't TO BUY OR NOT TO BUY . . . there's no question involved . . . TO BUY baby chicks NOW is definitely a SMART MOVE on your part.

★ ★

At A. M., we're up with the chickens . . . to TALK about 'em!

★ ★

As a poultry-farmer, you not only want the MOST for your money . . . you also want the BEST!

We're not giving you the bird . . . but we ARE reminding you of the importance of RAISING them . . . of starting NOW with state-tested, carefully-culled BABY CHICKS.

★ ★

What can you do with \$.....? Well, it's not exactly a FORTUNE . . . but it's not CHICKEN FEED, either. And yet, in a way it IS, because if you feed that \$..... to for CHICKENS, you're feeding YOURSELF a nice investment in future poultry profits.

★ ★

There's safety in numbers . . . and there's PROFIT in numbers, too! . . . The more CHICKENS you've got in your poultry-yard, the more PROFITS you'll realize!

★ ★

Nobody realizes more than YOU do the importance of spending money WISELY these days. . . That's why we're giving you a tip on a MONEY-SAVING baby chick buy!

★ ★

To everybody within listening distance . . . here's official confirmation of what you may have heard already . . . you CAN buy started baby chicks for just \$..... at

★ ★

Count your chickens AFTER they're hatched . . . and DELIVERED, at only \$..... per hundred by

★ ★

Tomorrow DOES come for the poultry-farmer! . . . It comes in ever-mounting profits from an ever-increasing poultry-yard.

★ ★

What is a home without BABY CHICKS?

Here's a chicken scoop from

★ ★

*Baby chicks with a pedigree cost no more at!
Every poultry man considers both pedigree and price, when
he buys at*

Seeds

Add GLAMOR to your flower-garden!

★ ★

*There's no point in locking the stable after the horse is gone,
as grandmother used to say . . . and there's no point, either,
in waiting till you see your neighbor's rose-bushes in glori-
ous bloom and saying "Why didn't I plant roses?"*

★ ★

You can't beat a ROSE-BUSH for glorious color, delicate
fragrance, and beauty that makes people stop and look!

★ ★

*There are TWO things that people consider when they think
about planting ROSES . . . FIRST, they usually take so long to
bloom . . . and SECOND, a good rose bush is usually expen-
sive! . . . have removed BOTH of those obstacles for
you . . . they've just received a fresh shipment of two-year-
roses, at just \$.....!*

★ ★

One of the greatest things in the world is to feel SELF-
SUFFICIENT . . . and one of the EASIEST ways to FEEL self-
sufficient is to own a fine garden!

★ ★

*Planting rose bushes and having them bloom the same year
is a neat trick . . . if you can DO it . . . and you CAN do it, by*

buying NOW at sensational sale price offered for two-year-olds at

★ ★

As a general rule, you'd rather pay MORE for shrubs and fruit-trees, because QUALITY is IMPORTANT. . . But here's the EXCEPTION to the rule . . . a time when you're sure of getting TOP QUALITY plants at sensationally low prices.

★ ★

He who plants a fruit-tree plants PROFITS.

★ ★

Don't let unused land go to weeds . . . PLANT SEEDS . . . the BEST AVAILABLE. . . Order from

★ ★

Nothing adds to the glory of your flower garden like
The finest bulbs are ready for delivery
now by

Automotive

"Give a man a horse he can ride."

Give a man an AUTOMOBILE, and the question becomes TO RIDE OR NOT TO RIDE, depending on the SERVICING he gives his car. The automobile industry needs intelligent advertising as much as any business you can think of. There are so MANY dealers, especially in the repair and service field, that it's wise for each account to get a story and stick with it, selling the customer on the basis of past performance, satisfaction, and progressiveness. In the new-car field, the national advertiser supplies innumerable brochures, slogans, etc., and it becomes your job to weed out the sheep from the goats, and make presentable radio commercials from the material submitted.

Recaps

Think fast, Mr. Moto-rist! Have those tires recapped
IN TIME!

★ ★

Ten per cent of your tire remains when the tread wears smooth . . . that means you're only getting ten cents worth of wear out of every tire dollar!

★ ★

The most EXPENSIVE part of your tires is the BODY . . . the tread represents only ten per cent of the tires's value! This is needless waste . . . of MATERIAL . . . of MONEY! Tires CAN be renewed successfully!

Repairs

Do you DRIVE your automobile, or just COAX it along? Is the phrase "carefree motoring" a mockery, as far as you're concerned? Don't answer those questions! Let the Motor Company SOLVE them for you!

★ ★

There are many miles . . . there's greater pleasure and greater safety per mile, in a smooth-running, efficient automobile!

★ ★

Under only ONE condition will your car give you better service and LONGER service and that condition is A-One running order.

★ ★

The service you receive from your automobile TOMORROW depends upon the care you give it TODAY!

It takes equipment AND experience to keep a car running right . . . the Motor Company has both!

★ ★

Is your car hard put to keep motor and chassis together . . . or do you give it a chance to serve you BEST by letting service it regularly?

★ ★

There's no question but that it takes the best of CARE to get the most of WEAR out of your car!

★ ★

To get MAXIMUM mileage and performance at MINIMUM cost, take your car to

★ ★

Your car is an open book to the experienced craftsmen at the Motor Company.

★ ★

This is no time to let your car get run down . . . let take the kinks out of motor and chassis!

★ ★

The Motor Company is mighty proud of the fact that nobody ever accepted its service without being COMPLETELY SATISFIED with the results they got and the prices they paid!

★ ★

..... Motor Company is in business to do right by your car, and do right by YOU!

★ ★

Among the best friends you have is your automobile repairman!

Maybe you know how to fiddle with the carburetor or adjust a spark plug . . . but keeping a truck or car in the running calls for more EFFICIENT attention than THAT!

★ ★

Does your car look like a fugitive from a corrugated steel factory? Let the Motor Company take those kinks out of fenders, body and top!

★ ★

In the dictionary, CARE comes before WEAR . . . make that apply to your car or truck!

★ ★

Don't trust your car to SECOND-BEST, when the BEST actually costs you LESS! The service station is located out of the high rent district, and can AFFORD to give you factory service at reasonable rates.

★ ★

"If a man build a better mouse-trap, the world will beat a path to his door!" Well, the Motor Company isn't in the mouse-trap business, but it DID achieve a BETTER SERVICE STATION, where the finest repair work is obtainable!

★ ★

A car's best friend is its MECHANIC!

★ ★

Your truck or car has nothing to hide from the trained eye of the automotive mechanics at

★ ★

When the Motor Company's repairmen go to work on your truck or car, you can be sure of TWO THINGS . . . that you're getting a first-class repair job, and that the cost is going to be REASONABLE!

You have to place a lot of confidence in the men who work on your car or truck . . . it's up to them to do the very best job they can! That's why it's so important to KNOW the advantages of trusting the trained craftsmen at the Motor Company!

★ ★

The Motor Company didn't take up car repairing and rebuilding YESTERDAY . . . they've been on the job for YEARS, and know every idiosyncrasy that a motor can develop!

★ ★

The care you give your car today determines the wear your car will give you tomorrow!

★ ★

Here's the long and short of it, Mr. Motorist. . . A shortcut to for needed repairs will pay in the long run!

★ ★

Here's service that keeps repair cost DOWN . . . and motors tuned UP for better performance!

★ ★

It costs less to keep your car in good condition than to pay heavy repair bills!

★ ★

Is your car ready-to-ride . . . your truck ready-to-roll?

★ ★

..... is ready, willing and able to help you keep your truck or car rolling.

★ ★

Your car will give you all it's got in longer and better service if YOU give it proper care!

The life of your automobile is what YOU make it!

★ ★

If you know the facts of AUTOMOBILE LIFE . . . you know that repairs in time mean many extra miles of service!

★ ★

Don't put off till tomorrow repairs that are needed TODAY!

★ ★

A car is no younger than its engine feels. Let Motor Co. keep yours running with a youthful hum!

★ ★

..... *Motor Company's automotive craftsmen are old hands at giving NEW PEP to listless, stubborn automobile engines!*

★ ★

The best-laid MOTORING plans of men oft gang awry when the old bus refuses to coöperate, but NOT if it's kept in tune by REGULAR check-ups and service at

★ ★

A smooth-running, efficient automobile engine will save a lot of gasoline. It will also save a lot of wear and tear on your sunny disposition, too . . . for there's nothing so exasperating as an automobile that chugs uncomfortably along, or quietly comes to rest in the middle of a busy highway! will help you save on BOTH scores!

★ ★

When you start to Get Away From It All, be sure that you aren't inviting MOTOR TROUBLE to go along!

★ ★

When you take to the open road in search of relaxation, be

sure that a temperamental motor isn't going to spoil your ride!

★ ★

You're on the RIGHT ROAD, Mister Motorist, when you're headed for the Motor Company for a complete check-up on your car!

★ ★

Your CAR has to be in a good disposition, too, if you want to ENJOY driving!

★ ★

Just as a smart football coach knows it's far better to have a good, solid co-ordinated squad, equally good on defensive and offensive, than to have a one-man team whose chief asset is a star quarter-back, so does the Motor Company know that you want well-rounded, complete service, rather than flash-in-the-pan, efficiency that can't be depended upon!

★ ★

Procrastination TODAY will rob you of TRANSPORTATION tomorrow!

★ ★

Raise your standard of safety, and prolong the life of your car or truck! Let put it into tiptop shape for extra thousands of miles of operation!

★ ★

Get needed repairs IN time . . . pay for them ON time . . . at

★ ★

A car is as young as its engine feels!

★ ★

Under only ONE condition will your car give you the best possible service. . . A-One CONDITION!

Here's spring tonic for everything that ails your truck or car!

★ ★

A trip to the Motor Company is SAFETY INSURANCE for automobile drivers.

★ ★

Is your car a BOTTLENECK to business and pleasure? Nothing can gum up the works like a stubborn, unpredictable automobile engine!

★ ★

It doesn't take a master mechanic to recognize TROUBLE when an automobile engine starts making unearthly noises, or refuses to make ANY noise at all! But it DOES take an experienced mechanic to DO SOMETHING ABOUT IT!

★ ★

Listless and rundown? No Pep? No Energy? . . . No, we're not checking on YOU . . . it's your car we're talking about!

★ ★

When you hear the scream of a siren, your immediate reaction is to pull over to the curb, isn't it? Are you just as careful to obey the distress signals sounded by YOUR OWN CAR'S ENGINE?

★ ★

Jacks-of-all-trades have their place in the world, it's true . . . but that place is NOT under the hood of your car! . . . Trust THAT important job to the CRAFTSMEN at

★ ★

The SOONER you drive to, the LONGER you'll be driving!

★ ★

There's no margin for error when services your car!

There's much more to SAFE DRIVING than knowing the hand signals! For one thing . . . you've got to have complete control of your car! And that's just what you WILL have, with a car that's been serviced by Motor Co.

★ ★

As dependable as night and day . . . the Motor Co. is one place by the side of the road where trained mechanics are unfailing friends of man!

★ ★

There are more miles per gallon of gasoline . . . there's more pleasure per mile, in a smooth-running, efficient automobile serviced by

Selling

Don't SHOP for a used car! Buy with assurance at

★ ★

When you couple horsepower performance with great new economy; when you couple streamlined beauty with roominess and riding comfort; when you couple fine quality materials with the kind of construction that assures durability and long life, you're painting a picture of the new 19.....!

★ ★

Lend an ear . . . give a moment of your time, to a mike's-eye view of the new

★ ★

It's styled to stay BEAUTIFUL, engineered to stay NEW!

★ ★

Two-of-a-kind . . . BOTH winners . . . the new andcars on display and demonstration NOW, at the Motor Company.

What's your automobile classification . . . big-car owner or proud driver of a low-priced car? Either way, the Co. has the car that's A-1 for your purpose!

★ ★

The purchase of a car is an INVESTMENT. When you choose, you'll be paid off in long-term DRIVING PLEASURE!

★ ★

From bumper to bumper, from roof to road, the new cars are every inch automobile thoroughbreds!

★ ★

Did you ever see a dream riding? Then stop in and take a gander at a demonstration of the new, at the Motor Company.

The greatest show in town is the AUTOMOBILE SHOW at the Motor Co.

★ ★

When you buy an automobile this year, be sure you're buying satisfaction on the long-term plan!

★ ★

There's a long, smooth road ahead for the new cars!

★ ★

The nearest thing to feeling like a feather in the breeze is floating along in a new

★ ★

Did you ever dream you were floating thru the air with the greatest of ease? The new lends WINGS to that dream, makes it a REALITY.

A word to the wise car buyers is sufficient to send them hurrying towards the new display at the Motor Company!

★ ★

LOOK for the seal of dependability before you LEAP into a used car deal!

★ ★

LOOK ahead, and you'll LEAP at the opportunity to get a dependable used car from

Bakery

"Be not a baker if your head be of butter."

—PROVERB.

And be not a writer of bakery commercials until you get in the mood for juicy word-pictures. You can't get the right slant on bakery spots until you get yourself so hungry that you have to call the drugstore downstairs before you finish the job. Well, that's easy enough to do, anyway—you certainly don't mind conjuring up a vision of a succulent wedge of lemon pie, piled high with golden-brown meringue. This is one account that can't be over-done—it's easier to have it come out half-baked. Be as descriptive as you choose, and let mouths water where they may. Naturally, a big selling-point for any bakery is the element of FRESHNESS—the fact that products are delivered immediately they leave the ovens. Wrappings are also important, and deserve honorable mention.

Bakery

"Man cannot live by bread alone" . . . but 's Bakery makes it mighty interesting fare!

★ ★

*"Let 'em eat cake" at dessert time . . . delicious, economical
-----baked cake!*

★ ★

"Can she bake a cherry pie, Billy boy?" Not like the pies baked fresh daily by

★ ★

Bread is the staff of life . . . it can also be one of the things that make life interesting! Choose from the varieties of bread freshly baked by

★ ★

Rip Van Winkle achieved fame by sleeping, but nobody else has ever accomplished a thing by doing nothing. Bakery is alert . . . wide-awake to your preferences in breads and pastries.

★ ★

You're IN THE DOUGH, when you order economical, home-baked cakes from

★ ★

There's no rule like an OLD rule . . . our American preference for PIE was established even before the Declaration of Independence was signed!

★ ★

The Bakery has taken the rolling pin out of Mother's hands . . . brought her OUT OF THE KITCHEN . . . enabled her to serve HOME-BAKED breads and pastries without the fuss and bother of making them . . . and at LESS EXPENSE, too!

The most stubborn appetite in the family will come to life when it's tempted with a generous slice of freshly-baked lemon pie . . . or a wedge of fresh-apple, dripping its tart juices!

★ ★

.....'s *delicious pies are the perfect finale to an excellent dinner!*

★ ★

When you order from the Bakery, you find that it actually costs less to BUY pies than to make them at home!

★ ★

Remember the jingle "The queen of hearts, she baked some tarts, all of a summer's day?" From that day to this, INDIVIDUAL PIES have been in popular favor! There's nothing more welcome in a lunch-box than a freshly baked individual pie from

★ ★

Your shopping memo might well have been written by your DOCTOR, if it includes cracked-wheat bread!

★ ★

ENCOURAGE your family to eat more bread? You won't HAVE to, if you serve the smooth-textured loaf!

★ ★

It's easy to put VARIETY into the menu, if you choose from the MANY KINDS of bread baked fresh daily by

★ ★

Many centuries have passed since the first bit of bread . . . crude meal crushed between two stones, was made into a paste with water . . . TODAY, bread-making is an ART . . . and bakers are MASTERS of it!

There's something extra-special about PIE that makes a meal seem MORE than just another lunch or dinner . . . yet it's neither expensive nor bothersome to serve oven-fresh pie to your guests and family!

★ ★

For more than years,’s pies and cakes and breads have pleased the palates of families!

★ ★

A small compliment can go a long way toward making the day a success . . . and that's just what’s individual pies are . . . COMPLIMENTS to your good taste and appetite!

★ ★

First impressions are seldom lasting . . . but there ARE exceptions to all rules! Your first impression of those small individual pies baked by WILL BE your FINAL JUDGMENT!

★ ★

A good beginning is half the battle . . . but the final touch is just as important! Top off a luncheon or between-meal snack with one or more of those delicious honey-buns, and your enjoyment is complete!

★ ★

Round as a biscuit, busy as a bee . . . that's a perfect description of’s individual pies! They're busy filling school lunch boxes . . . they're ordered at between-meal snacks . . . they're indispensable at buffet suppers and club meeting!

★ ★

Now is the time for all good home-makers to add the rolling-pin and pie-pan to the list of family heirlooms!

Good things come in small packages . . . and’s individual pies are no exception to this time-tested rule!

★ ★

“Little Jack Horner sat in a corner, munching a slice of pie. That twas perfect, we know . . . how Jack Horner did glow . . . with a satisfied gleam in his eye!” Yes, even a connoisseur like Jack Horner would approve of’s pies!

Banks

"Money is flat, and meant to be piled up."

—PROVERB.

Banks use radio, but they must be careful in their advertising. Anything which departs from the institutional never works well, and few bank sponsors will venture away from the beaten path. Dignified persuasion lies in the above quotation, and in the fact that the bank has served this particular community well and long. Its executives and employees are always glad to meet customers for a discussion of their problems and plans, and experienced advice is offered always. The bank's resources and its insurance and dividend rates are important to the public. A bank likes to reach newcomers and newlyweds—spots of this nature will probably be welcomed. But your best bet is to know the sponsor before you take his account—either meet him personally, or ask for some clippings or copies of previous radio spots used.

Banks

INDIVIDUAL *attention results in COLLECTIVE satisfaction, for customers of the bank!*

★ ★

When you bank with, you receive dividends in personal satisfaction as well as in fair investment returns!

★ ★

No plan is too small, no problem too complicated, for the experienced advice and courteous attention of the BANK!

★ ★

Newcomers are invited to share with established residents the proven value of banking with

★ ★

Small accounts into big savings grow—a reminder from the Bank that you lay aside certain amounts—no matter how little—REGULARLY!

★ ★

Another good place for your savings is the Bank, in the service of families for years!

★ ★

For services rendered over a period of years, the Bank enjoys the absolute confidence of its depositors.

★ ★

Sometimes an amount borrowed from a responsible source at an opportune moment can mean the difference between failure and success! The Bank invites you to discuss your problems with those qualified by experience and training to offer practical advice.

Beverages

"No more stamina than a square of Kleenex."

—AUTHOR.

The above quotation is ours, and one which we use in reference to the great majority of beverage commercials. They all inform us that "choice ingredients and brewing skill result in the best." The listener eventually concludes that there isn't a shade of difference among them, so why bother to remember the name, which isn't so EASY to remember, at that. Now, of course, we all know that there's very little difference in the actual process of brewing various beers, or roasting various coffees; perhaps in making of wines, you can afford to go into this angle. It's not easy to write consistently fine beverage commercials, especially those with alcoholic content, because F. T. C. regulations govern your every word. The best beverage commercials begin on a subject far removed from the beverage itself, and work into them subtly. The brow-beaten ears of the listening public will appreciate anything you can do to inject new life into the old story.

Beer

There's no substitute in Beer—and there's no substitute FOR beer!

★ ★

The AMERICANS have a word for it Beer!

★ ★

The customer is always right, when he asks for Beer!

★ ★

Let your taste be the test—ask for beer or ale!

★ ★

Is necessity the Mother of Entertaining as far as you're concerned? Do you entertain only to pay back a social obligation? Then, try entertaining the EASY way—order beer, and ENJOY being host!

★ ★

Preparation that you don't see results in quality that you can TASTE, when you ask for Beer!

★ ★

In China, after eating your host's rice, it's considered polite to smack your lips in audible appreciation. Mrs. Post probably wouldn't place her seal of approval on THAT, but nobody will blame you if you feel like smacking your lips over your first taste of Beer!

★ ★

When you listen to the stirring splendor of a symphony orchestra, you enjoy the COMBINED artistry of many individual musicians, blended together to produce perfect melody. And, when you enjoy a glass of beer, you find a combined harmony of FLAVOR!

In boxing, a quick KO in the ring, and you can be through. On the screen, one bad movie, and you're a has-been! The success of a social gathering is often decided in a brief moment, too—that quick round trip to the kitchen to provide refreshments for your guests! You can cast all doubt to the winds, when there's plenty of beer in the refrigerator!

★ ★

..... Beer has made more friends than Santa Claus!

★ ★

No two witnesses ever tell exactly the same story . . . and two people seldom agree on the most outstanding characteristics of beer! But they DO agree on its SUPERIORITY!

★ ★

Three billion, one hundred fifty-five million, seven hundred and sixty thousand . . . quite a formidable figure, that! What does it represent? The number of IDEAS the human brain is capable of holding! Don't ask us HOW science found out! But we CAN give you an idea to add to your collection—serve beer!

★ ★

Familiarity doesn't ALWAYS breed contempt! We cherish an old song . . . an old book . . . an old pipe, because it's familiar and comfortable! And, because we're FAMILIAR with the quality of beer, we know it's WORTHY of the kind of hospitality we want to offer our friends!

★ ★

Do you trust to four-leaf clovers, horse-shoes, and other tokens of good fortune? You don't HAVE to be LUCKY—you're SURE of getting CONSISTENT quality, when you choose Beer!

There's ALWAYS a BEST way—whether you're skinning a bear or painting a house! There's a best way to BREW BEER, too—and has the secret!

Coffee

'Long about sun-up—or sun-DOWN, it's mighty comforting—mighty INVIGORATING, to smell the savory, tempting odor of COFFEE, wafting its way out of the kitchen! That delicious odor holds promise of SOMETHING GOOD . . . and, if it's coffee, it WON'T go back on its promise!

★ ★

There's no job too BIG for you, if you FEEL like doing it—and vice versa—there's no job so SMALL it won't get you down if your disposition is out of sorts. . . That goes especially for the start you get in the early-morning—and goodness knows you need all the encouragement you can get THEN! . . . It's mighty heartening to sit down to a steaming cup of fragrant coffee!

★ ★

A cup of coffee is NOT like an OLIVE—you don't have to LEARN to like it! Just one sip of coffee, and your TASTE will tell you the difference!

★ ★

A heartening start for the day . . . a welcome home at night . . . with the tempting, savory flavor of coffee!

★ ★

You might have tried your first pound of coffee out of CURIOSITY—but it isn't curiosity which makes you keep on ordering it!

It's not the "same old grind" when you sit down to a steaming cup of coffee!

★ ★

Have you ever sniffed at freshly-ground coffee and said "If it just TASTED the way it SMELLS?" To prove to yourself that it CAN and DOES, ask your grocer for coffee!

★ ★

There's only ONE WAY to test coffee . . . pour yourself a steaming cup, and judge whether you're disappointed, indifferent, or agreeably surprised! WE think you'll take the THIRD attitude when you try

★ ★

Buy QUALITY, and you automatically Get QUANTITY . . . because, the BETTER it is, the LONGER coffee lasts . . . you actually need use LESS to make a delicious cup!

★ ★

Every pound of coffee you buy is just like the LAST ONE you bought . . . CONSISTENTLY PERFECT!

★ ★

PERFECTION is NO ACCIDENT, in the making of coffee!

★ ★

Whether it's the BEGINNING of the meal at breakfast, or after dessert at dinner, COFFEE can make or mar the meal!

★ ★

The proof of good coffee is in the TASTING!

★ ★

They're roasted to perfection, and change their complexion from light to golden-brown . . . the coffee beans that make coffee!

Asked to define a good cup of coffee, one suffering male replied "the kind you DON'T get at home! We don't know who he was, but we'd like to give to HIM—and to YOU—a standing invitation to try coffee!

★ ★

Your first step in the direction of being a good coffee-maker is to step into your neighborhood grocer's, and ask for coffee!

★ ★

..... is the coffee that wins over the most hard-to-please taste in the family!

★ ★

You can please ALL the people ALL the time, if you serve coffee!

★ ★

It takes more than one SWALLOW to make a summer, they say . . . but it hardly takes more than that to convince you that coffee makes the MEAL!

★ ★

Just as a fine diamond can be ruined in the cutting, so can choice coffee beans be robbed of their flavor by uneven roasting, over-or-under roasting!

★ ★

You'll follow your nose to the kitchen, when coffee is brewing!

★ ★

If you're a good gardener, they say you have a "green thumb" . . . if you're a good reporter, they call it a nose for news . . . if you're a good COFFEE MAKER, you use coffee.

★ ★

Are you what your guests call a "good coffee-maker? The IMPORTANT question is DO YOU USE GOOD COFFEE?

Cheer the heart of the "man who's hard to please" . . . gather compliments upon your ability as a "good coffee-maker." Choose coffee!

★ ★

You don't have to be a race enthusiast to know that there are MANY entries, but only ONE winner! The rule applies to COFFEE brands, too!

★ ★

There on the breakfast-table is a steaming cup of coffee. . . It CAN be bitter or tasteless, and send the family off in a "this-is-just-another-day" frame of mind! Or, it CAN be coffee!

★ ★

Does COFFEE start you off RIGHT IN THE MORNING? THAT'S the time you NEED ENCOURAGEMENT . . . when your taste for tackling the day's problems is at it's lowest ebb . . . when you need the heartening, stimulating flavor of FINE COFFEE to give you a boost!

★ ★

When the alarm clock rings All-Out for another busy day, it's mighty inspiring to find a savory, steaming cup of coffee at your place at the breakfast table!

★ ★

Morning dispositions are like mirrors . . . they reflect the atmosphere around them! And, if that atmosphere is filled with the savory smell of extra-good coffee that TASTES just as good as it SMELLS, you're off to the right start!

★ ★

We're all born with our share of CURIOSITY . . . maybe it's out of sheer curiosity that you'll buy your first pound of coffee! But mere CURIOSITY won't send you back for MORE!

What's the difference between an over-done roast of beef, and one which got JUST ENOUGH cooking and basting to DEVELOP its savory juices? The answer is OBVIOUS . . . the first is tasteless . . . the second is fit for a king! The same is true of COFFEE . . . a special roasting process develops -----coffee to flavor-peak!

★ ★

You've picked a WINNER when you ask for ----- coffee!

★ ★

There wouldn't be much percentage in persuading you to buy ONE pound of coffee, if we weren't pretty sure you'd KEEP ON buying it!

★ ★

A good beginning is half the battle. Wake up your morning spirits with a steaming cup of ----- coffee!

★ ★

The PROOF of the pudding is in the TASTING . . . all the fine phrases coined in behalf of ----- coffee might convince you to try it . . . but your OWN TASTE alone can prove that you LIKE it!

General

When you're on the business end of a day's work, take time out for -----!

★ ★

Make with the refreshment, and make it -----!

★ ★

For full measure of refreshment pleasure, buy -----!

★ ★

Don't get caught with your ENERGY down! Drink -----!

People who go around asking "how long is a piece of string" don't deserve a sensible answer. But when somebody asks "what's the difference between and any other beverage," we're only too glad to explain it!

— ★ — ★ —

TASTE BUDS don't grow on TREES! Your tongue is equipped with them . . . to tell you whether you LIKE what you're eating or drinking! You can't fool a taste bud . . . they ALL like

★ ★

What happens when an immovable object meets an irresistible force? If the immovable object is a tired and let-down feeling, then the irresistible force to conquer it is

★ ★

When Thomas Edison started inventing something, did he say to himself, "Well, I guess I'll make a talking machine?" No! He experimented and failed—tried again and again. That's how all worthwhile things are done! The makers of experimented many years before they hit upon the formula for delicious

★ ★

You can fool some of the people some of the time, but not when it comes to a beverage! You can't say "This tastes good" if it doesn't. You can't say "This is refreshing" if it isn't.

★ ★

Never put off till tomorrow what you can do today . . . especially when it means discovering a new world of refreshment!

★ ★

We stand for better refreshment! We advocate making good use of your time-out periods during the play! And, if we sound like a politician, making a campaign speech, we're

not being high pressure at all, in fact, we're trying to help you relieve the pressure of thirst and fatigue.



Ever stop to wonder what the expressions we use mean? For instance, we say "I slept like a top." Honestly, now . . . sleeping like a top wouldn't be your idea of a good night's rest, would it? You'll be surprised to learn that what we really mean is "I slept like a taupe" . . . a taupe is the French word for "mole." And what does all this lead up to? Simply this . . . that words do make a difference. For instance, think of the difference in asking your beverage dealer for just any soft drink, and asking him for



The other day, an employment agency sent one of our neighbors a new cook. Our neighbor asked the cook if she knew how to serve company, and she replied "Yes'm, either way . . . so they'll come again or so they won't." If you want company to come again to your house, refresh them with



They tell us that the first ice cream soda was made in 1874, when a druggist in Pennsylvania accidentally dropped a dip of ice cream in a soda, and discovered that it was an improvement. Well, there wasn't anything haphazard about the way the first was made!



Science tells us that our ability to learn increases up to the age of twenty-two, then stays about the same up to thirty-five. Well, whether you're six or sixty, you're just the RIGHT AGE to learn about, the beverage that EVERYBODY LIKES.

It's pretty discouraging, isn't it, that we just naturally like things that aren't good for us. Just let your doctor say "Better not eat fried goods for a while" . . . and you feel like you'll DIE if you can't have steak and French fries. . . Well, our old friend is one of the few things that's just as good FOR us as it is GOOD!

★ ★

American newsmen agree that the greatest DOMESTIC news event of the century was the drawing of DRAFT NUMBERS, since it interested EVERY FAMILY in America! WE say the greatest BEVERAGE news of this, or any other century, is

.....

★ ★

Have you ever heard the story about the man who bought a music stool, and returned it to the store with a letter saying "I've turned and twisted this music stool in all directions, but I couldn't get a single note out of it!" . . . Well, you can't get blood out of a turnip, either, but you CAN get SOLID REFRESHMENT out of

★ ★

Heat, thirst, and fatigue . . . now THERE'S a combination that can quickly take the fight out of ANYBODY! Heat, thirst and fatigue . . . and ONE definite way to get around them! To beat that dangerous trio, just take time out to refresh yourself with

★ ★

Three's a crowd . . . and an UNWELCOME one, when Heat, Thirst and Fatigue take charge of you! . . . They crowd out ambition . . . ruin disposition . . . make you feel no-account! Beat heat, thirst and fatigue with

★ ★

Many books have been written on the subject of WINNING FRIENDS AND INFLUENCING PEOPLE . . . many people spend

their lives studying the subject, but a bottle of can accomplish it all!

★ ★

The good men who sell us coal tell us that, to them, there are only TWO seasons . . . winter, and WAITING for winter. THIRST is something that knows no season . . . thirst and fatigue are a duo that call for refreshing any time!

★ ★

You know, neighbors, ants are supposed to be the hardest-working creatures in the world, yet they still have time to attend all the picnics. Now, why not take a lesson from the ant? He works hard, but he takes time out to relax, too! In the middle of a busy day, when heat, thirst and fatigue begin to get on your nerves, take time out for

★ ★

Give credit where credit is due, and you'll owe yourself a bottle of at refreshment time!

★ ★

The world's first cup of tea was brewed because of the fact that a Chinese was trying to camouflage the taste of Yangtze river water by steeping in it a few dried leaves of a shrub that grew in his garden! The world's first bottle of was blended because folks NEED this different, delicious drink to beat heat, thirst and fatigue!

★ ★

The old Scotsman who told his son to take longer steps because he had on his Sunday shoes gave us an idea about When you order at refreshment time, you're taking LONGER STEPS toward beating heat, thirst and fatigue!

Have you ever noticed that the most popular host or hostess is the one who doesn't worry about whether everybody's having a good time . . . one who has as much fun as the guests?.. It's EASY to be that kind of hostess, if the refreshments you plan are simple to serve, and something that everybody likes! On the BEVERAGE side, you can rely upon

★ ★

Ever heard that old expression "one man's drink is another man's poison?" Well, is a drink that breaks that old adage into smithereens. It's EVERYBODY'S favorite!

★ ★

Blending betters the beverage . . . and that's something worth considering. . . A little of this . . . a little of that . . . and a little of the other . . . and you've got something . . . a drink that's DIFFERENT . . . a drink called

★ ★

What this country needs is a good five-cent beverage . . . and it's what you GET . . . when you ask for

★ ★

The honors go to at your bridge party, if you want refreshment that'll please your guests, and go easy on your time, disposition and purse!

★ ★

We're not inviting you to turn your digestive system into a lazy-bones, it has enough to do at REGULAR meal-times! When you need refreshment BETWEEN meals, drink —the liquid snack for a quick come-back!

★ ★

In the Arabian Nights, "Open Sesame" was the key phrase to a treasure! In American, is the key phrase to a PLEASURE!

There's an old saying "only mad-dogs and Englishmen go out in the noon-day sun." Well, there are plenty of people right here in who will tell you that that old saying is all wrong. There are people who work out-of-doors from sun to sun—and there are people who work indoors at stifling, wearying temperatures. But those people know how to beat the heat with a refreshing treat called

★ ★

They say there's no sweeter sound to a man than the sound of his own name. . . Well, running a close second is the sound of somebody saying "Have a"!

★ ★

For perfection on ice, try

★ ★

..... will take THIRST PRIZE at your party!

★ ★

Now is the time for delicious to come to the aid of your party!

★ ★

When the clock says it's refreshment-time, WE say it's-time!

★ ★

When you find a beverage that's A-Number-One delicious, and good FOR you at the same time, you'll see printed on the bottle!

★ ★

When you can get full measure of pleasure . . . a beverage that's tops in taste and filled with refreshing flavor . . . and when that beverage costs just, why wonder what to order?

★ ★

A rose by any other name would smell as sweet, it's true . . . but if it's a ROSE you want, you've got to ask for it BY NAME,

or somebody will be handing you a piece of rag-weed, and then where will you be with your hay fever? And the same goes for by any other name would taste as good . . . but’s the name to remember when you ask for refreshment!

★ ★

You’re YOUR OWN JUDGE OF TASTE, the COMPANY is the judge of quality ingredients which go into the making of

★ ★

A favorite with GUESTS because of its distinctive flavor . . . TOPS with HOSTS because its so easy to SERVE, and because it takes up so little space in the refrigerator, is a drink that’s made to order for refreshment-time!

★ ★

All for one, and one for all . . . that’s the story of in a nut-shell! All for one . . . every drop of goodness in the bottle for ONE purpose . . . to refresh you! One for all . . . one appealing, distinctive drink for EVERYBODY!

★ ★

Most of us share the same viewpoint on having friends drop in often . . . we love to have them, except for one fact, that the refreshment problem is troublesome and expensive. Well, now, there’s one EASY way to solve BOTH OF THESE COMPLAINTS!

★ ★

Time is the Great Healer . . . it’s also the GREAT PROVING GROUND . . . and time has proven an all-American preference for

★ ★

Old Sol is really getting into his full stride . . . pouring down his ultra-violet rays on us . . . to make us ultra-warm . . . ultra-thirsty . . . ultra-fatigued.

We asked our old friend, who's always been something of a recluse, if he thought there's anything wrong with the world, and he said, "Sure, son . . . there's too many FOLKS in it!" We started to ask him if he'd like to give up HIS place to make room, but we thought better of it. . . We wouldn't say there are too many PEOPLE in the world . . . but we DO say there are too many people who don't know how to RELAX!

★ ★

You'll score a direct hit on the triple-threat combination, heat, thirst, and fatigue, when you order from your beverage dealer.

★ ★

Too many cooks spoil the broth . . . but many good ingredients blended together make one great beverage!

★ ★

There's nothing new under the sun, they say . . . and they're probably right. The ingredients in are not New . . . it's the BLEND that makes something DIFFERENT!

★ ★

We've got a weather report for you . . . fair and COOLER! Now, if ours doesn't correspond with what the weather-man says, that's because we've got our OWN system! It'll be fair and cooler with 's preferred beverage!

★ ★

Remember the story of David and Goliath? David was a little fellow who slew the giant Goliath with a well-aimed stone from a sling-shot. If you'll pardon us for making a comparison, is the fellow with the sling-shot, and THRIST is the giant it overcomes!

★ ★

..... is SURE-FIRE when it comes to taking the simmer out of summer!

Are you a fugitive from the monotony of ordering the same old beverages at refreshment-time?

★ ★

You won't BELIEVE it till you TASTE it . . . we could tell you that is the most delicious drink in the world . . . but you've STILL got to try it to convince yourself!

★ ★

An ounce of prevention is worth a pound of cure . . . and is just the PREVENTION for that tired, thirsty feeling you get during the day between meals!

★ ★

"If a man build a better mousetrap, the world will beat a path to his door!" When you see folks beating a path to their beverage dealer's, it's not MOUSETRAPS they're looking for . . . it's REFRESHMENT!

★ ★

We Americans are famous for the COMBINATIONS we get . . . hot dogs and mustard, ham and eggs, and some of us, alas, bread and water! Combinations ARE popular . . . and one of the most popular of all is the combination of pure ingredients in!

★ ★

When you find a party refreshment that pleases your guests and doesn't require any special effort at preparation on your part . . . you've GOT something . . . and that something is

★ ★

They're telling us that Columbus didn't discover America; that, in fact, long before 1492, there was considerable trade between the New World and the Old. We've seen many of our pet theories blown up in the past few years . . . but not THIS one gives full measure of refreshment pleasure!

Do you know that you can be hungry as well as thirsty for something to drink?.. It's absolutely true, because your body can be hungry for energy when you don't really want food! contains Dextrose for energy as well as delicious flavor for refreshment!

★ ★

When thirst puts you on the edge of your disposition, give in to it—and give out with a nickel for

Wine

Signed, sealed, and DELICIOUS!

★ ★

Your guests will toast their host, if you serve wine!

★ ★

A violin is no better than the wood from which it is fashioned—a bolt of cloth is no finer than the thread from which it is woven. And so it is with vermouth! Fine ingredients, plus genuine skill, make vermouth as distinctive as a voice—as pleasant as friendship!

★ ★

Here's wishing you a very pleasant evening, with good friends, good conversation, and good Wine!

★ ★

The life of a best-seller is often bright but brief . . . sudden, overwhelming popularity often foretells a short success for a new song. Only a CLASSIC survives the acid test of TIME! And so it is with wine! TIME has established it as a product of unerring excellence!

Visitors to the island of Cyprus are often perplexed by the natives' English greeting. When you're introduced to them, most of the natives say "goodbye." It's all due to a mistake in a spelling-book which was used for years in the Cyprus schools. There's nothing perplexing about the AMERICAN greeting . . . especially when, in a gesture of hospitality and friendship, you offer wine!



The student insists that "food, clothing and shelter" are the only things we really need . . . the poet claims that "bread, beauty and brotherhood" are our vital necessities. If YOU believe there's more to living than mere EXISTANCE, if YOU believe in gracious living, you'll appreciate wine!



Rocky coasts and salty New England wit . . . cotton fields and haunting Southern melodies . . . sunny-slopes and cobalt blue California skies . . . all these are a part of our American heritage. . . Traditional, too, is the quality of wine!



Under common law, it takes three people to precipitate a riot. . . Under social law, no definite number of people is required to make an OCCASION. But, to make an occasion CONGENIAL, you're always RIGHT in choosing wine!



It's never wise to "mind the binding more than the book," but an artistic binding often makes a good book more inviting. . . And so it is with wine . . . the COLOR of wine—soft as candle-light and smooth as a moonbeam, is a genuine invitation to enjoyment!

Once you've become acquainted with the BEST of anything, you're never again satisfied with LESS! Once you've served vermouth, or blended it with your favorite cocktail, anything less than this favorite American wine will fail to please you!

★ ★

The secret of being TIRESOME, as Voltaire saw it, is to tell EVERYTHING! But, when it comes to selecting WINE, you WANT to be told EVERYTHING about it!

★ ★

The Missouri Historical Society is proud of a collection of papers originally belonging to Mrs. Samuel Clements and marked "Opened by mistake to see what was inside" . . . signed SLC. Of course, that would be Mark Twain's way of putting it! OUR way of inviting you to try a bottle of wine would be "Open by INTENT to see what's inside!"

★ ★

Do you often meet a suggestion with the retort "Okay . . . just give me ONE good reason?" . . . Here are SEVERAL good reasons why wine takes first place in the choice of discriminating tastes!

★ ★

How accurately your HOME reflects your PERSONALITY! Your piano—the books on your library shelves . . . the pictures you've chosen . . . and the WINES you serve!

★ ★

Old Dryden never heard a radio announcer, but you'd THINK so, from his sentiments about SPEAKERS. . . "They think too little who talk too much," was Dryden's opinion, but he amended it by admitting it's DIFFERENT when they have something to say! Well, WE have something to say about Wine that's well worth the listening for everybody who appreciates hospitable living!

It may be a favorite armchair . . . or a particular fishing-rod . . . or an ancient pillow that's neither too hard nor too soft. Somewhere among your possessions there's at least ONE article that's so "right" for you, it could never be replaced! wine will find such a place in your preference!

★ ★

An apertif to smart dining—..... wine!

★ ★

Between researchers and polls on public opinions, "testing" has taken on Big Business proportions these days. It's possible to test almost anything, from the composition of the Good Earth to the general reaction to red sandals! Which is all very well, but when it comes to WINES, we each prefer to do our OWN testing!

★ ★

Theatrical old-timers always warn the young aspirants, "It's hard to reach the TOP . . . it's HARDER to STAY there! And so with WINE . . . you may try it out of curiosity—you'll KEEP choosing it out of PREFERENCE!"

★ ★

A great ship putting out to sea . . . a broad, open highway . . . a comet train roaring by at midnight . . . these spell ADVENTURE. The bottle which wears the label is marked Adventure, too . . . the adventure of discovering a smoother, a finer . . . a more perfectly-blended vermouth!

★ ★

Made from a family recipe many centuries old, wine is blended with delicate skill to perfect harmony of flavor!

★ ★

IMITATION is a compliment to the leader who inspired it . . . but imitation is without merit of its own wines set their OWN standard of quality!

Books

"To buy books only because they were published by an eminent printer, is much as if a man should buy clothes that did not fit him, only because made by some famous tailor."

—POPE.

But doesn't it stand to reason that a famous tailor would MAKE clothes to FIT—and that an eminent printer will publish the BEST list? No matter how many times they accuse us of being a money-mad, industrial nation, the fact remains that Americans are the best-informed people in the world, and being well-informed comes through being well-READ. Radio is a natural medium for selling literature, taking over the former house-to-house canvass method. The way you write for a publisher or a book-shop depends upon the client, and, even more important, upon the material you're publicizing. Reference books, text books, technical manuals would lean toward the institutional—new fiction and kindred types would require more pointed advertising. Before you begin plugging any one particular publication, you will naturally need a synopsis of its contents. For general purposes, the established reputation of the publisher—his former well-known publications, are wisely plugged.

Books

A house without books is like a room without windows . . .
’s new best-seller is an OPEN DOOR to reading
 enjoyment!

★ ★

*Books are priceless possessions that grow more valuable
 with age—the BOOK SHOP invites you to add to
 your collection of favorites the new best-seller by*

★ ★

The receptive minds of children are open to ALL reading
 matter . . . see that YOURS get the best.

★ ★

*“Be as careful of the books you read as of the company you
 keep,” advised Paxton Hood . . . and true it is that habits
 and character are derived as much from books as from
 friends.*

★ ★

..... BOOK SHOP maintains an OPEN DOOR POLICY to
 all book-lovers . . . choosing the BEST and NEWEST writings
 from which you’re invited to select!

★ ★

*A great book could never achieve greatness without YOUR
 ability to APPRECIATE it. . . Because you HAVE recognized
 the superlative writing genius of, the
 PUBLISHING COMPANY has made it possible for you to ob-
 tain his new best-seller at your local book-shop!*

★ ★

Designed for your well-earned hours of relaxation,
 is as refreshing as an apertif . . . a book that suits EVERY
 reading taste!

*When you find time to catch up on your reading, you
DESERVE a book like*

★ ★

GOOD BOOKS are as important to the MENTAL development
of your family as GOOD FOOD is to their PHYSICAL well-
being!

★ ★

*A book list issued by the PUBLISHING HOUSE is
your unfailing guide to today's best literature.*

Bowling - Skating

"Work consists of whatever a body is obliged to do, and play consists of whatever a body is obliged NOT to do."

—The Adventures of Tom Sawyer.

Selling the listener on spending his leisure hours at the local bowling alley or skating rink involves the health and body-building angle—for both men and women. Important elements of both businesses are air-conditioning, smooth floor for skating rink, hard-wood alleys for bowling. The skating rink will do well to plug its instructors, its music for rhythm skating. Both bowling and skating should have amateur night or matinee—when would-bes become experts or has-beens. In the case of the skating rink, a home-maker's class for those over-burdened with avoirdupois is a smart and profitable move, and is well-placed during the soap-opera hours on the air.

Bowling

Need building up? Try bowling! . . . Want to reduce? Try bowling! Bowling does BOTH . . . and there's FUN in the bargain!

★ ★

Bowl for health, fun and figure, at

★ ★

All work and no play makes JACK . . . but it doesn't make bouyant health and enjoyable living! Just for fun . . . and for dividends in HEALTHFUL EXERCISE, bowl at

★ ★

It's fun for the money at

Skating

Be a GOOD SKATE—learn HOW at the Skating Arena!

★ ★

Learn how to put your best foot forward on WHEELS—skate at

★ ★

You, too, can be the life of the party—when you learn to figure-skate to MUSIC, at

★ ★

You'll cut a fine figure—and DEVELOP one, too—when you skate regularly at

★ ★

Be a flash on wheels—learn to skate to music at

Christmas Buying

*"For still will Christmas gild the year's mis-
chances
If childhood comes, as here, to make him
merry."*

—"The Christmas Tree,"
THEODORE WATTS-DUNSTON.

Willing to buy, ready to buy, eager to buy, the listening public at Christmas time is open to every sensible suggestion. Your job here is a cinch—the only hitch being, as of course there must always be a hitch—that business is just about double the usual amount, and you have to write like crazy to keep up with the daily log. The lead-lines in the following chapter will help you keep up the pace. Bear in mind, as you write, the picture of a certain harassed individual (the singular public) prodding other harassed individuals (the collective public) with elbows, or the same individual—singular OR collective—*being* prodded with elbows. He doesn't know where to look for what he wants—more probably, he doesn't know what he wants, and he wants you to tell him. Do so.

Christmas Buying

Give a present with a PAST . . . a gift from is backed by years of traditional quality!

★ ★

..... fits your gift-buying schedule like a glove!

★ ★

Launched with pride for the Christmas-tide’s collection of WORTHY gifts!

★ ★

For every-day living and Christmas-giving . . . a gift for years to come . . . a dependable from!

★ ★

.....’s is ambassador of good cheer for Christmas Shoppers!

★ ★

Visit the Christmas Corral at’s.

★ ★

CORRAL your Christmas gifts NOW at!

★ ★

Christmas comes but once a year, and some of us are inclined to be glad of it, when shopping is at its worst. However,

★ ★

Number of shopping days?! Number of shopping HEADACHES? Many! Your chances of coming thru with flying colors? EXCELLENT . . . if you heed the many and varied suggestions offered by!

★ ★

Can an eleventh hour shopper venture forth with confidence and a long gift list? The answer is YES . . . if she makes straight for!

Here's an antidote for last-minute shoppers' jitters!

★ ★

When you're in the market for last-minute gifts that might have taken MONTHS to plan and select, head for

★ ★

Here's a comforting bulletin for late buyers!

★ ★

Test the staying power of the non-edible Christmas gifts you choose by saying to yourself "Suppose I had given this LAST year . . . would it STILL be useful? There's one gift that will always deserve an affirmative answer.

★ ★

Tops in shops for Christmas buyers is

★ ★

..... is the home of every good and perfect Xmas gift!

★ ★

You're sure to shop wisely and well . . . and in record time, too, at

★ ★

With so many Christmases-worth of experience behind them, are fully equipped to help every gift-buyer, lending friendly advice . . . gladly displaying their stock . . . giving personalized service to each buyer!

★ ★

Give mother a REFRIGERATOR . . . a gift she'll open every day!

★ ★

It's LATE . . . but definitely not TOO late for sane, sensible Xmas buying, if you put yourself and your gift list in the capable hands of the sales representatives at

The significance of gift-shopping at is not to be passed over lightly! It's the shop where, for a pittance you can choose ★ ★

Give a gift for Christmas and forever after . . . an exquisite diamond from ★ ★

The best way to judge a Christmas gift is to look at it with the impartial eye of the one who's to receive it!

★ ★

Here's a last-minute buy that will look as though you planned it for months!

★ ★

The neatest trick of the season is on display now at

★ ★

The trail to Merry Christmas Shopping leads directly to

★ ★

The smartest Christmas gift for your family is one that YOU can enjoy, too . . . a new radio!

★ ★

Take a trip through TOYLAND . . . and solve ALL of Santa's problems at ONCE!

★ ★

Maybe Columbus DIDN'T discover America . . . but YOU'LL discover America's finest Toyland, at

★ ★

Here's big news for Santa-Shoppers!

★ ★

Complete your youngster's Christmas happiness with the most thrilling gift of all . . . a fine new bike from

Let there be LIGHTS on your Christmas-tree . . . LIGHTS that make your home bright and fill the house with the spirit of the season!

★ ★

Believe it or not, here's ONE-time you'll be GLAD if you've waited till the eleventh hour to buy a Christmas gift!

★ ★

Sometimes it's hard to tell who got the electric train at Christmas . . . Dad or Junior! But it's EASY to note that SANTA reaped the Savings, when he shopped at

★ ★

You'll make a BIG NAME for yourself with a BIG NAME GIFT FOR THE FAMILY!

★ ★

Here's a design for GIVING!

★ ★

THRIFT knows no bounds at 's Toyland!

★ ★

If there's one thing we owe ourselves and our families, folks, it's a MERRY CHRISTMAS!

★ ★

I'll tell you ONE thing, ladies . . . there's no point in going to all the trouble and expense of making fruit-cakes this year! 's have made it FOR you!

★ ★

Some call 'em TRICYCLES . . . others call them VELOCIPEDES . . . BOYS AND GIRLS number them among the PRIME FAVORITES UNDER THE CHRISTMAS TREE!

Here's an eleventh-hour gift suggestion with 24-hour-a-day usefulness!

★ ★

.....'s is filled with worry-stoppers for Christmas-shoppers!

★ ★

When you're ROMANCING, the longest way 'round is the shortest way home. . . When you're GIFT BUYING, the shortest route to success leads directly to

★ ★

NOW is the time for all wise buyers to do something CONSTRUCTIVE about their Christmas shopping!

★ ★

'Tis better to buy and store away, than put it off another day!

★ ★

MEN like distinctive gifts, too!

★ ★

The man or MEN on your gift list who have caused no end of worry will be represented by triumphant check-marks, after you select

★ ★

Run-of-the-mill Christmas gifts are OUT, when you choose at

★ ★

Personalized and practical . . . the distinctive gifts at

★ ★

..... have done your Xmas Shopping for you!

★ ★

It's just what she wants for Xmas . . . and it's just \$. . . at

PRESENT perfect for use now . . . FUTURE perfect for Xmas gift hoarding!

★ ★

Let simplify your gift-giving! It's as jolly as holly . . . as joyous as Xmas itself!

★ ★

Xmas shopping presents a problem . . . and provides the solution!

★ ★

Whether you're looking for an inexpensive remembrance or a very special gift to last forever, you'll find it at

★ ★

Will the gift you give this Xmas be a constant reminder throughout the year?

★ ★

Selecting Xmas gifts wisely requires not only willingness on your part . . . but courtesy and coöperation from the store . . . and a distinctive collection of gifts from which to choose!

★ ★

Buy in haste and repent at leisure, to coin a proverb!

★ ★

He who hesitates is not lost when it comes to gift buying at! You can shop leisurely . . . look over the complete collection of distinctive gifts on display now at

★ ★

Gifts speak louder than words at Xmas time!

★ ★

Here's a Santa-gram from!

Many a famous scientist got his start in childhood with a chemistry set! In Toyland at, there's a fine set for just \$..... . . . made by people who have led the field in chemistry outfits for years!

★ ★

It's a MAN'S gift!

★ ★

Christmas Cheers start at 's this year!

★ ★

Choose an UNUSUAL gift . . . but make it a USEFUL one!

★ ★

There IS a Santa Claus! See the, priced at just \$....., and be CONVINCED!

★ ★

Move over, Mister Santa Claus . . . here come America's shopping millions, using a modified T-Formation. . . And here's a story for last-minute shopping!

★ ★

A coming event which has cast its shadow brightly over the countryside is scheduled a few days from today . . . Christmas! . . . And nowhere is that shadow more clearly reflected than on the counters of where gift selections are STILL COMPLETE!

★ ★

Don't go into a BROWN STUDY over your Xmas-shopping problems . . . go instead to

Christmas (*Directed to Children*)

"out of the mouths of babes" . . .

Come the greatest sales talks ever made. Whenever it's logical, Christmas commercials should be directed to children, with the admonition, of course, to tell Mother and Dad all about it, so they can pass the request on to Santa Claus. This is not at all an underhand method, as it may well seem at first sight, because parents are anxious to know what the children want for Christmas, and children are open to suggestion.

Christmas (Directed to Children)

It won't be long now before you'll be jumping out of bed one morning and rushing in to see what Santa left under the tree for you! But you can have a lot of fun BEFORE then . . . ask Mother or Daddy to take you to visit TOYLAND at the Store!

★ ★

Christmas is only away, boys and girls . . . and when you step inside TOYLAND at, you'll really feel Christmas in the air!

★ ★

There's ONE way to be SURE of getting just the toys and games you want for Christmas . . . ask Mother or Daddy to take you to your nearest store, and let you pick out for yourself the things you want Santa to bring in his pack!

★ ★

You don't have to own Aladdin's magic lamp to get a PREVIEW of Christmas, boys and girls! . . . Just ask Mother and Dad to take you to 's Toyland!

★ ★

You've dreamed of a magic place where you could see all the toys you've ever wished for . . . and 's Toyland makes that dream come TRUE!

★ ★

Toyland at the Store is just like paying a visit to Santa's own workshop, after he's finished his year's work!

★ ★

At 's Toyland, you'll have almost as much fun choosing the toys you want as you'll have GETTING them on Christmas morning!

.....'s Toyland is a favorite with boys and girls, because the Store knows exactly the kind of games, dollies, books and wheel-toys you like!

★ ★

There's fairyland of toys waiting for you to see at 's Toyland!

★ ★

You know, boys and girls, Christmas is not just for ONE day . . . it's for MANY days . . . BEFORE and AFTER December 25th! BEFORE Christmas . . . RIGHT NOW . . . there's thrilling excitement for you at 's Toyland!

★ ★

You know, boys and girls, when Mother or Dad decide to buy a new dress or suit, they first go to the store and SEE EXACTLY WHAT IS NEW before they select. 's Toyland helps you plan your gifts from Santa that way!

★ ★

Are your children getting impatient about Christmas? Then, give them a PREVIEW of Santa's finest, newest, and most ECONOMICAL toys!

★ ★

Dad EXPECTS ties and socks for Christmas . . . SURPRISE HIM with a handsome

★ ★

Take the family to TOYTOWN!

★ ★

Santa's already unloaded his pack, at 's Toyland!

★ ★

"ON (city's) crowded streets I stand, and cast a jaundiced eye . . ." does THAT description fit your Christmas

shopping mood? Then, cast your worries to the winter wind . . . head for

★ ★

When you're waiting for Christmas morning . . . a few days can seem like a very long time, can't they? I'll tell you how to make them seem SHORTER! Ask Mother or Dad to take you tos Toyland.

★ ★

When you visits Toyland, you'll have about the best time you EVER had . . . except for Christmas day itself!

★ ★

Don't wait till the night before Christmas to be GOOD, boys and girls. . . And don't wait another day to select the very toys you want for Christmas!

★ ★

The BEST idea is to see ALL of the newest, finest Christmas toys . . . fresh from the toy workshop . . . so you can choose exactly what you want!

★ ★

Santa's a wise old fellow, all right . . . but he's a mighty BUSY fellow, too . . . and he'll appreciate your making his job easier by having toys put away with your name already on them!

Circulator Heat

"He is wise enough that can keep himself warm."—OLD PROVERB.

When you're selling stoves, you're talking to the inner man—the man who has to get up to a cold house, and shake the grate or prod the furnace into active service. You want to be CONVERSATIONAL about it—homey and sympathetic. And, since most accounts of this type begin calling their wares long before the first snow falls, you may be having to direct your heater message to him at a time when his ears want to hear anything but advice on how to keep warm. Point out to him that LAST winter was a lulu, and remind him that he promised himself never to struggle through another one with that out-moded heating system, and, when you're firmly established on HIS side, give him the works about this NEW heater which radiates healthful warmth from floor to ceiling, with nary a draft between. Never begin by naming the technical developments which make this particular heater tops—the listener will be interested in THAT phase of the sale ONLY after he's become sufficiently sold to go into details.

Heat

SOUND: WIND.

ANNCR: *The North Wind you hear originates on our turntable . . . it's easy to make it vanish with a flip of the switch! . . . Well, YOU can do the SAME THING . . . on a LARGER SCALE . . . when the REAL NORTH Wind comes rolling down . . . If your home is equipped with a*

★ ★

Don't let winter mean a pitched battle between you and winter wind and cold! ★ ★

ANY winter is a HARD winter, if you're trying to put up with an old, outmoded HEATING SYSTEM!

★ ★

You can beat winter at his own game, keep the temperature inside your house exactly where you want it . . . and save up to per cent on fuel costs with a

★ ★

Play SAFE on fuel savings, by installing a this winter!

★ ★

The sooner you see your dealer, the QUICKER your home-heating problem is solved!

★ ★

The winter wind has stirred up a revolt in many a home . . . a revolt against inefficient, wasteful, worrisome home heating systems!

★ ★

It's nice and bracy outdoors now . . . which is the way out-of-doors SHOULD be in the month of But, when the temperature INSIDE the house is DOWN . . . nice and bracy aren't the right adjectives!

No home is comfortable when the floor is drafty . . . the doorways chilly . . . the CEILINGS abounding in lazy, wasting warmth!

★ ★

Nobody's exactly sure what the Governor of North Carolina said to the Governor of South Carolina, but we ARE sure about what owners are saying to their friends. They're saying "I wouldn't trade my for any heating system on the market!

★ ★

There's nothing like TROPICAL WARMTH inside your home in winter . . . and there's nothing like to provide it!

★ ★

An old, worn-out, out-moded heating system is definitely the WORST weapon with which to face the coming winter!

★ ★

We'll grant you that getting up in the morning is no picnic under IDEAL conditions . . . but, when the alarm clock wakes you with the realization that you've got to battle with that out-moded heating system . . . that's the world at its worst!

★ ★

You can put winter in its place . . . OUTSIDE the walls of your home . . . with a

★ ★

The way of all winter wind is RIGHT THROUGH YOUR HOUSE, if you don't take firm steps to your dealer!

★ ★

There's more comfort than you ever dreamed about . . . at less cost than you think, in a genuine

SOUND: WIND.

*That north wind is doing his best to prove an old Mark Twain saying . . . "everybody TALKS about the weather . . . nobody DOES anything about it!" . . . That makers of
 HAVE done something about it!*

★ ★

With all of its exclusive home-heating advantages, you'd naturally expect the to be the most BEAUTIFUL heater you can buy . . . and you WON'T be disappointed!

★ ★

What's wrong with this sentence? . . . "Maybe the old heating system won't give me as much trouble and expense as it did last year."

★ ★

There ARE two ways about it, when you're buying a HOME HEATER! . . . First, you want EFFICIENCY . . . second, you want ECONOMY! offers BOTH!

★ ★

When your home is heated EVENLY from floor to ceiling, there are TWO natural results . . . MORE HOME COMFORT . . . LESS FUEL EXPENSE!

★ ★

Where does winter wind COME from . . . and where does it GO? . . . And, more to the point, HOW TO KEEP OUT OF ITS WAY!

★ ★

The best way to fix an out-moded, irresponsible heating system is to do away with it . . . you'll save enough in fuel bills to pay for your new in a short time!

★ ★

Folks are beginning to argue now whether the last big snow happened in January or February . . . some even hold out

for December . . . but the main thing to remember is that it DID happen . . . and it CAN happen again most any time now!

★ ★

Do you have a little house-heating problem in YOUR home?

★ ★

The best cold-weather precaution you could possibly make is a down-payment on a genuine heater!

★ ★

Don't be among those shivering at the mercy of a half-hearted heating system this winter!

★ ★

Who cares how hard the wind blows . . . how far the temperature falls . . . as long as it's WARM INDOORS!

★ ★

Comes snow, hail or sleet . . . don't get cold feet about winter . . . invest in

★ ★

The North Wind will getcha if you don't watch out. "Watching out" simply means seeing your dealer right now, for a demonstration of the new

★ ★

The battle against falling winter temperature becomes a ONE SIDED contest, with on YOUR side!

★ ★

SOUND: WIND.

ANNCR: Our windy sound-effect requires no long-winded explanation . . . it's a reminder to see your dealer!

★ ★

Up at the stroke of six, seven, or eight . . . and the house warm as toast in a few minutes!

Clothes (*Men*)

"Never say more than is necessary."

—*"The Rivals," Act. 1, Sc. 2.*

That goes double for commercials directed to men, about men's clothes. The psychology of dealing with men in radio commercials, as in most other phases of business, lies in coming to the point. A man likes to *look* good, but he dreads the buying process that makes him well-dressed. Too many men's furnishers deal in hackneyed commercials, though, beginning, "Calling all men," or something equally banal. You have a good field to work on, when you're writing about men's clothes, however, because, with so much of the buying blarney directed to women only, a man must feel left out once in a while.

Clothes (Men)

Today, working America wants clothes with STAMINA!

★ ★

*Inexpensive . . . INDISPENSABLE . . . the work clothes at
.....!*

★ ★

Clothes MAKE the man . . . the high cost of being well-dressed may BREAK him! At suits are priced at just

★ ★

Hand-in-glove with your penchant for ECONOMY in long-wearing work clothes. . .

★ ★

Everybody TALKS about the high cost of being well-dressed does something about it!

★ ★

More STYLE on the surface . . . more QUALITY beneath!

★ ★

There's over-all ECONOMY in overalls!

★ ★

The working-man's clothes at the working-man's prices!

★ ★

Men . . . you're getting WARMER in your search for good winter clothes, when you shop at

★ ★

The customer is always right, when he chooses clothes!

★ ★

..... clothes are inexpensive, but not so you'd notice it!

★ ★

Relax in SLACKS!

Free and easy . . . cool and comfortable. That's a six-word description of Tropical Worsteds!

★ ★

Winter is on its way to, and Stores are prepared to equip you with boots and riding breeches for working, riding, hunting and dress!

★ ★

For your "out-in-the-weather" days this winter, be PREPARED with Stores clothes for work and play!

★ ★

Get ready to take whatever weather Old Man Winter can dish out . . . select boots and riding breeches, at

★ ★

Meet winter MORE than half-way . . . in a fine top-coat from

★ ★

If you've never worn clothes . . . this is the time to START!

★ ★

Men in the know choose clothes the year 'round!

★ ★

No odds asked, men . . . you KNOW you're onto a SURE THING the moment you try on a topcoat!

★ ★

You don't want to miss the boat, men when you can sail into savings like those offered now at

★ ★

Back up your dollars with common sense, men! . . . Select the suit, topcoat and overcoat you need NOW at, during their great sales events!

Dairy

“Who would keep a cow, when he can have a quart of milk for a penny?”—PROVERB.

At the time when old sayings like the one above were in their infancy, the cost of living must have been 'way down in the lower brackets. But the fact remains that a dairy's big selling feature lies in the fact that milk gives more food value per penny than any other single food—and doctors will back you up on that statement. Most large towns and cities have more than one dairy, and it's up to you to sell the SERVICE of your particular account, since government regulation takes care of cleanliness and purity and freshness in ALL dairy products. You can't afford to venture far from the institutional on a dairy account, because it virtually amounts to a public service.

Dairy

As you like it . . . milk is available in MANY forms.

★ ★

The cows from which . . . milk is produced must pass THEIR physical!

★ ★

You're penny-wise WITHOUT being pound foolish, when you depend upon the . . . dairy to provide economical nourishment for family meals!

★ ★

In a world of change, the quality of . . . milk remains CHANGELESS!

★ ★

. . . milk, . . . service . . . the standards by which all other services are judged!

★ ★

Three of the hardest things in the world to understand are the law of relativity, Junior's penchant for keeping you at odds with your next-door neighbor, and the football fan in front of you who leaps to his feet on every play! The EASIEST thing in the world to grasp is the relation of MILK to health.

★ ★

MILK keeps you FIT . . . not FAT!

★ ★

Sound: Cow Mooing.

Cow Voice: Honest, lady . . . even a COW can't give milk like . . . (HOMOGENIZED or otherwise treated milk.)

★ ★

MILK, you know, is nature's most nearly perfect single food . . . and, lucky for budget-balancers, it gives you more food value per penny than anything you can buy!

NATURE *knows best . . . there's NO SUBSTITUTE for MILK in ANY diet!*

★ ★

There's a long salad season ahead . . . and comes to the aid of the salad-make with wholesome, nutritious Cottage Cheese!

★ ★

There's no better way to keep the family's health and vigor up to par . . . and keep the family food budget down to a minimum, than to serve milk and dairy products daily!

★ ★

In MILK there is strength . . . body-building strength for children . . . body-SUSTAINING strength for adults!

★ ★

The GOLD in *butter buys something that the coveted metal CANNOT do . . . it buys a one-way passport to HEALTH!*

★ ★

There is no age-limit on the daily need for MILK in the diet!

★ ★

In winter the sun's rays are beneficial only between the hours of 11 a. m. and 1:30 p. m. . . . even then their vitamin content is small! Get your every-day quota of the essential sunshine vitamin in Dairy Vitamin D Milk!

★ ★

Don't reach for the dictionary when you hear the word "Homogenized." Reach for the telephone, and let explain the full importance of Homogenized milk to you!

★ ★

MILK *is to HEALTH as HEALTH is to HAPPINESS . . . an IN-DISPUTABLE law of ratio and proportion!*

BEFORE the Homogenizing Process was developed for milk, the fact the cream rose to the top was accepted as readily as the "all that goes up is bound to come down" rule. NOW, in milk, the phenomena is achieved! Thru Homogenization the nourishing globules of cream fat are distributed thru every drop of every bottle of Homogenized milk!

★ ★

GOLD is where you find it . . . and, to coin a proverb, HEALTH is what you MAKE it! . . . Pure, fresh milk . . . the most nearly perfect single food, is a daily health requisite . . . not just for growing children, but for adults as well!

★ ★

There are fads and fancies in FOODS, just as there are in dress and furniture, but the wise mother knows that HOMOGENIZED MILK is NOT just another modern fad!

★ ★

To keep HEALTH in the family, serve more milk . . . and foods MADE with milk!

★ ★

One good vitamin deserves another . . . or, to put it more clearly, you can't expect the Vitamin B-One you get in bread and whole-grain cereals to compensate for the vitamin D you DON'T get from the sun's rays in winter.

(VITAMIN D MILK)

★ ★

Some foods are better alternated . . . some you need serve occasionally. But MILK is the ONE food for which there is no substitute!

★ ★

Don't slip up on your family's nutritional requirements by skimping on milk!

★ ★

Without Vitamin D, the minerals calcium and phosphorus

are practically unemployed. . . Vitamin D is the connecting link which puts them to work!

★ ★

Your eyes will tell you there've been some changes made in milk that's HOMOGENIZED . . . but your taste is the test of its improved, enriched flavor!

★ ★

The Dairy Co. is in business for your health!

★ ★

You're taking a sip in the right direction each time you drink milk!

★ ★

The Dairy Company puts Vitamin D, the Calcifying Vitamin, into Homogenized Milk . . . making it possible for the body to USE the minerals calcium and phosphorus in building sound bones and teeth!

★ ★

Whether or not you believe in equal distribution of WEALTH—you're CERTAINLY in accord with the All-American principle of equal distribution of HEALTH! THAT'S why it's wise to be a REGULAR customer of the Dairy Co.!

★ ★

If somebody should ask you to name the most valuable first edition in American Literature, you can tell them it's Poe's TAMERLANE . . . and the most valuable first edition each early-morning is the vitamin-filled, health-containing bottle of milk at your doorstep!

★ ★

You can't be all-out for fun or work, if you're all IN from lack of proper diet! Be sure to include MILK—the most nearly perfect single food, in your daily menu!

Like sleep, proper diet is NOT RETRO-ACTIVE—you can't make up NEXT WEEK for indulging in a haphazard food-routine THIS week! Include MILK in your diet EVERY day!

★ ★

ONE way to discover how firm a foundation our modern civilization is based upon is to take a good look at the services offered by the Dairy Company!

★ ★

PREPARATION *that you don't see results in purity that you can TASTE, when you order Dairy Products!*

★ ★

Long before the world was aware of the microscopic elements which promote health or cause disease, Virgil wrote "Steep thyself in a bowl of summertime." The ancients knew the value of sunrays, without knowing WHY. NOW we know that Vitamin D is essential in enabling the body to USE the calcium and vitamins it gets from foods—we know that few of us are able to stay in the sun enough to absorb sufficient quantities. Therefore, it's important to get daily Vitamin D in milk!

★ ★

Which is heavier—milk or cream? That's not a 64-dollar question, but it IS interesting to note that the answer is MILK. Cream, being lighter than milk, rises to the top, taking with it a goodly portion of the vitamins, minerals and food elements in the milk. That's why HOMOGENIZED MILK meets with public preference—it distributes the tasty, extra-nourishing cream-particles all through every drop of milk in the bottle!

★ ★

The cows from which milk is produced must pass a rigid physical exam!

PURITY OF PRODUCTS—FREEDOM FROM GERMS—ABSOLUTE FRESHNESS—all are taken for granted by Dairy customers!

★ ★

Vitamins A, B, C, D, and G—MINERALS calcium and phosphorus—a wealth of essential food values—ALL THESE, and ENRICHED FLAVOR, too, in Homogenized Vitamin D milk!

★ ★

Very few foods contain as many as THREE vitamins—MILK contains FOUR, and Homogenized Vitamin D milk contains FIVE! Not just a TRACE, either—the vitamins are present in appreciable quantities!

★ ★

Weigh the HEALTH evidence against the THRIFT evidence, and you'll find that MILK gives you more food value per penny than any other single food!

★ ★

The trouble with most health and physical-fitness routines is that they WON'T WORK! They won't work simply because most of them, if faithfully executed, would require a round 48-hour week. Some health-bent enthusiasts strike out bravely to attempt the whole complicated schedule, and give up completely when they discover how much time it consumes. It's best to adopt a sane, sensible health routine which calls for adequate rest and a common-sense diet. And, no matter HOW you arrange it, that diet calls for MILK daily!

★ ★

It's no trick to be OVER-FED and UNDER-NOURISHED—ANYBODY can do it! Don't overlook the fact that some foods have more body-building content than others—remember the importance of day-to-day consumption of rich, whole MILK!

Serving your family plenty of MILK helps you cut corners where it counts—because MILK gives you more food value per penny than any other single food!

★ ★

There have been many attempts at discovery and invention which never panned out. There was Ponce de Leon and his fountain of youth. There was “perpetual motion,” and there still IS, if somebody can make it go. The balance of power hangs in favor of discoveries which have proven practical—HOMOGENIZATION, for example—the scientific way of distributing the rich, nourishing cream globules which usually rise to the top ALL THROUGH a bottle of milk!

★ ★

Science looked at a bottle of milk, and mused “if that rich cream could only be made to spread itself through every drop of the milk in the bottle, that would be a neat trick.” It’s a neat trick—and it’s BEEN DONE!

★ ★

All roads lead to HOME at the end of a busy day—and it’s YOUR job, Mrs. Housewife, to provide the nourishing, well-balanced meals they need for day-to-day health! . . . To HELP you with that all-important job, the Dairy Company offers many fresh, pure products in addition to wholesome, pasteurized milk!

★ ★

Dietitians pronounce it EXTRA NUTRITIOUS—YOU’LL pronounce it extra-DELICIOUS—the flavor-enriched Homogenized Milk delivered regularly by the Dairy!

★ ★

Tomorrow’s America will be as strong as today’s children! It’s impossible to over-emphasize the importance of MILK in the daily diet!

To quote an old spiritual concerning the populating of Noah's Ark, the animals went in two-by-two. And, to quote science on the value of drinking Homogenized Vitamin D milk, the vitamins go down five-by-five. . . It is true that milk to which Vitamin D is added contains FIVE VITAMINS in all!

★ ★

If you try to sum up in one sentence the definition of TRUE ART, you find that it adds up to a devotion to detail. . . That SHORTENS the DEFINITION, but it BROADENS the field. . . It includes not only great books and famous pictures and immortal music—it consists of every-day things like keeping your home spic and span, and serving your family foods that promote HEALTH!

★ ★

We've come a long way since a misguided Queen remarked "Let 'em eat cake" when informed that her subjects had no bread. . . In those times, a portion of GUERNSEY MILK was something which was served only in a silver cup, at the dining-tables of those whose wealth would buy a king's ransom. TODAY, Guernsey Milk is available to EVERY HOME—the Dairy Co. will deliver it to your door regularly!

★ ★

Winston Churchill said it: "There is no finer investment for any community than putting milk into babies!"

★ ★

In its simplest analysis the word HOMOGENEOUS means the SAME THROUGHOUT—and that's a word-picture of Dairy Homogenized Vitamin D Milk—but it doesn't tell the WHOLE STORY. . . MUD can be the same throughout—however, that wouldn't make it MORE PALATABLE. HOMOGENIZED does make milk more palatable for most tastes, because it distributes the nourishing, tasty CREAM GLOBULES through every drop in the bottle!

Farmers know that a lot depends upon the SUB-SOIL—richness BENEATH the top layer of garden earth. . . A lot depends upon the richness BELOW THE CREAMLINE in milk, too! . . . That's why GOLDEN GUERNSEY is a preferred Dairy product—there are extra proteins, carbohydrates, minerals and vitamins BELOW the cream-line!

★ ★

"Tell me what a man EATS," says the dietitian, "and I'll tell you what he IS." . . Whether or not you believe that you can judge a man by his appetite, you CAN find the answer to GOOD HEALTH in FOOD!

★ ★

Good health is a day-to-day proposition, and drinking milk REGULARLY is one of its first requisites!

★ ★

Honest comparison is good for the PURSE! . . . Compare the food values you get in MILK with those contained in OTHER foods, and you'll realize that MILK GIVES YOU MORE FOOD VALUE PER PENNY than any other single food!

★ ★

It's impossible to tell a good story, or even one of the Pat-and-Mike caliber, without including NAMES. . . NAMES ARE IMPORTANT, Mr. Shakespeare's comment notwithstanding! Dairy is a name which has IMPROVED with age!

★ ★

THRIFTY SPENDERS are MADE, not BORN—and learning to balance a FOOD BUDGET is a man-sized job for every woman! . . . There's ONE fact you can imprint in your mind like a motto—MILK contains more food value per penny than any other single food!

144786

Emerson wrote "consistency is the hobgoblin of little minds"—but there's more POETRY than TRUTH in that statement! If it weren't for CONSISTENT QUALITY and CONSISTENT DEPENDABILITY of products, this institution wouldn't have continued to keep the confidence of customers through more than years!

★ ★

First impressions are lasting—and, for more than years, the Dairy Company has been making LASTING first impressions on newcomers and new customers!

★ ★

Man may not be the master of his FATE, but he is CERTAINLY the Custodian of his Digestion! Here's a good system to adopt—first—eat for HEALTH—then, if there's still an empty space—eat for FUN! You include BOTH reasons when you drink delicious, healthful Dairy milk each day!

★ ★

Let 'em eat SHORTCAKE — with whipped cream from Dairy!

★ ★

There's an old aphorism "Repetition makes Reputation. . . True it is that daily repetition of Dependable Service for years has built a flawless reputation for the Dairy!

★ ★

There's a very useful BOTTLENECK at the Dairy Company! . . . It contains the cream which rises on rich Golden Guernsey milk—cream rich enough for WHIPPING!

★ ★

Only the BEST MILK is good enough for your family, but the DAIRY COMPANY presents several VARIATIONS

of the word BEST, in several FORMS of wholesome, whole milk!

★ ★

When it comes to HEALTH, it's WISE to cross bridges before you get to them—ward off MALNUTRITION before it gets a foothold!

★ ★

It was on the Channel Isle of Guernsey, off the coast of France, that the celebrated breed of Guernsey cattle was developed by monks in an early century. . . NOW, the extra-rich milk produced from Guernsey cows is available to EVERY HOME—delivered regularly to your door by the Dairy Company!

Food

"There is no love sincerer than the love of food."—"Man and Superman."

GEORGE BERNARD SHAW.

Cynical, there, Shaw, but you've hit a rock-bottom truth, because a man can forget a love affair, or leave his wife, but, like Stevenson's shadow, his stomach follows him where'er he goes. Choosing descriptive words means much to the commercial—words that TASTE good. Here are commercials that are EASY to write, because you yourself get hungry. When you're selling horse saddles or insecticides, you may have to reach a suitable meeting-ground with your imagination; to write about food, all you have to do is admit to yourself that you're a gourmet at heart, and take it from there.

Dessert

All the money in the king's counting-house, back in the days of old, couldn't have bought that delicious dessert that costs just a few pennies at

★ ★

Some long-ago gourmet summed up the situation for us, when he said "The SWEET makes the meal."

★ ★

The proof of the pudding . . . or of the ICE CREAM, is in the TASTING!

★ ★

The dessert course represents a small item in your food budget, when you order regularly from the Confectionery!

★ ★

Time WAS when refreshment was the outstanding problem at parties! Today, it's no more of a brain-teaser or a back-breaker than looking up the number of

★ ★

You can carry the idea of BETTER NUTRITION right thru the family dessert or party refreshment! Call

★ ★

..... comes to the aid of your party with

★ ★

There's always refreshing variety in the REFRESHMENT VARIETIES offered by

★ ★

You can't make a meal out of ice cream . . . but ice cream DOES make the meal!

Ah . . . the plot thickens . . . it freezes, and hardens into something creamy and delicious! (Ice cream)

★ ★

You can keep ECONOMY at SEA LEVEL, and reach the HEIGHTS OF HOSPITALITY, by ordering for party refreshment!

★ ★

Get your just desserts at

General

Malnutrition is like an iceberg . . . nine-tenths of it is under the surface!

★ ★

Love at first bite!

★ ★

A good BEGINNING is half the battle! Begin the day with (BREAKFAST FOOD).

★ ★

Family health can't be measured in dollars and cents . . . but the cost of serving your family healthful CAN be included in the family budget!

★ ★

Vim, Vigor and Vitality are sold in your locality!

★ ★

It's SATISFYING . . . NOT fatifying!

★ ★

A tasty treat to beat the heat!

★ ★

Our America may be beautiful for fruited plains and amber waves of grain, but the fact remains that malnutrition is prevalent from coast to coast!

The only time a party is REALLY successful is when the HOST has as much fun as his guests!

★ ★

Keyed to every appetite of a (SUMMER'S) (WINTER'S) day

★ ★

The ability to keep calm, cool and collected while others succumb to summer listlessness is not only an ART, it's a SCIENCE! However, it's a science not to be measured by slide rules or in atoms . . . but simply, of WISE EATING.

★ ★

The very name ----- is a promise of GOOD EATING!
Make it MORE than a promise!

★ ★

(BABY FOOD) *If it's true that life is a survival of the fittest, it also follows that a good beginning is half the battle. Start your baby off with -----!*

★ ★

----- Ham hits that vulnerable spot in all of us that calls for something EXTRA delicious!

★ ★

ALL TASTE and no Work . . . that's why home-makers order ready-to-serve -----

★ ★

Your 546 taste buds CAN'T be wrong . . . and they'll ALL approve of -----

★ ★

Full measure of refreshment pleasure!

★ ★

Three's NOT a crowd, even when they're unexpected dinner guests. Not when it's so easy to serve -----

Nobody in your family will want to be among those ABSENT at dinner-time, if you serve

★ ★

One inevitable result of springtime is a set-back in the family APPETITE! But the most apathetic palate will spring to new enthusiasm, if you serve

★ ★

There's insurance for almost everything . . . but did you ever hear of APPETITE insurance?

★ ★

National good health begins and ends in the home! Physical fitness comes with wise and sensible eating!

★ ★

Today, you want to be SURE you're getting full value received for every food-penny you spend!

★ ★

FESTIVE enough for your most important dinner part . . . wholesome and economical enough for family dinners.

★ ★

GOOD HEALTH is not a commodity which can be listed on the stock exchange . . . but you CAN make investments in good eating which lead to good health!

★ ★

What FOODS these MORSELS be!

★ ★

What do your dinner guests say . . . after they've said good-bye?

★ ★

For want of VARIETY, the APPETITE was lost!

*Better than "the kind Mother used to make" . . . and more
NOURISHING, too!*

★ ★

Heap HOSPITALITY upon your guests, without heaping too
much WORK on yourself!

Seafood

*FISH is the most digestible of all foods . . . and, when you
buy from, it's also one of the most ECONOMICAL!*

★ ★

This is the season when APPETITES get spring fever . . .
family meals need VARIETY to appeal to lazy appetites!
Vary the menu with tempting sea food . . . naturally diges-
tible and nourishing!

★ ★

*Broiled, baked, or fried, fish and seafood build up muscle
and body tissues, bones and teeth . . . build up the blood and
supply iodine to the bodily system.*

★ ★

You don't have to command "eat it . . . it's good for you,"
when you serve fish and seafood to your family.

★ ★

*Buy seafood fresh from the sea . . . fresh-water fish straight
from the rivers and streams!*

★ ★

Why buy FISH? Because fish is one of nature's most easily
digested and nourishing foods . . . because fish and seafoods
are INEXPENSIVE, when you buy at

How will you have your oysters . . . broiled, stewed, escaloped or fried? Fix 'em the way you like 'em . . . but BE SURE you get FRESH OYSTERS!

★ ★

Don't let MONOTONY creep into your menus! Add VARIETY by serving fish and seafood OFTEN!

★ ★

Family dinner takes on a special note of festivity, when you put FRESH SHRIMP on the menu!

★ ★

It's not a matter of LUCK . . . but a matter of FACT . . . you ALWAYS get FRESH seafood at!

Footwear

"... a man cannot make a pair of shoes rightly unless he do it in a devout manner."

—THOMAS CARLYLE.

—and the fact that few people realize this important fact gives you a very fine working point. The average man or woman realizes that, in suits or dresses, there is a difference in size thirty-sixes—some are long, some short; but, until the shoe business began advertising on a large scale, few saw the very obvious fact that FEET are individually styled by NATURE, and SHOES must be fitted accordingly. In order to do justice to a shoe account, you have to have a figurative finger on the buying habits of the people in your city—Saturday, they bring the children in to have school shoes fitted—in summer, they buy several pairs of inexpensive beach and play shoes; in the fall, the college shoe wardrobe is a very important item. You can plug all special occasions, and stick to style plus comfort when NO red-letter days are convenient.

Footwear

Buy shoes at, where they're really FITTED, not merely SOLD!

★ ★

Busy women who are wondering what to do about FOOT COMFORT are finding the answer to this BURNING question at

★ ★

You'll put your best foot forward in shoes!

★ ★

Go feet first . . . select shoes for comfort as well as distinctive style, at

★ ★

There's smileage in your mileage, when you walk in shoes!

★ ★

..... shoes invite you to step into tireless foot comfort!

★ ★

.....*Shoes keep in step with style!*

★ ★

.....'s offers a College Course in smart footwear . . . shoes that will lay the groundwork for a successful college year.

★ ★

Thousands of Children are returning to school . . . the lucky ones are wearing 's shoes.

★ ★

Did you know that your foot has an INDIVIDUAL FIGURE . . . proportions OTHER THAN width and length?

★ ★

Your feet are SCIENTIFICALLY ANALYZED when you buy shoes at!

What kind of **FIGURE** has your foot?’s shoes
are scientifically fitted to individual proportions!

★ ★

*Marching in step with America’s working millions,
shoes are fitted for BOTH comfort and style!*

Fuel

"It's a difference of opinion that makes horse races."—Pudd'nhead Wilson's Calendar.

And the same kind of difference makes or breaks a fuel company. Years of service are well brought out in fuel copy, because there's consolation in the thought that families order from the same company year in, year out. If you've never visited a coal yard, you'd be well paid in copy material if you took an hour or so to visit your account's business; you may get cinders in your eyes, or you may find an air-conditioned emporium with nary a lump of the old black magic in evidence. Either way, you'll learn how your account handles the coal to prevent breakage . . . how it's maneuvered to keep it in condition . . . the method of delivery. If coal is kept in silos or overhead bins, it's well to dwell on this. The source of the coal is important, too. Many dealers offer to make free estimates on the amount of coal clients will need for the winter, and offer to inspect heating systems before cold weather sets in, to give valuable advice to customers.

Fuel

Don't adopt a "put-it-off-till-tomorrow" attitude toward your coal bin!

★ ★

Is your coal bin a HAS-been?

★ ★

Protect Precious health . . . save precious fuel dollars . . . buy coal! (or fuel oil)

★ ★

Outwit the COLD with COAL!

★ ★

When you buy COAL, you can't sample it like a piece of fruit cake, or try it on like a new suit . . . your guarantee of satisfaction is the reputation of the Company which sells it!

★ ★

You'll get more heat from less coal if you buy BETTER coal!

★ ★

You're giving winter a slap in the face, and YOURSELF a pat on the back, when you order fuel from

★ ★

To keep warm or NOT to keep warm . . . THAT is the BURNING question this winter!

★ ★

One of your privileges as a free American is to freeze to death this winter, if you want to! . . . But, like as not, you prefer to keep your family warm and healthy . . . ANOTHER American privilege!

★ ★

Nero fiddled while Rome burned . . . keeping the home fires burning was an EASY job for HIM! . . . For YOU, it's easy, too, with coal! (or fuel oil)

Let take a load off your mind by delivering a load of coal to your basement today!

★ ★

You can't measure health in lumps of coal . . . but there IS a fine balance between health and warmth in winter-time!

★ ★

Keep the home-fires burning with coal. (or fuel oil)

★ ★

Don't mentally kick yourself for complaining about the warmth last summer . . . bring summer warmth into your home, NOW, with coal!

★ ★

Familiarity breeds appreciation . . . when you familiarize yourself with the quality of coal!

★ ★

Before the winter hits its stride, arrange to keep the cold outside . . . with

★ ★

It's so nice to come home to . . . a comfortable, sensibly-heated house warmed by coal!

★ ★

There's no room for rumor . . . you want to know what you're getting when you buy coal!

★ ★

If you lived next door to a coal mine, you could solve your fuel problems by setting forth with a pick and shovel every morning, and digging in! The most SATISFACTORY solution, however, is to confide your troubles to the

Peace of mind is delivered along with your winter's supply of coal!

★ ★

Ever buy a ton of coal that was practically reduced to DUST by the time it reached your basement? The Coal Company takes great care to guard against breakage of lumps of coal . . . the finest coal obtainable from the mines of is cautiously stored until you're ready for it!

★ ★

If you wanted to describe COAL in GENERAL terms, about the only thing you could say about it is that it's BLACK, and gives off heat when it burns. . . As to the AMOUNT of heat, which is vastly important to YOU . . . that depends upon the QUALITY of coal!

★ ★

It's fuel-proof, the guarantee of satisfaction you get with coal!

★ ★

We're NOT heaping coals of fire on your head, when we keep reminding you that you'll be WISE to stock your coal-bin NOW with your winter's fuel supply!

★ ★

It serves you right . . . the fuel you buy from

★ ★

The trial-and-error method doesn't work out when you're buying coal . . . because you want to order enough AT ONCE to last thru the winter!

★ ★

Nobody can predict what kind of weather we're going to have . . . but past experience proves it WON'T be June in January! . . . Lay in your winter's fuel supply *now!*

If you're wondering how to get more heat from less fuel, here's the answer in three little words . . . buy better fuel!

★ ★

The name is synonymous with the words "good coal!"

★ ★

LOOK before you LEAP into buying your winter's supply of coal! You'll be buying in LARGE QUANTITY, therefore, you want to be SURE of what you're getting!

★ ★

USE fuel wisely to save money . . . but begin at the BEGINNING . . . BUY it wisely!

★ ★

Don't be fooled about fuel!

★ ★

Warm up to winter with coal!

General

"The time has come, the walrus said, to talk of many things."—Alice in Wonderland.

All too often, the time comes when a salesman says, in the most commonplace of all tones, "Write six one-minute spots on Jones Brothers' Sales—and hurry, will you? This is a rush job." Several reasonable questions push up through the fog. "Who and Where are Jones Brothers? What are they selling?" They're a department store on Main Street, and they're selling EVERYTHING. Hurry, will you, they've already signed the contract, and I've got to take them the spots for approval. Now, of course, these last-minute things are not supposed to happen in radio—all contracts are apparently signed weeks in advance; you write the whole series 'way ahead of time, and forget about it. But we're not talking about Utopia—we're discussing Radio—in America—and it DOES happen here—especially in smaller stations. Therefore, marshal your mental forces, and take the plunge—with these general lead-lines as stepping-stones.

General

Consistent satisfaction is the RULE . . . not the EXCEPTION, when you buy at

★ ★

It's Friday the thirteenth . . . no JINX attached, if you take advantage of the offer made by

★ ★

Getting the most for our money is a cherished Old American custom . . . a tradition strictly observed at

★ ★

..... are content to be at the BOTTOM! At the bottom as far as PRICES are concerned, which makes this famous store TOPS with people who are interested in spending as little as possible!

★ ★

What does the word SALE suggest to you? Does it mean that, by making a special effort and going out of your way, you can save a dime on something you don't really MEAN to buy?

★ ★

It's got the whole town talking . . . and buying . . . and SAVING!

★ ★

MODESTY is usually the best policy . . . but not where SAVINGS are concerned! have such a splendid offer, they cast modesty aside to tell you about it!

★ ★

You can fool some of the people some of the time, but NOT about

★ ★

Thrifty spenders are MADE . . . not BORN!

★ ★

For want of shoe, the horse was lost! Little things ARE important.

In good, hard-working American slanguage, a "bum steer" means bad advice. You're NOT getting BUM STEER when you're advised to try!

★ ★

Necessity is the Mother of Invention . . . but it isn't necessary for mother to INVENT excuses for

★ ★

Never put off buying till tomorrow what you can SAVE by buying TODAY at!

★ ★

Anything you get for nothing is usually worth it . . . here's the exception that proves the rule! (free offer)

★ ★

Going, going . . . but not GONE yet, if you hurry! (limited sale).

★ ★

The VERY idea!

★ ★

What you don't know WILL hurt you, if you're not wise to the buys at!

★ ★

Get wise to the buys at

★ ★

There's no customer like a SATISFIED customer!

★ ★

It's NOT fun to be fooled about

★ ★

The Great Divide between what you WANT to buy and what you can AFFORD is bridged at!

It was Honest Abe Lincoln who said "If you once forfeit the confidence of your fellow citizens, you never regain their respect and esteem!"

★ ★

Listen before you leap into buying your

★ ★

Proved by the past . . . IMPROVED for the future!

★ ★

..... has ALWAYS been an institution OF, BY, and FOR the people!

★ ★

In these busy times, knowing how to RELAX is an art worth cultivating!

★ ★

First impressions are lasting, and for more than years, the Company has been making lasting first impressions on newcomers and new customers!

★ ★

"Nothing venture, nothing gain" is an old PROVERB that can be converted into a verb . . . TRY

★ ★

Let change your buying mind!

★ ★

Good things come in THREES at quantity plus quality plus ECONOMY!

★ ★

Old-fashioned as a Currier and Ives print . . . new as the first blade of grass.

★ ★

..... has both a PAST and FUTURE . . . a past built on SERVICE . . . a future built on honest determination to serve you even BETTER!

A penny SAVED is a penny EARNED . . . a penny wisely spent is a SOUND INVESTMENT! ★ ★

What's in a telephone number? There's assurance of dependability and satisfaction in the number

★ ★

..... are priced at only at and you can't argue with a bargain like THAT!

★ ★

Before you INVEST, INVESTIGATE!

★ ★

Money is no object when you buy at! You know you're going to get your money's worth!

★ ★

First impressions are lasting . . . but the FINAL judgment is what counts.

★ ★

..... caters to your SELECTIVE taste!

★ ★

No odds needed, men . . . you KNOW you're onto a SURE THING, when you buy at

★ ★

Don't miss the boat, when you can sail into savings like those offered NOW at! (special sale)

★ ★

Back up your dollars with COMMON SENSE, men! . . . Buy at

★ ★

At, your cash pays for CLOTHING, . . . not for bookkeeping, or the other fellow's bad accounts! (cash Clothier)

Stop, Shop and save NOW at

★ ★

Don't wait to hear those unwelcome words "Sorry, sold out!" ... Select NOW at

★ ★

No news is BAD news, if you haven't heard the latest word from

★ ★

There's a definite reason for being up-to-the-season, when such outstanding savings await you at

★ ★

Be as practical as you please . . . as discriminating as you desire, when you buy at

★ ★

A little ignorance is an unhandy thing, if you haven't heard about

★ ★

The EASIEST thing to GIVE . . . the HARDEST to take . . . is ADVICE! Coming from tho, here's a hint that's EASY to follow thru!

★ ★

That wily old Confederate General, Bedford Forrest, said his secret of military success was to "git there fustest with the mostest." 's success in serving YOU is based on the same sound principle!

★ ★

'Tis better to have bought and SAVED, than never to have bought at all!

★ ★

Economy is king, at

If you want to spend an hour or so to best advantage today
... visit the store-wide sales event at

★ ★

*There's a time and a place for everything . . . the time is
NOW . . . the PLACE is where EVERYTHING is
subject to drastic store-wide reductions!*

★ ★

What you don't know won't HELP you, if you don't know
about

★ ★

Public preference is _____'s best reference!

★ ★

..... pleases all of the people ALL of the time!

★ ★

..... helps you cut corners where it COUNTS!

★ ★

Thrifty spenders are MADE, not BORN! You'll become one
of the legion when you shop at

★ ★

Money spent is wisely invested at

★ ★

..... gives practical proof of the difference between
the words CHEAP and INEXPENSIVE!

★ ★

STOP, LOOK, and be amazed by the savings at

★ ★

The law of the "survival of the fittest" doesn't apply to
nature alone . . . it's a cardinal BUSINESS principle, too!
Only the FITTEST can survive the test of time!

Better buy at for better buys!

★ ★

It's impossible to tell a good story . . . or even one of the Pat-and-Mike caliber without including NAMES! Yes . . . NAMES are important, Mr. William Shakespeare's "What's-IN-A-Name" notwithstanding!

★ ★

Honest comparison is good for the pocketbook. Compare the values you get at

★ ★

Once a patron, always a satisfied customer!

★ ★

"MY way of telling a joke," says George Bernard Shaw, "is to tell the TRUTH." It's the funniest joke in the world." With due respect to the sage of Ireland, we aren't joking when we tell you, in truth, that

★ ★

ECONOMY is KING at and the PRIME MINISTER is QUALITY!

★ ★

The MOST for your money . . . and the BEST! . . . That's what you ALWAYS get at

★ ★

Want to make a small investment at a BIG PROFIT? Now, we're not selling gilt-edged stock in a silver mine . . . in fact, we're not SELLING anything . . . we're just telling you about a mighty nice offer made right now by

★ ★

If you're tired of hearing about prices going up, up, up, you'll be glad to know they're coming down, down, down at 's sensational sale!

Prices are hitting a NEW LOW at’s sale!

★ ★

The biggest sales event of this or any other year is taking place right now at

★ ★

Hurry, hurry, or you’ll worry, worry, because you’ll have missed the sales event of the year at

★ ★

He who hesitates TODAY will lose a golden opportunity to buy at \$....., during’s special one-day sale!

★ ★

“Friends, home-makers . . . thrift-seekers . . . lend me your ears” . . . to mis-quote Mr. Shakespeare! BIG DOINGS for YOU at’s today . . . a special selling of

★ ★

Okay, so you want to save MONEY . . . Who DOESN’T? . . . and we’re here to tell you how to SAVE money by SPENDING money . . . at’s big sale of household necessities!

★ ★

Bothered with FLIES and other insects? Slay ’em with SPRAY!

★ ★

The HOUSE FLY is ALWAYS with us . . . UNLESS we do something about him!

★ ★

You don’t have to be an AUTHORITY on the ways and means of exterminating insect pests . . . just trust a good fly-spray!

★ ★

.....’s are OFF AGAIN . . . on the greatest value-giving spree in all their business history!

Your dealer means every word we say.

★ ★

America's most famous woman newspaper editor says that a woman's main object in life is to get a man . . . and, if not to keep him, then to replace him with one more desirable! Well! That's encouraging! . . . Tell you this, though, fellow, that favorite lady of yours will think twice before casting you off like an old shoe, if YOU think twice about the things she likes!

★ ★

Just in case you're on a quiz program sometime, and they ask you what a RASHER of bacon is . . . the authentic answer is three slices. . . Well, maybe you'll never need to know that . . . but you DO want to keep in mind that means QUALITY!

★ ★

Did you know that, when a pigeon drinks, it holds its head in the water until it is finished? Pretty messy, isn't it? Well we know a BETTER way to keep cool . . . invest in

★ ★

Having what you want when you want it is a HABIT with

Greetings

*"If all the year were playing holidays
To sport would be as tedious as to work."*

—SHAKESPEARE.

All during the year, you think "if only these accounts of mine would just let up on the high pressure selling angle, and just have a one-minute chat with the prospects on nothing in particular . . . what a relief." And so, the day comes . . . St. Patrick's, or the Fourth of July, or Christmas, or Hallowe'en . . . and the sponsor decides not to sell anything . . . just be pleasant and get his name on the air. That's all he asks. They *all* give you this assignment on the same day, because, unfortunately, one man's Easter is another man's Easter, too. And then you sit and yearn for the good old days when you have something definite to sell, because, after the first three or four greetings, picking up interesting comments out of thin air becomes arduous business. But you've GOT to give some thought to this. Harken your own memory back to all the high-school commencements you ever attended, and remember how the First National Bank always used to buy an ad on the program, using the stock phrase "Make OUR bank YOUR bank." You read it with lethargy after the first five years, and decided that was exactly what you WOULDN'T do. A bank which couldn't think up a lead-line once a year must be run by seniles, or else the president must have

absconded with the funds years ago, and the same line he composed in antiquity was still being used. nobody being in authority to change it. Make up your mind to write a different greeting from each sponsor, and stick to your guns. It's the CONSCIENTIOUS thing to do.

Greetings

Overnight, it's 10.....! And, over all—a New Year greeting from

★ ★

Here's a valentine thought from Laundry! If you're playing Romeo, a perfectly-laundered shirt will help you put up a smooth front!

★ ★

..... brings you every wish for safe and sane enjoyment of the glorious 4th, and invites you to sign your own declaration of independence against the high cost of keeping your truck or car in good running order!

★ ★

Heartiest Xmas greetings from And an invitation to enjoy a hearty, festive dinner at your preferred cafeteria!

★ ★

Here's to a safe, sane and cool 4th for you! The safe and sane part is up to you . . . the cool part means simply having a good, big supply of on hand!

★ ★

You can sign your own Declaration of Independence from heat, thirst, and fatigue with

★ ★

..... leaves the Old Year with a Renewed Pledge of service to its customers!

★ ★

A merry Christmas to all—and to all—good EATING—at the Hotel Dining Room!

★ ★

.....'s tempting bill-of-fare invites home-makers to make LABOR DAY a DAY OF REST!

★ ★

May Peace and Plenty attend your Thanksgiving feast!

Headache Remedy

*“The patient’s ears remorseless he assures . . .
Murders with jargon where his medicine
fails.”—“The Dispensary,”*

SIR SAMUEL GARTH.

We refer you to a careful consideration of the above quotation before you strike out into the tedious path of selling cures on the air. First, there’s the Federal Trade Commission to contend with. The very title of this chapter is in error, because you can’t call it a REMEDY—it is RELIEF. At this writing, F. T. C. will not allow a sponsor to mention his product without saying it is for “inorganic” pain, which comes pretty close to being nothing at all. And you always have to write that the preparation must be taken only according to directions printed on the bottle. But you have one big point in your favor—somebody with a headache due to excesses is going to take SOME kind of bottled or boxed pain-reliever, and it might as well be your sponsor’s product. Don’t stop to consider the fact that a man with a splitting headache will hardly be listening to his radio, or you will give up entirely. Remember that there are POTENTIAL headache patients listening, who will think of your product when they GET a headache, IF you sell them on the idea.

Headache Remedies

People used to think a remedy should TASTE BAD to be effective! But has CHANGED that mistaken idea! Folks know NOW that they can get relief from simple headaches and nervousness of inorganic nature with pleasant-tasting

★ ★

You'd think that when a headache remedy keeps OLD friends and makes new ones of a period of more than years, there's a REASON! . . . Well, you're right . . . there are SEVERAL reasons!

★ ★

There's one thing you'll have to admit . . . HEADACHES, like death and taxes, are INEVITABLE! . . . Sometimes, they're of an ORGANIC nature . . . nature's warning that something serious is afoot. THEN, it's time to consult the family doctor! . . . More often, they're just plain HEADACHES . . . simple headaches that can be effectively relieved by

★ ★

Before that simple headache gains HEADWAY, let bring relief!

★ ★

They say all work and no play makes Jack-a dull boy . . . and vice-versa! But, even if you divide the two . . . just enough of each, your day can turn into a total loss, if you let inorganic headache creep up on you!

★ ★

How often is it that you wake up with a headache . . . or get one some time during the day . . . not a SERIOUS headache . . . just a nagging, inorganic throb that keeps you on edge and spoils your plans for the day? It's a situation that CAN be remedied, with

*When it's YOUR HEAD, a SIMPLE HEADACHE isn't so simple!
For effective relief from inorganic pain, take ac-
cording to directions.*

★ ★

Take care of yourself . . . keep on the shelf!

★ ★

*Unlike LIGHTNING, headache DOES strike in the same place
twice.*

★ ★

They call it "simple headache" . . . but it can be a compli-
cated affair that will upset your plans for the day!

★ ★

*There's no such thing as MAKING THE BEST OF A HEADACHE
. . . that nagging, inescapable inorganic pain can spoil your
day.*

★ ★

A simple headache doesn't come in the same category with
the weather . . . you CAN do something about it!

★ ★

*Of all the ills to which the flesh is heir, inorganic aches and
pains are the most maddening. We're not ill enough to see
a doctor . . . yet we're too ill to go about our daily tasks . . .
all-in-all, it's a pretty uncompromising state of affairs,
UNTIL we reach into the family medicine cabinet for*

★ ★

It only takes ONE strike to put you out of sorts when inor-
ganic headache starts pitching! But you'll be back in the
game with a tangy, effervescent glass of

★ ★

*You can't beat FATHER TIME for proving the effectiveness
of a product! Many years ago, was developed for*

the relief of inorganic aches and pains, and, as each year ends, many thousands of NEW friends are won over to this time-tested compound!

★ ★

TIME is the great healer . . . of HEARTache . . . NOT HEADache! Pain that persists calls for a doctor's care . . . but simple headache and INORGANIC PAIN can be relieved in short order with

★ ★

If there's anything that can set you back on your heels quicker than an inorganic headache, nobody has reported it yet! And if there's anything SIMPLER than relieving that headache with, it hasn't been DISCOVERED yet!

Insulation

"Let people laugh as long as I am warm."

—SPANISH PROVERB.

The Spanish had a proverb for it. When you sell insulation, you're hitting the buyer where he LIVES. Up until the 1930's, the majority of homes were not insulated; then, home-owners began to see the utter waste of letting costly heat rise through unprotected walls and ceilings, and home insulation became a very important issue. Some bad insulations have found their way to the market, and, as a result, the insulation business has received a black eye. Intelligent advertising can apply the necessary beef-steak. Here is one of the few instances where it's advisable to get technical, but in the lightest possible sort of way—explaining as you go the terms you use, and never jumping into technicalities with both feet—wade in with carefully warmed phrases, and explain in every-day language, with dignity, why insulation pays—why **BLANK** insulation, which lasts and protects as long as a home stands, is best.

Insulation

WINTER is coming . . . what are YOU doing to save fuel? . . . LOCKING the windows won't help . . . but INSULATING them will!

★ ★

At our house, we used to FEEL the WINDOW PANE to determine how cold it was OUTSIDE! Now, that proves something, doesn't it? It proves that an unprotected window affords no more protection than an equivalent sheet of ICE in bitter weather!

★ ★

Don't try to heat ALL OUTDOORS with your furnace! Keep that costly warmth INSIDE, thru efficient home insulation.

★ ★

Our hardy pioneer forefathers chinked their cabins with grass and mud, and dreamed of a day when keeping cold out and warmth IN would be a practical reality! NOW . . . home insulation is both PRACTICAL and ECONOMICAL!

★ ★

Few things that money can buy are expected to last a lifetime. . . HOME INSULATION is one of them!

★ ★

When the water-pipes leak, you call in a good plumber! When costly warmth leaks out of unprotected walls and ceilings, the Insulation Company will save valuable fuel dollars by installing nationally-approved rock wool insulation!

★ ★

Plug up the heat-leaks in your home!

★ ★

If your automobile gas tank were full of holes, would you fill it up with gas anyway, and hope for the best? Then why spend needless fuel dollars, when insulation will save up to one-third on fuel bills?

Give your family the essential luxury of a warm, healthful comfortable home . . . and save one-third fuel bills at the same time! Insulate with

★ ★

Instead of having to buy THREE tons of coal when TWO would heat your house thoroughly, apply the money you'd spend for the EXTRA ton on insulation! Then when insulation PAYS FOR ITSELF in a short time, you'll actually be SAVING one-third on fuel bills!

★ ★

Two houses can be alike as two peas in a pod . . . yet ONE owner buys THREE tons of coal to his neighbor's TWO tons! . . . Why? Because ONE of the homes is INSULATED, saving its owner thirty per cent on fuel bills!

★ ★

Just about the most FUTILE thing you can do is to keep pouring fuel into your furnace, have heat pass lightly through your house, and OUT, through unprotected ceilings!

★ ★

When you take a moment to realize that you may actually be losing one-third of the fuel you pay for, you'll give more than a second thought to effective home insulation!

Jeweler

*"Win her with gifts, if she respect not words:
Dumb jewels often, in their silentkind,
More quick than words, do move a woman's
mind."*—SHAKESPEARE.

Jewelry commercials are almost exclusively directed TO men—and the product is FOR WOMEN: bear this in mind when you write. Only at Christmas, and Father's Day, and on other rare occasions, does this work in reverse. Articles like china and glassware are, of course, exceptions, which may be bought by women for women. Impress upon the listener the fact that diamonds are fully understood only by those whose business it is to know them—the purchaser must rely upon the judgment and integrity of the jeweler, unless he is himself in full possession of the facts of gems. Jewelry accounts almost always lean toward the institutional, but there's a selling job to do, and it must be done subtly. We have included opticians in this category, because many jewelers also make, or contract to make, eyeglasses. The selling point here lies in convincing listeners of a great truth; namely, that most of us neglect our eyes when they should be examined as often as the dentist examines teeth. Also, examination of CHILDREN'S eyes is an unlimited build-up field.

General

A WELL is not an ancient stone edifice to which the old oaken bucket is hung . . . FISH EYES are not the organs of sight of aquatic animals . . . NOT to your jeweler! . . . A WELL is a diamond too deeply cut . . . a FISH EYE is too SHALLOW!

★ ★

Buying BARGAIN DIAMONDS to save MONEY is like stopping the CLOCK to save TIME!

★ ★

If you have TIME on your hands, be sure it's the CORRECT time!

★ ★

A fine diamond never finds a BARGAIN COUNTER.

★ ★

If you don't know diamonds . . . know your jeweler!

★ ★

A DIAMOND represents unlimited esteem . . . it also, unfortunately, represents more CASH than most of us are prepared to put out at one time! (Credit Jeweler)

★ ★

Wise to the times is the wrist that wears a watch!

★ ★

Lovely to look at . . . indispensable to own . . . a nationally known watch from!

★ ★

Few things we buy are expected to last a lifetime . . . SILVER is one of them!

Choose a useful gift that will be PERMANENTLY cherished
. . . select from the collection!

★ ★

*De Maupassant said "All women are different, but all MEN
are the same! Not so, says, offering distinctive
watches and rings for the INDIVIDUAL man!*

★ ★

To thrill a feminine heart forever . . . an exquisite diamond
from

★ ★

*Time COUNTS! . . . Count on a watch from the collection
of nationally-known watches at*

★ ★

A PRACTICAL gift with BEAUTY as a bonus
silver from the collection!

★ ★

*For NOW . . . and forever after . . . a gift of JEWELRY from
.....*

★ ★

Nobody regrets buying quality . . . especially is this true of
a diamond.

★ ★

*A diamond is worth much more than its weight in gold . . .
therefore, knowing what you're getting is important.*

★ ★

A diamond never wears out its welcome . . . and it never
wears out. Because it is a lifetime investment, there's wis-
dom in selecting from jewelers of experience and integrity.

★ ★

Think how many tomorrows are contained in a diamond.

A book becomes a best-seller when it has a timeless, ageless quality that appeals to all generations. STERLING is preferred all over America for the same reason.

★ ★

If you knew an automobile would last a lifetime, you wouldn't consider it expensive at TWICE the price! Yet the automobile, to be of use to you, has to be purchased ALL AT ONCE. STERLING SILVER DOES last a lifetime and many times over . . . yet its price is surprisingly modest, and you can enjoy BUILDING your service thru the years, a few pieces at a time.

★ ★

Newly-weds don't have to trust to BEGINNER'S LUCK when they select silverware and china at

★ ★

There's no accounting for TASTES . . . and no REASON to account for them. One home-maker may prefer richly ornate silver . . . another may like distinctive simplicity . . . still another looks for a happy medium. ALL are available in SILVER.

★ ★

The most PERMANENT APPOINTMENT in your home is your SILVER SERVICE. leading jewelers at, invite you to see their display of distinctive sterling.

★ ★

Without upsetting your budget, you can build the most treasured silver service of all STERLING.

★ ★

History repeats itself when a bride chooses Sterling. The house of has served generations of American families.

Mass production is an American invention . . . ideal for SOME purposes . . . but NOT for the producing of Sterling Silver. . . Careful, skillful hand-engraving is still applied to sterling.

★ ★

When you buy sterling silver, the PAST, the PRESENT and the FUTURE are of equal importance! STERLING is now in its year . . . a glorious past of service, which makes this sterling a wise choice for the PRESENT and for a treasured heirloom in the FUTURE.

★ ★

Do you view with alarm or point with pride to the fact that guests are expected for dinner? The lady whose table is set with Sterling flatware knows that the beauty and dignity of this famous silver are compliments to her good taste.

★ ★

Repeatedly flattered by imitation, Sterling has never been EQUALLED in its brilliant white color, in the depth, reality and delicacy of relief.

★ ★

Step by step, month by month, you can build a service of sterling silver that will be the pride of your household. . . the envy of your guests.

★ ★

Choosing silverware is one of life's thrilling moments . . . choosing sterling prolongs that moment through a LIFETIME!

★ ★

Today's selection is tomorrow's SATISFACTION, when you choose sterling at!

★ ★

GOOD TASTE has a WIDE CHOICE in selecting silverware! There are patterns, ranging from chaste simplicity to lovely decorative effects.

*Big oaks from little acorns grow . . . a COMPLETE SET OF
 STERLING can be begun with a modest outlay of
 cash, through 'S CLUB PLAN.*

★ ★

All that glitters may not be GOLD . . . but all that bears the
 stamp is STERLING SILVER.

★ ★

*There is a design in STERLING SILVER for every
 type of home . . . from the modern apartment to the ances-
 tral manor in the country!*

★ ★

It's a lady's privilege to stop COUNTING birthdays . . . but
 she DOESN'T want them FORGOTTEN. . . And the very gift
 she longs for is available at Jewelers.

★ ★

*There's nothing to give the home-maker . . . new or experi-
 enced . . . more confidence in her abilities as a hostess than
 distinctive, gleaming silver service!*

★ ★

First in quality, first in design, and first in the hearts of
 home-makers, sterling silver is surprisingly inex-
 pensive.

★ ★

*Let THIS be the year you start your SILVER SERVICE . . . and
 let your choice be!*

★ ★

QUALITY speaks louder than words . . . the quiet charm of
 STERLING gains in beauty with the passing years,
 and, whether you choose traditional or modern design,
 SILVER always reflects good taste.

The money you put into silverware is a LIFETIME INVESTMENT.

★ ★

A diamond never wears out its welcome . . . it is appreciated *more* with the passing years.

★ ★

Instilled in us all is an instinctive love of fine things . . . there is no substitute, for instance, for sterling silver.

★ ★

FEW are the sterling silver flatware patterns so lasting in appeal, so true in design, that they have remained in public favor for years. sterling is one of the few.

★ ★

..... sterling silver, frequently imitated, never equalled in beauty or craftsmanship, is offered exclusively in at!

★ ★

Choose ANY pattern in sterling silver, secure in the knowledge that you have chosen wisely and well.

★ ★

Fine table ware is the right of every home!

★ ★

Is your jewelry OUTMODED? Jewelers are fully qualified to remount precious stones in settings to reveal them at their best.

Opticians

The words OPTIMIST and OPTICAL sound closely related, and rightly so—because an optimist is one who looks on the bright side—and a good optical department helps those with impaired vision SEE with brighter, BETTER vision.

There's a world of difference between an optical Illusion and an optical Delusion! The first is the eye-teaser you see in cartoons—the second—optical DELUSION, is what too many of us are suffering from these days. . . We're KIDDING OURSELVES about our eyes—and nobody's going to suffer for it but ourselves!

★ ★

Who's to blame if you neglect your eyes? Why YOU, of course, and there's no estimating the amount of trouble it can cause.

★ ★

One of the most serious things to endure—and the simplest to correct, if taken in time, is visual defect! Modern science has made correct vision available to all, and Opticians make it practical to have your glasses fitted NOW!

★ ★

The slightest eye trouble can quickly develop into a serious situation—or, it can be just as quickly remedied!

★ ★

Defective vision can occur at ANY age—and the sooner it's corrected, the BETTER!

★ ★

Man, woman, or child, you can't get the most out of life with faulty vision, and the necessity for regular check-ups is vital!

★ ★

Some things can be postponed for a more opportune time—there IS no more opportune time for checking on your EYES than NOW!

★ ★

All of us got a shock several years ago, when science announced that the materials which compose the human body

would be worth a little less than one dollar if they were offered in the open market. . . But you can't judge the human body in MATERIAL terms—your EYES alone are worth more to you than all the gold in the world's fabulous treasuries!

★ ★

Faulty vision can creep up so slowly you'll hardly be aware of it—yet, remember—defects of the eyes DON'T CORRECT THEMSELVES!

Laundry, Dry Cleaning

"Cleanliness is a fine life-preserver."

—PROVERB.

Every town or city has a cleaning-and-pressing shop on every corner where a drug-store didn't get there first; therefore, it's a selling job to proclaim the merits of one above the other. It's up to your particular account to have something specific to sell, and it's YOUR business to sell it. Keeping his name before the public is important to this account; selling listeners on the idea that clothes LAST LONGER through regular cleaning is an important factor which can be treated in a thousand different ways. A laundry or cleaner which has a button-sewing and mending service should always include this happy bit of information in its commercials. Sanitation is a selling point, and, of course, pick-up and delivery service. If your particular account is of the cash-and-carry caliber, stress the fact that economy is derived from the fact that the customer is the delivery service, and that there's no stinting on the QUALITY of the job.

Laundry, Dry Cleaning

A man can't be at peace with the world when he's at odds with his SHIRT. PEACE, mister . . . it's time to get wise to the service.

★ ★

Service with a smile is only HALF the story at cleaners.'s service will BRING a smile of satisfaction for quality workmanship and substantial savings.

★ ★

Men. Once you're INTRODUCED to the laundry methods of, you can say GOODBYE to missing shirt buttons and uncomfortable collars.

★ ★

All the world's a stage . . . and your PERSONAL APPEARANCE helps you put over your particular role!

★ ★

When it comes to putting up a good front . . . it's a wise man who knows the value of an immaculate shirt.

★ ★

Breathes there a man who doesn't get a genuine kick out of slipping into a fresh, clean shirt?

★ ★

If you want to forget all your other troubles, wear a pair of tight shoes. Or, you can get the same result by wearing a shirt that's laundered like a straight-jacket.

★ ★

Here's a price you'll want to remember . . . and a cleaning service you'll never forget.

★ ★

Pack up your laundry troubles in a bundle, and smile, smile, smile.

*A few cents each week invested in cleaning pays
BIG DIVIDENDS in good grooming.*

★ ★

No man can be WELL-DRESSED *unless his suit's* WELL-
PRESSED.

★ ★

Don't be clothes WISE and CLEANING foolish.

★ ★

Pull over to the curb . . . and SAVE. Stop by any of the
..... cleaning branches in

★ ★

*There's nothing like a perfectly laundered shirt to help you
put on a smooth front.*

★ ★

No man can be at his BEST when his shirt's the WORSE for
laundering.

★ ★

..... cleaners INVITE *comparison.*

★ ★

There's no trick to stretching your cleaning budget when
you patronize cleaners.

★ ★

ECONOMY *is always news . . . and here's good news from*
.....!

★ ★

Keeping UP appearances . . . and cutting DOWN on bills . . .
is not only POSSIBLE . . . it's highly PRACTICAL, when you
call on the cleaners.

★ ★

*The moment you BEGIN using laundry service,
you'll put an END to laundry PROBLEMS.*

BEGINNER'S luck is just YOUR luck, when you begin using
..... laundry service!

★ ★

*There are TWO sides to the shirt question. How does it
LOOK, and how does it FEEL!*

★ ★

Give your wardrobe . . . and YOURSELF . . . a new lease on
life!

★ ★

*Your CLOTHES are no older than they LOOK . . . and
cleaners will help you keep 'em looking NEW.*

★ ★

..... cleaners give you the special attention you de-
mand . . . at prices that demand your special attention.

★ ★

*Let take care of your CLEANING, and your BUDGET
will take care of itself.*

★ ★

..... cleaning service means money IN your pockets,
because it takes less OUT of your pockets.

★ ★

*Here's life insurance for your clothes. Make it a POLICY to
call the laundry.*

★ ★

A washtub spigot is no Fountain of Youth. Have your bed-
linens, household linens and personal apparel laundered at
.....

★ ★

*No matter how willing the spirit . . . you're not ABLE to
launder your clothes as does them.*

A woman is NOT as old as she looks after a struggle with the family wash.

★ ★

It's a wise parent who knows that Laundry Service is best for her children.

★ ★

True or false? A laundry should be Old, but New. . . It's TRUE . . . the Laundry is OLD in experience . . . MODERN in equipment and service.

★ ★

You can't RETREAD a shirt . . . but you CAN make it last longer . . . by entrusting it to the

★ ★

Laundering shirts is not a SIDE LINE with the Laundry . . . it's a SPECIALTY!

★ ★

Time heals almost everything . . . except worn cloth. Practice CONSERVATION by patronizing the Laundry.

★ ★

Everything's under control at the Laundry . . . controlled washing temperatures . . . controlled drying methods . . . controlled ironing assure COMPLETE sanitation.

Music

*“Some chord in unison with what we hear
Is touched within us, and the heart re-
plies.”*

—“The Winter Walk At Noon,” COWPER.

Selling music stores via radio is a natural, and presents no great problem beyond introducing more people to the joy of selecting sheet music or recordings at your sponsor's shop, or buying the radio-combination which does everything, up to and including serving refreshments to your guests. The fact that a music house is OLD carries some weight, although the only point we can think of in favor of this is that they did well to hang on through emergencies and depressions—because a music house is simply an OUTLET for instruments and music—the age of the company itself does not necessarily mean that it has a better ear for tonal quality in a radio or piano than the man on the street. Selling parents on the idea that their children need the cultural advantages of music and musical instruments in the home is wise . . . when they're appealing to women—the beauty of cabinet design in a radio or other instrument carries about as much weight as plugging the technical perfection of the instrument.

Music

Your home is a concert hall when a brings complete operas, symphonies, and concerts without interruption . . . unblemished and unchanged . . . every note a concert hall replica.

★ ★

Fulfill your most extravagant desires for musical entertainment with the America's PREFERRED musical reproducer.

★ ★

Don't deny yourself and your family the pleasure of a record library, just because your radio is not equipped. Visit and find out how easily and inexpensively you may own a

★ ★

The label is your unfailing guide to GOOD recorded music.

★ ★

Don't be music-wise and record-foolish. . . Look for the label when you buy.

★ ★

Every record you add to your home library will mean many hours of listening pleasure.

★ ★

There's always something new in recorded music . . . and keeps its collection up-to-date for you.

★ ★

Is your musical library tailored to fit your musical tastes? You'll find music that meets your specifications on records.

★ ★

You can choose your own orchestra . . . plan your own program . . . and enjoy a concert of your own, whenever you like, with a home library of recordings.

When it comes to music, SOME LIKE IT HOT . . . and recordings meet the demand.

★ ★

Keep a record of the music you like best. . . It's recorded for you by

★ ★

People of note in the musical world are recording artists.

★ ★

The musical selections you hear and enjoy on the air now and then can be played **WHENEVER** you like, on records.

★ ★

Choose the artist, the composer, the selections . . . and plan your own concerts. Hear them at their best on a radio-phonograph combination.

★ ★

Superlative fidelity of reproduction has always distinguished the

★ ★

With a, *you can make the most out of your evenings at home.*

★ ★

A simple operation . . . the touch of a button . . . and the whole wonderful world of music may be yours . . . on a handsome

★ ★

You don't have to be an authority on MUSIC to appreciate the name

Newspaper

"To give one information is thy office."

—EURIPEDES.

Depending upon the editorial policies of the newspaper, its radio copy may be institutional or clever, and there-by hangs the difference. Either way, though, a newspaper's first line of salesmanship is its established reputation for publishing last-second news ACCURATELY. Except in times of great emergency, even a metropolitan newspaper gleans a great many readers for its LOCAL stories, and it's wise to touch upon these often. Harp on the fact that the Blank newspaper is designed for every type of reading . . . comprehensive headlines for the Dagwood Bumpstead who must snatch what he can of the news while hanging on a commuter's strap; authoritative editorials and commentaries for effective analysis of the news; straight through the classified ads and the funny papers. The tone of newspaper commercials are, as we've emphasized before, based upon the editorial mind which governs the printing of the news.

Newspaper

Your daily newspaper helps you form your opinions . . .
make decisions . . . foresee trends.

★ ★

*Because your newspaper is as much a part of your life as the
walls of your rooms and the people who are your friends, it
must be ACCURATE, up-to-the-minute . . . world-wide in
scope.*

★ ★

History as it happens is recorded daily for you in the

★ ★

*News-making maintains a 24-hour-a-day schedule . . . and
the covers every minute of it.*

★ ★

As they see it . . . seasoned correspondents the world over
pour first-hand accounts of news across the seas into four
hands . . . through the

★ ★

The holds a mirror to the world.

★ ★

The pages of the reflect with accuracy, truth, and
dispatch, events of world-wide scope and local importance.

★ ★

*The far-flung facilities of the take every reader to
the remotest outposts of the world.*

★ ★

When it comes to understanding local and foreign news, a
man's reach will exceed his grasp, without authentic com-
mentaries and editorials. . . You can get the points-of-view
of the nation's leading thinkers and writers, by reading
..... daily.

What's news? . . . That's a familiar question with an always-different answer . . . It's essential for us all to keep abreast of daily, world, and local events.

★ ★

In the offices of the, every device of modern newspaper publishing is used to bring you today's news today.

★ ★

Where there's NEWS, there's always a representative, to report it accurately for you.

★ ★

Would you like to know how to save time and money BEFORE you leave home on your next shopping trip? Consult the advertisements in the

★ ★

Are you an armchair general? . . . a sports enthusiast? . . . a good cook? Whatever your interests and hobbies, you'll find complete coverage on new developments in ALL fields, in the

★ ★

News happens fast . . . but never TOO fast for the far-flung services of the

★ ★

Where there's a WILL to keep up with the world . . . there's an interesting WAY. Read the daily.

★ ★

It takes all kinds of news to make a newspaper . . . and all kinds of sports to make a sports section such as your prints every week-day.

★ ★

The advertisements in the can be your daily guide to shopping.

To keep you posted, in the briefest possible time, of what's HAPPENING in the world, the goes to every effort to give you a swift survey of events.

★ ★

The world isn't turning any faster today than it was in 1492 . . . but it's certainly MOVING faster. And the keeps its news-gathering facilities in pace with the times.

★ ★

The brings you the LAST WORD the FIRST THING each morning.

★ ★

From headline to classified section, the meets every demand for the up-to-the-minute news, special features, editorials, columns and comics.

★ ★

Brevity and accuracy are of equal importance to busy newspaper readers . . . the combines them successfully.

★ ★

Mr. and Mrs. Average American are perhaps the best-informed people in the world when it comes to current events. depend upon the for day-to-day coverage of the world!

★ ★

You can get a SUMMARY of the day's most important events by reading the HEADLINES. . . But KNOWING THE NEWS requires accurate reports and commentaries.

Restaurants—Cafeterias

"He goes not out of his way that goes to a good inn."—PROVERB.

In selling a restaurant, coffee shop, tea room or cafeteria to your listeners, it's often wise to mind the binding at least as MUCH as the book. Because, as you yourself know, when you dine out, the atmosphere—the surroundings, make the meal as much as the various dishes you're served. If your sponsor's business is famous for any particular food, he will naturally want to plug the fact; otherwise, be general about the food itself, since VARIETY is important to the consistent diner-out. Dwell upon service and the efficiency without hurry which characterizes this particular dining-room. Be imaginative, and work up a good appetite for the tender, succulent meats, freshly-prepared vegetables, colorful salads and favorite desserts and beverages. If the sponsor is a well-established firm, so much the easier—give this full play.

Restaurants—Cafeterias

There's no place like HOME . . . UNLESS you're dining-out at

★ ★

Here's food for thought on the BUDGET question! Through volume buying and elimination of waste and excessive personnel, makes it possible for you to DINE OUT more economically than at home!

★ ★

There's more than meets the eye at (RESTAURANT) . . . Behind the scenes!

★ ★

Don't adopt the trial-and-error method when you dine out! *Even tho' there are CROWDS, there's never crowding at 's (RESTAURANT).*

★ ★

Priced for a budgeteer's purse . . . designed for a king's taste . . . the meals at

★ ★

You can KEEP a balanced budget AND a pampered appetite, by dining at

★ ★

It's open season for unexpected guests . . . take them to

★ ★

What's cookin' at Cafeteria? Whatever it is you can be sure it's food at its best!

★ ★

Here's food for thought on the budget question makes it more economical for you to dine out than to eat at home!

In the idiom of Gertrude Stein, "A fish is a fish is a fish," but what a difference in the way it's cooked and served!

★ ★

Every prospect pleases when you dine at

★ ★

It's everybody to his own taste, when you dine at

★ ★

It's best FOOD forward when you dine at

★ ★

It was Emerson who wrote "consistency is the hobgoblin of little minds" . . . Well, getting GOOD FOOD every day ISN'T going to put you in a rut.

★ ★

If ALL the fresh fruits, vegetables and meats consumed by patrons in one day were placed in a market basket, what a MIGHTY market basket that would be. VOLUME BUYING at makes ECONOMICAL PRICES POSSIBLE.

★ ★

If you were an Indian Maharajah, you'll call for ice cream coated with a thin coating of gold leaf, and EAT it . . . gold and all. Let the Maharajah court indigestion by devouring gold . . . WE'LL take a wholesome repast like that found on 's menu today.

★ ★

Are you a SANDWICH SNATCHER? We Americans have ALWAYS been a hustle and bustle nation, and we're inclined to overlook the importance of the MIDWAY MEAL. It takes not a bit LONGER to be served a nourishing luncheon at

Your child will probably confide to you that RECESS is the best part of going to school. Well, why not try it YOURSELF? Why not take a RECESS from the harrassing business of marketing, cooking and cleaning up afterwards? Dine tonight at ★ ★

Many small families of two, three and four are taking their cue from business men and women . . . learning that it's actually more ECONOMICAL . . . more PRACTICAL . . . to dine out OFTEN. ★ ★

Take the family dining-out where they'll ENJOY it . . . and where YOU won't divide your time between eating and wondering about the size of the check.

★ ★

..... CAFETERIA keeps customers thru CONFIDENCE . . . diners-out KNOW they can always expect delicious, wholesome food, reasonably priced, at this spacious, luxurious yet friendly cafeteria. But when we say they KNOW WHAT TO EXPECT, that doesn't mean they find the SAME MENU.

★ ★

The foods you need EVERY DAY are offered in the EVERY-DAY menus at

★ ★

..... Restaurant was founded on a PRINCIPLE . . . a principle of sound economy, based on the serving of choice foods, selected and planned by nutrition experts . . . cooked by talented chefs.

★ ★

You CAN combine business and pleasure, by working as hard as you need to work, then making the lunch period one of perfect relaxation, by dining at

The trial-and-error method is no fun, when you're searching for an ideal spot to dine out. Make SURE it's going to be time well-spent, by going to It'll be MONEY well-spent, too, because reputation for economy has stood for years.

★ ★

MONOTONY *takes a* PERMANENT HOLIDAY *from your meal-times, when YOU take up every-day dining at* *air-washed cafeteria.*

★ ★

Some of us are creatures of HABIT when it comes to eating . . . others have appetites that change with the weather. Restaurant has the IDEAL . . . in fact, the ONLY solution to the problem.

★ ★

..... *Cafeteria pleases everybody with a regard for fine food and a fine regard for the budget.*

★ ★

You can enjoy the distinction between the hustle and hurry of business activities and the healthful relaxation of a leisurely luncheon, by visiting Cafeteria regularly.

★ ★

Because you APPROVE perfection in foods, ACHIEVES it.

★ ★

SPICE UP your life with the VARIETY at Cafeteria.

★ ★

Whether it's the SWEET or the MEAT that makes the meal for you . . . or whether you're a vegetarian or a change-about, you need never worry about finding your favorite foods at

Remember that nursery rhyme "Jack Spratt would eat no fat, his wife would eat no lean?" That bit of nonsense is really an important sidelight on humanity . . . the fact that tastes and opinions differ. TASTES differ, but opinions AGREE among the diners at cafeteria.

★ ★

Mr. Webster goes a bit prosy in his definition of dinner, simply informing us that it is the chief meal of the day. Cafeteria elaborates on Webster's Dictionary, transferring those abrupt words of one syllable into DELICIOUS FOOD.

★ ★

..... Cafeteria knows the way to a man's heart . . . but the MAN in the family needn't be the ONLY one who enjoys the fine food at

★ ★

NEWCOMERS AND VISITORS in will quickly discover what the natives already know . . . that TWO FINE TRADITIONS are cherished by cafeteria . . . the delicate art of good cooking, and the equally important art of ECONOMY.

★ ★

All too often, when we hear the words "Southern style cooking," we enter the dining-room eagerly, only to be disappointed by one of two things . . . either those words "Southern style" don't seem to mean what they used to or the dining-room is so bogged down with tradition and pomposity that the service is slow and prices high.

★ ★

There are some of us who like the same foods every day in the year . . . others with appetites which change with the weather. Cafeteria capably and economically caters to BOTH TYPES.

You can easily give yourself a practical demonstration of the ECONOMY of buying in QUANTITY. Look at your grocer's prices . . . TWO grapefruit, eleven cents . . . ONE grapefruit, six cents. Now, multiply that system of ones and twos by THOUSANDS EVERY DAY, and you'll SEE why tremendous purchasing power enables them to offer meals at LESS than they would cost to prepare at home.

★ ★

If you feel like helping yourself to a SECOND HELPING of your favorite foods at, your pocket-book doesn't have to take the consequences.

★ ★

Whether you're here today and gone tomorrow, or whether you're a permanent, Cafeteria takes a PERSONAL INTEREST in your appreciation of good things to eat, and has a wholehearted response to your well-placed devotion to ECONOMY.

★ ★

You can go ALL OUT for SHOPPING today, without going home ALL-IN.

★ ★

What turns a chance diner into a REGULAR customer? Restaurant has the answer . . . an infinite variety of well-prepared foods . . . served in a roomy, luxurious dining-room . . . priced for the most RIGID ECONOMIZER.

★ ★

It's the middle-of-the-week, and, just when you feel lackadaisical about food, Cafeteria offers an inviting special like this

★ ★

Whether we admit it or not, we usually go where our CHILDREN want to go . . . and it's a wise parent who introduces the children to the delights of Cafeteria.

There are times when you like to take your time about eating . . . OTHER occasions when a piece of pie and a glass of milk in ten minutes are more to your liking. . . BOTH situations are smoothly taken care of at Cafeteria.

★ ★

There USED TO BE TWO SIDES to the question . . . Used to be, when the family decided to dine out, the question was "Shall we dine where we'll ENJOY it, or shall we eat where we can ECONOMIZE? . . . NOW, the answer is DO BOTH . . . at

★ ★

The race is to the SWIFTEST . . . but NOT at MEALTIMES. RELAXATION is the watch-word, then . . . not that you have to use your whole lunch-hour. The KNACK of getting full value received from the food you eat is to ENJOY EATING. That's why 's famous restaurant appeals to those in the work-a-day world as well as those at leisure.

★ ★

No, you can't have your cake and EAT IT, too . . . but you CAN have your cake and MORE, too . . . or any of the other foods you number among your favorites at 's without putting a dent in your food budget.

★ ★

The English have a slang expression "The old girl is off her oats" . . . an elegant but expressive way of saying somebody's lost her appetite. Well, it happens HERE, too . . . and it's just for your lagging appetite that 's trained dietitians and talented cooks plan and prepare ever-varied, ever-tempting daily menus . . . and it's for your hard-pressed PURSE that prices are kept DOWN.

★ ★

We'd hardly go so far as to say it'll be love at first BITE, but if you make it a point to make it a dinner date at 's, the odds are in your favor.

No matter HOW CAREFULLY you count your pennies, you won't accuse yourself of being a SPENDTHRIFT if you lunch daily at

★ ★

Freshly-cooked . . . piping hot or crisply cold, the foods you choose at 's are prepared with INDIVIDUAL PREFERENCE IN MIND.

★ ★

Do you enjoy having guests as much as they enjoy VISITING you? Hours at the market, in the kitchen, over the stove, and the dish-pan can make you feel like passing up the opportunity of playing hostess, no matter how fond you are of friends and relatives. Much better for all concerned when you discover the all-round PLEASURE of entertaining YOURSELF as well as your guests by taking them to 's Cafeteria.

★ ★

Rich, spicy foods . . . creamy, wholesome foods . . . crisp raw salads . . . savory vegetables . . . tender, juicy meats . . . favorite desserts . . . piping hot or frosty cold beverages . . . FOODS FOR EVERY TASTE are abundantly displayed at 's Cafeteria every day.

★ ★

One thing NOT to do, if you're interested in helping yourself to HEALTH, is to forego that all-important mid-day meal.

★ ★

No matter HOW your appetite VARIES, there's always something to tempt it at

★ ★

From dawn's early light thru the dinner hour at night serves your favorite foods the way you like them best.

If you have expensive tastes, tempered by an inborn sense of thrift, you're a good example of a typical American . . . and the place for you to do your dining out is 's.

★ ★

Let the maid's night OFF be YOUR night OUT . . . take the family dining at

★ ★

Ever drop into a dining-room, and, by chance, discover that your favorite dish was on the menu? It happens EVERY DAY at

★ ★

When is the problem of week-end guests NOT a problem? When you take them dining at

★ ★

Everybody knows the way to a man's heart . . . but don't forget, there's a DETOUR . . . thru his pocketbook! You'll get his whole-hearted approval if you suggest dining-out at

★ ★

They say the two happiest periods in a man's life are his boyhood, and ten years from now. He'll change his tune . . . stop pining for the past or peering into the future, while he's dining at 's.

★ ★

Looking over an old cook-book, we found this admonition: "It is necessary to hang the cream jug in the well; bugs should be removed alive if possible." At 's you WON'T find the cream-jug hanging in the well, but you WILL find that all of the cherished traditions of good cooking have been preserved.

You don't have to be a gadabout to be a patron. Many families of two, three and four people are finding that it's actually more ECONOMICAL, as well as more SATISFACTORY, to dine at than at home!

★ ★

A famous, but misunderstanding, queen once said of her subjects, "If they can't get bread, let 'em eat cake." You'll find no such misrepresentation of the importance of ECONOMY at 's Cafeteria.

★ ★

A wise man of old said "TIME is the most valuable thing a man can spend." And eating RELAXED MEALS comes under the heading of spending time wisely.

Refrigerators, Home Furnishings

*"But optics sharp it needs, I ween—
To see what is not to be seen."*

—MCFINAL, Canto 1, Line 67.

Optics sharp it needs, I ween, to persuade a listener to whip up enthusiasm for something which has to be SEEN to be appreciated—a refrigerator—a bedroom suite—a kitchen linoleum. Your best bet in this case is to build him, or, most probably, HER, up to the point of wanting to SEE said article in the dealer's display. Most dealers want you to point out the technical features which make this particular item superior to others, but, unless it can be visualized with the naked ear, this is just so much wasted wordage. However, the sponsor is always right, and if he wants detailed explanations, camouflage them as best you can in your own inimitable style.

Refrigerators, Home Furnishings

You DON'T have to accept half-way measures in keeping foods fresh! Accept instead the most modern of all refrigerators . . . the

★ ★

Because the gives you ALL of the essentials of correct refrigeration . . . washed air circulation, balanced moisture, constant temperature, it's America's greatest value in home refrigerators.

★ ★

There's no defrosting, no oiling . . . no covering of foods, when you own an air-conditioned ICE refrigerator.

★ ★

..... costs less to own than any other refrigerator of comparable capacity.

★ ★

You can consider it a LIFETIME investment when you buy a refrigerator.

★ ★

..... KEEPS fresh foods FRESH!

★ ★

You don't have to be an interior decorator to select the right furniture for your home or apartment. Describe your needs to

★ ★

A home should express the pride and good taste of its owner. offers a complete line of home furnishings, and is headquarters for nationally preferred furniture.

★ ★

A man is appraised by the company he keeps . . . a woman is judged by her home.

★ ★

There's no place like a WELL-FURNISHED home.

Your furniture . . . the lamps . . . the pictures you choose . . . all these reflect your personality . . . and when you choose them at, they also reflect your GOOD TASTE.

★ ★

Home is what you make it . . . and the Furniture Company will help you make it cheerful, attractive, and comfortable.

★ ★

At, you'll find the furniture names you KNOW and RESPECT.

★ ★

Whether you're a bride of YESTERDAY or TODAY, if you're confronted with the problem of furnishing your new apartment or house ECONOMICALLY, without sacrificing your own good taste, this message is for YOU.

★ ★

..... Furniture brings your home ALIVE with LOVE-LINESS.

★ ★

A bride's Dream House has its PRACTICAL SIDE, too . . . and the Furniture Company comes to her assistance.

★ ★

If you appreciate QUALITY, you'll appreciate everything about the fine furniture on display at

★ ★

All the comforts for your summer home are offered now at the Furniture Company, on convenient terms.

★ ★

Like all the arts, home-making is CREATIVE. You start with four walls and the Furniture Company takes it from there, helping you select the furniture to turn your house into a HOME.

Let's be frank. Are you proud of your home, or do you figure it could use a good face-lifting?

★ ★

..... offers furniture of exquisite craftsmanship and enduring design.

★ ★

The strength of a nation lies in the well-ordered homes of its people. To help you achieve the DISTINCTION so important to making a house a home, the Furniture Company constantly consults the best manufacturers to select furniture for you.

★ ★

The best book in the world can't perform miracles of culinary perfection on a stubborn, balky kitchen range . . . but a lot of women try it. . . Don't worry along with an inefficient stove . . . invest in a new

★ ★

Here's one for quiz fans. . . Do you know what a baker's dozen is? It's a phrase used to describe that EXTRA something you get over and above what you pay for . . . like the personalized service in helping you choose your furniture at

★ ★

If all the hours you, your family, and your friends spend in automobiles were laid end to end, they'd add up to a surprising number of radio programs you didn't hear. That's why it's wise to invest in a new perfect reception while you drive.

★ ★

*You CAN take it with you . . . you can take radio entertainment with you wherever you go . . . if you've got a
 . . . the personal radio that's as small as a camera.*

Americans, being comfort-loving souls, want all the luxuries they can get, but they also want their luxuries built on a solid foundation of practical comfort. They want smooth mattresses . . . clear, adequate lights . . . lots of mirrors . . . plenty of ashtrays. The Furniture Company helps you select these and other home furnishings with an eye to high comfort and low cost.

★ ★

A bride's dream house has its PRACTICAL side, too . . . and that's where the Furniture Company enters the picture.

★ ★

If you appreciate QUALITY, you'll like everything about the fine furniture at

★ ★

All the comforts for your summer home are offered at

★ ★

If you're interested in making real home economies, HERE are the reasons why you should visit the Furniture Company.

★ ★

Let's be frank! Are you proud of your home, or could it do with some re-decorating?

★ ★

Furniture to make your home come alive with loveliness is offered at

★ ★

I'm not bringing you the latest news bulletin when I remind you that HOMES are the backbone of our nation . . . but maybe we DO need to be reminded of that fact.

Foods lose much of their precious VITAMIN CONTENT when they lose their FRESHNESS . . . another reason why air-conditioned refrigeration is so important.

★ ★

The new is a HANDSOME refrigerator . . . but there's more than SURFACE BEAUTY to recommend this modern household appliance.

★ ★

Food-keeping problems MELT AWAY in the low, air-conditioned temperature inside your refrigerator.

★ ★

There are MANY ways to keep foods COLD keeps them GARDEN-FRESH.

★ ★

Handsome, durable, inexpensive, efficient. That's a thumb-nail description of the new refrigerator.

Seasonal

*“April, April,
Laugh thy girlish laughter. . .
Then, a moment after,
Weep thy girlish tears.*

—SIR WILLIAM WATSON.

More things are wrought by approaching something at the psychological moment than this world dreams of. Tying in the product with the season is not sensational, but the following chapter will perhaps suggest to you some new ways of doing it. . . In radio, business itself is seasonal, and, in the local field, it's even more surely a governor of selling. It's fatally easy to fall into the habit of writing "in spring, a young man's fancy lightly turns to," and let it go at that. But remember that, in seasonal business, selling a certain thing at a certain TIME is essential, and you owe it careful thought.

Seasonal

Spring isn't exactly here . . . but if you look around, you'll see SYMPTOMS. And RIGHT NOW, poultrymen, is the time to RESTOCK your poultry-yard with fine, healthy chicks from

★ ★

..... takes the SIMMER out of SUMMER!

★ ★

It's the SLACK season (MEN'S AND WOMEN'S SLACKS).

★ ★

Let FALLING LEAVES be YOUR cue to TURN OVER A NEW LEAF, and try

★ ★

Here's a valentine cue from cupid . . . presented by

★ ★

Maybe the unpredictable spirit of spring doesn't inspire you to pin wild flowers in your hair, or pose on the crest of a hill in a high wind, but it DOES put a yen in the mind for

★ ★

Keyed to your spring mood . . . a for your disposition . . . a new from

★ ★

Appetites are at the uncertain shift between winter and summer . . . they need a NEW APPEAL to keep hearty!

★ ★

Even on April Fool's Day, when it's fun to be hoaxed, nobody wants to be skeptical about

★ ★

APPETITES get spring fever too!

*A brand new month . . . a grand new offer from!
Make a short month go a long way towards economy . . .
buy at’s February sale!*

★ ★

February is a SHORT month, but a red-letter one, at!

★ ★

*Just as Nature goes in for autumn variety in her multi-
colored leaves, grasses and sunsets, so does exploit
gay variety in lovely new clothes. (WOMEN’S)*

★ ★

You’ll reap a harvest of SAVED GREENBACKS, when you take
advantage of sale prices at!

★ ★

The cheering section applauds clothes from!

★ ★

Mother Nature’s making much ado about spring, and
.....follows suit!

★ ★

*You just can’t wait to don it . . . the lovely Easter Bonnet
that’s waiting for you at!*

★ ★

As versatile as a triple-threat man, clothes fit
every occasion!

★ ★

*Everybody TALKS about the weather DOES
something about it! You’ll be as crisp as a leaf of iceberg
lettuce in!*

★ ★

..... clothes HOLD THAT LINE!

Haven't you noticed kites flying from every field and vacant lot? They're harbingers of SPRING . . . warning you that it's time to freshen your home up with

★ ★

The people of India repeat an old adage "Allah does not deduct from the allotted time of man the hours spent in fishing." . . . Whether you believe that or not, you WILL believe that does not deplete the allotted BUDGET of man for the *tackle* used in fishing!

★ ★

It's March 17th . . . St. Patrick's Day . . . time to introduce your LAWN to the wearin' o' the Green!

★ ★

Don't be April-fooled into thinking you CAN'T SAVE BY BUYING now!

★ ★

Easter-time is the time for EGGS . . . but please remember, poultrymen, that EGGS are in demand the year round . . . and this is the ideal season to RESTOCK your poultry-yard!

★ ★

You'll be the leading lady in the Easter Parade, with a lovely fur neckpiece from

★ ★

This Memorial Day will be memorable for its SAVINGS, if you visit this week-end!

★ ★

Tomorrow is the birthday of Abe Lincoln, the great Emancipator. Celebrate YOUR emancipation from wash-day slavery by asking for Laundry Service.

Today is the anniversary of the birth of George Washington . . . a man who lived up to his own statement: I hold the maxim no less applicable in public than to private affairs . . . that honesty is always the best policy." At honest workmanship and honest service fulfill that statement.

★ ★

There's no doubt about it . . . the most popular indoor sport this week-end will be the last minute computing of Income Tax returns. And while you sit and figure, here's a way to boost your morale. Try a tall glass of smooth

★ ★

Whether you've taken stock of yourself for the purpose of making formal resolutions or not, you've probably given thought to the general subject of starting the New Year right. Good beginnings are important . . . so are first impressions . . . that's why it's wise to be SURE about refreshment . . . by serving your guests

★ ★

This is the one day in the year that belongs to DAD . . . show him you really appreciate him, by having plenty of in the refrigerator, so HE won't have to order it!

★ ★

It's graduation time . . . and most of us will attend at least ONE night of graduation exercises. In every senior class, there's usually one boy or girl MOST LIKELY TO SUCCEED! . . . We'd like to use that most-likely-to-succeed idea in connection with your party plans . . . and suggest that you serve

★ ★

April gives a last call for planting many of your favorite flowers. Don't let it slip by . . . order seeds NOW from

The summer sun is no respecter of persons . . . it treats everybody the same! You can sidestep the simmer in summer, though, with

★ ★

If you really want to feel refreshed, get cool from the INSIDE! Eat ice cream!

★ ★

Getting COOL is MORE than skin-deep! Get cool from the inside OUT . . . with’s delicious ice cream.

Sports Tie-Ins

"Most of their discourse was about hunting, a dialect I understand very little."

—SAMUEL PEPYS.

Mr. Pepys should then stick to his diarying, because he would never have got to first base in the commercial radio writing field. In order to appeal to sportsmen in a commercial, you have to speak their language—and nothing phony will pass. Nobody is more loyal than a sports fan, and sports programs offer a great deal to a sponsor—his listening audience is consistent. The important thing here is to have your ads tie in with the sports currently in season. The lead-lines in this chapter are designed for just that, but you will have to keep abreast of the sports scene in your particular area to develop them well. Make the commercials an actual PART of the sports program; make the continuity flow between sports stories and commercial and back to sports stories, and you're sure of keeping the listener's attention. Remember that a man who likes sports is a man who appreciates straight-from-the-shoulder talk, fair play, colorful language, the element of challenge, and that he is always willing to try something new.

Baseball

The Mighty Casey was only one of a long line of batting immortals who STRUCK OUT . . . he built up such a fantastic reputation that he couldn't quite live up to it! In the field of, makes no stupendous claims to mythical powers!

★ ★

During the opening innings of any game, it's interesting to watch both teams sound each other out . . . to familiarize themselves with the other's tricks in trade. On the other hand, the more familiar you become with, the more you realize that no TRICKS are employed to make friends for this

★ ★

It's *your* inning, when, as a host, you offer your guests

★ ★

If there's anything "As American As Baseball," it's a SOFT DRINK! Both are American inventions . . . both are important in the American scheme of things.

★ ★

Baseball was never a game in which the experts could dope out every play . . . or even a good percentage of them, correctly, until the final inning has been fought! . . . But it's EASY to foretell the result when you place your order for

★ ★

A miss is as good as a mile . . . in BASEBALL . . . in REFRESHMENT!

★ ★

If it's GOOD, it NEVER loses its appearance. That goes for REFRESHMENT as well as for BASEBALL!

..... PITCHES, you CATCH . . . *here's a sales event literally DROPPED INTO YOUR MITT!*

★ ★

Little boys playing baseball in the school-yard or vacant lot always liken their efforts to those of immortals like Di-Maggio or Gehrig. Imitation is always a compliment to the leader who inspired it . . . but the LEADER is the CHAMPION!

★ ★

New rule book, publicity stories from training camps, and various and sundry harbingers, remind us that America's favorite game is about to come out of the moth balls for another season. never comes out for a new season . . . it's a year-'round favorite!

★ ★

Batting experts tell us that a team's batting power is ninety-nine per cent of its offensive strength . . . proving, I guess, that you can't expect to win by a walk! Now, what's the percentage story on beer? Fifty-fifty . . . fifty per cent fine ingredients . . . fifty per cent brewing skill.

★ ★

What's your score on the THRIFT question? Are you batting a thousand when it comes to knowing WHERE to buy FINE CLOTHES at economy prices?

★ ★

Each year, there are many newcomers on the baseball diamonds of major leagues and minor leagues . . . and every man will be out to make a name for himself against the new competition. No newcomer to its field, has competed against the nation's top and kept first place, for many years.

Slide, Kelly, Slide means only one thing to fans . . . baseball. . . And the familiar . . . sign means GOOD GASOLINE, wherever you are! ★ ★

It's batter-up for a home-run in REFRESHMENT, when you put . . . on your HOME PLATE!

★ ★

Whether you're PLAYING baseball, WATCHING it, or LISTEN to it, the important thing is to KEEP COOL AND REFRESHED!

Football

Spontaneity . . . an unexpected pass in football . . . an unexpected get-together among friends . . . is the real source of enjoyment!

★ ★

It takes TIME to develop a CHAMPION . . . in football, or in . . . !

★ ★

There are estimated 9,632 ways to test a man's ability on the football field . . . but there's only ONE sure test of beer—YOUR OWN TASTE!

★ ★

One of the most exciting . . . and the most tense moments of any football game is that second before the starting whistle when every player "gets set" for the snap of the ball! I've seen a lot of people prepare for GUESTS in the same way . . . tense and excited so that it's pretty hard to ENJOY entertaining. The EASY way to get set for a good time to be had by ALL . . . including YOU . . . is to stock the family refrigerator with . . . !

★ ★

It's a touchdown in good taste, when you serve your guests . . . !

..... *Clothes* HOLD THAT LINE!

★ ★

As long as the ball's in motion, every player is completely absorbed in the game, giving each play his best efforts. But, after the final whistle, most sportsmen are equally absorbed in RELAXATION!

★ ★

Here's one for your bureau of not-too-vital statistics! Eleven-man football dates back to 1881, when the official rules of the game were changed to limit each side to that number of players. Now that we're back in ancient history, did you know that the name has meant REAL to Americans for many, many years?

★ ★

Back in the early days of football, there were a number of now-peculiar expressions in the rule-books . . . like "in goal," "in touch," and "in bounds." All of these expressions have been forgotten a long time now . . . but one phrase which was used AFTER the game then, and is STILL used after the game NOW, is *I'll take* it's been the refreshment favorite for many a season!

★ ★

Since 1880, the only parts of the football playing field remaining unchanged are the goal posts and the width of the field. You know, has come a long way, too . . . and it's BETTER THAN EVER TODAY!

★ ★

You can be sure that no grass will grow on the practice field this week . . . the grid stars are polishing up their performances with plenty of hard work. All play and no practice never won a football game. Nor did amateurish efforts ever produce a great beer!

In football, there's always a good deal of contemplation and indecision when fans get together to pick a winner . . . but when it comes to choosing BEER, it's a different story. . . Ask the man who's tried it, and he'll tell you that is a winner every time!

★ ★

Don't get caught off-guard, men, or you'll miss the biggest touchdown play of the season's special selling of genuine suits, topcoats, and overcoats!

★ ★

You can beat winter at its own game . . . and stop the icy wind on the one-yard line . . . right OUTSIDE your home! . . . All the equipment you need is a space heater!

General

The customers always get a kick out of a trick play, whether it actually works or not . . . and sometimes it DOES! You can fool some of the people some of the time, but not about a.....!

★ ★

..... seems to have the RIGHT COMBINATION out there on the playing field today . . . a sort of sixth sense of co-ordination that makes a successful ball club! Your dealer has the right combination for!

★ ★

..... is one All-American star which has made good season after season!

★ ★

After the game . . . the last word is refreshment . . . the first word in enjoyment, is!

While you're on the golf course . . . in a duck blind . . . or getting ready to roll 'em down the alley . . . you really CONCENTRATE on what you're doing, don't you? And, after the game, it's time to CONCENTRATE on RELAXATION!

★ ★

While newcomers to the world of sports demand a lot of attention . . . it's the experienced men who can always be depended upon for fine performance! No newcomer in the field of,, has competed against the nation's top for years . . . and come out AHEAD!

★ ★

"Set 'em UP! To fans that familiar phrase means only one thing . . . BOWLING! And, by the same token "I'll take" means only one thing to beer drinkers . . . as smooth a glass of beer as money can buy!

★ ★

There's ONE monopoly that will never be broken . . . practice, and practice alone STILL makes PERFECT. Years of practice have made beer a masterpiece of smooth perfection!

★ ★

It's hard to reach a top spot in sports . . . and even HARDER to STAY there! It's the same with! has held Number One position with millions for years!

★ ★

In bowling, golf, tennis . . . in almost EVERY sport . . . your "follow-through" counts PLENTY! And when it comes to topping off a long day has what it takes for a big follow-thru!

★ ★

Just as sure as you're a fellow who appreciates a champion when he sees one . . . you'll appreciate the nation-wide appeal of

In sports . . . TRADITION! is a fine thing, IF you can live up to it! has been living up to a tradition of QUALITY for many years . . . and CONTINUES to be winner and still champion!

★ ★

No matter how good its publicity man, a team is no better than it proves itself on the field! Big words don't make, either! The quality has to BE there!

★ ★

Here's a quick quizzer. . . What is the most universally used object in sports? It's not hard to answer that one. . . The BALL is definitely the biggest item in sports. . . Now, here's one you can take my word for . . . after the game is over, is the first item on the list with those who appreciate real refreshment!

★ ★

History seldom repeats itself in the world of sports . . . but history ALWAYS repeats itself when it comes to

★ ★

Traditional rivalry always gives added interest to a sports event. And the TRADITIONAL FAVORITE always added interest to the social event!

★ ★

As surely as the fact that no team is stronger than its weakest player, is the statement that no SUIT is better than the cloth from which it's made! tailors select fabrics with CARE . . . considering QUALITY first!

★ ★

An easy way to start an argument is to ask which fundamental in a given sport is most important. Every student of the game will have his own point of view. . . An easy way to STOP an argument about beer is to open a foaming bottle of

POSITION means a lot in sports . . . position helps the boxer hit harder . . . makes the golfer's stroke more accurate . . . sends the tennis player's drive to the right corner of the court! POSITION . . . a high position in the esteem of buyers, has been attained by Clothes through CONTINUED QUALITY!

★ ★

Every game has its "standard equipment." There's also "standard equipment" for enjoyment after the game is over . . . !

★ ★

You may consider yourself a dub on the golf course . . . and a ham at tennis . . . but that doesn't prevent your getting a kick out of playing the game. And you don't have to be a star athlete to appreciate the good sportsmanship always maintained in the business world by

★ ★

Best bet of the day . . . ANY day, is

★ ★

Topnotchers in any sport will tell you that "Easy Does It" . . . that the ability to remain calm, cool and collected in a tight spot is one of the prime requisites for a champion. . . Relaxation is an important EVERYDAY thing . . . recognized by the brewers of

★ ★

Have you ever been on a fishing trip, and left the very fly you need at home? That's like planning a fine week-end, and then running out of beer! Don't let that happen to YOUR week-end party! Call your dealer and order plenty of now!

★ ★

After the eighteenth hole . . . or match point on the courts . . . or the end of a long working day, a glass of cool, crystal-clear is the beginning of pleasant relaxation!

Just as the name Bobby Jones will always remain at the top of golfdom's hall of fame, and Babe Ruth stands alone in Baseball's all-timers, the name stands for QUALITY clothes!

★ ★

Only a loser needs an alibi . . . so you won't need an alibi when you win ADDED mileage for your car with gas!

Racing

One thoroughbred that always wins by several lengths is high octane gasoline!

★ ★

No matter how FAST the horse you bet on goes . . . it doesn't count unless he's FASTER than the rest! OUT IN FRONT, too, are the clothes made by!

★ ★

In horse-racing, it's usually the favorite who outruns the pack to win the race. Sometimes, however, the underdog surprises everyone by breaking last and roaring to the outside outruns of the field. . . That's the fun of horse-racing, but it just doesn't work when you're responsible to the public for a good product.

Soap

*"Clean,
as if o'erwashed with Hippocrene."*

—ROBERT HERRICK.

No, Hippocrene isn't a trade name . . . it was, of course, a fountain fabled to have burst forth when the ground was struck by the hoof of Pegasus, so Robert Herrick wasn't plugging SOAP, which it becomes a copy-writer's duty to do upon occasion. It isn't too hard to talk a housewife into trying a new kind of soap, which is *your* problem, because she's always in the mood for something that will make her house sparkle like a Dutch oven without taking the glamor out of her manicure. Soap advertising is very similar to that of cigarette manufacturers . . . competing products are so very nearly alike that it's wise to begin plugging one small advantage, and stick with it until the listener becomes unconsciously aware of it, and remembers the name without having to think about it.

Soap

Chips off the old block, soap chips contain the same time-saving, hand-saving ingredients found in soap.

★ ★

Not to be SNEEZED at, these (sneezeless soap chips).

★ ★

That slang phrase "no soap" means "nothing doing" . . . when you use soap.

★ ★

Every sentence must have a SUBJECT . . . and when you SUBJECT your clothes to left-over dirt and grime, the SENTENCE is a short life and an unsatisfactory one.

★ ★

Whether you bought that favorite luncheon cloth in the bargain basement at the dime store, or in the exclusive linen shop of a huge department store, it's susceptible to the ravages of left-over dirt and grime.

★ ★

Cool, crisp summer washables are eye-catching . . . but they're DIRT-catching, too. Launder them in

★ ★

There's something INVITING about a wash. It's a fragrant, sweet cleanliness that says "these clothes are COMPLETELY free from dirt."

★ ★

Using soap just for LAUNDERING is like owning an automobile and driving it in only ONE gear. is an ALL-PURPOSE soap.

★ ★

No halfway soap can wash with the EASE of

Warm summer sun is grand when you're lying on a beach . . . but it's no help to a tired housewife. Summer-time means MORE LAUNDERING. Warm weather calls for the help of soap. Let this fine soap BREEZE through your wash-day work.

★ ★

..... soap gives you extras where you NEED them . . . right in the soap itself.

★ ★

The soap that's cheapest at the counter isn't always the least expensive when the washing is DONE.

★ ★

..... soap makes no lathery promises. The promises it MAKES . . . it keeps . . . for KEEPS.

Women

"A woman's counsel is not worth much, but he who does not take it is mad."—PROVERB.

—especially in the business of SELLING, because any business man will tell you a great percentage of his sales are made to women. A woman likes to think that she is a combination of practicality and frivolity—just the proper balance of each; and to approach her on these terms is to gain her good will. First, then, show her why she NEEDS the product, then appeal directly to her good taste in buying THIS PARTICULAR ONE. She holds the family purse-strings, and she is loathe to let go without a murmur. She may be naive about a soap opera, but not about Soap—she knows where play-acting ends, and selling begins. She likes smooth language, but she can hear between the words. She's met enough salesman with brooms and floor polish to have developed sales resistance to a stock intro like "Good morning, madam, may I show you—." Even a reasonably inaccurate facsimile won't fool her.

Beauty

A woman gets one cosmetic here . . . one toiletry there, and rarely gets around to buying a complete kit . . . which makes the fitted make-up ensemble at such an acceptable gift!

★ ★

Ever hear a song . . . or meet somebody new . . . or get a whiff of a fragrance . . . that reminds you of something you did, or of someone you knew long ago? It's not like a MEMORY . . . it's more startling than that . . . so VIVID that, for a moment, you feel that you've actually gone BACK in time! Such is the haunting fragrance of

★ ★

Grandmother had a prim little motto "Pretty is as pretty does." . . Now, she probably meant that you have to BE good, to LOOK good . . . and that's as true today as it EVER was. . . But grandmother's motto can mean something MORE, too . . . it can mean that precious beauty must be PRESERVED, through routine care!

★ ★

There's little enough time for today's busy women to concentrate on BEAUTY, therefore it is with pride that presents . . . not a short cut, but an easy, efficient ROUTINE, in beauty preparations!

★ ★

Today's busy women realize more than ever the IMPORTANCE of a BEAUTY ROUTINE . . . regular, effective care that can be taken in a short time . . . and give RESULTS!

★ ★

Anything worth DOING is worth doing WELL . . . that's why recommends that, in your beauty routine, you select preparations PROVEN effective!

Beauty experts the world over have said that American women have the prettiest faces, the loveliest bodies, the best looking clothes. Busier today than ever before, the American woman is more CONSCIOUS of her beauty, and’s regular routine helps her improve and preserve it!

Clothes

..... has the fashion of the moment, the moment it’s the fashion!

★ ★

A girl’s best friend is her chapeau and she can’t have too many . . . not when there’s a complete sell-out of glorious new hats at!

★ ★

Cunningly contrived for both practicality and romance . . . the lovely new soft wools and crepes at

★ ★

Pretty IS as pretty WEARS this season!

★ ★

They go to your head . . . the piquant summer hats by

★ ★

..... makes your chapeau the crowning achievement of your costume!

★ ★

What FUR. . . What LOVELY fur in the coats offered NOW at

★ ★

It’s August in January at August fur prices . . . January investment values!

★ ★

Matchless . . . but perfectly matched . . . the lovely new furs at

Here's fuel for thought . . . to keep warm this winter, cuddle down in a coat from

★ ★

Prelude to spring . . . a symphony of smartness in the new suits at

★ ★

Look PLEASANT, please . . . in a flattering blouse-and-dirndl from

★ ★

Do you feel a touch of spring FASHION fever coming on? Satisfy your longing for new loveliness at

★ ★

To love fine things is as instinctive as an appetite!

★ ★

Fashion's theme song for THIS year is subtle flattery . . . and offers a symphony of exciting fur neckpieces!

★ ★

Picture yourself in a soft, lovely Silver Fox . . . imagine how well smart Kolinsky, mink or sable will INDIVIDUALIZE your indispensable suit!

★ ★

A FUR of beauty is a joy forever.

★ ★

Because you appreciate genuine beauty and quality, your taste will lead you to 's house of fine furs!

★ ★

A pretty fur is like a melody . . . a thing of beauty to set your heart singing!

Lovely to look at . . . becoming to WEAR, 's smart new suits are Spring's Fashion Tonic!

★ ★

To frame your face with soft flattery . . . to lend chic to your fall suit, presents the most exciting collection of fine furs ever!

★ ★

..... has every kind of fur . . . each fur the finest of its kind!

Fur Storage

Inexpensive furs NEED careful storage . . . EXPENSIVE ones DESERVE it!

★ ★

Let pamper your furs this summer!

★ ★

Turn your furs out in the cold during warm weather. For their own good, send them to for INSURED STORAGE!

★ ★

Winter's number one success story . . . your dramatic fur coat, may have a moth-eaten climax, unless you protect it from the ravages of summer!

★ ★

Give your furs a new chance! Send them to for a four-way beauty treatment . . . cleaning, repairing, restyling and storing.

★ ★

With an eye to the FUTURE . . . store your furs NOW at!

★ ★

For luxury on a budget, make your fur storage headquarters.

Ladies, are moths threatening the life and beauty of YOUR furs? A single day of neglect may result in irreparable damage.

★ ★

In’s spacious, modern cold storage vaults, temperatures are thermostatically controlled, never varying more than five degrees . . . offering you INSURED STORAGE for your valuable furs!

★ ★

Keep your furs safe from summer attacks of moths, heat and dampness! Take furs, fur coats, or fur-trimmed coats to, where an INSURANCE POLICY is issued on every stored garment.

★ ★

Put SAFETY first with your furs! Put them in INSURED STORAGE at

★ ★

The weather’s always fine for furs at

★ ★

When cold weather goes away, the moths will play . . . and they’ll play HAVOC with your furs, ladies.

★ ★

Send your furs to a moth-proof shelter for the summer. Send them to’s, where they’ll be safe from the harm of heat, humidity, and fur-eating insects.

★ ★

Not much change in temperature is ALWAYS the weather forecast for Temperatures in’s modern storage vaults are consistently COLD . . . to protect your stored furs.

★ ★

Your fur coat is VALUABLE . . . keep it WEARABLE, by giving it a summer vacation in thermostatically-controlled LOW TEMPERATURE at

Your fur coat is one of the biggest, and most important investments in your wardrobe. That's why you should be as careful in your selection of the place to STORE it as you were of the place you BOUGHT it!

★ ★

Don't put it off till tomorrow . . . the moths may strike today! Send your winter coat to for INSURED STORAGE!

★ ★

Follow the fur-wise to store your coat INSURED!

General

A word to the wives is

★ ★

A Woman tells her diary the truth!

★ ★

It's a WOMAN'S WORLD at

★ ★

For the prettiest girl you know, who might well be yourself

★ ★

FIT for a Queen . . . FITTED for you . . . the overnight cases at

★ ★

Have you joined the WIVES?

★ ★

The accent is on YOU at

Household

Now is the time for all good home-makers to come to the aid of their RUGS.

★ ★

There isn't a moth larva alive who wouldn't be happy to spend the summer feasting on your cherished blankets!

★ ★

HOME isn't built in a day.

★ ★

Tomorrow's America will be as strong as today's children . . . help YOURS keep healthy with

★ ★

At 's, your rugs are protected from vicious summer enemies, and your purse is protected against financial loss.

★ ★

"Man works from sun to sun . . . but a woman's work is NEVER done." . . . there's an ancient proverb which threatens to become as extinct as the dodo, thanks to the modern appliances at

★ ★

The idea of helping the homemaker overcome drudgery and long hours in the kitchen is not as new as yesterday . . . but the appliances to make that dream come true ARE as new as tomorrow!

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SUNY GENESCO

YGML

Script-easers for radio commercial write



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