

# Broadcast Advertising Bulletin

DECEMBER 30, 1943 \* \* \* \* \* No. 8

1760 N St., N. W. NATIONAL ASSOCIATION OF BROADCASTERS Wash. 6, D. C.

---

## 4th WAR LOAN IS BIG CHANCE FOR RADIO STATIONS TO HELP

---

FIRST TIME RADIO SHARES EQUAL SALES OPPORTUNITY

Let's All  
**BACK THE ATTACK**

---

*Radio's share of retail advertising depends on your individual efforts. Here is retailers' plan:*

### 4 ADVERTISING PEAK DAYS

Thursday, January 20—"Army Day"

Thursday, January 27—"Navy Day"

Thursday, February 3—"Marine Day"

Thursday, February 10—"Schools-at-War Treasure Hunt"

Surveys disclose that in the past retailers sponsored an average of 80 per cent of all newspaper War Bond advertising in America, which is indicative of the important role the industry plays

in the success of the War Financing program by spreading the War Bond gospel to every village and hamlet.

Retailers are not asked by their War Campaigns Committee to earmark any fixed percentage of their budget for advertising—but each store is expected by the committee to meet or exceed the advertising job they did so well in the 3rd War Loan.

Past experience will serve as an excellent guide in determining the type and amount of advertising that will insure retailers reaching their quota for the 4th War Loan.

**Y**OU know what the retailers of America plan to do in advertising for the 4th War Loan Campaign.

Here is the list of ETs for them. If your sample audition platter has not been received,

Request by number or simply say *all 15-minute* and *all 5-minute* ETs, if you can use them.

don't wait. Order ETs today without audition. They really are salable. And time is short. Address:

Emerson Waldman, Chief of Radio, War Finance Division, Treasury Department, Washington Building, Washington 25, D. C.

### 15-MINUTE ET TITLES

(These programs run 13:30, leaving 1:30 open at the ends. All programs available for sponsorship.)

## TREASURY SALUTE SERIES

- |   |   |   |
|---|---|---|
| <b>Program 1—Wheat Farmers G6701</b><br>starring<br>Ray Heatherton and Peter Donald<br>with<br>David Broekman and The Treasury<br>Orchestra                                     | <b>Program 10—Telephone Industry G6710</b><br>starring<br>Ray Heatherton and Peter Donald<br>with<br>David Broekman and The Treasury<br>Orchestra                           | <b>Program 18—Men and Women of the Entertainment Field G6720</b><br>starring<br>Audrey Marsh, Jimmy Carroll and<br>Peter Donald<br>with<br>David Broekman and The Treasury<br>Orchestra |
| <b>Program 2—Meat Packing Industry G6702</b><br>starring<br>Jimmy Carroll and Peter Donald<br>with<br>David Broekman and The Treasury<br>Orchestra                              | <b>Program 11—Lumber Industry G6711</b><br>starring<br>Karen Kemple, Ray Heatherton and<br>Peter Donald<br>with<br>David Broekman and The Treasury<br>Orchestra             | <b>Program 19—The Housewives of America G6721</b><br>starring<br>Jimmy Carroll and Peter Donald<br>with<br>David Broekman and The Treasury<br>Orchestra                                 |
| <b>Program 3—Ship Building G6703</b><br>starring<br>Audrey Marsh, Jimmy Carroll and<br>Peter Donald<br>with<br>David Broekman and The Treasury<br>Orchestra                     | <b>Program 12—Farming G6712</b><br>starring<br>Karen Kemple, Brad Reynolds and<br>Peter Donald<br>with<br>David Broekman and The Treasury<br>Orchestra                      | <b>Program 20—Construction Industry G6722</b><br>starring<br>Jimmy Carroll and Peter Donald<br>with<br>David Broekman and The Treasury<br>Orchestra                                     |
| <b>Program 4—Automobile Industry G6730</b><br>starring<br>Audrey Marsh, Jimmy Carroll and<br>Peter Donald<br>with<br>David Broekman and The Treasury<br>Orchestra               | <b>Program 13—Mining G6713</b><br>starring<br>Karen Kemple, Brad Reynolds and<br>Peter Donald<br>with<br>David Broekman and The Treasury<br>Orchestra                       | <b>Program 21—Women Office Workers G6724</b><br>starring<br>Ray Heatherton and Peter Donald<br>with<br>David Broekman and The Treasury<br>Orchestra                                     |
| <b>Program 5—Cotton Industry G6705</b><br>starring<br>Brad Reynolds and Peter Donald<br>with<br>David Broekman and The Treasury<br>Orchestra                                    | <b>Program 14—Post Office Workers G6716</b><br>starring<br>Brad Reynolds and Peter Donald<br>with<br>David Broekman and The Treasury<br>Orchestra                           | <b>Program 22—Transportation Industry G6725</b><br>starring<br>Ray Heatherton and Peter Donald<br>with<br>David Broekman and The Treasury<br>Orchestra                                  |
| <b>Program 6—Steel Industry G6706</b><br>starring<br>Brad Reynolds and Peter Donald<br>with<br>David Broekman and The Treasury<br>Orchestra                                     | <b>Program 15—Small Farmers G6717</b><br>starring<br>Betty Mulliner, Ray Heatherton and<br>Peter Donald<br>with<br>David Broekman and The Treasury<br>Orchestra             | <b>Program 23—Motion Picture Industry G6726</b><br>starring<br>Ray Heatherton and Peter Donald<br>with<br>David Broekman and The Treasury<br>Orchestra                                  |
| <b>Program 7—Textile Industry G6707</b><br>starring<br>Betty Mulliner, Brad Reynolds and<br>Peter Donald<br>with<br>David Broekman and The Treasury<br>Orchestra                | <b>Program 16—Newspaper Men &amp; Women G6718</b><br>starring<br>Betty Mulliner, Ray Heatherton and<br>Peter Donald<br>with<br>David Broekman and The Treasury<br>Orchestra | <b>Program 24—Radio Industry G6727</b><br>starring<br>Jimmy Carroll and Peter Donald<br>with<br>David Broekman and The Treasury<br>Orchestra  |
| <b>Program 8—Cattle Men &amp; Sheep Ranchers G6708</b><br>starring<br>Betty Mulliner, Jimmy Carroll and<br>Peter Donald<br>with<br>David Broekman and The Treasury<br>Orchestra | <b>Program 17—Independent Merchants G6719</b><br>starring<br>Ray Heatherton and Peter Donald<br>with<br>David Broekman and The Treasury<br>Orchestra                        | <b>Program 25—Dairy Farms G6728</b><br>starring<br>Jimmy Carroll and Peter Donald<br>with<br>David Broekman and The Treasury<br>Orchestra   |
| <b>Program 9—Railroads G6709</b><br>starring<br>Jimmy Carroll and Peter Donald<br>with<br>David Broekman and The Treasury<br>Orchestra  |   | <b>Program 26—The Railroad Freight Workers G6729</b><br>starring<br>Jimmy Carroll and Peter Donald<br>with<br>David Broekman and The Treasury<br>Orchestra                              |



# BASIC 4TH WAR LOAN FACTS

**DATES**—January 18 to February 15, 1944

**GOAL**—To raise \$14 Billion—\$5½ Billion from individuals

**SLOGAN**—"Let's All Back the Attack"

**THEME**—Sacrifice—Every one to buy extra bonds

Bond buyers in the Fourth War Loan campaign, which runs from Jan. 18 to Feb. 15, 1944, will be given their choice of seven U. S. Government securities. The securities to be sold under the direction of the War Finance Committee are:

Series E Savings Bonds  
Series F and G Savings Bonds  
Series C Savings Notes  
2½% bonds of 1965-70  
2½% bonds of 1956-59  
7/8% Certificates of Indebtedness

## U. S. War Savings Bonds, Series E

This is the so-called "People's Bond," undoubt-

edly the most widely held security in the world, of which over 100 million pieces have been sold in the first three War Loan campaigns. From the standpoint of interest return, it is the most attractive of all the issues offered by the government, and is the ideal investment for the wage earner and the small business and professional man. Over \$14 billions of these E bonds are now outstanding in the hands of the American public.

The bonds come in denominations of \$25, \$50, \$100, \$500, and \$1000. The issue price is 75 per cent of the maturity value so that a \$25 bond costs \$18.75 and a \$100 bond costs \$75. They cannot be used as collateral for loans.

## 5-MINUTE ET CONTENTS

(These programs run 4 minutes, prox., leaving one minute open at the ends. All programs available for sponsorship.)

### TREASURY SONG FOR TODAY—Master 6732

1. "My British Buddy"..... Ray Heatherton
2. "Bless Them All"..... Jimmy Carroll
3. "You'd Be So Nice To Come Home To"..... Mary Small

### TREASURY SONG FOR TODAY—Master 6733

4. "Here Comes The Navy"..... Mary Small
5. "Let's Bring New Glory To Old Glory"..... Mary Small
6. "Johnny Zero"..... Mary Small

### TREASURY SONG FOR TODAY—Master 6734

7. "You're A Lucky Fellow, Mr. Smith"..... Mary Small
8. "In My Arms"..... Ray Heatherton
9. "Comin' In On A Wing and A Prayer"..... Ray Heatherton

### TREASURY SONG FOR TODAY—Master 6735

10. "Buckle Down Buck Private"..... Ray Heatherton
11. "Jingle Jangle Jingle"..... Ray Heatherton
12. "Good-Bye Sue"..... Ray Heatherton

### TREASURY SONG FOR TODAY—Master 6736

13. "I've Got Sixpence"..... Ray Heatherton
14. "This Time"..... Ray Heatherton
15. "There's A Star Spangled Banner"..... Ray Heatherton

### TREASURY SONG FOR TODAY—Master 6737

16. "This Is The Army, Mr. Jones"..... Ray Heatherton
17. "He Wears A Pair of Silver Wings"..... Kay Lorraine
18. "Old Glory"..... Kay Lorraine

### TREASURY SONG FOR TODAY—Master 6738

19. "Pennsylvania Polka"..... Kay Lorraine
20. "Praise The Lord and Pass The Ammunition"..... Kay Lorraine
21. "He's A-1 In The Army"..... Kay Lorraine

### TREASURY SONG FOR TODAY—Master 6739

22. "I'm Getting Tired So I Can Sleep"..... Jimmy Carroll
23. "I'll Meet You At Duffy's Square"..... Jimmy Carroll
24. "Sempre Paratus"..... Jimmy Carroll

### TREASURY SONG FOR TODAY—Master 6740

25. "Lili Marlene"..... Jimmy Carroll
26. "Johnny Doughboy Found A Rose"..... Jimmy Carroll
27. "White Christmas"..... Jimmy Carroll

### TREASURY SONG FOR TODAY—Master 6741

28. "United Nations On The March"..... Jimmy Carroll
29. "We're All Together Now"..... Jimmy Carroll
30. "With My Head In The Clouds"..... Jimmy Carroll

### Statement by

### NEVILLE MILLER, NAB PRESIDENT

"Ours is a nation of radio listeners. Radio has both a unique opportunity for service during the forthcoming Fourth War Loan Drive, and an obligation. That is why we join with Secretary Morgenthau in urging the continued support of all broadcasters to the end that this campaign, as all those which have gone before, will achieve overwhelming success. There is no other medium which can be used with equal effectiveness to bring home to all our people the reasons for backing our boys at the front by the purchase of War Bonds. We've done it before. We can do it again."

### ASSOCIATIONS COOPERATING IN 4TH WAR LOAN CAMPAIGN

Advertising Federation of America  
American Hotel Association  
American National Retail Jewelers Association  
American Retail Federation  
Beauty Industry Council  
Chambers of Commerce of the United States  
Cooperative Food Distributors of America  
Limited Price Variety Stores Association  
Liquor and Wine Industry War Bond Council  
Mail Order Association  
National Association of Chain Drug Stores  
National Association of Food Chains  
National Association of Retail Clothiers & Furnishers  
National Association of Retail Druggists  
National Association of Retail Grocers  
National Association of Retail Secretaries  
National Automobile Dealers Association  
National Better Business Bureau  
National Council of Shoe Chains  
National Industrial Stores Association  
National Restaurant Association  
National Retail Dry Goods Association  
National Retail Farm Equipment Association  
National Retail Furniture Association  
National Retail Hardware Association  
National Shoe Retailers Association  
National Voluntary Group Institute  
Retail Credit Institute of America

## *For Your Information*

# STATE CHAIRMEN OF WAR FINANCE COMMITTEES

## ALABAMA

Ed Leigh McMillan  
1525 Comer Bl.  
Birmingham 3

## ARIZONA

Walter R. Bimson  
Post Office Bl.  
Phoenix

## ARKANSAS

W. W. Campbell  
Federal Bl.  
Little Rock

## CALIFORNIA

Charles R. Page  
(Northern)  
733 Monadnock Bl.  
San Francisco 5  
Robert H. Moulton  
(Southern)  
621 South Spring Street  
Los Angeles 14

## COLORADO

Clarence H. Adams  
302 Colorado Bl.  
Denver 2

## CONNECTICUT

Eugene E. Wilson  
36 Pearl Street  
Hartford 3

## DELAWARE

Henry T. Bush  
1064 du Pont Hotel Bl.  
Wilmington 99

## DISTRICT OF COLUMBIA

John A. Reilly  
852 Washington Bl.  
Washington 5

## FLORIDA

W. W. McEachern  
404 Federal Bl.  
Jacksonville 1

## GEORGIA

Charles A. Stair  
1202 C. & S. National  
Bank Bl.  
Atlanta 3

## IDAHO

John Schoonover  
423 First National Bank Bl.  
Boise

## ILLINOIS

Harold H. Swift  
300 Bankers Bl.  
105 West Adams Street  
Chicago

## INDIANA

Eugene C. Pulliam  
816 Illinois Bl.  
Indianapolis 4

## IOWA

Herbert L. Horton  
809 Walnut Bl.  
Des Moines 8

## KANSAS

W. Laird Dean  
208 Federal Bl.  
Topeka

## KENTUCKY

Ben Williamson, Jr.  
(Eastern)  
808 Second National Bank  
Bl.  
Ashland  
S. Albert Phillips  
(Western)  
510 Republic Bl.  
Louisville 2

## LOUISIANA

Leon G. Tujague  
512 Pan American Bl.  
New Orleans 6

## MAINE

(Co-Chairmen)  
Phillips M. Payson  
Edward E. Chase  
Federal Bl.  
Augusta

## MARYLAND

Howard W. Jackson  
Calvert Bl.  
Fayette and St. Paul Sts.  
Baltimore

## MASSACHUSETTS

F. Winchester Denio  
79 Milk Street  
Boston 9

## MICHIGAN

Frank N. Isbey  
600 Union Guardian Bl.  
Detroit 26

## MINNESOTA

O. J. Arnold  
570 Northwestern Bank Bl.  
Minneapolis

## MISSISSIPPI

Rex I. Brown  
1005 Lampton Bl.  
P. O. Box 747  
Jackson

## MISSOURI

Walter W. Head  
200 Federal Commerce  
Trust Bl.  
208 North Broadway  
St. Louis 2

## MONTANA

A. T. Hibbard  
302 Federal Bl.  
Great Falls

## NEBRASKA

W. Dale Clark  
636 World Herald Bl.  
Omaha 2

## NEVADA

Forest Lovelock  
35 East 4th Street  
Reno

## NEW HAMPSHIRE

Winthrop L. Carter  
Bell Bl.  
922 Elm Street  
Manchester

## NEW JERSEY

Franklin D'Olier  
Post Office Bl.  
Newark 2

## NEW MEXICO

Cale W. Carson  
101 Federal Bl.  
Albuquerque

## NEW YORK

W. Randolph Burgess  
1270 Sixth Avenue  
New York City 20

## NORTH CAROLINA

Clarence T. Leinbach  
Federal Bl.  
Greensboro

## NORTH DAKOTA

F. L. Conklin  
Neirling Block  
Jamestown

## OHIO

Phil J. Trounstine  
693 Union Commerce Bl.  
Cleveland 14

## OKLAHOMA

A. E. Bradshaw  
203 Drew Bl.  
Tulsa

## OREGON

Ed. C. Sammons  
330 American Bank Bl.  
Portland

## PENNSYLVANIA

G. Ruhland Rebmann  
12 South 12th Street  
Philadelphia

## RHODE ISLAND

C. Burton Hibbert  
1812 Industrial Trust Bl.  
Providence 3

## SOUTH CAROLINA

Christie Benet  
1401 Hampton Street  
Columbia

## SOUTH DAKOTA

Walter H. Burke  
Post Office Bl.  
Sioux Falls

## TENNESSEE

Cecil Woods  
Third National Bank Bl.  
170 Fourth Avenue  
Nashville 3

## TEXAS

Nathan Adams  
Dallas Power & Light Bl.  
Dallas

## UTAH

Charles L. Smith  
Union Pacific Bl.  
Salt Lake City

## VERMONT

Levi P. Smith  
Hotel Van Ness  
Burlington

## VIRGINIA

Francis P. Gaines  
214 North Fifth Street  
Richmond 19

## WASHINGTON

Rene Odlin  
209 Federal Bl.  
Seattle 4

## WEST VIRGINIA

A. C. Spurr  
608 Security Bl.  
Charleston 1

## WISCONSIN

Walter Kasten  
202 Federal Bl.  
Milwaukee 1

## WYOMING

Fred W. Marble  
307 Federal Bl.  
Cheyenne