

Branded Entertainment, Past and Present

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Advertising Educational Foundation

June 10, 2013

AT&T PRESENTS

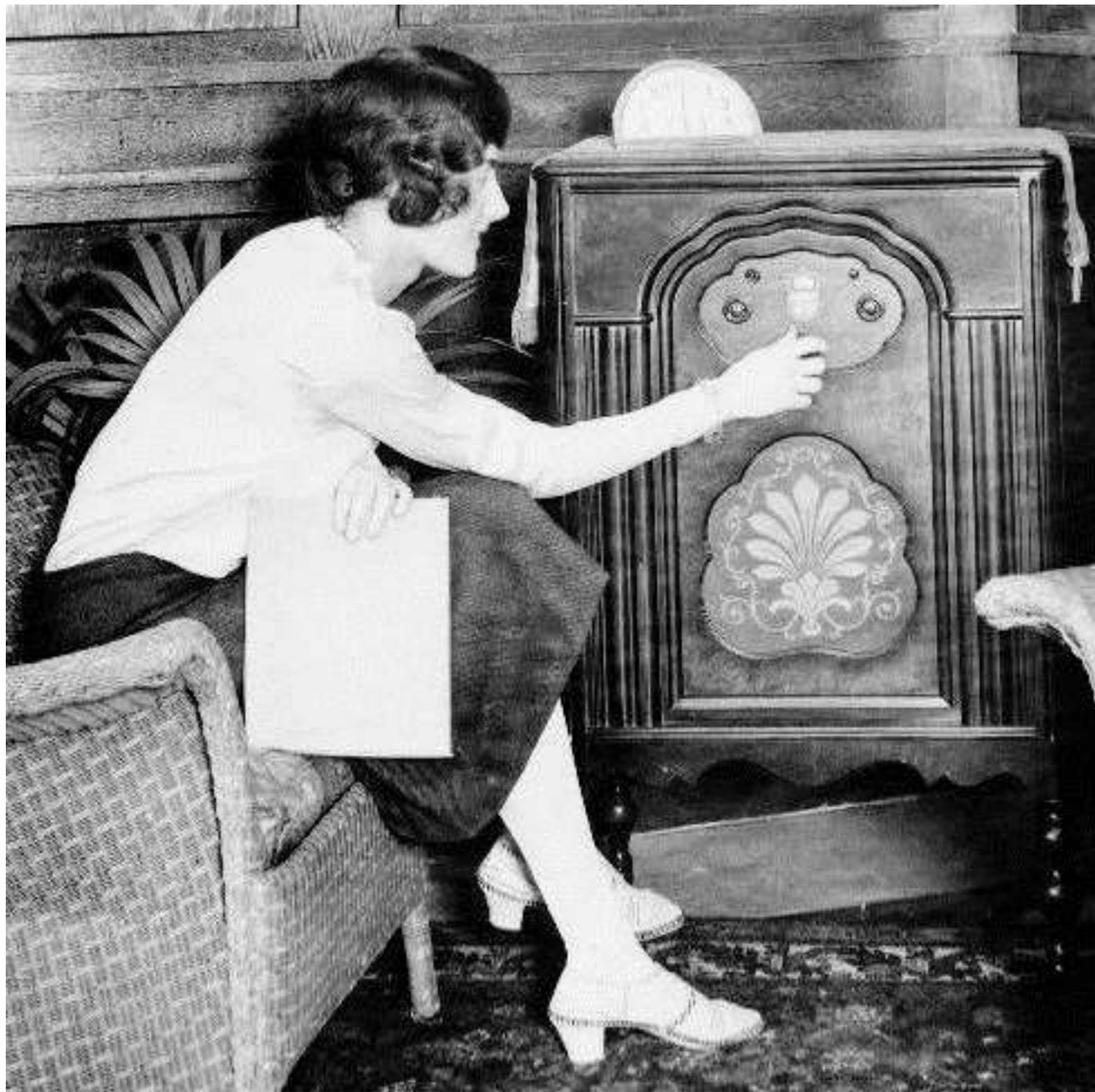
DAYBREAK

IN ASSOCIATION WITH BBDO AND TIM KRING

Brought to you through various media and technologies, Daybreak is an interactive story about the magic of technology and its power to transform our lives and aid us in reaching our highest potential.

The United States Steel Hour 1953-63







TUNE IN
On your Radio Thursday night
Clicquot Club
Ginger Ale Eskimos





But Do They Really Listen?



Radio
NOV 20 1940

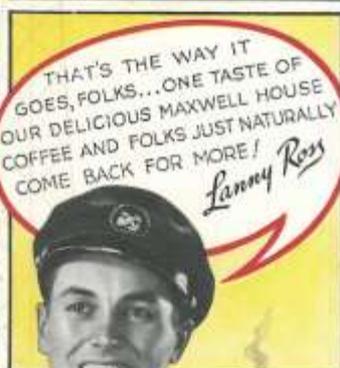
S Showmanship

OCTOBER 1940

25¢

SHOW BOAT DAYS

THE TWO MEN IN BLACK

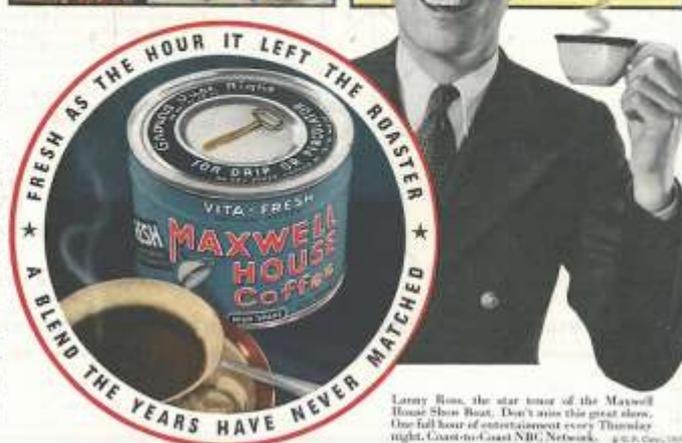


WE hope you will all try Maxwell House very soon. For we're sure that you, like millions of others, will agree with Lanny Ross—that Maxwell House is the most delicious coffee you ever tasted!

You see, we do *everything* to give you coffee as fine as this... coffee that is always rich and mellow and full-flavored.

We use the same matchless blend of choicest coffees that the Old South knew and loved years ago... We pack it by the Vita-Fresh process so that it is always roaster fresh... And we grind it by a modern method that makes perfect coffee by the drip, percolator or any other method.

Why not get a can of Maxwell House Coffee today? Once you taste the tempting coffee goodness that's in every sparkling cup we're sure you'll want to drink it regularly every day! Good to the Last Drop. A product of General Foods.



Lanny Ross, the star tenor of the Maxwell House Show Boat. Don't miss this great show. One full hour of entertainment every Thursday night. Coast-to-Coast NBC Network. © G. D. Cowles, Inc.



Reflected Glory

THE 15-YEAR RECORD OF AN OUTSTANDING ADVERTISING AGENCY

On the opposite page you will find some of the most illustrious names in American business. Many of them are so universally known that they have become household words to every American—commonly, large and small.

Collectively, these 22 products represent an investment of nearly one billion dollars. And the prosperity of the companies that make them is an important factor in the financial welfare of nearly half a million American citizens, including stockholders and employees.

The task of getting these corporations—of working plans and strategies that will keep goods moving into the hands of the consumer in ever-increasing volume, involve tremendous responsibilities. And the fact that these upon whom this obligation rests most heavily have appointed Blackett-Sample-Hummert as advertising agents to share these responsibilities is a matter of pride to us.

But famous as these products and their makers are—and importantly so they influence so many people's lives—the name of Blackett-Sample-Hummert is totally unknown to all save a few. For whenever you have an advertising agency that achieves success under the heading of "reflected glory" at best. And its fortunes are wholly contingent upon the prosperity of those clients whom it serves.

Thus—the recently published fact sheet in 1937, Blackett-Sample-Hummert placed the largest dollar volume of any agency for the fourth consecutive year, is primarily

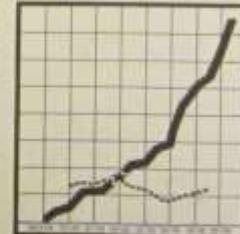
significant as a barometer of the financial results achieved by our clients in this particular field. . . . And the fact that our dollar volume of business has increased 302% since the start of the last depression in 1929—is primarily a reflection of the prosperity achieved by our clients during those difficult years.

It is also interesting to note that 77% of our increased dollar volume since 1929 has resulted as a result of increased advertising appropriations on the part of clients we already served.

This is significant, since only those manufacturers who are reaping tangible results from their advertising investments are in a position to increase them, especially with each succeeding year. And it is further substantiation of our conviction that, in our type of business, we can achieve our most successful objectives only by indoctrinating—by helping to make money for our clients first.

Call this a materialistic attitude if you wish. But we believe that it has been a vital factor in our 15-year record of consistently increased dollar volume. And we believe that you will find this attitude definitely reflected in the financial statements of those clients whom we serve.

If our type of thinking appeals to you, you feel that our experience with problems of advertising, merchandising and selling might profitably be added to that of your own organization—our should be glad to tell you more about our way of working. No obligation, of course.



The heavy line indicates the gross dollar volume of dollar volume of Blackett-Sample-Hummert, Inc. from the start of its founding in 1929 to 1937.

The dotted line indicates the total of all agencies in general since 1929. Figures given in this line are not available.

NOTE: Although some media may not be purchased in 1937 through Blackett-Sample-Hummert, these through our other agencies, percentage increase shown may be somewhat greater if the amount incurred by our clients in advertising and promotion during this particular period.

BLACKETT-SAMPLE-HUMMERT, INC.

NEW YORK

247 Park Avenue

CHICAGO

221 N. La Salle Street

Who else wants a whiter wash —with no hard work?

HOW would you like to see your wash come out of a simple soaking—whiter than hours of scrubbing could make it!

Millions of women do it every week. They've given up washboards for good. They've freed themselves forever from the hard work and reddened hands of washday.

Now they just soak—rinse—and hang out to dry! In half the time, without a bit of hard rubbing, the wash is on the line—whiter than ever!

Dirt floats off—stains go

The secret is simply Rinso—a mild, granulated soap that gives rich, lasting suds even in the hardest water.

Just soak the clothes in the creamy Rinso suds—and the dirt and stains float off. Rinse—and the wash is spotless.

Even the most soiled parts need only a gentle rub between the fingers to make them snowy. Thus clothes last longer, for there's no hard rubbing against a board.

Safe for clothes, easy on hands

No laundry soap is easier on clothes or on hands than Rinso. Contains no acids, harsh chemicals or bleaches—nothing to injure white clothes or fast colors.

Rinso is all you need on washday. No bar soaps, chips or powders. Get Rinso for small cost from your grocer. Follow easy directions on package.

Use in washing machines

Rinso is wonderful in washers. Recommended by 23 leading washing machine makers for safety, and for a whiter, cleaner wash.

Guaranteed by the makers of Lux
Lever Bros. Co.

Rinso

The Granulated Soap that Soaks Clothes Whiter



"Rinso suds soak everything clean, so I have no more boiling to do, no hard rubbing on a washboard. Little wonder that my clothes last a lot longer. And Rinso isn't hard on my hands, either. I have used all kinds of laundry soaps—bar soaps and chip soaps—for a good many years, but nothing but Rinso for me, now. It makes my washday so easy and my clothes so white and bright. Rinso deserves to be the Boston woman's very own laundry soap."

MRS. GEO. N. TAPP
13 Haviland St.
Boston, Mass.

Millions use Rinso. Thousands write us letters like this.

Mrs. G. N. Tapp, a Hub woman, says:



2 sizes—
most women use
the big package

Hard Sell

Soap Operas



Ma Perkins (1933-1960)

produced by B-S-H

Before we hear from Ma Perkins today though, I want to tell you about something else for a minute that will be of vital interest to every housewife listening, about a remarkable new laundry soap discovery that actually makes any other kind of laundry soap old fashioned and out of date. It's the new, improved Oxydol, spelled O-X-Y-D-O-L, Oxydol. It embodies the latest scientific discovery of the world's greatest soap makers, the Procter and Gamble Company. Whatever soap you've been using in the past, whether it's a granulated soap, a soap flake, or a bar soap, you owe it to yourself to try this new improved Oxydol. It makes washing easier, gets the washing done faster, and is safer for colors and fabrics than any other laundry soap now or ever known. Here's what Oxydol will do for you under guarantee of the world's greatest soap makers. Oxydol will wash your clothes 25 to 40 percent faster, whether you use a tub or the latest improved washing machine. It washes clothes four to five shades whiter by actual scientific tests than any other soap can do. And absolutely without scrubbing or boiling. And remember that even your best cotton prints and your children's dainty frocks are safe in mild thick Oxydol suds because it embodies a new discovery which keeps all the fast washing and white washing qualities in the soap and leaves all the harshness out. It's safe for colors, safe for fabrics, and yet so kind to your hands that, well, you're simply amazed at its cleansing power. And now, we find Ma Perkins just where we left her yesterday. . .

Soft Sell



Would your husband marry you again?

FORTUNATE is the woman who can answer "yes." But many a woman, if she is honest with herself, is forced to be in doubt—after that she pays stricter attention to her personal attractions.

A radiant skin, glowing and healthy, is more than a "sign" of youth. It is youth. And any woman can enjoy it.

Beauty's basis

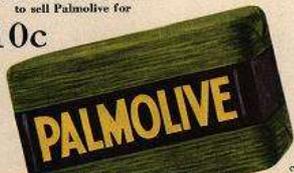
is pure, mild, soothing soap. Never go to sleep without using it. Women should never overlook this all-important fact. The basis of beauty is a thoroughly clean skin. And the only way to it is soap.

There is no harm in cosmetics, or in powder or rouge, if you frequently remove them. Never leave them on overnight.

The skin contains countless glands and pores. These clog with oil, with dirt, with perspiration—with refuse from within and without.

Volume and efficiency enable us to sell Palmolive for

10c



The first requirement is to cleanse those pores. And soap alone can do that.

A costly mistake

Harsh, irritating soaps have led many women to omit soap. That is a costly mistake. A healthy, rosy, clear, smooth skin is a clean skin, first of all.

There is no need for irritating soap. Palmolive soothes and softens while it cleans. It contains palm and olive oils.

Force the lather into the pores by a gentle massage. Every touch is balmy. Then all the foreign matter comes out in the rinsing.

If your skin is very dry, use cold cream before and after washing.

No medicaments

Palmolive is just a soothing, cleansing soap. Its blandness comes through blending palm and olive oils. Nothing since the world began has proved so suitable for delicate complexions.

All its beneficial effects come through gentle, thorough cleaning. There are no medicaments. No drugs can do what Nature does when you aid her with this scientific Palmolive cleansing.

Millions of women get their envied complexions through the use of Palmolive soap.

THE PALMOLIVE COMPANY, Milwaukee, U. S. A.
The Palmolive Company of Canada, Limited, Toronto, Ont.

Palm and olive oils were royal cosmetics in the days of ancient Egypt



STEINWAY



The Instrument of the Immortals

There has been but one supreme piano in the history of music. In the days of Liszt and Wagner, of Rubinstein and Berlioz, the pre-eminence of the Steinway was as unquestioned as it is today. It stood then, as it stands now, the chosen instrument of the masters—the inevitable preference wherever great music is understood and esteemed.

STEINWAY & SONS, Steinway Hall, 107-109 E. 14th Street, New York

Subway Express Stations at the Door



JACK BENNY (with Mary Livingstone, Johnny Green's Orchestra, and Kenny Baker) is on the air each Sunday evening. Young & Rubicam produces this show for Jell-O.



FRED ALLEN (with Portland Hoffa, Peter Van Steeden's Orchestra, and Town Hall Quartet) brightens up air lanes each Wednesday evening. Young & Rubicam produces this show for Ipana and Sal Hepatica.



HELEN HAYES stars in a continued human-interest drama, "The New Penny." Young & Rubicam produces this show for General Foods' Sanka Coffee.



LAWRENCE TIBBETT (with Don Voorhees' Orchestra) is to be heard each Tuesday night at 8:30. Young & Rubicam produces this show for Packard Motor Cars.



PHIL BAKER (supported by Beetle and Bottle, Hal Kemp's Orchestra, and the Seven G's) is to be heard each Sunday night. Young & Rubicam produces this show for That Good Golf Gasoline and Oil.

**THESE SHOWS ARE
GOOD BOX OFFICE**

TWO THINGS make a radio show good box-office: The ability of the show to attract and hold listeners; the ability of the commercials to turn those listeners into buyers.

We are proud to have these stars on the air for several of our clients. We're still prouder of the fact that the sponsor identification* of Young & Rubicam evening programs is 25.9% higher than that of comparable programs.

*Sponsor Identification — the percentage of people who identify a radio show with the product it advertises.

YOUNG & RUBICAM, INC.

Advertising

NEW YORK - CHICAGO - DETROIT

Young & Rubicam

THESE SHOWS ARE GOOD BOX OFFICE

TWO THINGS make a radio show good box-office: The ability of the show to attract and hold listeners; the ability of the commercials to turn those listeners into buyers.

Young & Rubicam thinks not only of the size and cost of an audience but of the fitness of the show. Young & Rubicam shows are proving daily that product announcements can have the *appeal of entertainment and the force of salesmanship at the same time.*

JACK BENNY and the MYSTERY GIRL



JACK: So that's Miss Wilson, the "mystery girl"?
MARY: The look—there her appearance's a secret. But Miss Wilson says such a gorgeous blonde must be Oswald and Phil Harris says she has that Brown glow.
JACK: I'll get the low-down in the party tonight.



MARY: You ought to know who that color her hair used to be—she danced with her long enough. Mary's the dog!



MARY: Oh, really? As a dinner, you're a great success. But you're a few but I can find out.
JACK: I'll bet you a hot potato's. I'll spin a top hat, please—uh 75.



MARY: Look, Miss Wilson—you can have Strawberry, Raspberry, Cherry—Orange, Lemon or Lime!
DELICIA: How dining... particular these Freshly prepared! And I adore Jack's... what'll you like and see one of these fast-moving assistants.



DELICIA: Oh—oh. It's not Jell-O all right—yes with. We used to have it here before... Bummer! The talking please don't yell... I'm really from Washington, D.C.
JACK: My home town!
MARY: Let's see—that hat will be a perfect hat, dearie... This regular—well, it's a diamond clip!

JELL-O WHIRLS

Prepare each flavor of Jell-O by usual method and in individual molds. Garnish as follows:

Strawberry

Two gills washed raspberries and one whole unshredded strawberry.

Raspberry

Three handfuls of whole raspberries and three handfuls of fresh orange leaves.

Cherry

Two whole unshredded cherries and eight or ten small whole strawberries and eight or ten small orange slices.

Orange

Three handfuls of fresh orange sections and eight or ten small orange slices.

Lemon

Two handfuls of small whole lemons and eight or ten small orange slices.

Lime

Three handfuls of fresh whole lemons and eight or ten small orange slices.



TUNE IN SUNDAY NIGHT

...for the guests, remember them on the air! Laugh with Jack Benny, America's most popular comedian, and his lively partner, Mary Livingstone. Don't miss the amazing and Phil Harris' orchestra bringing the music. 7 P. M. Eastern Standard Time, 6 Central, 5-30 Mountain, 4-30 Pacific. N. B. C. Newark. It's "Jell-O again!"



A product of General Foods

Strawberry • Raspberry • Cherry • Orange • Lemon • Lime

Blondes - Brunettes - Red-heads

such widely varying types...

yet all screen stars alike have the vital appeal of smooth skin

9 out of 10 screen stars keep their skin lovely with Lux Toilet Soap...

AN exquisite velvety skin is any girl's greatest charm, and for the screen star it is *all* important, 39 leading motion picture directors say.

"I don't know a single girl without lovely skin who has won enough of the

public to become a star," says William Bendine, director for Fox.

"Exquisite smooth skin is the all important asset of the star who must face into the glaring lights of the close-up," Joan Crawford explains.

The next time you see any of these lovely screen stars in a close-up, notice how smooth Lux Toilet Soap keeps her skin. "It gives my skin that beautiful smoothness I thought only the finest French soaps gave," Renée Adreée says.

Nine out of ten screen stars are devoted to Lux Toilet Soap, and all the great film studios have made it the official soap for their dressing rooms.

You, too, will like the way this white, daintly fragrant soap lathers so generously even in hard water! It is made by the famous French method. Buy several cakes—today.

BLONDES



Marion Davies says: "I am delighted with Lux Toilet Soap for deliciously smooth 'studio skin.'"



Esther Ralston, Paramount—"It is excellent for keeping the skin delightfully smooth."



Dorothy Mackall, First National—"Lux Toilet Soap is lovely for the skin."



Anna Q. Nilsson, R. K. O.—"It is a splendid aid in keeping the skin velvety."

BRUNETTES



Bebe Daniels, Paramount—"Lux Toilet Soap helps so much to keep the skin smooth and lovely."



Billie Dove, First National—"I find Lux Toilet Soap delightfully pure and so very refreshing."



Lopa Vitez, United Artists, says: "Lux Toilet Soap certainly keeps my skin velvety."



Lillian Brooks says: "It gives the skin the satin smoothness a screen star's skin must have."

RED-HEADS



Clara Bow, Paramount—"Lux Toilet Soap helps keep the skin in perfect condition."



Joan Crawford, M. G. M.—"Lux Toilet Soap is lovely for keeping my skin fresh and smooth."



Nancy Carroll, Paramount—"Lux Toilet Soap helps keep one's skin as flawless for the camera."



Janet Gaynor, Fox star, says: "Lux Toilet Soap makes my skin feel so soft and smooth."

More of the many stars who use this soap:

BLONDES

Phyllis Haver—Pathe
May McAvoy—Warner Brothers
Janetis Loff—Pathe
Gilda Gray—Independent
Lyn Munn—Fox
Mae Murray—Independent
Greta Nunn—Independent
Yvonne Reynolds—Independent

BRUNETTES

Madge Bellamy—Fox
Helen Broderick—Independent
Mary Shannon—Fox
Marie Prevost—Independent
Alice Pringle—Metro-Goldwyn-Mayer
Irene Blair—Independent
Dorothy Sebastian—Metro-Goldwyn-Mayer
Virginia Valli—Independent

RED-HEADS

Mary Ames—Fox
Sally Eilers—Mack Sennett-Pathé
Morina Knauer—Columbia
Josephine Logan—Pathe
Audrey Ferris—Warner Brothers
Margaret Livingston—Columbia
Myrna Loy—Warner Brothers
Barbara McHenry—Independent

BROWN HAIR

Betty Bonanza—Warner Brothers
Irene Castle—Independent
Betty Compson—Independent
Doris Kenyon—Independent
Fanny Brice Miller—Independent
Mae Platter—Universal

And many, many other lovely stars

BROWN HAIR



Evelyn Brent, Paramount—"Lux Toilet Soap gives my skin such a beautiful softness."



Renée Adreée, M. G. M.—"Lux Toilet Soap gives my skin such a beautiful softness."



Mary Brinn, Paramount—"Lux Toilet Soap is so lovely for keeping one's skin in perfect condition."



Eleanor Boardman says: "It is excellent for the very smooth skin a screen star must have."

LUX Toilet Soap

Luxury such as you have found only in French soaps at 50c and \$1.00 the cake... Now

10¢



RUDY VALLÉE



PAUL WHITEMAN



EDDIE CANTOR



AL JOLSON



BERT LAHR



GUY LOMBARDO



RUBINOFF



GEORGE OLSEN



GEORGE BURNS



GRACIE ALLEN



DEEMS TAYLOR



WALTER WINCHELL



ETHEL SHUTTA

These Artists
appear for our clients in radio programs
whose design, construction, presentation and
direction are controlled
entirely by the
J. WALTER THOMPSON COMPANY
ADVERTISING



LEAH RAY



WALTER O'KEEFE



PHIL HARRIS



LEE WILEY



JIMMY DURANTE



OLE OLSEN



CHIC JOHNSON



JOE PENNER



OZZIE NELSON



ANGELO BATRI



EDDIE DOOLEY



MARGARET LOVE



GENE KRUPA



BOB HOPE



ART LINKLETTER



Lux Radio Theatre, 1934-55

Kraft Music Hall
(1933-58)





MARY SCANLAN SPIER
Secretary, Radio Department
New York



ARTHUR PRYOR, JR.
Manager, Radio Programs
New York



HERBERT SANFORD
Assistant Director, Radio Department
New York



GEORGE J. PODYEN
Manager, Radio Programs
New York



WILLIAM H. SPIER
Program Director
Radio Department
New York



KENNETH M. FICKETT
Program Director and Announcer
Radio Department
New York



WILLIAM H. STUBER
Program Director
Radio Department
New York



THOMAS HARRINGTON
Director of Morning Programs
Radio Department
New York

Audible Advertising

OUR EXPERIENCE in radio broadcasting covers five years. We plan, write, rehearse and direct more programs than any other agency.

This radio activity is a service to our clients. It is not offered separately, because we believe that unless an agency is intimately acquainted with an advertiser's entire business, it cannot

- intelligently advise whether broadcasting should be used, or
- successfully plan a program adapted to the advertiser's special needs.

Our Radio Bureau, containing 23 people, works with the rest of our organization, which is becoming as familiar with this new art as it is with any of the older forms of advertising.

We buy talent anywhere, just as we buy drawings anywhere. We engage the facilities of the broadcasting stations just as we engage the facilities of the publishers.

The creative work of writing, rehearsing and directing the following evening programs is all ours—with the three exceptions noted below.

- * *Atwater Kent Radio Hour*
- * *General Motors Family Party*
- ** *Soconyland Sketches*
- * *Blackstone Plantation*
- * *Johnson & Johnson Musical Melodrama*
- * *Happy Wonder Bakers*
- * *Atwater Kent Mid-Week Program*
- * *The Armstrong Quakers*
- * *The Raleigh Revue*
- * *The Fuller Brush Man Program*
- *** *General Electric Hour*

In addition to these evening programs we write, rehearse and direct eight periods of morning broadcasts, and a considerable number of spot programs.

*John T. Adams, vice-president of the Johnson Radio Program Corporation, has been associated with us as program director on this series since it started in 1925.
**The dialogue of this program is written by Henry Fisk Gillies and William Ford Mashey and directed by Gerald Stupp in association with our own program director.
***Placed every other week, alternating with another agency. The National Broadcasting Company holds this program. We write the scripts for the programs every other week.

BATTEN, BARTON, DURSTINE & OSBORN

INCORPORATED

ADVERTISING

383 MADISON AVENUE - NEW YORK



Motorizing the world

INVESTORS, bankers and business men interested in foreign trade will find information of value in the booklets entitled *Motorizing the World* and *The Export Organization of General Motors*.

It is the policy of General Motors to issue from time to time booklets for the information of stockholders and many of the principles and policies outlined are applicable to other lines of business.

Copies of these two booklets will be mailed promptly if the request is addressed to Department K-8, General Motors Corporation, Broadway at 27th Street, New York.

GENERAL MOTORS

"Autos for every purse and purpose"

CHEVROLET - PONTIAC - OLDSMOBILE
MARQUETTE - OAKLAND - VIKING
BUICK - LA SALLE - CADILLAC

All Wood Body by Fisher

GENERAL MOTORS TRUCKS
YELLOW CABS and COACHES

FLUIDABLE - The Automatic Refrigerator
DISCO-LIGHT Electric Power and Light Plants
V. Wertz Invents - GM&C Plan of Credit Purchase

Any woman who
does anything which
a little electric motor
can do is working for
3¢ an hour!



There are few hard tasks left in the home which electricity cannot do at trifling cost. You will find the G-E monogram on many electrical household conveniences. It is a guarantee of excellence as well as a mark of service.

Ask your electric company or dealer to help you select the labor-saving electrical appliances best suited for your home.

GENERAL ELECTRIC



ANDREW CARNEGIE Born one hundred years ago

He came to a land of wooden towns and left a nation of steel

IN AN ATTIC in Dunfermline, Scotland, he was born on November 25th a hundred years ago—the son of a man and woman who later dared the great adventure of crossing the Atlantic to find opportunity.

They sailed seven weeks in a wooden ship and landed in a country of wooden towns.

From New York to Pittsburgh was another three weeks' journey, by the Erie Canal and the Lake to Cleveland, thence down a canal to Beaver, and up the Ohio River. Andrew was thirteen years old. Before he had reached middle age, steel rails had joined New York and Pittsburgh, and steel Pullmans rolled over them in ten hours. He lived to see automobiles of steel travel from city to city in a day. Now airplanes, powered by gasoline explosions inside cylinders of steel, span the distance in a hundred minutes; and the Atlantic crossing has changed from seven weeks of danger to a hundred hours of comfort in a floating steel hotel.

Great eras are the work of great men. And great men flourish only when they are needed. When a country ceases to need them, it is no longer great. Andrew Carnegie became a master builder because America needed him and welcomed him.

Does our country no longer need great builders? Have we no frontiers left, as some would assert?

Andrew Carnegie, if he were alive, would be the first to deny it. United States Steel, which carries forward the industry he helped to create, protests against any such counsel of despair.

The economic pains we have had are the pains of adolescence—not the pains of old age. America is built, but men are dreaming of building it better.

Those vital arteries of national life, the railroads, are to be rebuilt. New steels—rustless,* stronger, lighter—will lift the burden of dead weight from rolling stock and make transportation more economical and efficient.

Twenty-five million homes are to be rebuilt, and steel will be there to hold comfort and health within the walls—to lift the threat of fires that have wiped out whole communities, from country villages to cities as large as Chicago.

Twenty-five million automobiles are to be replaced with lighter, stronger, safer cars. Already thousands of miles of steel and concrete highways have been laid, and thousands more miles must be added.

Will America ever be finished? Never as long as American ingenuity begets ideas and American ambitions remain unsatisfied.

The nation that Andrew Carnegie helped to build will be rebuilt and *rebuilt* again. Always with more and more steel.

AMERICAN BRIDGE COMPANY • AMERICAN SHEET & TIE PLATE COMPANY • AMERICAN STEEL & WIRE COMPANY
CANADIAN BRIDGE COMPANY, LTD. • CARNEGIE-ILLINOIS STEEL CORPORATION • COLUMBIA STEEL COMPANY
CYCLOPE FENCE COMPANY • FEDERAL SHIPBUILDING & DRY DOCK COMPANY • NATIONAL TUBE COMPANY
OIL WELL SUPPLY COMPANY • SQUALLY STEEL PRODUCTS COMPANY • TENNESSEE COAL, IRON & RAILROAD COMPANY
U.S. STEEL PRODUCTS COMPANY • UNIVERSAL ATLAS CEMENT COMPANY • United States Steel Corporation Subsidiaries



UNITED STATES STEEL

Du Pont Announces for the World of Tomorrow...

a new word and a new material

NYLON

NO BETTER EXAMPLE of the fruits of research could be found than nylon—to see a material that a name had to be coined by Du Pont for it was vast in the number of its possible uses that no list, however far-reaching at present, can include them all—no practicing in its first uses that Du Pont will spend \$4,000,000 on a plant employing approximately 1,000 people.

Nylon is the generic name for all materials derived synthetically as synthetic fiber-forming polymeric solids having a possible chemical structure; derivable from coal, air and water, or other substances, and characterized by extreme toughness and strength and the peculiar ability to be formed into fibers and into various shapes, such as fabrics, films, etc.

This is the secret of the synthetic materials. In its development a group of Du Pont chemists have been occupied for years. Nylon, though it springs from immense raw materials that enter in abundance, can be fashioned into filaments producing a beautiful luster, strong as steel, delicate as the fiber of a spider's web, yet more elastic than any of the natural fibers. Textiles made with "Lanac" fibers made from nylon are now available. Soon other forms of this new product will reach the public as a result of experimental work in progress.

Out of continued research in synthetic chemistry has come this development, as well others, in all in the building of the World of Tomorrow.

Jobs...Jobs...

Still another important result comes from this contribution—as from other chemical developments. From their beds of chemical research spring jobs for the men who build plants and machinery—jobs for the men who make the raw material—jobs for the men who convert it into numerous articles for everyday service. This science doubly aids man in his search for better living.

The Past Gives a Clue to the Future

During the past ten years, Du Pont developments have included leaving many other valuable useful products) such contributions as these:

Micrograph "Cellulose" indicates film in press jacket.

High-tensile fiber and gears, and in process finished and woven.

"Cellulose" rayon yarn, the rayon-type fiber for stock and rayon.

Strongest synthetic made from the air, it shows what also comes in the world.

Lightest synthetic rubber with the softness, strength and toughness of natural rubber, yet superior in its resistance to gasoline, oil, sunlight, heat and aging.

Improved fire retardants to reduce fire hazards in home and industry.

"Zelon" anti-rust antifreeze to protect automobile radiators from freezing in winter.... from melting and cracking in summer.

"Dakal" enamel, the tough, impervious finish now used on automobiles, trucks, mechanical parts, ships, bridges, home appliances, motor parts, airplanes.

Higher Wages...Lower Prices

Since 1929, Du Pont has developed scores of new products. Today Du Pont employs more people than in 1929, pays higher wages, and sells its goods in greater quantities and at lower prices. Last year, forty percent of Du Pont's entire sales was on products first developed or improved since 1929.

Scientists believe this record of accomplishment, these contributions to better living, are a promise of things to come—a promise for the World of Tomorrow and for those who will build it.

Your Preview of a Better World

At the New York World's Fair, Du Pont's "Wonder World of Chemistry" exhibit will present some of the most spectacular chemical achievements. There will be shows, for the first time, many of the intricate processes and in the development and manufacture of Du Pont products. Here those who look slightly to the future will find proof of what science research has done to contribute to better living and more continuous employment for everyone.

Where to Tomorrow, Mr. Chemist?

And the chemist answers: "To a thousand uncharted shores. To a land of tomorrow where rain won't wet your clothes,

where everyone gets his clothing, where the sun's heat warms your bones, where insects won't steal your wealth, where life is easier, happier, and more complex in ways that can't even be dreamed of today."

How soon, Mr. Chemist? And the chemist answers: "Just as soon as I can make it come true. I build for the tomorrow that will be yours, and your children's and your grandchildren's. And when each of these tomorrows becomes a 'today'—they will still be tomorrow to work for!"

Such is the spirit and the meaning of the Du Pont pledge: "Better Things for Better Living... Through Chemistry."



When you visit New York's World Fair in 1939, you will find nothing more fascinating to see than this building—The Wonder World of Chemistry, presented by Du Pont to give you a glimpse of the world of tomorrow.



E. I. du Pont de Nemours & Company, Inc., Wilmington, Delaware

BETTER THINGS FOR BETTER LIVING...THROUGH CHEMISTRY

THE CAVALCADE OF AMERICA

● Du Pont is pleased to announce to educators of the United States that The Cavalcade of America will return to the air on January 2, 1940, over a nation-wide network of the National Broadcasting Company.

The Cavalcade, already a "must" on lists of those who have looked to radio for dramatic, entertaining programs distinguished by their contributions to education, gains added authority through the addition of these American scholars to the Cavalcade staff:

MARQUIS JAMES, famous author and twice the winner of the Pulitzer prize for biography, is a new member of the Cavalcade staff. He is the author of *The Raven, A Biography of Sam Houston; Andrew Jackson; They Had Their Hour*; and other important books in the field of American historical biography. He is also a frequent contributor to leading magazines, including *The Saturday Evening Post*. Mr. James is supplying unusual and stirring story material for Cavalcade dramas.

CARL CARMER, noted author who now aids the preparation of Cavalcade, is an able story-teller whose best sellers include *Stars Fell on Alabama; Listen For A Lonesome Drum*; and *The Hudson*. Mr. Carmer has also been a college professor and editor, and is well-known as a popular

lecturer. To Cavalcade Mr. Carmer brings a fresh and exciting approach to American history.

DR. FRANK MONAGHAN. Serving as historical consultant and supervisor for all Cavalcade programs is Professor Frank Monaghan of the Department of History at Yale University and Fellow of Calhoun College. Dr. Monaghan, who has written and lectured widely on American history, was formerly assistant editor of the *Dictionary of American Biography*. *John Jay: Defender of Liberty* and *French Travellers in the United States* are notable among his publications.

With its return to the air on January 2, Cavalcade of America, winner of many radio awards, promises unexcelled entertainment for all members of the family. The brand-new series is featuring many little-known stories of notable characters and high-spot events in American history. Radio's best dramatists and actors are cooperating in the production of vivid, informative dramas. One interesting feature, continued by popular demand, is the brief story of chemical research, at the close of the program. Advance synopses of Cavalcade dramas are available to teachers on request. Write Du Pont, Wilmington, Delaware.



Preparing to return to the air January 2, the staff of historical experts holds a story conference. From left to right, Dr. Frank Monaghan, Marquis James and Carl Carmer.

Selected NBC Stations

COAST-TO-COAST

Consult your daily newspaper

TUESDAYS

AT: 9 P. M. Eastern Time

8 P. M. Central Time

7 P. M. Mountain Time

6 P. M. Pacific Coast Time

EAST & MID-WEST

Follows "Information Please"
on same stations

SOUTHWEST & FAR WEST

Follows "Pot o' Gold"
on same stations

CAVALCADE

OF AMERICA

Presented by 



Phil Spitalny and his all-girl orchestra performed on the "Hour of Charm" for GF Lamp Division in 1939.



Tommy Dorsey, the trombone-playing bandleader, starred in a regular radio series for Brown & Williamson Tobacco in 1938.



Comedy team George Burns and Gracie Allen went on radio in 1940 for Hornel. In 1948, B.F. Goodrich sponsored their TV series.



U.S. Steel's "Theatre Guild on the Air" featured Tallulah Bankhead and other greats of the entertainment world in 1945.



Are We Selling Entertainment or Merchandise?

**Are We, in an Effort to Get Attention, Overlooking the WHY of
This Attention?**

• By J. Leonard McPeak

SPEAKING OF RADIO

**After All, Being an Advertising Medium, It Must Put Sales-
manship Ahead of Showmanship**

By Stella Unger

Radio Department, Erwin, Wasey & Co.

Printers' Ink, June 1938

“The problem is to mediate between the objective of social subjects and the practical task of selling soap. It is editorial statesmanship combined with the utmost concentration of showmanship.”

Frederick Sard, NBC Records, 1938

1,500 Consumers Answer "What Programs Do These Firms Sponsor?"

Product	Number of Answers		
	Right	Wrong	Don't Know
1. Pepsodent	1401	17	82
2. Jell-O	1399	18	83
3. Lady Esther	1320	27	153
4. Minute Tapioca	541	25	934
5. Packard	738	74	688
6. Kraft-Phenix	1026	64	410
7. A. & P. (coffee)	1110	66	324
8. Ipana-Sal Hepatica	1125	19	356
9. Maxwell House Coffee	1129	38	333
10. Chrysler Motors	1002	6	492
11. Tenderleaf Tea	768	18	714
12. Campana	949	29	522
13. Silvercup	1263	5	232
14. Chase & Sanborn	522	259	719
15. Jergen's Lotion	922	9	569
16. Horlicks Malted Milk	609	40	851
17. Royal Gelatine	503	97	900
18. Chevrolet	863	56	581
19. Philco	1074	41	385
20. Texaco	1118	79	303

* "Do Listeners Associate Radio Stars With the Correct Product?" October 1, 1936, issue of SM.



Laugh follows laugh as EDDIE CANTOR quips his way through the Texaco program. A final barrage of puns . . . and Eddie and his stooges say "Good-bye" until another Sunday. Then . . . quicker than you can say "Parkyakarkus" . . . a flick of your fingers twirls the Philco Automatic Tuning Dial to another station for a rapid-fire review of the news. No need to wait to hear if you are sharply tuned. Your Philco is not only tuned automatically . . . but it is tuned with absolute precision. A great convenience . . . and a great aid toward insuring complete enjoyment of Philco High-Fidelity reception which reproduces the full range of tones *and overtones* that make voices and instruments thrillingly true to life. Foreign tuning has been made simpler, too. On the 1937 Philco Spread-Band Dial of the Philco Foreign Tuning System . . . London, Paris, Rome and other overseas stations are named, located, spread six times farther apart to assure freedom from interference and more dependable reception.



On the Philco 116X De Luxe . . . call letters of your favorite American stations are interred where the mythical call letters appear above. One twirl tunes the station with unerring precision and true High-Fidelity Tone. "Bosom" is eliminated by Acoustic Cleaners . . . and every note brought to ear level by the Philco Inclined Sounding Board. Five Spread-Band Tuning Ranges cover all that's interesting in the air . . . while the Philco Foreign Tuning System and High-Efficiency Aerial double the foreign stations you can get and enjoy! See the classified telephone directory for your Philco dealer. Buy, if you choose, on the Philco Commercial Credit Easy Payment Plan.

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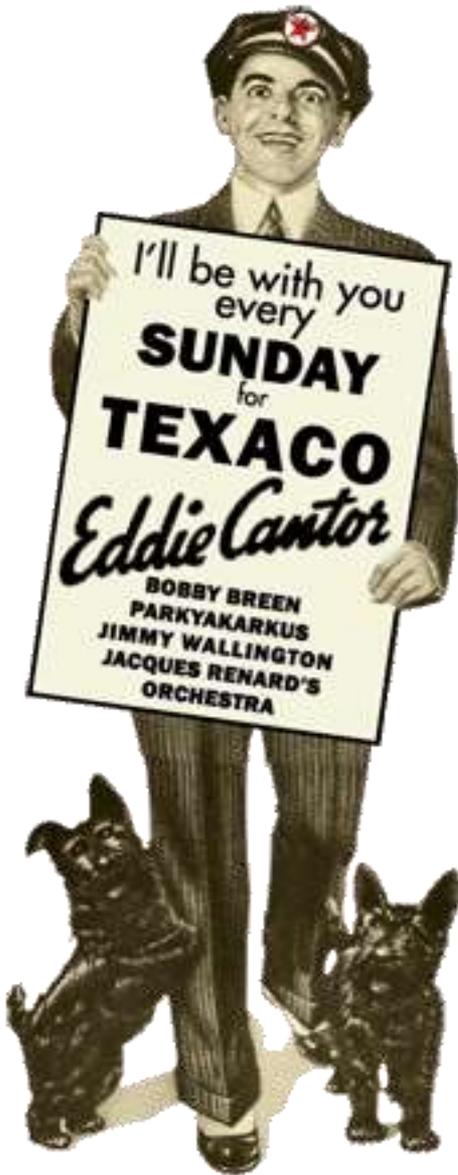
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FIFTY-TWO MODELS \$20 to \$600

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PHILCO 116X De LUXE* . . . \$195 (Less Aerial)

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to insure greater foreign reception.*



I'll be with you every
SUNDAY
for
TEXACO
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*Hello Ida!...
tell the girls to
tune in the
Pabst
Blue Ribbon Show...*

TONIGHT
at 9:30 P. M. c.s.t.
over **KGLO**
for yours truly...

**EDDIE
CANTOR.**
*pinch-hitting for friend
DANNY KAYE
who's entertaining
our boys in
TOKYO!*

EVERY SUNDAY NIGHT · COLUMBIA NETWORK

Eastern Day 8:30 P.M. Light Saving 6:30 P.M. Central 8:00 P.M. Mountain 7:00 P.M. Pacific

BUCK BENNY DONE OKAY

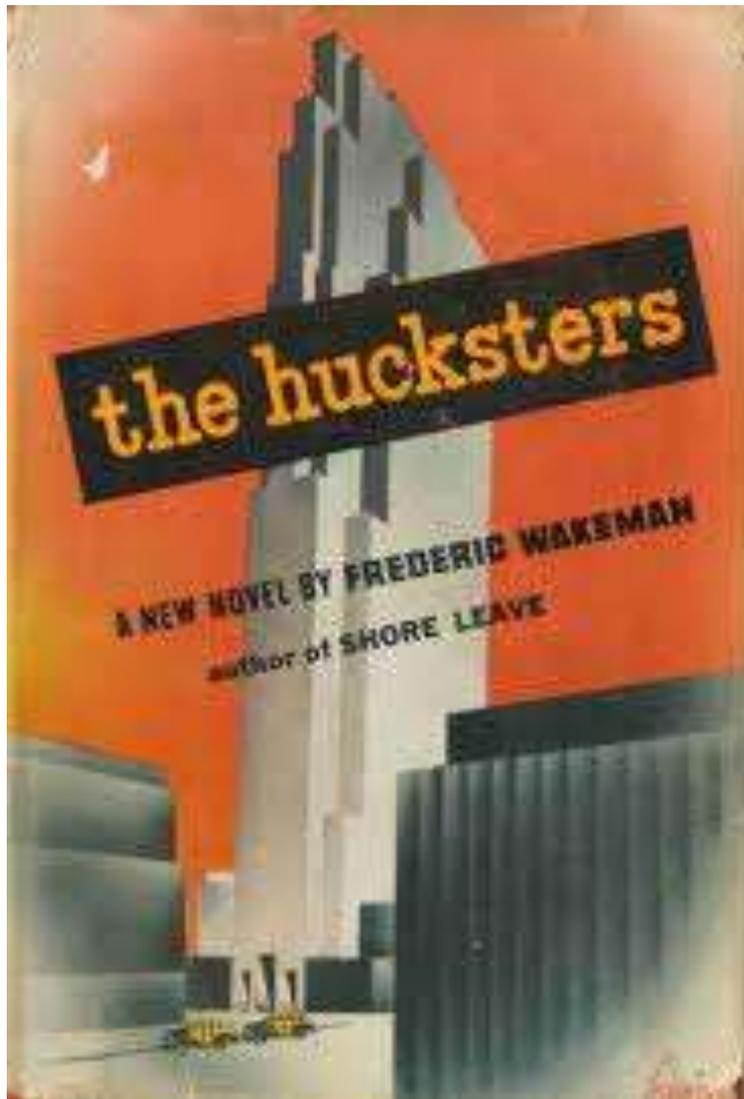


*Congratulations, Jack,
from all your friends at*

B B D O

Batten, Barton, Durstine & Osborn, Inc.

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(1947)





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front page
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