

Cardinalgram

NEW YORK

HOLLYWOOD

CHICAGO

THE CARDINAL COMPANY • 6000 SUNSET BLVD. • HOLLYWOOD 28, CALIFORNIA

7 November 1946

TO: STATION MANAGERS
FROM: Bert Horswell, Director Station Relations
SUBJECT: A CHRISTMAS PACKAGE FOR YOU,

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Have you done your personal Christmas Shopping yet? NEITHER HAVE WE. Fact is we just held a mass meeting in the Southwest corner of Studio B to decide what we could give our good friends...the Montgomery Ward Stations.

For a long while it was a toss-up between a combination Chinese back-slapper and scratcher or a portable lake upon which you fellows could skip used "Art Baker" discs. The whole thing was solved by our President and Sales Manager, Jos. "Mac" MacCaughtry who phoned us from New York and said... "Give them something they can make a profit on"!

SOOOOOO instead of the back-slapper or the customary beaming Christmas greeting in the trade papers we're draining all our piggy banks and putting the resultant funds into the production of FOUR SWELL SHOWS which we will deliver to you at the bare cost of pressing the discs and shipping them to you.

**\$8.65 FOR FOUR TOP-QUALITY SHOWS
DELIVERED PREPAID READY TO SELL!**

All of us at Cardinal are ex-station men and we know what a mad-scramble it is to avoid playing all your library material to death before Christmas Eve arrives. We know too, that after it has been played for the two weeks prior to the great day it is difficult to put together "Greeting Shows" that local sponsors always want. That's what our Christmas Package will be.....

THREE CHRISTMAS QUARTER-HOURS
2 for Xmas Eve...1 for Xmas Day
ONE NEW YEARS Quarter-HOUR
For the Eve or the next day.

FOUR SHOWS WITH NETWORK WRITERS...ACTORS...MUSIC...AND PRODUCTION

These shows are being built for either cue-in Sponsors Greetings or to be run as straight sustaining - That's up to you.

All shows are produced by our Vice-President in Charge of Production, John Nelson. (John you know, produces "Breakfast in Hollywood" and "Bride and Groom").

Music for the Christmas shows will be directed or played by Ivan Ditmars, whom you will immediately recognize as Musical Director for Hedda Hopper, Jean Hersholt, Al Pearce, or if you are a Marine too, the "Halls of Montezuma". Oh yes...Ivan is our other Vice-President in Charge of the Hollywood studios.

All four shows are written by Walter "Hank" Richards, Story Editor of "Cavalcade of America", writer for "This is My Best" as well as being the Marine who wrote and produced "Halls of Montezuma". Hank by the way, is Cardinal's story Editor.

The announcer and narrator for all four shows will be Thomas Freebairn Smith, whom you'll immediately recognize from his work on "Big Town" the Bob Burns, Nelson Eddy and the Charlotte Greenwood Shows.

One of the Christmas Eve shows, "Gift of the Shepherd Boy" is a Richards "Spellbinder" featuring none other than Frank Graham the man with a thousand voices and a little boy who'll twang at your heart strings until...well you'll be hearing it for yourself so let's GIVE the Package a once over lightly so we'll understand each other.

We, Cardinal are paying ALL production costs and you the stations are being asked to cover the cost of pressings and mailing ONLY. The amount is: \$8.65 for FOUR SHOWS. They are:

1. GIFT OF THE SHEPHERD BOY
(Early Xmas Eve...Drama with Musical Background)
2. CAROLING AROUND THE WORLD
(Later Xmas Eve or Xmas Day with Ivan Ditmars and Thomas Freebairn Smith.)
3. THANKSGIVING THIS CHRISTMAS
(Xmas Morning, with the Mighty Pipe Organ and Freebairn Smith on the philisophical sacred side.)
4. LOOKING FORWARD
(New Years Morning or Day. With Ivan Ditmars and Thomas Freebairn Smith in an optimistic, yet retrospective tempo.)

REMEMBER...These four shows are BUILT TO SELL either station good will or a sponsor's sincere greeting. They're not dubbed... they're LIVE production built to the tempo of RADIO 1946...exclusive in your area. There will be no mention of Cardinal whatever. We're producing them for YOU.

FILL OUT the attached order...ATTACH it to your check and you'll have your discs in ample time for any audition you may wish to make!

This is from the Station Relations Department but we gotta admit.. the Sales Department is right. Oh say... make it snappy...it's only seven weeks 'til Xmas...or have you heard that song before?

THE CARDINAL HOLLYWOOD LETTER

CIRCULATED TO STATION SALES MANAGERS

THE CARDINAL COMPANY

6000 SUNSET BOULEVARD · HOLLYWOOD 28, CALIFORNIA

Gentlemen:

Here is the biggest news in radio program history - we at Cardinal have been racking our grey matter trying to find the answer to lower program costs. We have come up with what we think is the solution to this problem - one that will increase sales for both of us. We call it -

"THE CARDINAL CLUB"

Give it a once over. As one radio salesman to another, I promise you plain unadulterated facts - no doubletalk.

Is the Cardinal Club a new idea? Yes and No - it's new to radio but not to the publishing world. "The Cardinal Club" plan is patterned after the famous "Book of the Month Club" in that non-members can purchase programs at list, while members receive a discount and bonus programs.

25% discount on Cardinal shows, yes 25% discount on shows already priced the lowest in radio history. 25% saving for you across the board if you join "The Cardinal Club". How can we do it? By volume sales - we both know the cost of cutting a show is a set figure. The greater the number of stations airing a show - the cheaper we can sell it.

If each of the 400 stations now doing business with Cardinal joined the Club and were to buy all of our shows, we could up the discount to 50%. It's just plain arithmetic based on the same idea you follow in giving frequency discounts to sponsors. In this case "Club" members are the sponsors.

Why should you join the Club? For the same reason Cardinal offers you the membership - more sales and INCREASED PROFITS. Better shows at lower prices translate into more sponsors and increased commercial programming. There is nothing altruistic about our offer; either we BOTH make money or its a bad deal.

Will the price of programs fluctuate? Only DOWN, for your cost is based on the number of programs you receive and a published price list - this is NOT a Co-op movement. You are NOT underwriting our production costs or guaranteeing us a profit.

What about Bonus programs? Yes, like bonus books for subscribers to the "Book of the Month Club", "Cardinal Club" members will receive bonus programs - the frequency and number will be governed by the membership roll.

How does a station join the Club? It's as simple as A B C - You contract for one year to spend with The Cardinal Company a sum each week equal to your one time quarter hour "A" rate as published in SRDS. In this way we are able to plan on your sales thereby making it possible to give you the 25% discount, the bonus programs and other Club features.

Can any station join? Yes, providing there is no conflict with another member station. The "Cardinal Club" plan is designed to give ONE station in each area exclusive benefits.

Is discount sufficient reason for joining? YES, in capital letters, however, Cardinal feels the more it can do for its members, the greater the return. Hence the ADDED club features. We have long thought the industry needed a service of this kind and shall endeavor to make it outstanding.

What is our guarantee of performance? First a reputation of quality and fair dealing we have spent years building. We know there have been and will be literally hundreds of people start in the transcription business every year with little if any knowledge of the problems involved - short life and failure are inevitable. When we tell you there are 52 weeks in a series - brother they are there. You don't have to apologize to a sponsor for failure to deliver - if a show is in production we tell you how many have been cut and how many we guarantee to produce - in this case you can count your chickens before they are hatched.

ADDED CARDINAL CLUB FEATURES

The following ideas have been suggested by stations as services they would like to have incorporated into the membership plan - We are working on them and will include them as fast as they prove feasible - your suggestions are solicited.

Programming service. Many requests have come from smaller stations with restricted personnel for consultation service on programming.

Sales helps and promotion. This has and always will be a problem for us all. It is planned to have a sales advisory staff as well as a publication for the exchange of ideas - obtaining radio's share of the advertiser dollar is a never ending fight.

Example: We are soliciting national advertisers and manufacturers for approved spots you can sell their local outlets - many will be on a "share the time-cost" basis.

Personalized Spot Service. Every city has outstanding advertisers whose flair for the unusual mark them as logical prospects for PERSONALIZED SPOTS by famous picture and radio personalities. Cardinal will produce these tailored spots at cost for Club Members.

Script service is a department Cardinal has never contemplated before - however, experienced radio writers are plentiful in Hollywood and the establishment of a full fledged operation will only take a short time.

Hollywood Headquarters for you. Yes, let THE CARDINAL CLUB be your Hollywood office. If you or your clients plan a trip to the movie capitol, let us know, we will hold your mail, make hotel, transportation or theatre reservations - get broadcast tickets or serve you in any way possible to make the trip a success.

Employment service. We don't plan on entering the employment business, but as a service to our members we will keep a file of personnel available, catalogued under occupations; the list will be yours for the asking.

Personal appearance tours. Yes, we have convinced our Cardinal stars they should make personal appearances at charity benefits for no charge. Of course expenses are necessary. Here is a way for you to build prestige by bringing Hollywood personalities to your city.

All of this and more as the membership in the CARDINAL CLUB grows. But, the important thing now is program costs and new business. Compare what you are now spending with Cardinal Club prices. Never before have you been able to get so much for so little.

Two half-hour shows, "The Anderson Family" and "Adventures By Morse" for less than usual quarter-hour rates.

Two of the sellingest quarter-hour shows in radio - "Art Baker's Notebook" and "Sleepy Joe". Each in a class by itself. Two stars, masters of their profession. Art Baker for the women-folk and Jimmy Scribner for the small fry.

Five minute programs are led by "Marvin Miller-Storyteller", the newest of Cardinal shows. It's setting a record for sales all over the country. In fact sponsor and station sales have been so good, we are cutting four more programs with this format.

Compare THE CARDINAL CLUB plan with other block selling ideas and you will see it is head and shoulders above its competition. Prices are established - no fluctuation in your costs - programs are new - you are guaranteed a full years supply - any way you look at it they will make you money.

In most cases a stations quarter-hour rate will deliver all five Cardinal shows. FOUR hours of programming per week - two half hours - two quarter hours - six five minute periods, plus the bonus shows.

Our competition will think we are crazy, but you be the judge.

Sincerely yours,


Jos. F. Mac Caughtry

21 July 1949
Hollywood, Calif.

...from Hollywood

Cardinalletter

This is yours

The Cardinal Company

TRANSCRIPTIONS

RADIO

TELEVISION

6000 SUNSET BLVD. • HOLLYWOOD 28 • CALIFORNIA

3
A-92460

Cardinal shows
Sell!



WALTER HANK RICHARDS
1429 VALLEY HEART DR.
BURBANK, CALIFORNIA

Sales Manager



Carlton E. Morse

Here's our get together department again, with a likeness of that great old master, CARLTON E. MORSE. To him we are indebted for the greatest mystery thriller ever to come out of Hollywood. Fifty-two weeks of blood curdling screams....and hair raising action. A far call from his ONE MAN'S FAMILY but first cousin to his I LOVE A MYSTERY....

Best of all it's in serial form - - 13 week blocks that will make your cash register... and telephone ring. If you want action try

"ADVENTURES BY MORSE"