

PET MILK COMPANY

GENERAL OFFICES ARCADE BUILDING

SAINT LOUIS MISSOURI

April 7, 1943

Hon. Marriner S. Eccles
Board of Governors of the
Federal Reserve System
Washington, D. C.

Dear Marriner:

Our response to the appeal by the Secretary of the Treasury to national advertisers for assistance in the Victory Loan Campaign beginning on April 12th is to dedicate our Saturday Night Serenade program of April 10th entirely to the Victory Loan. We are using appropriate music and are eliminating all commercials. There is nothing about Pet Milk or Pet Milk Company except the sponsor identification. You will note, from the enclosed script, that the place usually taken by our commercials is used for copy on the Victory Loan.

I thought you might be interested in knowing what we are doing.

Very truly yours,

W. J. Vardine

WTN:AS

April 10, 1943.

Dear Bill:

This is to thank you for your letter of April 7 enclosing the script for the Pet Milk Company program scheduled for tonight and dedicated to the Victory Loan Drive. It sounds like a fine program and I shall certainly try to listen in.

With kind regards,

Sincerely yours,

Mr. W. T. Nardin,
Pet Milk Company,
Arcade Building,
St. Louis, Missouri.

b

THE COLUMBIA BROADCASTING SYSTEM

SATURDAY-NIGHT SERENADE - THE PET MILK COMPANY

SATURDAY, APRIL 10, 1943

CUE: (COLUMBIA BROADCASTING SYSTEM) COMMERCIAL
(.....30 seconds.....) Network.

THEME: FIRST FOUR AND LAST EIGHT BARS.

SWEENEY: GOOD Evening - This is Warren Sweeney, your host for Pet Milk Company, welcoming you to another Saturday Night Serenade, with Jessica Dragonette, Bill Perry, Emile Cote's Serenaders and Gus Haenschen and his orchestra. The program tonight is dedicated to our Armed Forces and to the second Victory Loan which will help to bring them safely home. For the first selection - THE ARMY AIR CORPS SONG.

ORCHESTRA: THE ARMY AIR CORPS SONG.

APPLAUSE

ORCHESTRA: Introduction to I'LL SEE YOU AGAIN.

SWEENEY: A lovely voice -- an unforgettable song -- Jessica Dragonette and I'LL SEE YOU AGAIN from "Bittersweet".

DRAGONETTE: I'LL SEE YOU AGAIN.

APPLAUSE

ORCHESTRA: Introduction to SAY SI SI.

SWEENEY: Now tantalizing dance music in South American style - brought to you by Gus Haenschen and his Orchestra - SAY SI SI

ORCHESTRA: SAY SI SI

APPLAUSE

ORCHESTRA: Introduction to MY BUDDY.

SWEENEY: Next, the rich voice of Bill Perry in a beloved favorite of world war One - MY BUDDY.

PERRY: MY BUDDY.

APPLAUSE

ORCHESTRA: THEME.

SWEENEY: Next week we shall set up a landmark on the road to victory. The Secretary of the Treasury of the United States is asking us -- all of us -- to loan our Government thirteen billion dollars in order that we provide the tanks and guns and planes and bombs and bullets with which our boys during the next few months will be driving our enemies nearer to total defeat and unconditional surrender. Why should we loan the money -- every one of us, all he can find to loan? There are many reasons, but they all roll into one. To win the war? Yes, of course! But here's a reason which comes closer to our hearts: Sons, brothers, husbands; many are dying, all are risking their lives in desert and jungle, on mountain and sea, to defend our country, to preserve our homes and our lives in a free land. Some of our boys are giving their lives, some are suffering grievous wounds, all are enduring desperate hardships. What should we

do, we who are enjoying the comforts of peace at home? All that we can do! We can buy bonds, all of us. Let's buy and buy and buy, that none of our sons and brothers and husbands may needlessly die!

ORCHESTRA: THEME.

STATION BREAK

SWEENEY: This Pet Milk Program with Jessica Dragonette, Bill Perry, the Serenaders and Gus Haenschen's Orchestra will continue immediately following station identification.

This is the COLUMBIA....BROADCASTING SYSTEM.

Pet Milk's Saturday Night Serenade continues its program tonight, dedicated to our Armed Forces and the Second Victory Loan, with Emile Cote's Serenaders in a medley of George M. Cohan's favorites.

SERENADERS: COHAN MEDLEY .

APPLAUSE

ORCHESTRA: Introduction to JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND.

SWEENEY: Bill Perry again, this time with an up-to-the minute war-ballad - JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND.

PERRY: JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND.

SWEENEY:

It's reason enough for all of us to buy all the bonds we can next week, that in doing so we shall be helping our boys on the firing line to succeed at their desperately hard and dangerous task of whipping cruel, crafty enemies. If we were asked to give for their support thirteen billion dollars, it would not be too much to ask for the support of those who are giving so much more. But we are asked only to lend our money, we are asked only to forego some spending for extra comfort or pleasure here and now that they may more speedily return to better, safer homes when their fighting is done. Yes, that's what our saving and lending rather than spending means. Let's save the money and lend it to the Government now so that we shall have our savings to help to make jobs for our returning soldiers and for ourselves when the war is over and the war work done. Let's save and buy and buy and save, for this victory loan, for all victory loans! All we can possibly buy of war bonds is not too much for us to do in support of our boys who are risking their lives on the firing line.

ORCHESTRA:

Introduction to SIBONEY.

SWEENEY:

Here's our lovely lady of song, Jessica Dragonette, with a favorite about Havana - SIBONEY.

DRAGONETTE:

SIBONEY.

APPLAUSE

ORCHESTRA:

Introduction to AMERICAN PRAYER.

SWEENEY:

As you look ahead into uncertain days - the lyrics Bill Perry and the Serenaders bring you of THE AMERICAN PRAYER may be of

PERRY -

THE AMERICAN PRAYER.

SERENADERS:

SWEENEY:

Your host, Warren Sweeney, speaking for Pet Milk Company, sponsors of Saturday Night Serenade, which will come to you again next Saturday -- wishes you good luck and good night.

APPLAUSE

THIS IS THE COLUMBIA.....BROADCASTING SYSTEM.

FADE THEME 20 seconds.