

**Community  
Club Awards  
1955**

*A feature promotion of*

**WHOL**

**CBS RADIO - ALLENTOWN, PA.**



**WHOL**

*1st ANNUAL*

**COMMUNITY CLUB AWARDS**

**1955**

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## **THIS IS THE DOORWAY TO GUARANTEED SALES!**

Here is the only sales promotion campaign in the United States (that we know of) which offers you guaranteed, certified, tangible sales - - with no strings attached. This is made possible through the copyrighted sales promotion campaign - - **COMMUNITY CLUB AWARDS** - - available in the **LEHIGH VALLEY** on **WHOL**.

**WHOL**, through this promotion, offers you on an exclusive basis the combined purchasing power of approximately 400 women's organizations in the Lehigh Valley area, directly affecting about 135,000 people, approximately 33% of the Lehigh Valley.

On the pages to follow, you will find a brief outline of the promotion, just as it will be produced. Because we are limiting sponsorship to non-competitive firms and products, we urge your immediate consideration.

After reading the next few pages, which explain **COMMUNITY CLUB AWARDS**, we feel confident you will agree that this is the finest sales promotion tool ever offered your firm, and at the most sensible cost.

## HOW ARE RESULTS GUARANTEED?

Civic and fraternal organizations, garden clubs, church groups and women's clubs are constantly on the lookout for ways to add money to their treasuries. COMMUNITY CLUB AWARDS provides the opportunity at no cost to these organizations.

During each 13-week segment of COMMUNITY CLUB AWARDS, WHOL will give participating organizations - - - 400 of them - - - an opportunity to win these awards.

### \$4,000 IN CASH AWARDS, PAYABLE TO ORGANIZATION TREASURIES

\* One hundred and forty cash awards in all; \$170.00 worth per week for the first twelve weeks, \$2,200 on the thirteenth or "final week".

\$3,400 in personal "Gifts" to women who are the highest individual producers among the participating organizations, ranging in value from ten dollars (20 such awards per week for all 12 weeks) to \$100 on the thirteenth or "final" week:

\* FOURTH, EIGHTH AND TWELFTH WEEK AWARDS, AS WELL AS  $\frac{1}{2}$  OF THE THIRTEENTH OR "FINAL" WEEK'S AWARDS ARE BASED ON A PER CAPITA BASIS RATHER THAN "GROSS DOLLAR VOLUME" IN ORDER TO AFFORD SMALL GROUPS AN OPPORTUNITY TO PARTICIPATE SUCCESSFULLY.

To participate, all these organizations need do is buy products or services of advertisers who sponsor COMMUNITY CLUB AWARDS. Each sale of a sponsor's product is accompanied by a proof-of-purchase slip, receipt, carton, bottle cap, package, label or other bona-fide proof of purchase.

The organizations producing the greatest dollar volume of "proofs-of-purchase" weekly earn first place money; all other awards to be given on the same basis, both "dollar volume" and "per capita".

Thus - - - you can be positive that these some 400 organizations representing the buying power of almost 135,000 people will buy your products. To guarantee they will, the next page outlines what we will do.

At any time during the campaign, you can determine at a moment's notice the dollar volume or the number of your products, by actual count, that have been purchased by these organizations and their supporters as a result of this campaign.

# **PRINTED PURCHASING GUIDES INSURE**

## **IDENTIFICATION AND PURCHASE**

### **OF YOUR PRODUCTS!**

Attractive **PURCHASING GUIDES** will be printed and furnished in liberal quantities to all participating organizations for distribution to their members and friends. The Guides will give complete information about your products and where to buy them; rules and regulations of Community Club Awards competition; and what to accumulate in the way of proofs of purchase in order to obtain proper credit toward weekly and grand awards.

In addition, **WHOL** will hold advance meetings with the representatives of all organizations to brief them on the entire campaign and its objectives. **WHOL** will handle all details of the campaign including acceptance and handling of "proofs of purchase" from all organizations, and the issuance of certified receipts to these organizations.

Final audit of proofs of purchase will be made by a firm of auditors, whose final tabulations will be considered correct.

# **WHOL PROMOTIONS WILL SUPPORT YOUR SPONSORSHIP**

## **OF COMMUNITY CLUB AWARDS!**

All of WHOL's promotional know-how will be in constant high gear exploiting your sponsorship of COMMUNITY CLUB AWARDS. Here are a few of the forceful promotions which will accompany the campaign.

1. Weekly newsletters to all competing organizations, reporting progress of the campaign, and calling attention to any special merchandising events!
2. Personal appearances of WHOL personnel at weekly meetings with organization representatives!
3. Window streamers and cards for all sponsors to further identify them as COMMUNITY CLUB AWARD advertisers!
4. Weekly on-the-air reports of the campaign, featuring salutes to the winning organizations weekly.
5. Promotional announcements directed to members of participating clubs, their members and friends, outlining awards and urging them to step up their purchases of the sponsor's products and services!
6. \$1,000 a week "Proof of Purchase" mystery questions on WHOL 'Personality Shows' to "Boost" club member listening.
7. COMMUNITY CLUB AWARD one minute trailers at every show in local theatres.
8. Hard-hitting newspaper support - - a minimum of 4 - one quarter pages morning and evening which includes sponsor identification.

**It's the greatest merchandising promotion ever staged in Lehigh Valley.**

**And it's YOURS exclusively - - - on WHOL!**



# **WHOL's**

## **STANDOUT RADIO SHOWS DAILY**

## **SELL YOUR PRODUCTS**

In addition to all of the exploitation outlined on the previous pages, each sponsor receives programs and announcements Monday through Sunday.

Included in these programs are such featured radio personalities as Bill Camperson, Nancy Blake, Jim Chambers, Ted Wieder, Jim Dougherty, backed up by a host of CBS Network Stars.

Now - - look at the Summary on the following page, and we feel confident you'll agree that this is the finest, best-planned, most effective sales promotion campaign you've ever seen!

## SUMMARY

Let's check just exactly what you will receive as a sponsor of

### COMMUNITY CLUB AWARDS:

1. The combined purchasing power of approximately 37,000 families which are affected by the participating clubs, exclusively YOUR customers!
2. Continuous reference to your firm and products through newsletters, weekly meetings; opportunity for "Club Demonstrations", Sampling, etc.
3. A colorful, pocket size purchasing guide printed and distributed to all organization members and supporters, listing you and your products, which they will carry on their person.
4. Instantaneous authoritative information on the exact volume of your products purchased at any time after the campaign begins!
5. Guaranteed results. These affected 37,000 families, in loyalty to their organizations and supporting their drive for funds, will buy only your products!
6. Station promotions which include courtesy announcements and continuous reference to the campaign!
7. Sponsor identification at the point of sale, through window streamers and posters!
8. Daily advertising on WHOL in top-rated, well-established programs featuring the area's outstanding personalities!

.. ..  
... NOT SINCE THE HIDING OF THE LIBERTY BELL ...  
... SO MANY WOMEN ... SO EXCITED ...

NOW

WHOL COMMUNITY CLUB AWARDS

destined to be

Lehigh Valley's MOST outstanding merchandising event ...

BIGGEST SALES PRODUCER!

IF YOU DON'T BUY IT ... YOU'LL HAVE TO BUCK IT





**DIAL 1230**

**CBS RADIO**

**ALLENTOWN, PA.**