

WLBT/WJDX Radio Broadcast  
Commercials for Local Businesses  
April 15, 1965

MISSISSIPPI DEPARTMENT OF ARCHIVES AND HISTORY  
Post Office Box 571  
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AU/MP 1980.01.180

Title: Commercials - possibly television Track 1--Stevens clothing shop commercial; Track 2--commercial for Georgetown Furniture sales in the old school gym; Track 3--commercial for Smith Music Store in Jackson-piano rentals, April 15, 1965

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BEE:

Good morning from Stevens in Jackson. Yesterday, something happened to me trying to find a sport coat for Alon, Jr. that pointed up what I've been trying to sell you on in the way of size and pattern variation at Stevens. Not a place in Jackson, not a place, could I find a sport coat, except one and the pattern was so heinous I wouldn't have it as a gift, for that boy. Alright now, at Stevens, we have prided ourselves for years on pattern and size variation. If you are short, if you are tall, if you need a long, an extra long, a medium long, [inaudible], it doesn't matter what the size problem you may have, it's not embarrassing to you. They've got it for you at Stevens. Now, a lot of places flat told me, "Well, we don't carry it, because we don't sell it. We might get caught with it and have to carry it over." Bull. At Stevens, they pride themselves on having what you want in the Racket Shop and at Stevens. Now, Wilton Hines, in the Racket Shop, is a very fine, ambitious young man who will help you with your clothing selection. He'll not say, "Pitch out everything you've got and start over." But he will augment, add to, and give what you need in the way of clothing for the Easter season coming up. You say, "Alright, what about Easter?" Well, here is a sample from the Stevens' stock of the fine clothes available by Hart, Schaffner, and Marx and by Tower Town. Here you see one of the excellent suits that we offer you for the Spring and Summer season. What about sport coats? They've got them. Please remember this. You will find the pattern and the size variation you want at Stevens in Jackson. Stevens has always provided you with a big selection, and they're not about to quit now. Shop the Racket Shop and Stevens, 221 East Capitol. Channel Three, Jackson.

[Brief music]

BEE:

My friends, it is a great pleasure to visit with you each day and tell you about the furniture operation down at Georgetown, Mississippi, in the old school gym. Now, it's no Taj Mahal. They never said it was to begin with, but the furniture inside is terrific. Mississippi made, employing Mississippi people. They have low rent to pay for the school gym. The savings are passed on to you. And the cars and the station wagons and the pickups, they come down every day. Of course, they have their own delivery to Jackson. Average delivery for a truck full is six dollars from Georgetown to Jackson. Right now, terrific saving for you on bedding, Restonic and Orthotonic, at Georgetown in addition to furniture. A gorgeous sofa, for instance, would pep up the looks of your living room. This is a sample of one of the many you'll find in the school gym down at Georgetown. Now, to get to Georgetown, it's very simple. Takes about 40 minutes ride to go down to Jackson...from Jackson to Crystal Springs and over to Georgetown. We'd like to challenge you to investigate what they have for you at Georgetown, Mississippi.

[Piano music]

BEE:

Well, good morning there for Smith Music in Jackson, Mississippi, where we'd like to talk to you just a second or so about piano rentals. You know, time was you could rent a piano, but what did you get? Oh, some off-brand, foreign-made, maybe it said Yakisuki or something on the out...Japanese-made piano. Now you can rent a brand-spanking new Wurlitzer piano at Smith Music Store, and we'd like to show you a picture of one of the many different cabinet models available to you for rental at Smith. This piano may be rented, and every cent of the rental applied toward your purchase price. There you go. Now, this is merely one, and this is the Early American style of piano by Wurlitzer available now at Smith. Please investigate immediately the piano rental because, frankly, there's a limited number of pianos which may be placed out for rental. A number have gone already, and we don't want you to miss out. If you have a child that's taking music, and you're not sure about whether you want to buy or not, this is the sensible, economical way to take care of it, a piano rental from Smith Music Store in Jackson. While you're there, see what's new and fine-sounding in stereo high-fidelity from Wurlitzer. Smith on Capitol Street just across from the King Edward Hotel. Channel Three, Lamar Life, Jackson.

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