

RADIO RETAILING

FEBRUARY, 1939

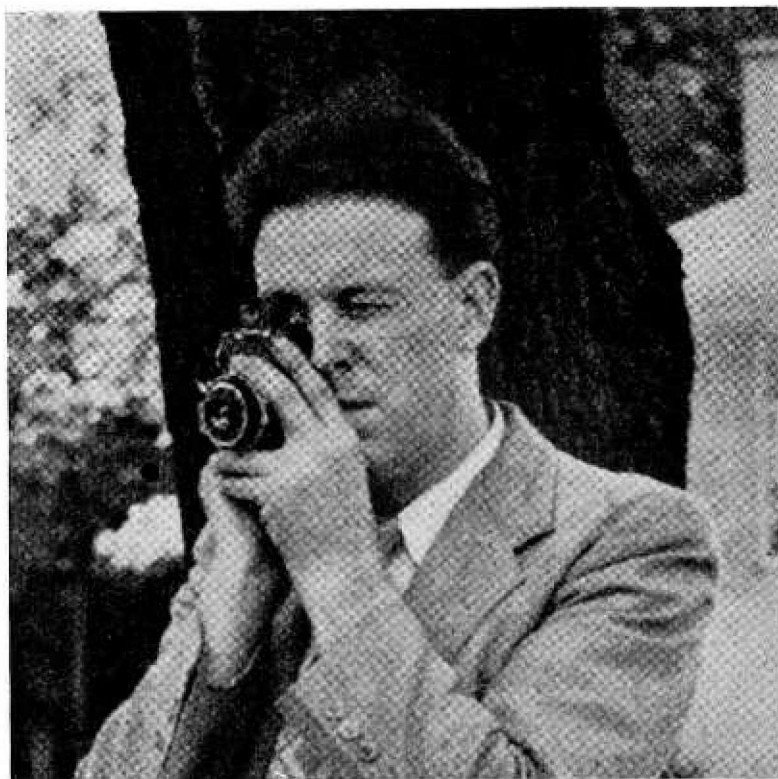
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SURE-FIRE—No woman can resist saving a shop's address when it is stamped on the back of a photograph of her own home



SENTIMENT—If you're lucky enough to get pictures of your customer's children your address will be immortalized in the family album



SERVICEMAN—Lewis P. Evans uses his camera . . . and his head

DEAR MRS. JONES:

Please accept this picture of your lovely home with the compliments of Evans Radio Laboratory.

We repaired your radio some time ago and we trust it is still working satisfactorily. Please remember us when your radio again needs attention.

Our address is on the back of the photograph, where you can easily find it in your photo album.

Very truly yours,

“A woman can't resist reading a letter when it arrives with a picture of her own home, or someone in her family,” says Lewis P. Evans of Chicago.

“I've received calls two or three years after sending one of my 'photo-letters.' If I'm lucky enough to get a picture of a child, or even the family dog, I frequently hold it for as much as a year before mailing to make it even more effective on arrival.

“My camera goes along with me on every service call. It's the best little salesman I ever had and one of those compact types popularly called 'candid'.”