

RADIO COPY

Client: Basso & Associates
Advertiser: Krause's Sofa Factory
Title: Semi-Annual Sale/Sale Expert
Job: BAS0109.91
Length: 60

Woman	We're talking with America's foremost expert on sales.
Man	(Loosely academic) I have a masters degree in poster paint window signs.
Woman	What makes a good sale?
Man	Hot dogs, balloons for the kids, lost of noise and a little "moonlight madness" can go along way, too.
Woman	What about prices?
Man	They have to be "drastically reduced while supplies last."
Woman	And the inventory?
Man	"Blown out it to the walls."
Woman	UH UH. What about custom made-to-order merchandise?
Man	(Chuckles snidely) At a sale? Sales mean left-over, discontinued, one of a kind. That sort of stuff. Where have you been?
Anncr	Krause's Sofa Factory Semi-Annual Sale. Where you can save up to \$300 ordering a custom made sofa, loveseat or recliner.
Man	Choose from 100 styles and 1000 fabrics?
Woman	Or they can choose from the most popular sofas and loveseats in the store...and save hundreds of dollars.
Man	Well, they're doing everything wrong.
Anncr	Maybe you've never seen anything like Krause's Semi-Annual Sale. Krause's Sofa Factory. Made-to-Order. Made, even more Affordable.