

Merchandising Notes

Hats for Millions—Tarzan and Milk—In Your Bathroom—
The Mystic Code—Tricks With Bisquick

TEXAS Co., New York (Texaco) recently turned over the New York Hippodrome, scene of its Jumbo broadcasts on an NBC-WEAF network, Tuesdays, to citizens of Danbury, Conn., home town of P. T. Barnum. Four trainloads of Danbury folk came to New York, all wearing Fire Chief hats which they wore on the train, all over New York, and at the broadcast. Texas Co. has given away some 5,000,000 Fire Chief hats.

LOS ANGELES Bureau of Power and Light, city-owned, with a twice-weekly afternoon half hour on KFL, has supplemented the radio series with a semi-monthly eight-page leaflet of recipes. The radio programs are conducted by Agnes White and Ann Martin, who will collate the recipes and issue them in printed form two weeks after the broadcast. The all-electric kitchen is the theme of the series. While the city bureau does not itself sell electrical appliances, it uses the program to plug electricity and to suggest that fans go to their neighborhood dealer. Fifteen thousand of the leaflets are being distributed through electrical stores and downtown department stores. No attempt is made to mail them. Listeners must go in person to their dealer. Card signs and leaflet displays have been distributed to all dealers.

PISER FURNITURE Co., New York, disappointed at response for a free booklet offered on its WMCA program, was about to go off the air. On the last program, however, listeners were told to write in for a valuable gift and picture of a movie star. Responses quickly passed the thousand mark and the sponsor decided to stay on the air.

DOW DRUG Co., Cincinnati, sponsoring a series of quarter-hour bridge lessons on WKRC, Cincinnati, thrice weekly, has a tie-up whereby United States Playing Card Co. prints the lessons in return for display space on the reverse side of the printed sheets.

TO PUBLICIZE their new radio serial, *Tarzan of the Apes*, on WHIO, milk dealers and producers of Dayton and vicinity held a theatre party for Miami Valley children at which time the film *The New Adventures of Tarzan* was the feature. Admittance was by milk cap. On the day prior to the show, 60,000 hand-bills were distributed by milkmen advertising the radio program and theatre party. By curtain time more than 15,000 children were lined up for several blocks on each side of the movie house. Instead of the one performance scheduled, three were presented during the morning. Following each movie the children were directed to the WHIO studios where they made application and were given cards signifying they were charter members in the "Tarzan" club.

SOUTHERN DAIRIES Inc., Washington (ice cream), sponsoring a child program on WDBJ, Roanoke, Va., for a half-hour Saturday mornings, has a "Boys' and Girls' Safety Club of Roanoke", broadcast from the American Theatre. Children are admitted for 5 cents, which entitles them to see the broadcast and remain for the 10:30 a. m. show. Attendance varies from 1,200 to 2,000.

Youngsters are admitted to membership in the club after they have repeated from memory certain safety pledges. They are given a club badge and those who have talent are used in the programs. About 500 now belong to the club. They have elected their own officers and participate in the broadcasts. Prominent speakers give two-minute safety messages.

CARBORUNDUM Co., Niagara Falls (abrasives), is offering a free booklet entitled *The Romance of Carborundum*, and a souvenir carborundum sharpening stone in a leather case for a box or the printed end of any carton which contained a carborundum product. No proof of purchase is necessary to receive the booklet.

A SPECIAL issue of the *NBC News Service* was prepared for distribution by members of the building trades to herald the coming of the one-time Johns-Manville program broadcast Jan. 13 over an NBC-WEAF network. Ten thousand copies of the extra issue were sent to prospects and dealers.

DURING 1935 WOR, Newark, received 980,000 pieces of mail from radio listeners. This does not include mail that was dispatched direct to sponsors or agencies.

CAMPANA Corp., Batavia, Ill. (Italian Balm), has arranged with Western Union for messengers to install dispensers in homes in some 5,000 communities. A call to Western Union brings a specially trained messenger with kit. Western Union will charge the customer ten cents, Campana paying the remainder of the cost. Dispensers may be installed on wood or tile walls without the use of screws.

Some 2,500,000 dispensers already have been installed and another 2,000,000 are expected to develop from the new service. Dealers are offered a special merchandising deal to meet refill business. The new promotion was to be advertised on Campana's two network programs starting Jan. 31 as well as in 20 national magazines.

Mary Morgan, director of Campana's new "Institute of Personality and Charm", offers listeners a series of 50 bulletins giving advice on personal problems. Bulletins may be obtained in exchange for a complete carton from the standard size Italian Balm or Dreskin, or for three small cartons.

GENERAL MILLS Inc., Minneapolis, using both network and spot radio, has offered a 40-page cook book "Take a Trick a Day With Bisquick", containing illustrated recipe material, in exchange for a box top from a Bisquick package.

SACHS Co., New York furniture store, frequently sponsors benefit broadcasts on WMCA, that city, and uses other stations for foreign language programs. One of the oldest Gotham radio users, Sachs male harmony trio, has given more than 4,600 programs on WMCA. The store has been on WMCA since 1924 and has just renewed for three years for programs every day except Monday.

COOPERATING with Liggett & Myers Tobacco Co., WBT, Charlotte, N. C., is distributing the sponsor's booklet concerning the Chesterfield program.

You are cordially invited to listen to an inaugural group of broadcasts featuring

Florence Leffert
Celebrated Concert Soprano

in a new commercial series
sponsored by

Gas and Electric Companies of
Consolidated Gas Company of
New York

to be held during the week of
January 27th, and daily thereafter

on Radio Station
W B N X
(1350 Kilmer)

Steinberg-Gilman Productions

See Inside For Schedule of Broadcasts

Programs in Seven Languages

TO REACH New York City's polyglot population with its sales and institutional messages, Consolidated Gas Co. of New York, big metropolitan gas and electric utility holding company, on Jan. 27 began a daily series of programs in a different language each day over WBNX, New York, for a period of 13 weeks. Starting Mondays with Hungarian, the programs are successively in German, Italian, Spanish, Greek, Jewish and Polish, featuring Florence Leffert, concert soprano who knows 22 languages. Auxiliary announcements are in English, each program being designed to reflect the taste and temperament of the nationality represented. Illustrated here is the panel from the front cover of the utility's announcement of the program, prepared in formal invitation style.

YALE OIL Corp. of Montana, quickly exhausted its supply of 10,000 Will Rogers photographs after offering them through three announcements of KGHL, Billings, Mont.

CARLSBAD CRYSTAL Sales Co., New York (salts), received 12,140 responses from three afternoon announcements on WBAL, Baltimore, in the first week of sponsorship of the *Johnson Family*. A sample of the salts was offered, as well as a picture of the script author and cast. Offer of hymnal book by Meadowridge Memorial Park, sponsoring a Sunday afternoon series, drew some 500 requests on the first program.

WOR LISTENERS to the number of 68,799 went to grocers in a week in mid-January to get applications for the mystic code announced on the MBS *Omar the Mystic* program sponsored by Purity Bakers Corp., Chicago.

SOUTHERN CALIFORNIA FLO-RAL INDUSTRIES, Los Angeles, a cooperative group of flower growers, wholesalers and retailers, early in February will present for six months a weekly series on KHJ, Los Angeles, through W. Austin Campbell Co. It will be in drama form and will be created as a goodwill broadcast rather than a direct sales effort.

GULF FUNNY WEEKLY

PUBLISHED ONCE A WEEK—FREE AT ALL GULF STATIONS

Adventures of PHIL BAKER. Bottle . . . and . . . Beetle!



Promoting Gulf Refining Products With Comic Sheet

GULF REFINING Co., Pittsburgh, broadcasting Sunday evenings on CBS with Phil Baker, puts out four-page tabloid size colored "funnies", like this one. The Phil Baker show is promoted both in the comic strip and on display items on the bottom

of the first page. Balloons in the strips do not promote Gulf but the last page is reserved for the sponsor. The Gulf comic sheet has a circulation of 2,500,000 copies and is distributed free at Gulf stations. Young & Rubicam is the agency.