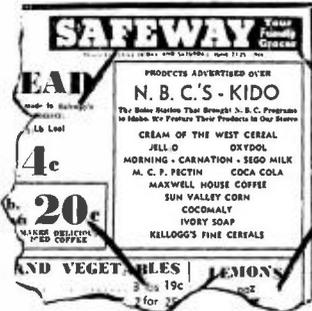


**A**DVERTISING 7-Up (5c soft drink) and keeping step with Texas political turmoil over the Governor's race, the *Dr. I. Q. Program* over KRLD, Dallas, Wednesdays, elected its own Governor, candidates being chosen from persons attending July 20 performance in a local theater. There were 12 candidates in the race, and during the performance a \$10 prize was offered the person in the audience who could name at least 10 of the 12 candidates. Recently the broadcast sponsored a hog-calling contest, prize for which was a little pig. Program is sponsored by 7-Up Bottling Co., Dallas, and is handled by the Gandy Adv. Agency, Dallas.



KIDO, Boise, Id., has a tieup with Safeway stores by which announcements are exchanged for display in windows and Safeway newspaper advertising. Here is a sample.

#### Gadgets Galore!

NATIONAL Inventors Congress, meeting in Cincinnati the week of July 17, was aired daily by WCKY, beginning with a round table discussion between officers of the group July 17, and continuing with daily exclusive afternoon programs on which inventors explained their gadgets, and several evening broadcasts. WCKY installed a special booth at the Congress, displaying products of station advertisers. The broadcasts and display were arranged by Lloyd G. Venard, WCKY sales director, and Mendel Jones, program director.

A Brochure from WLAP GRAND OPENING of the new studio of WLAP, Lexington, Ky., was heralded by a 32-page souvenir brochure inviting visitors to look over the new premises in the Radio Bldg. during open house week, June 26-July 2. The publications carried pictures of WLAP personnel and interior shots of the studios, along with congratulatory advertisements by Lexington business houses.

#### Millions in Wheat

A CELLOPHANE envelope partially filled with grain was attached to a recent letter from KMOX, St. Louis, which identified the contents as representing "part of the \$25,000,000 wheat crop now being harvested in KMOX's primary listening area."

#### WEEL in Clover

THE TITLE of a new promotion piece of WEEL, Boston, is "Kneedeep in Clover" which stresses that some 2,000,000 summer visitors are added each year to the station's regular audience.

## Merchandising & Promotion

Pigs and Such — New Use for Wheat — Clover — Esso's Splash — Picnicking in Denver

#### Shoes for Cinderella

MARION DIXON and Jimmy Barber, merchandising and production managers of KGVO, Missoula, Mont., helped put over a busy *Shoe Week in Missoula* recently. During this annual cooperative sale of the city's shoe stores, shoe dealers sponsored a daily half-hour, *Footwear Frolics*, on KGVO, supplemented by a *Cinderella Search* in which free shoes were given to persons wearing a certain size. Other promotional angles included special shoe style talks on the daily chatter program *This and That*, and incorporation of the station's *Club Calendar of the Air* in the *Footwear Frolics* variety program.

#### Radio Package

NEW design for Kellogg's Wheat Krispies packages follows the theme of *Don Winslow of the Navy*, the company's program on a five-station NBC network in the Midwest. The package front depicts a naval officer and a row of signal flags, while the rear of the box pictures a U. S. battleship with descriptions of the ship's functions. Packages will display various types of ships when the program is expanded in the fall, according to NBC.

#### Esso's Flight Parade

THROUGH cooperative efforts of KYW, Philadelphia, and Standard Oil Co. of Pennsylvania, a fleet of Standard Oil tank trucks, decked out in large placards bearing a congratulatory message to Howard Hughes and pictures of the Esso news reporter at the mike, KYW call letters and times of daily broadcasts, moved away on an hour parade through Philadelphia streets as soon as painters had filled in the posters with the exact minute of his plane's arrival in New York.

#### Milwaukee Cheer

HEADLINES carrying a cheery note for business, clipped from *The Milwaukee Journal* are pasted in a weekly printed folder, *Headlines That Mean Business!*, published by WTMJ, Milwaukee.

#### A Taste of Georgia

BUSHEL crates of Georgia's best Elberta peaches for advertising agencies and movies of studio personnel and quarters for small Middle Georgia towns draw favorable comment for WMAZ, Macon. Peaches were sent to 60 agencies over the country, each crate carrying a large cellophane card puffing up WMAZ coverage of the Middle Georgia market. Movies of WMAZ's transmitter, studios and workers are enjoying showings at about 20 theaters within a 60-mile radius of Macon.

WMT's Baseball Evening COOPERATING with Cedar Rapids civic organizations in promoting good will and raising funds to support the local baseball club, WMT sponsored an evening of baseball by selling tickets to the game at a special reduced price through the *WMT Baseball Booster Night* recently. Two weeks before the game WMT began a campaign, using radio as the only advertising medium, to sell tickets for the special game. Tickets could be purchased only through WMT advertisers.

#### More Fun

FIRST ISSUE of new house organ of WTMJ, Milwaukee, *You Can't Beat Fun*, is dedicated to T. F. Flanagan, president of Penn Tobacco Co. and Ruthrauff & Ryan, sponsor of Johnnie Olson's *Rhythm Rascals* show on WTMJ. The mimeographed piece, carrying sketches of personalities in the show and advertising blurbs for the product, are distributed to WTMJ studio guests and to audiences at personal appearances throughout Wisconsin.

#### Summer Prizes

DURING the July-August period WKZO, Kalamazoo, Mich., is running a \$2,000 contest for listeners. Ten votes are given for every 10-cent purchase as proved by evidence of purchase. Two programs and a number of spot announcements are heard daily. The campaign has obtained a lot of new business, mostly from advertisers never on the air before.

KLZ's Third Picnic SOME 25,000 tickets were issued for the Third Annual KLZ Picnic, held at Lakeside Amusement Park near Denver July 31. Through spot announcements giving locations where free admission tickets might be obtained, accounts now on the air received a publicity break by sharing in the ticket distribution. At the picnic, featuring a variety show provided by KLZ staff artists, all youngsters under 12 were given free ice cream and cupcakes.

KLZ is awarding free air trips to the Cheyenne rodeo to the jobber-salesman moving the most Wheaties over a specified period in connection with re-enacted major league baseball games.

#### Bills Big Sale

TO TEST listener interest in the General Mills baseball broadcasts of Bill Brown, WHO sports editor, a special Bill Brown Sale of Wheaties and bananas was held in cooperation with Des Moines grocery firms July 14-23. Sportscaster Brown offered autographed baseballs and other baseball equipment to kids sending the largest number of Wheaties box tops. Four-color posters, carrying his portrait and a plug for the special, were distributed to cooperating grocers.

#### The Dimes of WWJ

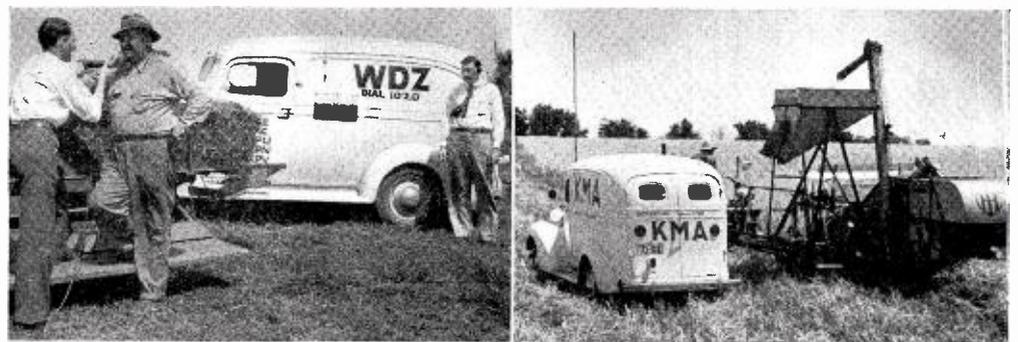
CAPTIONED \$9,000 Dimes, a six-page, four-color sheet recently issued by WWJ, Detroit, shows the response to Ty Tyson's Man-in-the-Street broadcast, sponsored by Lakeside Biscuit Co. The brochure opens to a picture of Announcer Tyson surrounded by a crowd in front of the Fox Theater. With him is Earl Ebi, who plays the role of *Ace Branigan, G-Man of the Air*. Inside are listed other outstanding results of the broadcasts.

#### Parties at the Zoo

KRUMM MACARONI Co., Philadelphia, gives youngsters tickets to the zoo for wrappers from its products, the first Zoo Party having been held July 18 in charge of Colonel Bill on WFIL. Newspaper tie-ins were used. The campaign was planned by Richard A. Foley Adv. Agency, Philadelphia.

#### Pet Recipes

PET MILK SALES Corp., St. Louis (condensed milk) offers a cookbook during its twice-weekly quarter-hour home economics program, *Mary Lee Taylor*, on CBS, with broadcasted recipes.



DOWN ON THE FARMS went the mobile units of WDZ, Tuscola, Ill., and KMA, Shenandoah, Ia., for pickups of sponsored programs last month. Clair Hull (left photo), WDZ manager, is shown interviewing an Illinois farmer with Engineer Mark Speis at the right; the occasion was the resumption of the *Farmer on His Farm* programs carried thrice weekly under sponsorship of the John Deere Harvester Dealers of Illinois. In the right photo the KMA relay unit is picking up a broadcast from a harvester in motion for one of the regular weekday programs sponsored by International Harvester Co.