

TO GIVE Standard Oil Co. a picture of how the sales promotion department of WDDO, Chattanooga, contacted 61 Esso dealers in the Chattanooga trade area on the "summer changeover" campaign, WDDO has prepared a brochure with snapshots and data on the personal calls made.

Each dealer was asked to sign his name as a "Knight of the String" pledging to see that his customers were urged to take advantage of the changeover, and given free string to tie around a customer's finger as a reminder. Cliff Bowers, WDDO sales promotion manager, made a 1,023-mile tour of the area to call on the dealers, whose names appear in the brochure.

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Song Contest

IN CONJUNCTION with the *Campbell Playhouse* sponsored by the Campbell Soup Co., KROD, El Paso, recently conducted a soup-eating contest for children between eight and 12 years of age. Based on the speed in consuming one standard size bowl of soup, cash prizes were awarded the winners. KROD broadcast the event.

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WMCA Publicity

FOLLOWING a personal survey trip by Leon Goldstein, publicity director of WMCA, New York, the station is planning a regular publicity and mat service to local daily and weekly newspapers in the expanded Mid-Atlantic area now covered by WMCA since its increase in power to 5,000 watts.



HAS ANYBODY HERE SEEN KELLY (Ky.)?

Yep—K-E-double L-Y! If you've ever seen this nousy townsy, you know it's hardly the place to look for big business! In fact, all you need in Kentucky is the Louisville Trading Area—where 1,288,000 people spend *twice* as much as the rest of Kentucky combined! And all you need to tap this area's bulging pocket-book, is WAVE—the only N.B.C. Basic Red Network Station within 100 miles! Want the whole story?

LOUISVILLE'S WAVE

5000 WATTS ... 970 K.C. ... N. B. C. Basic Red
FREE & PETERS, INC.
 National Representatives



Merchandising & Promotion

After the String—Soup Rodeo—For Travelers—
 White Space—Sauce From Arthur

May Party

KSCJ, Sioux City, Ia., conducted a Miller May Day party for one of its sponsors, Miller Cereal Co. of Omaha. Elaborate ceremonies, attended by huge throngs, were opened by the Sioux City mayor who lit a large pile of empty cartons of Miller Cereal which had been purchased from customers as part of a program promotion stunt. Charles Sebastian, m.c., interviewed attending officials from the company's home office, as well as persons picked at random from the crowd and announced winners of prizes for those who had made the best May basket from empty Miller Cereal cartons.

Texas Salud

MAILING PIECES calling attention to its market in the Southwest have been distributed by KROD, El Paso. Included in the folder is a map of the station's coverage, a list of outstanding CBS programs and a description of the local plant and staff. The brochure is headed with the word, "Salud", Spanish for "here's how". Idea is carried out on the next page with the following explanation: "In other words, 'Here's How' to reach a radio-isolated market effectively and economically." Mailing list included all agencies and potential buyers in the country.

Tickets to the Game

SEARS ROEBUCK & Co., Tacoma, is sponsoring a half-hour weekly show titled *Batter Up* on KMO, that city. Questions concerning baseball are submitted by listeners. Those whose queries are accepted receive two tickets to a Tacoma Tiger ball game. Senders of questions which stump the board of experts receive a \$2 merchandise order for the local store. Jerry Geehan, KMO sports announcer is m.c. Program was placed direct.

WTAG Trailers

TEASER TRAILERS are being used by WTAG, Worcester, in over 20 theatres throughout Central New England to highlight WTAG programs and news. They are flashed on the screen during newsreels and "coming attractions". Theatres using the reels are class A houses in Worcester, Framingham, Fitchburg, Gardner, Uxbridge, Southbridge, Marlborough, Hudson, and Milford—having an estimated audience turnover of 200,000 weekly.

Rodeo Stunt

TO HELP build up a following for the new children's program, *Buddy & His Gang*, on the new WFCI, Pawtucket, R. I., a tie-up was made with a rodeo that was coming to town to donate a pony and a saddle which the station offered to its audience for the best 50-word letter on "Why I Like a Rodeo". The program, conducted by W. Paul Oury, general manager of WFCI, has a 14-piece kiddies band and some 35 others participating.

Milkman's Prize

SOME LUCKY listener to Stan Shaw's *Milkman's Matinee* program on WNEW, New York, will attain fame in the next few weeks, in view of the station's announcement that it will present on the air and entertain royally the person sending in the 250,000th request telegram to the program.

The WNEW statistical department counted up Stan's telegrams to date and the total was 249,000 messages. Using the present average of some 135 telegrams per night as a measuring gauge, they figured the 250,000th should arrive in a week or so.

Tips to Tourists

TOURIST INFORMATION has been undertaken in a big way by KGNC, Amarillo. Manager John Ballard has issued thousands of invitation cards to hotels, tourist courts and auto clubs throughout the Panhandle, listing places of interest and inviting them to visit Amarillo. In addition, brief programs are being arranged addressed to motor tourists and passengers on trains passing through the Panhandle, welcoming them to Amarillo.

Space for Station

CAPITALIZING on the purchase of a majority interest in the *Minneapolis Morning Tribune* by the *Minneapolis Star-Journal*, KSTP is now running the two-column, ten-inch ad that had been appearing in the *Star-Journal* in the *Tribune* also. Space has been devoted to plug features and list programs with sponsor mention. The tieup of KSTP with the newspapers for news program is publicized by both papers.

Funds for Prison Piano

ENDEAVORING to raise funds for the purchase of a piano, WBAP, Fort Worth, is cooperating with the Texas State prison at Huntsville, in distributing copies of a souvenir program for the weekly broadcast, *Thirty Minutes Behind the Walls*, which originates in the prison and features entertainment by the inmates. Book contains pictures of all the entertainers as well as State and WBAP officials.



ATTACHED TO THE REAR of autos driven by 420 Liberty Life Insurance Co. agents are these license-adorners. This one is that belonging to Manager Dick Shafto of WIS, Columbia, S. C., operated by the insurance company.

Cartoons for Catsup

LISTENERS to Arthur Godfrey on WABC, New York, can receive a book on cartooning in return for two Pride of the Farm catsup labels and 10 cents, as offered by E. Pritchard Inc., New York, one of the nine participating sponsors of Godfrey's daily program. Agency is Wadsworth & Walker, N. Y.

Displays at Exhibit

TO BRING listeners in personal contact with radio, KPO-KGO, San Francisco, staged exhibits at the Alameda County Food Show and the California Spring Garden Show, both held in Oakland.

BROCHURES

NBC-13 by 17-inch broadside, describing the Red Network *Good Neighbors* series, which started May 22, to give the people of the United States an understanding of American republics.

MBS—First in a series of reprinted advertisements telling changes and shifts in Mutual stations and programs, issued in two-page green and white folder, titled "the move is to Mutual."

WBAB, Atlantic City—Leaflet showing spending per individual in the coverage market and offering the program, *Sportsants* for sponsorship.

WTAR, Norfolk Pictorial Booklet showing station personnel, station coverage, and NBC programs aired through the station.

WDRG, Hartford—Monthly issue of "Food For Thought" titled "No vacation for cash registers in Connecticut".

WDEF, Chattanooga—Brochure containing 32 pages of pictures.

WMT, Cedar Rapids-Waterloo—Coverage folder with die-cut map.

TAKE ADVANTAGE
 OF THIS DIRECT
 APPROACH TO THE
 WORLD'S LARGEST
 MARKET—
Metropolitan New York