

TO DESCRIBE its current program promotion campaign [BROADCASTING, Sept. 20], CBS has issued a large six-page brochure, listing and explaining the seven methods to be used in coordination with the plan. The "tactics" or "arms", as CBS describes them, are radio, newspapers, transportation advertising, posters, direct mail, personal contact and brochures. According to William C. Gittinger, CBS vice-president in charge of sales, in a letter accompanying the brochure, the "sole purpose" of the campaign "is to invite more and more people to listen more and more often to the most interesting and enjoyable array of programs CBS ever offered."

Merchandising & Promotion

For Carter Fans—Newspapers Used—Certificates
History Series—For Clippings—Mosquitoes

For Carter Fans

FANS of Mutual's Nick Carter and his adopted son Chick Carter can receive a folder giving background material on the cast of the programs, plus a membership card in the "Inner Circle", a club for followers of Nick and Chick. At present, the promotion piece is available only to listeners of WOR, Mutual's New York outlet. *Nick Carter* is heard Mondays 9:30-10 p.m., and *Chick Carter* is presented five times weekly, 5:30-5:45 p.m.

Candy Booklet

ALL CANDY BOXES sold by members of the Assn. of Mfrs. of Confectionery and Chocolate, New York, will contain a booklet entitled "Candy Is an Essential Food" as written by Dr. Walter H. Eddy, conductor of the *Food and Home Forum* on WOR New York. The Assn., one of Dr. Eddy's sponsors, prepared the booklet in cooperation with Scheck Adv. Agency, Newark, its agency, and has already mailed out 1,000,000 copies. The cover pictures Dr. Eddy at a WOR microphone and gives information on the title and broadcast time of the series.

Newspapers Used

KSTP Minneapolis has placed a 13 week newspaper campaign in 314 Minnesota country weekly newspapers, utilizing a "personal" want-ad type of copy, as part of a promotion plan to enlarge its scope of rural listeners. KSTP is continuing to use full-page ads in the *Land O'Lakes News* together with large space ads in *The Farmer*. Station's farm director, Harry Aspleaf, has a column "On the Minnesota Home Front" in more than 70 papers in the state.

Certificates

"GOOD NEIGHBOR" certificates, created by Howard Langfitt, farm editor of KRNT Des Moines, are awarded as public recognition of "good neighbor" deeds in the area. First to receive the certificates were 13 businessmen of Gilmore City who aided in harvesting farm crops after business hours when it was learned that it was impossible to get regular farm help.

History Series

TRACING history, a new radio program, *The Human Adventure*, is heard weekly on MBS, 8:30-9:00 p.m. originating out of WGN Chicago featuring Walter Yust, editor of the Encyclopedia Britannica, Sherman Dryer, director of radio, the University of Chicago, and the WGN symphony orchestra under the direction of Henry Weber.

Call Letter Change

TO ACQUAINT ADVERTISERS and agencies with the change of call letters from CJRC to CKRC, Winnipeg, a brochure in which the K in the new call letters was featured was mailed to coincide with the change of call letters on Oct. 1. Cover of the brochure showed an usherette introducing the K, while inside pages told of the change in call letters of the station and its two short-wave stations, CKRO and CKRX, from CJRO and CJRX.

Market Figures

WHBQ Memphis has issued a folder quoting how buying power is growing in the territory covered by the station. Chart lists, among other figures, population, radio homes, retail sales and drug sales, contrasting the 1940 census with 1943 ration book figures, showing growth of the market. Also included is radio map showing night and day coverage of the station throughout Tennessee, Arkansas and Mississippi.

For Clippings

TO FURNISH advertiser and network with proof of news items and ads promoting their programs, WMPS, the *Memphis Press-Scimitar* station, has prepared an attractive blue folder with space for attachment of clippings on an inside page opposite a legend indicating the newspaper in which items appeared.

Enlarged Fall Edition

SPECIAL enlarged fall edition of *Dial Tones*, merchandising organ of the Des Moines Cowles stations (WMT KRNT KSO), has been issued to advertisers and agencies and for the first time in the publication's four year history listeners are given the opportunity to request copies.

Mosquitoes

HOMEMADE mosquito remedy which Jesse Buffum mentioned on his *Farmers' Almanac* program on WEEI Boston the other morning brought such a response for directions that the station issued the data in a small promotion piece to demonstrate the intensity of WEEI early morning listeners.

1 MORE FOR YOUR MONEY

2 AVAILIBILITIES FOR YOUR SHOW

3 OUR NEW HOOPER IS READY

4 SO, WHY NOT GO?

Everything considered—cost, availabilities and station listenership—KXYZ offers you the outstanding radio buy in the great Houston market.

Your Branham man, in a matter of minutes, gladly will prove this statement. Telephone him today . . . or write to this station for radio facts on the rapidly-growing Houston market.



•BUY BOTH! KXYZ AND KRIS. CORPUS CHRISTI — A MONEY-SAVING COMBINATION

