

Merchandising & Promotion

Babies and Bonds—Wynn's Spuds—Auto Promotion—
Top of the Dial—Emphasis on Style

INTERNATIONAL Cellucotton Products Co., Chicago (Kleenex), is offering \$10,000 in U. S. Savings Bonds as prizes in a letter writing contest on "What I Consider the Best Way to Use Kleenex for Babies and Why I Think So", in connection with the birth of a son to the heroine of its radio serial *The Story of Mary Martin*, broadcast Monday through Friday, 12:15-12:30 p. m., over an NBC-Red network. The baby was born Nov. 3 and the contest announced Nov. 6. In addition to the 259 prizes in baby bonds, the sponsor is also offering 3,000 merchandise prizes, consisting of 500-sheet packages of Kleenex in special baby boxes. Letters must be accompanied by a name for the baby boy and a strip torn from any size Kleenex package. Agency: Lord & Thomas. Chicago.

THE WOAI-Hom-Ond radio week staged in San Antonio in October resulted in an increase of 17.26% in sales of items featured, as compared with the previous month, at a time when sales ordinarily decrease. The items included staples, most difficult to increase in volume sold. Volume of the Hom-Ond chain of 15 stores increased 6.6% over the same period in the previous month. Sales of one nationally advertised product rose 71% during the sale. Figures on sales were supplied to WOAI by Perry Shankle, president of the chain. Extensive merchandising tie ups were included in the campaign [see preview of campaign in BROADCASTING Sept. 1].

C. H. BAKER Co., San Francisco (shoes), which started a weekly quarter-hour series on KFRC, San Francisco, on Oct. 18, is offering \$50 as a prize in a 13 weeks contest to find a name for its \$4.95 shoes for women. Contest is attracting about 200 letters weekly. Sidney Garfinkel Adv. Agency, San Francisco, has the account.

EVERY listener a motion picture critic! *Hollywood Whispers*, weekly from KHJ, Los Angeles, to the Don Lee-California network for Dr. Strasska Laboratories (toothpaste) on Nov. 2 announced a contest with prizes totaling \$750. Fans will be asked to vote the best motion picture of the month.

AXTON - FISHER TOBACCO Co., Louisville, sent packages of Spud cigarettes with announcements of the new Ed Wynn series on an NBC-Blue network and through transcriptions on a number of other stations. Young & Rubicam Inc., New York, is agency.

DON LEE network, dramatizing its California market by mailing reprints of its alluring advertisements, accompanied its reprint of a bathing beauty (BROADCASTING Nov. 1) with a big can of de luxe ripe olives.

EACH day Lloyd G. Vernard, sales and merchandising director of WGAR, Cleveland, sends sponsors clippings from local newspapers in which the sponsor is mentioned.

NASH MOTOR Co., Kenosha, Wisc. (automobiles), has had radio receivers installed in every showroom and suggests that dealers invite their prospects to come in and listen to the company's *Speed Show*, broadcast Saturday evenings on CBS, right there where they can look over the cars as they listen. Every Monday each dealer receives a postcard advising him of the stars to be heard.

BOWMAN DAIRY Co., Chicago (milk), will promote its radio series on WGN, Chicago, with bottle hangers to be distributed to some 300,000 Chicago homes by Bowman milkmen the morning of Dec. 9, date of the opening broadcast. Wagon cards and large bulletins on the company's billboards will also be used to advertise the program. Agency is J. Walter Thompson Co., Chicago.

SANDMAN MATTRESS Corp., San Francisco (mattress manufacturers), is awarding a \$22.50 mattress every two weeks to the winner of its bimonthly amateur script contest on KYA, that city. Budding writers are invited to submit their scripts and the best one is enacted every second week during the Sunday evening *Sandman Hour*.

KLZ, Denver, has distributed 5,000 spike peg tops, with cords, and printed on the tops is the message, "The TOP programs are at the TOP of the dial—KLZ, 560 Kilocycles." The tops are in assorted colors of red, blue and green and are creating interest.

THE *To Market-To Market* brochure issued by WOR, Newark, has won another award, the award of Merit of the New York Employing Printers Association. The first award was by the American Institute of Graphic Arts.

COOPERATION of 39 independent gasoline dealers in San Fernando Valley, about 20 miles from Los Angeles, made possible *Valley Varieties* which started Nov. 1 on KEHE, Los Angeles, one evening half-hour a week for a year. The Van C. Newkirk Co., Los Angeles agency, handles the campaign for the independent dealers and for Andrews & Yeates, the distributors.

The program each week ends with a motto or a jingle which fans can copy and rush to a nearest valley station. The first fan to bring in the announced motto or jingle all copied to the station designated receives a \$10 gasoline coupon book. A different station is designated on each broadcast.

IOWA Network, operating KSO and KRNT, Des Moines, and WMT, Cedar Rapids, has enlarged its merchandising and promotion activity to include illuminated display cases and boards in station lobbies; merchandising bulletins to grocers, druggists and other retailers; folders for dealer meetings; booths at conventions and trade exhibitions; special program letters to dealers; 26 billboards on arterial highways, with copy changed monthly; movie trailers, a score of theatres; car cards on the outside of 150 Des Moines street cars; newspaper publicity in the associated *Des Moines Register* and *Tribune*; programs calling attention to station features; trade publication promotion.

TAVANNES OF AMERICA Inc., New York (watches), in conjunction with its recently inaugurated West Coast campaign, has launched a weekly prize of a \$50 watch to listeners who send in the prize winning sentence in a contest devoted to the merits of Tavannes timepieces. The sponsors, through Milton Weinberg Co., Los Angeles agency, are using the script *Split Seconds in History*. The series of 13 programs originate at the studios of KNX, Hollywood, and are fed to the Don Lee-CBS network.

KFWB, Hollywood has started a newspaper and billboard campaign for "The New KFWB".

CADILLAC MOTOR CAR Co. using radio in a completely new way, so far as automotive promotion goes, with its new *LaSalle Fashion Show*, which started Nov. 5 on 48 NBC-Red stations, Thursday, 4-4:30 p. m.

"Big names" stud the presentations, which tie in with department stores for localized promotion. New styles, especially planned for the show, are described the air, and in the various cities in which stores are tied in, living mannequins parade the fashions before invited audiences.

With this emphasis on high fashion, Cadillac hopes to put over the thought that its new lines of cars are also "high fashion". Behind the presentation is the idea that women have a major voice in the selection of a new car, and their interest lies in the styling of the vehicle.

Sally Milgrim, Molyneux and Lily Dache are the first high fashion authorities starred on the show. Charles LeMaire, noted designer, is master of ceremonies. Eddy Duchin furnishes musical background with his orchestra. Three ensembles will be presented each week.

INCREASED demand for fashion news and photographs of radio stars has led the NBC Press Division to create the full-time post of fashion editor. Betty Goodwin of NBC Press, who has been handling the division's publicity as part time assignment for the last two years, continues on the new basis. An innovation in radio NBC's fashion publicity takes the form of releases on what the stars are wearing, photographs of special fashion interests and arrangements for stars' participation in fashion promotions and shows. The growing number of requests for service of this type marks a complete breakdown, NBC believes, of the old idea that radio stars should be heard and not seen.

RIO GRANDE OIL Co., distributing in California, Arizona and part of Nevada, has 400,000 circulation for *Calling All Cars News*, given away at its service stations. The *Calling All Cars* program celebrates its third anniversary Nov. 18, the 156th program in the series. Eight Don Lee and four stations of the McClatchy group are used. In addition the company sponsors a weekly half-hour program on KNX, Los Angeles, and KSF, San Francisco. The bulk of Rio Grande's advertising budget goes to radio.

UNIQUE features are included in *Great and Growing Greater*, a bound booklet published by the NBC sales promotion department for the Blue network. A "before and after" map of the Blue network is accomplished by a cell-phone overlay on which changes are symbolized. Power increases are shown. In the back cover of the booklet is a schedule of Blue advertisers since 1930.

W9XB, Kansas City, is distributing a promotion piece consisting of a facsimile of a radio survey of Kansas City taken by William Presmen, CPA, for Parkview Pharmacies, planning a radio campaign.

NBC printed the first page of its Daily News Report Nov. 9-15 on metal coated paper. The release contained details of the Tenth Anniversary celebration.



DISPLAY CASE—This illuminated decoration is one of a series used by Iowa Broadcasting System to merchandise its programs. It promotes the *Gillette Community Sing* on CBS at 10 Sunday evening.