

Broadcasts Bring Success in Winter For Summer Food

Puffed Wheat and Rice Enjoy Stimulus From Dick Tracy

QUAKER OATS Co., sponsor of the *Dick Tracy* broadcasts five afternoon quarter-hours weekly on NBC's Red network, has not overlooked a single means of tying up its program with Puffed Wheat and Puffed Rice in the minds of its juvenile listeners, with the result that in less than three months—and winter ones, at that, when cold cereal sales are at the ebb—these breakfast foods are enjoying a sale that would be very gratifying even in the mid-summer season.

To begin with, the program is one that has proved its ability to attract a large audience of loyal followers on several previous occasions. Added to this as the major promotion is the never-failing club idea, in this case, the Dick Tracy Service Patrol, complete with badges, a solemn pledge, a secret code and the possibility of winning high rank. For two boxtops one can become a patrol member; sending in boxtops and membership applications of five friends makes one a patrol leader; more boxtops raise one to sergeant, lieutenant, captain and even—after 39 tops have been accumulated—an inspector general.

Proof of the interest, and capacity, of some youngsters is given by the fact that in less than three months after the program's first broadcast there are more than 100 inspector generals, while common patrol members are counted in the hundreds of thousands.

Sirens and Cannons

To drive home the sales story of cereals shot from guns each broadcast opens and closes with the boom of a cannon, followed by the hiss of falling grain. Each installment of the serial story is introduced with the words "Here comes Dick Tracy" and the shriek of sirens, a conditioning device that is believed to result in an association that will remind the young listeners of the program and product every time they hear a fire, police or ambulance siren. Commercial messages are not merely read by an announcer but are made a part of the club meeting that concludes each broadcast. Incentive to become a patrol member and constant use of the code books, which also contain details of promotions via the boxtop route, is maintained by frequent introduction of code messages into the plot of the story, which the listener must decipher if he is to keep abreast of developments.

Tying in with the retailers, the sponsor asks his listeners to trade at stores whose windows proclaim them to be Dick Tracy Headquarters. Dick Tracy displays are also furnished to retailers and their use is insured by including in each display notice of a \$100 reward which the Quaker Oats Co. will pay for information leading to the arrest of anyone robbing the store. As this offer is good only if the display is up at the time of the robbery, the company has found it an effective means of keeping their displays in constant use.

While refusing to divulge exact



GREAT DAY—For Amarillo and the Texas Panhandle country was the *Mother-in-Law Day* celebrated March 9 with five governors and Mrs. Franklin D. Roosevelt present, and with broadcasts keyed from KGNC, Amarillo, to NBC and the Texas Quality Network. Event was brain-child of Gene Howe, editor of the *Amarillo Globe and News*, operating KGNC. In this photo taken during broadcast (left to right) are O. L. (Ted) Taylor, president of KGNC; Wesley S. Izzard, secretary-treasurer, KGNC, chief announcer, with Gov. Allred of Texas holding mike and Gov. Tingley of New Mexico in background.

Goodkind Agency

M. LEWIS GOODKIND has resigned as vice-president of Burnet-Kuhn Advertising Co., Chicago, to open a radio and advertising counsel service at 919 N. Michigan Ave. (Palmolive Bldg.) Known as M. Lewis Goodkind, the new firm will work with agencies as well as advertisers on radio and advertising prob-



Mr. Goodkind lems. Calvin Holmes is associated with Mr. Goodkind. Advertising of the Trading Post, largest food store in Chicago, will be handled by the firm. Mr. Goodkind formerly was with Lord & Thomas, Chicago, where he was radio service director. Mr. Holmes was with Montgomery Ward & Co. for five years in the retail sales and advertising departments and was also with the Glen Buck agency for six years.

Kreuger Adds News

KREUGER BREWING Co., Newark, N. J., which on March 18 started a thrice-weekly sports review by Clem McCarthy on WJZ, New York, on March 22 also started *Kreuger News Reporter* on 8 stations of the Yankee Network. The program, directed by Yankee's Linus Travers, is the same as that used by Borden's Chateau Cheese last year, consisting of dramatized events in New England news. The show is heard three evenings a week, to run for 13 weeks. Agency is Young & Rubicam, New York.

sales figures, the sponsor admits that the program has created an "overwhelming response" and has recently added 12 stations to its network. A current coincidental survey gives it the highest rating among kid programs for program and sponsor identification and puts it in fifth place among all programs. Program is supervised by Lawrence Holcomb, radio director of Sherman K. Ellis & Co., agency for these products.

SELLING WATER AT FLOOD TIME

Los Angeles Distributor Tries Radio During Disaster and Becomes Steady Sponsor

By HARRY W. WITT

CBS Southern California Sales Manager, Hollywood

CASHING IN on a disaster and at the same time offering the community a valuable public service, California Consolidated Water Co., Los Angeles, distributors of Puritas and Arrowhead bottled drinking water, seized upon the advantages afforded its business by the March floods which swept Southern California.

When muddy run-off waters threatened to pollute the water supply of many populous Southern California communities, KNX, CBS Hollywood station, was the first media to warn the public to boil or take other precautions with drinking water. The opportunity was present to sell pure bottled water to the householders during what is normally a slack season for this product.

No Time Lost

Acting quickly, the California Consolidated Water Co., through McCarty Co., Los Angeles advertising agency, contracted for several spot announcements daily during the first few days of the disaster. This station having been the first to carry warnings of possible water pollution, and also in

the forefront with news coverage of the flood disaster, it was logical therefore, for the agency and sponsor to choose KNX to deliver its message to the public.

Results? They were instantaneous and overwhelming. The water company's regular staff of order-takers was completely swamped. All available office workers and even company executives were rushed into the breach. Orders started coming in even before the final word of the first announcement has been put on the air, according to company executives. A wave of orders followed each announcement, subsiding after a few hours only to be repeated with the broadcasting of the new Puritas-Arrowhead announcement.

Thus radio did another good selling job. The warnings by KNX and other Los Angeles stations, followed by the widespread distribution of bottled water, must be credited with having averted the dangers which may have arisen from the use of polluted water.

So pleased and confident is the sponsor that radio did a good job, that the California Consolidated Water Co., thru McCarty Co., has contracted for five daily daytime signal announcements on KNX, starting April 3 for 52 weeks.

Gas and Electric Utilities Start Sales Campaigns In West for Appliances

GAS APPLIANCE Society of California with headquarters in San Francisco, conducted an intensive campaign for gas ranges from March 17 to 25 using 600 announcements and dramatized spots on 24 stations in Northern and Central California. The campaign stressed a \$15 saving to the consumer who purchased a gas range during the nine-day period.

Don Dudley directed the transcribed dramatic commercials and the announcements were 35, 50 and 100 words. In addition to radio, 200 newspapers and 120 theatres in 61 towns carried the advertising. Jean Scott Frickeon Agency, San Francisco, had the account.

The Electric Appliance Society of Northern California, San Francisco (electrical appliances), will stage a campaign in latter April. Spot announcements will be used on 15 stations in northern California to stress home refrigeration. Newspapers and dealer displays will also be used. Jean Scott Frickeon Agency, San Francisco, will handle the campaign.

AAAA Convention

THE 1938 convention of American Association of Advertising Agencies will be held at the Greenbriar, White Sulphur Springs, W. Va., April 20-23. Chairman of the program committee is Mark O'Dea, president of O'Dea, Sheldon & Canaday, New York. On April 22 and 23, publishers, advertisers and other guests of AAAA will be invited to attend business sessions and the annual banquet.

KGNC Names Ballard

JOHN BALLARD, of the Globe News Publishing Co., has been named assistant general manager of KGNC, Amarillo, Tex., accord-

ing to an announcement by O. L. Taylor, president and general manager of the Plains Radio Broadcasting Co. Mr. Ballard, a native of Hutchinson, Kan., joined the Globe company in 1926 as a member of its sales department. In charge of promoting feature supplements and special editions he traveled widely in New Mexico and Colorado.



Chesterfield Spots

LIGGETT & MYERS TOBACCO Co., New York, will use a split NBC-Red network of 50 stations for its new six-a-week sports review by Paul Douglas. The program, to be called *Chesterfield Daily Sports Column*, will start April 18 and will originate in whatever city the most important sports event occurs. This is NBC's first Chesterfield show, and is placed by Newell-Emmett Co., N. Y.

New Babbitt Item

B. T. BABBITT Co., New York, has introduced David Harum dog food, named for its program on the NBC-Red network in the interests of Bab-O cleanser. Cut-in announcements for the new product are now heard in Albany and Schenectady, offering a 75-cent leash and collar for 25 cents and a label. Agency is Blackett-Sampl-Hummert, New York.