

New Gulf Series Hurdles Obstacles

Argument With Screen Guild Over Talent Is Settled

GULF OIL Corp., Pittsburgh (gasoline), which will sponsor Screen Actors Guild radio program on CBS starting Jan. 8 has tagged the series *Hollywood Guild*. It will be remoted from El Capitan Theatre, Hollywood, Sunday, 7:30-8 p. m. (EST). Tom Lewis will get production under way for Young & Rubicam, agency servicing the account. He will later relinquish the post to take over an executive position with the firm in New York.

Controversy between Screen Actors Guild and J. Walter Thompson Co. which threatened to disrupt plans for the series, has been amicably settled. Cooperation by J. Walter Thompson Co. with aims and purposes of SAG was pledged by Danny Danker, vice-president and Pacific Coast radio head of the agency in a letter sent the organization. Statement of policy by J. Walter Thompson Co. is outcome of controversy over Carole Lombard, film actress, guest-starring the first program, one week in advance of her regular appearance on the new Kellogg Co. series, starting Jan. 15 on NBC.

Offers to Cooperate

Danker's communication to SAG follows: "M. C. Levee, representing the agents and Ralph Morgan and George Murphy, representing the actors, asked me to state the situation relative to Guild members who are under exclusive radio contract to our clients. We are thoroughly and sincerely sympathetic with the aims and purposes of the Guild and have acquainted our clients with the importance of the charitable work which has been undertaken. Wherever an artist can be released to appear on the program produced by the Guild under commercial sponsorship without conflict in schedule or interest to our client and his radio program, we would naturally be glad to cooperate in so worthy a cause.

"Obviously the Guild does not wish to handicap the private employment of its individual members or embarrass the sponsors who employ its members. We feel confident that the aims and purposes of the Guild can be accomplished without occasioning either of these results."

The J. Walter Thompson Co. guest contracts prohibit appearances of talent on any radio show outside of its own for a period of 30 days prior to commitment.

Miss Lombard was withdrawn from consideration for the initial Gulf Oil Corp., program when Ralph Morgan, president of the actors association, declared SAG had no intention of interfering with previous contractual commitments. Screen Actors Guild will receive \$10,000 weekly from the program. This will be turned over to its Motion Picture Relief Fund for building purposes. Oscar Bradley will conduct music.

NBC broadcast the transfer of Associated Press offices in New York to Rockefeller Center with an hour program titled *Ninety Years of News*. Byron Price, AP news editor, made a short address.



THE STAGE is set like this when WHB, Kansas City, puts on one of its "nundination" promotion shows. Participating are (l to r) M. H. Straight, sales manager; Ed Dennis, salesman; John T. Schilling, general manager; Frank Barhydt, continuity editor; Don Davis, president; Al Stine and John Wahlstedt, salesmen, all ready for the curtain call.

WHB HAS ITS NUNDINATION

And Kansas City Got an Eyefull of Impressions

—During Autumn Promotion Campaign—

WHAT is "Nundination"? The word may mean nothing to you, but some 500 gregarious business men and business women in Kansas City—along with their wives, children and friends' friends—can tell you.

Nundination is a rather far-fetched synonym for salesmanship. It formed one of the elements in a promotional campaign launched by Don Davis for WHB, Kansas City.

In planning the drive last summer it was agreed it should be a campaign of *ideas*, rather than *money*, and that all media should be employed *cleverly*, rather than *bombastically*. In other words, each impression during the series should merely lessen resistance of the prospect for the salesman assigned to him, rather than attempt to *make* the sale.

Since WHB was in the business of advertising—in the business of selling ideas—any advertising the station did was indirectly a sample of the advertising the station could do. An ill-planned broadside or a letter which carried with it no particular distinction would necessarily become advertising for the competition—negative selling for WHB.

Some Comedy Dramas

Work was begun in July on eight mailings and a luncheon club show—all to be used during the month of September. By the first week in August, all pieces were addressed, assembled and ready to go. When the campaign began, there was nothing left to do on the mailings but dump them into the mailbox on specified dates.

The luncheon club show was more of a departure from usual promotional procedure than the mailings. WHB had used the very natural medium of the luncheon club presentation before, as had other stations in the city. With competition severe, WHB hit upon the idea of a series of comedy dramas, played in brightly-colored stage, and climaxing with a surprise introduction of the station's four salesmen. Not only the stage, but also a bulletin board covered with pictures and graphs ballyhooing WHB, carried the teaser-line, "Nundination Is a Cinch".

Don Davis began each of the ten

scheduled shows with a 12-page chart talk on radio and WHB. He wound up the talk with a final chart, proclaiming—"Use WHB and Nundination Is a Cinch!" At that point, education was forgotten and entertainment began.

With introductory and between scenes remarks by an off-stage narrator, working on a p.a., black-out episodes successively showed a Roman slave-trader who became so bitter over market conditions that he gave the beautiful, scantily-clad young lady to the president of the club . . . a medieval armorer-maker who made a better product at a lower price, but left out the "umph" . . . a city slick who failed to sell a country hick the Brooklyn Bridge because the hick had already bought it . . . a medicine hawker who discovered "man-to-men" selling, but complained that his "sales were too slow" . . . and then finally, a somnolent modern business man whose secretaries brought money in by the armload, and who finally phoned WHB complaining that his sales were 60% lower than a week before.

As a climax, the four caricatures at the sides of the stage suddenly rolled up as window shades, and the real faces of the salesmen represented appeared in a quartet number, "Nundination with the Floy Floy". Incidentally, the salesmen are only stooges as far as the singing is concerned. A transcription on the p.a. provides the sound.

Program Award

MEL WILLIAMSON, producer of Hixson-O'Donnell Adv., Los Angeles, for the CBS Pacific network program, *Calling All Cars*, sponsored by Rio Grande Oil Co., and Charles Frederick Lindsley, narrator, were on Dec. 21 presented with the Institute of Audible Arts Trophy for "the most consistently excellent program broadcast in western United States during 1938". Presentation was made by Ralph L. Power, Los Angeles radio counselor, on behalf of the Institute, at CBS Hollywood studios.

WMC, Memphis, has been granted special FCC authority to operate with 5,000 watts night until Jan. 4 in order to overcome interference from CMQ, Havana, also operating on 780 kc.

Burn-Smith Co. Formed As National Rep Firm;

Assumes Devine's List

WALTER P. BURN and G. Byron Smith II have organized a new station representative organization, Burn-Smith Co., which will begin operations Jan. 2 by taking over the national representation of the stations now handled by J. J. Devine & Associates, which is dropping the radio angle of their business to confine activities to the representation of newspapers. Mr. Burn, president of the new company as well as of Walter P. Burn & Associates, research and promotion firm, which has done extensive work in radio for both networks and individual stations, says that the two organizations, while entirely separate, will cooperate.

Mr. Smith, who has been manager of the radio department of the Devine company, will be secretary and treasurer of the new representative firm. William Noble, vice-president of Walter P. Burn & Associates, will hold the same title with Burn-Smith. In New York the two companies will occupy adjoining offices at 7 W. 44th St. Burn-Smith will also maintain offices in the Bell Bldg., Chicago, and the New Center Bldg., Detroit, which will be manned temporarily by members of the Devine company until permanent appointments to these posts are named. Walter L. Reid, formerly with the Burn organization, will leave for the West Coast immediately after the first of the year to establish an office there for Burn-Smith, while Edgar Felix sets up a Washington office as director of research and engineering for the firm.

In announcing withdrawal from the radio field, J. J. Devine said his firm will continue as exclusive national representatives of newspapers. He announced its list of stations, some of which will not go under the Burn-Smith banner, as follows:

Alabama—WMFO, Decatur; WAGF, Dothan; WBHP, Huntsville; WMSD, Sheffield; WJRD, Tuscaloosa.
California—KMTR, Hollywood.
Georgia—WRDW, Augusta; WKEU, Griffin.
Illinois—WJBL, Decatur.
Indiana—WHBU, Anderson.
Kentucky—WCMI, Ashland; WLAP, Lexington.
Louisiana—KPLC, Lake Charles.
Massachusetts—WORL, Boston.
Michigan—WELL, Battle Creek; WBEQ, Marquette; WKBZ, Muskegon.
Minnesota—KGBL, Fergus Falls.
Mississippi—WGGM, Gulfport; WFOR, Hattiesburg; WAML, Laurel.
New Jersey—WAAT, Jersey City; WHBI, Newark.
North Carolina—WFTC, Kinston; WMFD, Wilmington.
Tennessee—WOPI, Bristol.
Virginia—WRNL, Richmond; WCHV, Charlottesville; WBTM, Danville; WGH, Newport News, and Virginia Broadcasting System including these four stations and WLVA, Lynchburg.

Du Pont's Test

E. I. DU PONT de NEMOURS & Co., Wilmington, Del., has just finished running a test campaign for its new product Cel-O-Glass, consisting of one-minute spot announcements thrice weekly on WGAL, Lancaster, Pa., and WSAN, Allentown, Pa., and two-minute spot announcements on WHO, Des Moines. The campaign ran for 13 weeks from Nov. 1 through the middle of December. Further plans will be announced later. BBDO, New York, is the agency in charge.