

AMERICAN AIRLINES flag-ship *Howie Wing* was christened in Battle Creek, Mich., recently in honor of the *Howie Wing* radio program, heard Monday through Friday at 6:15 p. m. on CBS. The occasion was a tribute to the airline to the work of Kellogg Co. in making American youngsters air-minded. The ship carried two suitcases from Battle Creek as it left, to be flown around the world in opposite directions as a promotion stunt. Taking part in the christening were Stewardess Mae Leslie, Capt. W. G. Moore, well-known aviator and author of the radio program, and Ralph Olmstead of the Kellogg Co. advertising department.

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Compliments of Kate

GENERAL FOODS Corp., New York, to promote Diamond Crystal Salt Week, from March 6 to March 11 broadcast on Kate Smith's *Noonday Chats* program on CBS an offer of Kate's new recipe book free to listeners who sent in a letter saying that they had asked their grocer about Diamond Crystal Salt or were planning to do so during the week.

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Overseas Centennial

AN NBC brochure titled *The Surprise of 1929* goes on to say that such things are the commonplace of 1938 and presents a discussion of NBC's progress in shortwave pickups from other parts of the world. A description is given of the Feb. 1, 1939 program commemorating the tenth anniversary of overseas broadcasting.

Merchandising & Promotion

Pontiac Tips—Platter Plugs—Dames on Display—Hour by Hour—Troubles of Horses

Successful Campaigns

TO SHOW how vital radio has become as an advertising medium and how important the "human" element is for successful broadcasting, Ruthrauff & Ryan has published a booklet entitled *Human! Handle With Care*, which states frankly that it is the public—the ordinary everyday people listening all over the world—which "inevitably establishes the human wavelength to which any successful campaign must be tuned." Choosing a program, hiring big-name talent and the artful selection of the right type of commercial should all be regarded as vitally important, says the agency, and offers to discuss case histories of its most successful radio campaigns to prove points made in the booklet.

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Divorce Prizes

SUSSMAN, WORMSER & Co., San Francisco (S & W coffee) sponsors of *I Want a Divorce* on 8 CBS Pacific network stations, is offering \$500 in cash prizes weekly for the best solution letters submitted in its new Fantastic Divorce contest. First prize is \$100, with 160 additional awards of \$2.50 each. Letters must be accompanied by a key strip from a can of S & W Mellow Coffee. Contest, which started March 9 is being supported by advertisements in major California newspapers.

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Prospect Card

REMINDER to salesmen to talk up the six-weekly news program sponsored by the Pontiac dealer organization of Northern California, is the "prospect card" turned out by KSFO, San Francisco, over which Bob Garred broadcasts the dealers' program. The card, with space for writing names of "today's best prospects" for Pontiacs, also carries a reminder that *Streamlined Headlines* is carried on KSFO.

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Free Dogs

TWO dogs were given away by General Mills and WSYR during the Central New York dog naming contest. There also were 16 other prizes. Prize dogs were on view at a pet shop.

Staff Audition

CONTAINED on the two sides of one large disc are a series of two-minute announcements, one by each announcer of WKRC, Cincinnati. Each outlines his regular duties, lists his specialties and voices one or two sample commercials, through it all explaining features of WKRC's programs, popularity, publicity, promotion and showmanship. Agency men and clients, listening to the recordings, not only get the station's selling story, but also get to choose particularly suited announcers for their prospective programs.

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A Day of Housing

EVERY Saturday is Home Builders Day at KMPC, Beverly Hills, Cal. The station devotes from 8 to 15 quarter-hour periods throughout the day entirely to home builders and owners. Every phase of home building, such as financing, construction, painting, interior decorating, landscaping, plumbing, electrical and heating is discussed. Subjects are minutely treated and series is endorsed by the Building Contractors Assn. of Southern California.

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Prizes for Pies

CALIFORNIA Prune & Apricot Growers Assn., participating sponsors in the Friday broadcasts of Gladys Cronkhite on KPO, San Francisco, is offering three prizes, \$5, \$3 and \$2 for recipes for dried apricot pie. Each recipe submitted must be accompanied by a top of Sunsweet prune or apricot carton or the word "Sunsweet" cut from a carton or a reasonable facsimile.

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Cigarette Girls

CHESTERFIELD Poster Girls came to life following the Paul Whiteman broadcast for Chesterfields March 1 and put on a style parade for the audience in CBS Playhouse No. 3 in New York. Each girl displayed the costume, designed especially for Chesterfield, which she wears in a current advertisement.

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Trick of the Orient

CLOSE to 5,000 replies were received by KDKA, Pittsburgh, when the station recently made a single announcement offering a Chinese Key Trick to listeners as a test of the audience power of *The Shadow of Fu Manchu*, serial program released by Radio Attractions, New York.

West for Empire

KPO, San Francisco, which a few weeks ago adopted the slogan "Voice of the Golden Empire" [BROADCASTING, Feb. 15], now has another slogan, "Voice of the Golden West". KHSL, Chico, Calif., complained to KPO, claiming prior right to the slogan, so KPO dropped the word "Empire", substituted "West". Everybody was happy except the San Francisco Chamber of Commerce, which had to destroy brochures costing \$2,000 because the printed pieces used the words "Golden Empire" in literature it had gotten out to "sell" Northern California.

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P & G Prizes

PROCTER & GAMBLE Co., Cincinnati, is conducting a nationwide slogan contest for Crisco on *Vic & Sade* on both NBC Red and Blue, and *This Day Is Ours* on CBS. The contest, which started March 10 to run for three weeks, offers a first prize of \$5,000 in cash and 500 additional prizes of Sunbeam Electric Mixmasters in return for an original Crisco slogan of ten words or less and a Crisco label.

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WHN Radio Lectures

TO promote many of its programs via the speakers' platform and to educate the public with radio information, WHN, New York, has organized the WHN Lecture Bureau, with speakers available to schools, colleges, clubs and organizations to talk on various phases of radio. The bureau is headed by Al Simon, WHN's publicity director, formerly lecturer for Loew's Theatres.

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Packer's Promotion

FRYE & Co., Seattle packing firm, prepared several thousand inserts for every package of its product in advance of KJR's trip through the plant as part of the *Washington at Work* sustaining series. Salesmen were instructed to discuss the program with meat dealers who in turn were to ask customers to hear the broadcast. The programs are heard in the afternoon and repeated that night via disc.

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Serial Boosters

COLORED brochures on the transcribed serials, *Calling All Cavs* and *Fu Manchu*, will be distributed to agencies and sponsors in late March by Fields Bros., Hollywood producers. The first program is controlled by that firm, except in the 11 western States. The *Fu Manchu* series is distributed by Radio Attractions Inc., New York, but Fields Bros. its producers, has that right in the western area.

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Pep at Dawn

THREE-WAY cooperation between newspaper, sponsor and station is used in Philadelphia to push the daily 1-6:45 a. m. *Dawn Patrol* feature, sponsored on WIP, Philadelphia, by Pep Boys, auto accessory chain. Both sponsor and station run adjoining ads calling attention to the program, sponsor paying for his and the station getting its space in an exchange deal with the paper.

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Fair Warning

KSFO announcers, when on duty at the Golden Gate International Exposition, wear printed hat bands bearing the words: "Broadcasting over KSFO".

4 out of 5
"JUST FOLKS"



Of Nebraska's 1,337,963 population, Omaha and Lincoln, Nebraska's only large towns, total only 289,939. That leaves a little more than a million "just folks" . . . the kind of buying-minded Nebraskans who use soap, breakfast foods, automobiles, motor fuels . . . and who listen to KMMJ. Let us show you how you can use KMMJ to reach these four out of five Nebraskans.

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