

**S**EVENTY - EIGHT Cleveland agency executives were recently guests of Manager John Patt, of WGAR, Cleveland, at a dinner in the Hermit Club to see the WGAR Easel Presentation, shown in the last few weeks to agencies in New York, Chicago and Detroit. The "Presentation", graphically telling the story of Cleveland and the Northern Ohio market, consists of a large book with folding pages, displayed on an easel facing the group.

Each page is devoted to some phase of WGAR service to the area, market potentialities of this section, and the buying trends of people in a 35-mile radius around Greater Cleveland. In addition to a summary of Cleveland's industrial facilities, cultural organizations, and a population breakdown, the display presents comparative coverage data of Cleveland stations, lists of WGAR accounts; case histories of successful programs; lists of station personnel, and a pictorial history of the growth of WGAR.

#### Wander Previews Carters

WANDER Co., Chicago (Ovaltine), to introduce its new serial, *Carters of Elm Street*, which starts on WMAQ Oct. 17, is using five-minute transcriptions to preview the program. This plan, which was also used to introduce *Those Happy Gilmans*, consists of talks about the characters and setting of the serial, and the discs are heard Monday through Friday during the week Oct. 10-17 at 11 a. m. When the program goes on the air Oct. 17, a letter contest will be announced, offering a first prize of \$250 and 250 prizes of \$1 each for 25 words telling which character the writer likes best and why. Thomas L. Greer is account executive and Jack Laemmar time-buyer of the agency, Blackett-Sample-Hummert, Chicago.

#### Education at KNX

KNX, Hollywood, had a display booth at the Southern California regional conference of the Progressive Education Assn., in Los Angeles, Oct. 14-15. Brochures detailing CBS and KNX educational activities, working scripts, pamphlets suggesting aids in progressive education by radio; dramatic photographs of the CBS *American School of the Air* in action and of network facilities, were included in the display. More than 10,000 persons attended the conference. At the Torrance (Cal.) Factory Frolic, Oct. 28-29, KNX will have an exhibit demonstrating working principles of broadcasting.

#### Condiment Set

SPERRY FLOUR Co., San Francisco, sponsor of *Dangerous Road*, Monday through Friday serial on the NBC-Red network on the Pacific Coast, is offering a four-piece condiment service in colored Franciscan ware pottery for 50 cents and a sales slip showing purchase of Sperry Pancake and Waffle Flour.

#### Durham Leaf

WDNC, Durham, N. C., bought 100 pounds of golden tobacco leaf for \$30 and mailed it in bundles to the trade as a promotion stunt. A card explains the auctioneer's chant and tells about WDNC's market.

## Merchandising & Promotion

The Easel Way—Attention Educators!—Among the Gold—Texas Season—Loudspeaker Prevue

**Turtles from Kate**  
TO HERALD the return of General Foods' Swansdown-Calumet hour, the Kate Smith office, Kated, mailed 106 live midget turtles to radio editors of the largest papers in various parts of the country. Two small feed bags accompanied each turtle, whose backs were inscribed with all the news concerning the program. The Kate Smith hour is heard on 77 CBS stations, Thursday, 8-9 p. m., (rebroadcast Pacific Coast and Canada, 11:30 p. m.-12:30 midnight). Young & Rubicam, New York, is the agency.

**Silver Threads**  
AS PART of its promotional campaign, International Silver Co. (silverware), invited couples married 25 years or more to the initial studio broadcast of *Silver Theatre* which started Oct. 3 on CBS. Program emanates from Columbia Square, Hollywood, and couples who attended the first broadcast were requested to list five rules of living which have made their marriages a success.

**Pros on Parade**  
A TIE-IN with increasing public enthusiasm in professional football is *Meet the Rams*, a new daily feature on WGAR, Cleveland. Members of the Cleveland Rams' pro team are interviewed by Bob Kelley, who collaborates with Franklin Lewis on broadcasts of the Rams' games for Standard Oil of Ohio.

**WBIG Grid Booklet**  
WBIG, Greensboro, N. C. is distributing a 72-page football schedule of college teams, pushing the Southern Conference and North Carolina leagues particularly, and carrying advertising of Greensboro business places.



WHEN the *Lone Ranger* started on WAIM, Anderson, S. C., some 25 sales and route men of American Bakeries appeared at the station in costume. WAIM staffers also donned regalia. Standing are (l to r) G. Paul Browne, publicity director, James A. Buleit, program director and W. Ennis Bray, manager; kneeling are Roger Skelton, announcer, and Miss Edith Hall, continuity chief.

**KDB's House Organ**  
KDB, Santa Barbara, Cal., is publishing a weekly four-page leaflet which is mastheaded *Program Highlights*. It contains complete program information, highlights of the week, and radio news of Don Lee network which owns and operates the station. Outstanding programs of other networks are also listed under caption, Top Programs. Distribution is through retail outlets of KDB advertisers and is backed by a quarter-hour "highlights" program and spot announcements. Names of advertisers distributing the leaflet are also mentioned during the broadcast. Each week a different advertiser is given free space in *Program Highlights* which has also proven a good will builder for the station.

#### Autumn in El Paso

TO PUSH its new fall shows, KTSM, El Paso, Tex. observed Radio Week, Sept. 18-25, gaining the cooperation of local business houses, radio dealers, newspapers, and theatres in popularizing the slogan, "1938-39, El Paso's greatest radio season". Daily through the week KTSM carried special programs, winding up with a half-hour *Radio Show Window* featuring an address by NBC President Lenox R. Lohr, transcribed for the event.

#### Texaco's Words

MOST welcome of the season's promotion pieces is the *Roget's Thesaurus* sent to a selected list by Jim Tierney on behalf of Texas Co., sponsoring *Texaco Star Theatre* on CBS. Name of recipient is stamped in gold on the cover. An enclosed card says that Texas Co. is sparing adjectives in favor of the *Thesaurus*.

#### Husking Trophy

MANAGER Merle S. Jones, of KMOX, St. Louis, donated a trophy in the Tri-State Corn Husking Contest at Barry, Ill., Oct. 13-15, in the name of *KMOX Country Journal*, daily 90-minute farm program. Charley Stookey, KMOX farm editor, recorded the Barry bangboard contest.

#### Bikes for Boys

FOR 25-word statements of why they like Nut Goodies and Choo-Choo candy bars, Pearson Candy Co., Minneapolis, is offering eight bicycles per week for four weeks in a contest for boys on WOW, Omaha. MacKenzie Inc., Minneapolis, has the account.

#### Luft Etiquette

GEORGE W. LUFT Co. is offering an Emily Post etiquette booklet and a Tangee theatrical make-up kit for ten cents on its new *Right Thing to Do* series on NBC.

#### Told by Tape

STORY of a dozen new fall programs on KLZ, Denver, is carried on a tape pulled from the dial of a miniature cardboard radio cabinet.



HI-YO SILVER of Lone Ranger fame, made up the pictorial background when American Bakeries, Macon, Ga., began sponsorship of the stirring serial over WMAZ. In the audience were salesmen of the bakeries who cover the Macon territory. In front are, left to right, Red Cross, WMAZ commercial manager, J. O. Watson, Macon manager of American Bakeries and E. K. Cargill, president-manager of WMAZ.

#### Dead Men's Tales

PROMOTION stunt for the *Chicago Tribune* is the new series called *The Crimson Wizard*, which started on WGN Sept. 30, 8-8:30 p. m., and was fed to MBS. Billed as a "broadcast of actual events" the idea is to present a murder mystery as and while it happens. The *Sunday Tribune* follows each episode with a detailed story of the preceding broadcast and a teaser of the coming mystery plays. The *Tribune* for Sept. 25 headed its graphic section with blood oozing from the words "It's Peter Quill!" and prior to the Sept. 30 opening WGN plugged the new series with many station break announcements given in the murderer's eerie voice.

#### Pigskins From Antenna

WHEN Commercial Manager Charley Phillips of WFBL, Syracuse, took 15 Syracuse U. footballers to catch footballs tossed from the top by Chuck Marcey, WFBL engineer, Universal Newsreel filmed the stunt.

#### Farm and Home Praise

TESTIMONIALS for NBC's *National Farm & Home Hour* commemorating its tenth anniversary and 3,000th hour on the air are carried in an illustrated two-color broadside folder, "Bulletin Board of Agriculture", published by NBC.

#### The Week's Offerings

ANNOUNCEMENTS of coming radio shows, along with information concerning sponsors and stars, with a musical background, are carried by WLW, Cincinnati, on its weekly quarter-hour, *Invitation to Listen*.

#### KFRO Billboards

KFRO, Longview, Tex., is using ten roadside billboards located through the East Texas oil fields announcing its affiliation with Texas State Network and MBS and publicizing other features of its service.