

HAWAIIAN BROCHURE

A FUCHSIA colored promotional brochure, featuring a hula girl, has been sent to advertisers and agencies by KULA Honolulu. Titled *The Hawaiian Story*, the booklet shows Honolulu's favorable comparison to U. S. cities in population, sales and buying power, stating that yearly \$7,198 per family buying income is 30% higher than American average. The booklet also points up KULA's coverage, claiming it to be equal to that of 21 daily and weekly newspapers, "blanketing the market . . . and with a single rate card!" KULA's program schedule includes broadcasts in Japanese, Chinese, Filipino and Korean and "One budget can buy All Hawaii," the brochure states.

EDISON PREMIERE BROADCAST

WVNJ Newark presented a special broadcast from the Thomas Alva Edison Foundation and Museum in West Orange, N. J., in connection with the premiere showing of the motion picture, "Richie Goes Into Business." The picture, produced and edited by staff members of WVNJ and the *Newark News*, is dedicated to the memory of Mr. Edison, who was a newsboy as a youngster.

WWRL STORE PROMOTION

WWRL WOODSIDE, L. I., has launched a promotion in approximately 3,000 super markets, grocery stores and drug stores in Negro sections in the New York metropolitan area. It has arranged to place in the stores plastic

shelf tapes featuring WWRL personalities endorsing sponsors' products as well as promoting the station's broadcasts aimed at the Negro market.

WGUY SETS 'THE CLOCK'

NEW morning schedule of WGUY-AM-FM Bangor is centered around *The Clock*, six days a week program (6-10 a.m.). The program features 50 musical selections daily plus frequent news, weather and time reports. A sales promotion campaign, using direct mail, telegrams and personal sales calls is under way. *The Clock* started its first day with 24 ads, 11 of them new.

'GUEST HOUSE' CONTEST

ENTRIES from 27 states and Canada, totaling 8,175, were received in WJR Detroit's *Guest House* contest. Listeners wrote 50 words or less on why they liked the *Guest House* program. A grand prize of a radio-phonograph console and nine clock radios were announced as prizes and details were announced exclusively on the *Guest House* program, half-hour musical variety show, emceed by Bud Guest.

'MAGIC WORDS' CONTEST

KXLY and KXLY-TV Spokane have begun a "Magic Word" contest, KXLY offering a 1954 Ford Fordomatic as top prize and KXLY-TV offering a 1954 Oldsmobile "88." Each day during the contests, which are separate and distinct, both stations periodically announce "Magic Words" during the day's broadcasts. Contestants write down the words they hear during any ten days of the contest's duration. The person submitting the most complete list of "Magic Words" announced for each of the ten days they select will be proclaimed the winner. Stations report tremendous interest in the Spokane radio and tv markets.

TAPE GUESSING RESULTS

A TOTAL of 2,398 postal card entries over a 10-day period were received by WLWA Atlanta in a recent tape guessing contest, which featured two Ampro tape recorders as prizes. According to that station, this was the biggest response given any similar promotion last year. Viewers tried to guess the length of tape piled into a wire bicycle basket, after being shown a five-inch reel of tape which gave some idea of how much space 600 feet of tape occupies. The winners guessed within inches of the correct length, 2,349 feet, 4 inches.

WCFM ART SYMPOSIUM

AN EXPLORATION of Washington art resources will comprise the major part of February programming on WCFM (FM) Washington, according to a release from that station. The WCFM art symposium will feature local and national art figures, including a recorded interview with 93-year-old Mrs. Anna Mary Robertson Moses, better known as "Grandma Moses." The interview was recorded at the New York Herald Tribune Forum in mid-October. The WCFM series will be heard each weekday at 10 p.m.

SENATORS DISCUSS ISSUES

RADIO and tv series, *Your Senators' Report*, has gotten underway at WGN and WGN-TV Chicago, with Sens. Everett Dirksen (R-Ill.)

Demand Supplied

PECK's Department Store, Kansas City, is supplying tv program listings which the *Kansas City Star* and its morning *Times*—the city's only newspapers—do not carry. The store last December began using two pages back-to-back in the *Star* each Sunday listing all programs of the four Kansas City tv stations for the coming week. Sheet folds into an eight-page folder of one cover page and seven others, each divided between the program listings and an ad for Peck's merchandise.

and Paul H. Douglas (D-Ill.) dividing time. Program is designed to present both sides of current issues. WGN-TV started series Jan. 21 at 8:15 p.m. and WGN Jan. 23 at 10 p.m.

MARINE RECRUITING SHOW

THE UNITED States Marine Corps has produced a 15-minute, 13-week transcribed radio series titled the *Eileen Barton Show*, featuring that Coral Records' recording star. Joe King will emcee the series and music will be furnished by Alvy West and his orchestra. The series will be hand-placed by recruiters and will be released in recruiting areas.

FROM THE HALLS OF KVOE

MUCH of Sunday programming at KVOE Santa Ana, Calif., is aimed at 5,000 marines and 1,500 civilian employees of nearby El Toro Marine Base, starting at 10 a.m. with a base band concert which is tape recorded and represented on station's *Salute to Sunday* program later in day. From 12:30 to 3 p.m., six marines from the base public information office are on duty broadcasting *Flying Leathernecks*, an easy-going "bull session" type of program.

WIKK WINS TRIP

AN EXPENSE-paid week's holiday trip to Bermuda for two was won by WIKK Erie, Pa, in a contest among 22 radio stations which comprised the 1953 Cleveland Browns broadcasting network, which was originated by WTAM Cleveland, NBC outlet there. Stations submitted individual promotional efforts of the Brown's broadcasts carried over their facilities and a study was made of all documented entries to determine the winner. The award was presented on behalf of NBC Inc. and WTAM to Charles R. Kinney, WIKK general manager.

CALL LETTER SLOGANS

FIRST prize of \$200 for best use of letters KABC, new call letters of KECA Hollywood effective today (Feb. 1), will be awarded in slogan-writing contest on station's *Beat the Record* program. Slogans can be on any topic (i.e., going to church, safety, fire prevention) so long as letters K, A, B and C are used in correct order. Two additional prizes, \$100 and \$50, will be given runners-up in contest.

CUT YOURSELF A SLICE OF AMERICA'S RICHEST EMPIRE
 You Can Get A Share of East Texas by Appointing us Your Spokesman
KFRO "Voice of Longview" - TEXAS

...still stacking up sales! in the GREATER OREGON MARKET

► A leading national grocery chain has been using station **KGW** continuously for more than 3 years with outstanding results—proof positive KGW advertising pays off for advertisers who insist on their money's worth.

For real sales results use KGW—an economical and efficient medium for covering the rich Oregon market.

For details, contact any office of Edward Petry, Inc.

*Name on request.

KGW

Affiliated with NBC