

Merchandising Notes

Saying It With Trolleys — Helpful Hints From Lum & Abner — Labels and Sponsors — Tieup With Theatre

ALL AROUND Des Moines the trolley cars spread the news about programs of KRNT, that city. Using outdoor cards which list five principal programs, the station not only notifies the public of its offerings but tells advertising agencies, as well, when their clients' programs are listed and submits a picture like the one on this page as evidence.

KTUL, Tulsa, Okla., used a novelty mailing piece to local accounts tardy with spot announcement copy. A letter headed, "Catherine's a beautiful girl but her hair's always on end," is used. It goes ahead to say that the reason is because of late copy. A caricature with excelsior strands pasted to the letter conveys the "hair on end". Then a photograph of Miss Catherine Spencer, in charge of spots, is used at the bottom of the letter with the statement, "We'd sure like to see her as she really is." The letter is signed "KTUL Salesmen".

WDCY, Minneapolis, has started a series of weekly programs devoted to Northwest industries. Each program takes up a separate industry and urges consumers to take advantage of the bargains offered. Retailers, jobbers and manufacturers are circularized in advance.

"LUM & ABNER'S 1936 Family Almanac and Helpful Hints" is off the press and is being offered to listeners in exchange for an outside wrapper from a 50-cent package of Horlick's malted milk. In addition to a calendar and the signs of the zodiac, the booklet contains a map of Pine Ridge and a number of contributions from the boys and other inhabitants of this mythical Arkansas village.

WHIO, Dayton, has a tieup with the local RKO theatre in which a one-minute movie of the WHIO transmitter and antenna equipment, studios and artists appears on the screen for two weeks with the theatre bringing its vaudeville unit to the studios for a quarter-hour program.

"THESE lips await you," was the herald of a mailing piece sent recently by KTUL, Tulsa, to agencies and cosmetic manufacturers. Red imprints of lips were printed on the cover.

WITH a KNX Commercial Parade, not broadcast, the Hollywood station displayed the program department's wares to the advertising fraternity and acquainted the sales force with available program material.



TROLLEY PROMOTION—KRNT, Des Moines, promotes its programs with trolley cards like this, which list popular talent.

ALTHOUGH it is an inland city, Columbia, S. C., becomes nautically-minded on Friday evenings when *The Good Ship Treasure Chest* docks for 30 minutes at its home port, WIS. This is a 30-minute feature sponsored by ten co-operating business concerns, handled by two announcers, one of whom is "Skipper" Leo Downs, navigator of the "Good Ship" for its long life, more than five years on the station. Transcribed and local talent is interspersed between commercials, with Downs doing some vocals. The various merchants award gifts to persons sending their names into the station, thus building up a big audience for those waiting to hear if they are to be recipients of the gifts.

IN A LABEL contest conducted by WSyr, Syracuse, some 15,000 women and 60 organizations and schools are competing for \$1,000 in prizes. Twenty-two national and local products are entered in the contest, with competing groups saving labels or portions of boxes. Votes are awarded on the basis of a cent to a vote. Two contest programs are staged daily, the event closing Dec. 11.

Agency Appeals Verdict

RAYMOND R. MORGAN Co., Hollywood agency, sued by E. A. Seymour, formerly on the sales staff, for 33 1/3% of the gross profit on the sale of the John Hix *Strange as It Seems* transcriptions currently on the Don Lee-CBS network for Gilmore Oil Co., received an unfavorable jury verdict. Executives of the agency said they would file an appeal. The case was solely on the Gilmore account and does not include the Ex-Lax Mfg. Co. sponsorship of the same transcribed series in the East.

Hormel Soup Spots

GEORGE A. HORMEL & Co., Austin, Minn. (canned food) is using a one-minute spot campaign on KFI, KNX, and KHJ in Los Angeles. The announcements are live and broadcast once a day, 5 days a week, by the three stations, and are being used to introduce four new soups which the sponsor has just put on the market. Contracts are for 13 weeks. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

Independent Association Now Studying Proposals For Schedule of Rates

MEMBERS of National Independent Broadcasters Inc., Association created by non-network stations to further national spot sales, are now studying recommendations on national rates made by officers of the organization preparatory to the general sales effort, according to an announcement by NIB Nov. 23.

The recommendations on rates were drafted at a meeting in Washington Nov. 13. Proposed by W. Wright Gedge, manager of WMBC, Detroit, and chairman of the NIB rate committee, the rate plan was said to be devised to fit the existing rate card of every station in the association. NIB has approximately 40 members.

Present at the rate meeting were Edward A. Allen, of WLVA, Lynchburg, president of NIB; John Elmer and George H. Roeder, WCBM, Baltimore; James W. Baldwin, managing director of the NAB, William Dolph, manager of WOL, James O'Shaughnessy, advertising counsellor who has been retained to establish the NIB sales organization in New York, and Mr. Gedge.

Cal-Aspirin Cited

CAL-ASPIRIN Corp., Chicago (proprietary), is charged in a complaint issued by the Federal Trade Commission with unfair methods of competition in the sale of its product. The complaint is based on alleged claim by the respondent that Cal-Aspirin reduces the toxic effect of "ordinary aspirin" and that it will more quickly and efficiently alleviate pain and fever. The FTC takes the position that Cal-Aspirin is not less toxic and does not have a greater margin of safety. General Mills Inc., Minneapolis, according to the FTC, owns a portion of Cal-Aspirin stock and has an option on the balance. The respondent has until Dec. 13 to show cause why an order to cease and desist from the alleged practices should not be issued.

FANCHON & MARCO, Los Angeles theatrical organization, expects to open a radio division some time in December in charge of Gardner Osborne, at one time with the former McMurtrie & Osborne program firm in Hollywood.

Station KSD---St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.

Free & Sleinger, Inc., National Advertising Representatives
New York Chicago Detroit San Francisco Los Angeles