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PACIFIC COAST REVIEW

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## Knox Commended For Patriotic Service

The Knox Gelatine Company is still receiving widespread, favorable comment for its service in purchasing a record-breaking number of radio spots, last May 27, to announce President Roosevelt's speech of that date, according to Jim Knox, general manager.



**JIM KNOX**, general manager of Knox Gelatine Company.

The announcements were almost completely non-commercial, the one preceding the speech reading as follows: "The makers of Knox Gelatine suggest that, in the interest of national unity, you keep tuned to this station for an important address by the President of the United States." Following the speech was this statement: "In union there is strength.

Today, all of us must cooperate wholeheartedly in the interests of national unity and national defense. This is the message from the makers of Knox Gelatine."

## Fact - Finding Survey By Rainbow Stores

Rainbow Stores of San Francisco are conducting an extensive survey of members to determine standards to be set up for each store, which standards in turn will become the basis of plans for improvement and remodeling.

In commenting on the survey, J. A. Traverso said, "The question for a group is: What characteristics do all the stores in this group have which are true in each and every one of them? These characteristics must be a kind which can actually be measured by the effect that they have on the customers of the district under consideration.

"When the good effect is high, with respect to a given characteristic (from the customers' actual behavior), a store may be said to possess that characteristic, and when enough of the stores are so qualified, the group may adopt that characteristic as a standard, and may truthfully advertise to the public that such a characteristic of service, quality, policy, convenience, etc., is of genuine 'Rainbow' benefit to customers."

## Irene Rich on Air Sunday Nights at 7:15

The Welch Grape Juice Company's program, "Dear John," starring Irene Rich, is attracting an ever-increasing number of listeners at its new summer time, 7:15 p.m., Sundays. The program is broadcast over KPO, San Francisco, and other N.B.C. stations.

Miss Rich passed up her vacation this summer for the eighth consecutive year, because the program is too popular to allow an interruption.

In view of the confusion caused by daylight saving time in the East, it is emphasized that the Welch program is heard locally on Sundays at 7:15 p.m., Pacific standard time.

## Remember, they're GRADE AA!



• THAT'S TOPS in any language! And don't think your customers don't *know* it! The housewife is a pretty smart shopper, as you well know. So cash in on the NULOID reputation—feature Nulaid Eggs prominently—it *pays* in dollars and cents profits!

**Poultry Producers**  
OF CENTRAL CALIFORNIA

General Offices: 840 Battery St., San Francisco

## Good Moos

by *Elsie*,  
THE BORDEN COW



EVER MEET A HOUSEWIFE who **wasn't** interested in economy?

Ever meet a grocer who **didn't** want to sell by the mealful?

Of course not! That's why our advertised "Penny Banquets" are so darn popular! And they're just one example of how Elsie, the Borden Cow, works for you in big newspaper ads. So ask Borden's man how **you** can tie-in, and sell **loads** of groceries!

778,799 GROCERY-BUYING FAMILIES READ ELSIE'S "COLUMN" REGULARLY IN NORTHERN CALIFORNIA NEWSPAPERS. TIE-IN!