

STRESSING the type of buyers in a certain locality rather than a numerical audience, WLS Chicago, through its president, Burrige D. Butler, and the Mitchell-Faust A. d. v. Agency, Chicago, has launched a unique advertising campaign. Conceived from the philosophy of Mr. Butler, which contends that the people of Illinois and nearby, of Michigan, Wisconsin and Indiana, hold to the same thinking as that of Abraham Lincoln, Mitchell-Faust will distribute to agencies and advertising managers a booklet, "How to Talk to the People of Lincoln Land." Without attempting to tell advertising people how to write copy, the pamphlet of messages will demonstrate the sort of appeal to which the people of the area best respond. Campaign will extend through next June and will utilize daily newspapers, trade publications and certain other national magazines.

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House Organ for Clients

FOUR page house organ prepared exclusively for the program directors of the 123 stations carrying the 1943-44 schedule of its client, the Dr. L. D. Le Gear Medicine Co., St. Louis, has been released by Simmonds & Simmonds, Chicago, agency handling the account. Printed in brown on yellow stock, the 8½ x 5½ folder, titled *Dr. LeGear Radio Round-up*, tells of the pioneer veterinary's 50 years of study in pharmaceuticals for live stock, poultry and dogs, and in news style columns relates mail pull, farm aids, prescriptions; illustrates entertainers on LeGear programs and lists the stations carrying the 26 week campaign.

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Service Cards

TO KEEP druggists and grocers informed of manufacturers' current radio advertising support, KQW San Francisco has produced an eye-catching service bulletin card. Card is inscribed with name of the manufacturer and the product being advertised, together with the name of the program, the date and time of the broadcast, and is mailed to all grocers and druggists in the San Francisco area.

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Met Anniversary

WINDOW DISPLAYS of New York stores cooperating in window promotion for the opening night of the Metropolitan Opera Diamond Jubilee Season, will be judged by a committee including S. M. Birch, advertising manager of Texas Co., sponsors of Opera broadcasts on the BLUE, and Tevis Huhn, radio director of Warwick & Legler, agency for Sherwin-Williams Co., sponsors of Opera auditions on the same network.

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Comic Strip Basis

IN REVERSE of the usual sequence whereby radio borrows program material from established magazine features, radio script for *Chick Carter*, juvenile detective series started on Mutual several months ago, is the basis of a new comic strip in *Shadow Comics Magazine*. Radio series is building up a *Chick Carter* following through its "Inner Circle" Club.

Merchandising & Promotion

House Organ for Clients—Comic Strip Basis
Weather Service Ads—Of Feminine Interest

Fred Allen Plugs

FRED ALLEN's return to CBS Dec. 12 will be heralded by his sponsor, Texas Co., with tie-in ads in 2,600 weekly and 200 Metropolitan Sunday newspapers. Space and rate of insertion have not been determined. The network will promote the comedian's comeback in the December issues of *The New Yorker*, *Harper's* and the *Atlantic Monthly*, as part of its current series of "Listen" ads in these magazines. A "Fred Allen" poster will be circulated among stations for redistribution as part of the CBS recently inaugurated program promotion plan. Stations will also receive brochures containing suggestions for ads and publicity.

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Weather Service Ads

ONE-MINUTE weather report is worth publicizing according to Paragon Oil Co., Brooklyn, now running an ad in the Sunday section of the *Times*, *News* and *Journal American* to draw the attention of the housewife, key person in the purchasing of fuel oil for the home, to the service on WHN New York. Insertions are carried for the duration of a 4-week Nov. 8-Dec. 4 test on WHN. Paragon has taken the one-minute weather report Monday through Saturday in the 7:30 a.m. period following a news program.

In WLW Faxfile

REVIEW of the WLW Cincinnati Hooper Audience Ratings, in the Mid-winter 1943 report, has been released by WLW's Faxfile, titled "The Listening Finger Points". The first portion reprints the Hooper findings, dealing with the area covered by the station and listener reaction. Second half is a supplemental report comparing the amount and distribution of WLW listening with that of other stations in the primary area.

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Booklet Questionnaire

WLW Brooklyn is mailing to all subscribers its *Master Program* booklet, a 17-point questionnaire to assist the station's program department on WLW's listener likes and dislikes. QUERIES ask for program preferences by title and type, number of hours tuned to WLW per day, effect on buying habits by WLW commercials, comments, suggestions and criticisms.

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Of Feminine Interest

TIPS on recipes, beauty care and other subjects of feminine interest are contributed by the BLUE's feminine talent to a mimeographed sheet titled "Blue Belles," which the network sends to women's page editors.



PHOTOGENIC FARMER is Albert Ebers, near Seward, Neb., who has been selected by KFAB Lincoln as "Nebraska's Typical Looking Farmer". Hugh Feltis, station manager announces that Ebers' picture, and photos of his family, will be used regularly in KFAB advertising. Pictures of over 100 farmers were entered in competition, which gave KFAB many opportunities to become acquainted with its farm listeners. Theme of the Ebers ads will be the new KFAB slogan: "THE BIG Farmer of the Central States."

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Newsmen Reactions

REACTIONS of 7 newspaper editors and publishers on NBC *Voice of a Nation* are presented in a single-fold black and grey promotional piece utilizing letter facsimiles, recently completed by network Western division sales promotion department. Sponsor opinion of the sustaining series which is cooperatively sponsored on Pacific network stations, is represented by a similar letter facsimile.

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Listener Promotion

KGW Portland, Ore., has distributed 108,000 listener promotion booklets to homes in the Portland area. Printed in color, the 24 page booklet contains pictures of stars heard on NBC and local programs and also includes a brief history of KGW's 21 years of service. Distribution was preceded by newspaper promotion and spot announcements.

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Wrigley Promotion

SCHOOL PARTIES of high school and collegiate students are being organized by Wm. Wrigley Jr. Co., Toronto, through advertising in student publications, to attend the *Wrigley Air Band* broadcasts Friday evenings on CFRB Toronto. Prebroadcast attractions are listed in the promotion.

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For Studio Audiences

EVERYONE attending audience programs at WWL New Orleans is now presented with a booklet, *WWL Program Notes and Personalities*, which contains bits of news about the staff, photographs, and stories of the personalities in radio. Program notes and listings are also included.

ERIK BARNOUW, assistant manager of NBC's script division, has begun a weekly series of shortwave newscasts in Dutch to Holland for the Office of War Information. Mr. Barnouw's talks are also rebroadcast to Holland by the BBC.

G I CARAVAN AT THE PYRAMIDS

Hittenmark Hits Desert Trail to Dig Up Transcribed

—Stories for the Folks Back Home—

HITTENMARK HAS HIT the trail—the desert trail—of the Middle East and promises to send back some warm wax for the radios of the folks at home. Maj. Gordon Hittenmark of NBC Washington fame, now with Army Public Relations, has the idea that there are some thrilling stories yet untold by the "forgotten men" on the supply lines of the Middle East, and he feels those at home would be interested.

So a caravan, complete with Maj. Hittenmark, Corp. Joseph (Jock) Raymond, formerly of Stromberg-Carlson, and Sgt. Wallace (Juke) Reed (l to r), command car and trailer has set out for the outposts, armed with machinery to record the GI voices. The major writes he "will interview them, take a picture of them at the mike, and send the record back to the station that the family listens to and the picture to the paper they read". The equipment is a torn-down British Mobile Recording set, rebuilt American style.

Question-Mark Hittenmark, as the major was known in Washington, used to awaken the Nation's Capital as WMAL's timekeeper. He also prodded Washingtonians into producing dimes for the Mile O'Dimes Paralysis Drive, and more dolls for the Christmas "Hitten-



U. S. Army Signal Corps Photo
Radio at the Rockpile

mark's Doll House" in front of the Willard Hotel. After leaving NBC in March of this year, he was sent to his present overseas assignment. He has helped organize the Special Service radio network and many special forces programs now on the air.