



ARMY AIRS "Gulfport Field on the Air on WGCM Gulfport, Miss. nine times weekly with four regularly scheduled programs. Handling scripts, production and announcing on all shows are three members of the Radio Section, Special Services Office, (l to r): S. Sgt. John Gray, formerly of WDOJ Chattanooga; S. Sgt. Lanny Pike, formerly of WGAN Portland, Me.; Sgt. Charlie Edwards who was with WGST Atlanta.

Hudnut Adds

RICHARD HUDNUT SALES Co., New York, is expanding its spot schedule for Three Flower Face Powder Sept. 27 with spot announcements on five stations in Spokane, Denver, Shreveport and Birmingham. Continuing on KTRH Houston, and WJAX Jacksonville, Hudnut is adding KGA KHQ KLZ KWKH WBRC. Increase indicates a let-up in priority limitations on tale supplies. Cosmetic firm's network program on CBS, *Hollywood Showcase*, was discontinued a year ago because of severe restrictions on powder ingredients. Agency is Kenyon & Eckhardt, New York.

Promotes Gro-Pup

FAVORITE of the early jazz era, "Has Anybody Here Seen Kelly?" has been adapted to radio to introduce Kellogg Co.'s pellet-form Gro-Pup. Tune was tailored to fit Kellie, the pup pictured on the Gro-Pup dog food box. Six musical Gro-Pup commercials—in barber shop quartette style—and six dialogue commercials have started on WJIM WIBM WGIL WLOK WMAN WLBC. Product is also promoted on 104 BLUE stations on *Kellogg News*. Agency is Kenyon & Eckhardt, New York.

QUICK AS FRYING A PORK CHOP

Is the Answering of CBS' Latest Questionnaire

On Merits of Sustaining Programs

AS A FURTHER step to improve sustaining programs, CBS last week mailed 10 questions to all managers of CBS stations.

In convenient booklet form, and titled "Believe It Or Not I Am Waiting For a Pork Chop" (which CBS suggests a station man might be doing while he fills out the answers), the questionnaire includes queries on: "Which of the following program types do you believe are enjoyed by the audience to your station?"—"Has CBS been giving you 'too many, too few, or about enough' of each program type . . ."—"What is the best sustaining pro-

WEILAND PROTESTS WAC ADVERTISING

A COMPLAINT against Government WAC recruiting advertising in newspapers as being discriminatory to radio has been made to Palmer Hoyt, Domestic Director of OWI, by Jonas Weiland, owner of WFTC Kinston, N. C. Inquiries last week to Mr. Hoyt's office disclosed that a reply to a letter received from Mr. Weiland would soon be forthcoming.

The letter follows:

Dear Mr. Hoyt:

A situation arose yesterday, which I think is very unfair to the broadcasters. An officer in the WAC's approached our station for some spots and a program to aid them in their recruiting on a sustaining basis. In order to aid the war effort, we gave them the time.

We asked them first whether they were buying any space and they said no. They were quite surprised, as were we, when the same afternoon there appeared a paid ad in the local paper, which was paid for by the War Department.

We think this is very unfair and at first in anger, I cancelled the program and the spots. The officers of the WAC's didn't blame us one bit.

However, I decided that in spite of the fact that this was very unfair, we would co-operate with these WACs because of the great job they are doing in the war effort and their need for further enlistments.

Bell Campaign

NUMBER of Bell Telephone System companies throughout the country are using radio as part of a campaign recruiting employees. This is the third Bell spot campaign of its kind—the others were the "Don't Telephone" and "Red Book" campaigns. Example of the radio activities of the state companies is Illinois Telephone Co., with transcribed announcements on eight stations in Chicago and one each in Rockford and Rock Island starting Sept. 26. Agency is N. W. Ayer & Son.

Tender Leaf on CBS

STANDARD BRANDS, New York, returns to CBS for the first time since 1932 as sponsor of *The Story of Mary Martin*, for Tender Leaf Tea. The serial was last broadcast Sept. 24 on NBC for Procter & Gamble and starts Sept. 27 on a 39-station hook-up on CBS in the Monday through Friday 3-3:15 p.m. period. Agency is J. Walter Thompson Co., New York.

CBS Program Survey Itinerary Announced by William B. Lewis

Selection of 50 Cities for Study was Placed In Hands of Research Expert Elmo Roper

AFTER A MONTH of preliminary planning, William B. Lewis, former assistant director of OWI, on October 3 begins his first-hand nationwide survey of radio program service under special assignment by CBS, which will carry him to some 50 cities. The survey, first ever undertaken on so broad a basis, was announced by CBS President William S. Paley early last month, bringing the former CBS vice-president in charge of programs back to the network for a one year assignment, results of which will be made available for the benefit of radio as a whole.



Mr. Lewis

Mr. Lewis, who had been prominently mentioned for an NAB executive post in the event a change was made in the presidency of the trade association, set up by the OWI Radio Bureau and its allocation plans, which have been highly commended. An expert in programming, he also is familiar with the agency field, where he served prior to joining CBS. Since Mr. Lewis' retirement from CBS two years ago, Mr. Paley himself has supervised program operations of the network.

Typical Communities

The goal of the Lewis survey is to learn on the scene the opinions of listeners and broadcasters on program services now rendered to check new ideas and suggestions and responses for its future improvement.

Mr. Lewis advised BROADCASTING that he had discussed his itinerary with Elmo Roper, research executive. Mr. Roper produced a list of 43 communities which in his judgment comprised the best American microcosm possible to observe in

the time available. Mr. Roper, Mr. Lewis reports, said further that "if you will spend some time in the hearts of these communities there is little chance you will ever be guilty of passing judgment on American opinion with a warped or biased mind."

Mr. Lewis declared that in each city he would talk with broadcasters, public leaders and typical listeners, in every walk of life, carefully chosen to give a fully representative cross section of the industrial, economic, agricultural and social life of every community. Despite several invitations to speak during his travels, Mr. Lewis said he has declined such engagements since his only function during the year will be to "listen."

Mr. Lewis' itinerary follows:

MIDDLE ATLANTIC

Oct. 3-6, Utica, N. Y.; Oct. 7-9, Canajoharie, N. Y.; Oct. 10-13, Rinhampton, N. Y.; Oct. 14-16, Liberty, N. Y.; Oct. 17-20, Wilmington, Del.; Oct. 21-23, Shamokin, Pa.; Oct. 23-Nov. 6, Pittsburgh, Pa.

EAST NORTH CENTRAL

Nov. 7-13, Cleveland, Ohio; Nov. 14-17, Madison, Wis.; Nov. 18-20, Kewanee, Ill.; Nov. 21-24, Terre Haute, Ind.; Nov. 25-27, Hamilton, Ohio; Nov. 28, Cincinnati, Ohio (no survey); Nov. 29-Dec. 1, Rushsylvania, Ohio; Dec. 2-5, Flint, Mich.

SOUTH ATLANTIC AND EAST SOUTH CENTRAL

Jan. 9-11, Sumter, S. C.; Jan. 12-15, Augusta, Ga.; Jan. 16-22, Atlanta, Ga.; Jan. 23-27, Birmingham, Ala.; Jan. 28-31, Pensacola, Fla.; Feb. 1-3, Hattiesburg, Miss.; Feb. 4-6, New Orleans (no survey).

WEST SOUTH CENTRAL

Feb. 7-9, Lafayette, La.; Feb. 10-12, Beaumont, Texas; Feb. 13, Galveston, Tex. (no survey); Feb. 14-19, Dallas; Feb. 20-23, San Angelo, Texas; Feb. 24-26, Lubbock, Texas; Feb. 27, (En Route); Feb. 28-Mar. 2, Pine Bluff, Ark.

WEST NORTH CENTRAL

Apr. 3-5, Hibbing, Minn.; Apr. 6-8, Austin, Minn.; Apr. 9-15, Des Moines, Iowa; Apr. 16-18, Osceola, Iowa; Apr. 19-22, Hastings, Neb.

MOUNTAIN

Apr. 23-29, Denver; Apr. 30, Salt Lake City (no survey); May 1-3, Orden, Utah; May 4-6, Pocatello, Idaho; May 7, Yellowstone National Park (no survey); May 8-10, Missoula, Mont.

PACIFIC COAST

May 11-13, Puyallup, Wash.; May 14-20, Portland, Ore.; May 21-24, San Francisco; May 25-27, Richmond, Cal.; May 28, Hollywood (no survey); May 29-31, San Bernardino, Cal.

MOUNTAIN (Cont'd)

June 1-3, Prescott, Ariz.; June 4-5, Grand Canyon (no survey); June 6-7, (En Route).

WEST NORTH CENTRAL (Cont'd)

June 8-10, Wichita, Kan.; June 11-17, Kansas City.

Texaco Guests

TEXAS Co., New York, on Oct. 3 will start a guest star policy on its Sunday *Texaco Star Theatre* program on CBS until Fred Allen has decided whether he will return to the show. First guest will be Alec Templeton, pianist. Agency is Buchanan & Co., New York.

Bird's Eye Plans

GENERAL FOODS Corp., New York (Bird's Eye), on Sept. 30 starts *Dinah Shore Program* on 120 CBS stations, Saturday, 9:30-10 p.m. (EWT). Variety show will include a weekly comedy cut-in from New York featuring Cornelia Otis Skinner with Roland Young. Joseph Lilley Singers are the mixed vocal group. Robert Emmett Dolan is musical director. First guest on the half-hour series will be Ed Gardner (Duffy) of the weekly *BLUE Duffy's Tavern*. Harry Von Zell announces. Glenhall Taylor, manager of Young & Rubicam, will produce the first few programs. Arthur Moore, New York agency producer, takes over when he arrives on the Coast.