

OWI Food Campaign Switches to Net, Station and National Spot Allocation

SWITCHING its "Food Fights for Freedom" campaign from the Special Assignment Plan over to the Network, Station, and National Spot allocation plans, the OWI Domestic Radio Bureau begins Nov. 1 to lay down a heavy barrage on the themes of food production, conservation, sharing, and price control. Actually there are nine sub-topics combined in this campaign, which ranks second only to the Third War Loan in the amount of radio time allocated to campaigns during the last half of 1943.

The individual themes, which will continue to be supported, include war messages on such topics as nutrition, victory gardening, farm manpower (U. S. Crop Corps), and the Home Front Pledge (in support of rationing and price control).

Price Drive Continues

Scheduled for another week on the Network and Station allocation plans is "Hold Prices Down," the campaign to inform listeners about the government's program to hold the line on prices and the cost of living. The active interest and participation of listeners is sought in the fight against inflation.

"Stick to Your War Job" also continues to get the support of the station announcement plan, with the independent stations carrying these war messages during the first week of November.

Added to the list of Network Allocation spots, are a series in behalf of War Bond sales and another for the Junior Red Cross. The Bond spots bridge the gap between the Third War Loan drive, now over-subscribed, and the "Bonds for Christmas Presents" campaign which is to be featured later in the month. They are intended to stimulate Bond purchases through the payroll savings plan and thus to "keep on Backing the Attack."

The Junior Red Cross spots will help to recruit children for membership in Red Cross service efforts—to aid in collection of critical materials for salvage, fund collection, etc. All children from kindergarten to high school age are eligible.

During the week of Nov. 1 the National Spot plan will carry messages on "Food Fights For

Freedom" and "Stick to Your War Job." This increasingly popular plan for broadcasting of war messages is the subject of a special article elsewhere in this issue of BROADCASTING.

On the Special Assignment plan for the week of Nov. 1 the subjects will be "Junior Red Cross," "Know Your Enemy" and the "V-12 Navy College Courses."

Gracie Postponed

GRACIE FIELDS' premiere on Mutual for American Cigarette & Cigar Co., was postponed from Oct. 4 to Oct. 18 due to the English comedienne's delayed arrival from abroad. Miss Fields arrived Oct. 5, a week behind schedule.

CBC Farm Meeting

THIRD ANNUAL conference of the Canadian Broadcasting Corp. Farm Broadcast Section at Toronto, Oct. 15-18, will be under the chairmanship of O. J. W. Shugge, supervisor of farm broadcasts. Regional farm broadcast administration, analysis of program content, and plans for the 1943-44 national farm radio forum with regional pick-ups will be discussed.

Attending the conference are CBC farm broadcasters Fergus Mutrie, Vancouver; Hugh Boyd and Peter B. Whittall, Winnipeg; A. B. Kemp, W. J. MacPherson, H. J. Boyle and Dean Hughes, Toronto; Lamont Tilden and Armand Berube, Montreal; C. J. Groff of the Information Office, Wartime Prices and Trade Board, Ottawa; Fred James and Ralph Marven of the press and publicity office, Dept. of Agriculture, Ottawa; and R. M. Scott, chief of markets information, Dept. of Agriculture, Ottawa.

NEWS OR VIEWS

WOL to Identify Newsmen
—And Commentators—

ENDORISING the *St. Louis Post Dispatch* editorial of Sept. 24 [BROADCASTING, Oct. 4], William B. Dolph, general manager of WOL Washington, sees in it a possible solution to the current discussion of whether newscasters may interpret as well as report the news.

In line with the *Dispatch* suggestion that radio distinguish between news and opinion, as a newspaper does with news stories and editorial comment, Mr. Dolph proposes to indicate the straight newscasters and commentators through their introductions on the air and through identifying marks in the program listings. Mutual commentators such as Raymond Clapper, Fulton Lewis jr. and Walter Compton will, according to the plan, be introduced as news commentators who may both report and interpret news. Also in WOL's printed program folios and newspaper listings those who objectively report the facts as received over the wire services, will tentatively be distinguished from the analysts by a star, asterisk or some mark with a footnote identifying them. Dolph plans to discuss his idea with Washington newspaper radio editors.

Canada Army Show

NEW CANADIAN Army transcribed show *The Army Speaks* is now being carried by 52 Canadian stations, free of charge, and may be sponsored locally with an institutional type of commercial. The Canadian Army last winter had a similar series, *Badge of Honor*. The new series is based on the true life stories of new recruits, covering the recruit's life up to the time he enlists. The series, at present planned for 13 weeks, may be extended to 26 weeks. It is produced under the direction of Maj. Dick Diespecker, Army Radio Liaison Officer, scripted by Sgt. Len Peterson, recorded at CKCL Toronto, and pressed and shipped by Exclusive Radio Features, Toronto.

MBS Billings Up

MUTUAL BILLINGS for the month of September show an increase of 63.1% over the figures for the same month in 1942, while cumulative billings for the first nine months of 1943 are up 31.9% over a similar period last year. The figures are: Sept., 1943—\$1,153,510; Sept., 1942—\$707,283; cumulative billings, 1943—\$9,350,477; 1942—\$7,091,917.

Carter Coal Discs

CARTER COAL Co. and its Olga coal dealers have returned to the air with *The Hermit's Cave*, originating at WJR Detroit. Transcribed version is broadcast on CFRB Toronto; WGAR Cleveland; WING Dayton; WIRE Indianapolis; WLBC Muncie; WOOD Grand Rapids; WSBT South Bend and WSAI Cincinnati. Ralph H. Jones Co., Cincinnati, has the account.



CARICATURES of this agency-network production group on the weekly *BLUE Your Dubonnet Date*, were dashed off by Xavier Cugat, musical director and noted caricaturist (seated) during interim in rehearsal for initial broadcast of that series. Dubonnet Corp. sponsors the half-hour musical program which started Sept. 4. Caricature "models" (l to r) are Robert Moss, BLUE Western division production manager; Harvey Helm, associate writer; Hu Chain, assistant radio director of William H. Weintraub & Co., New York agency servicing account, and Ted Hediger, agency writer-producer.

TAKING OVER a new time, weekly *Noah Webster Says*, cash quiz program recently sponsored by Bristol-Myers Co. as summer replacement for *Duffy's Tavern* on BLUE stations, becomes an NBC sustaining feature in early October.

Texas Renews Opera

FOR THE fourth consecutive year, Texas Co., New York, will sponsor the Saturday matinee performances of the Metropolitan Opera on the BLUE for Texaco oil and gasoline. Starting Nov. 27, the series of 20 opera broadcasts will be presented from the stage of the opera house with Milton Cross again serving as announcer and commentator. The operas will be broadcast from 2 p.m. until their conclusion. Agency is Buchanan & Co., New York.

PRESS WIRELESS INC. has established regular communication with General Mihailovich's guerilla forces in the "woods and mountains of Yugoslavia." Government and press messages are being received, with interruption only when Nazi military activities interfere.

OWI PACKET, WEEK NOV. 1

Check the list below to find the war message announcements you will broadcast during the week beginning Nov. 1. Sell the spots officially designated for sponsorship. (None this week.) Plan schedules for best timing of these important war messages. Tell your clients what spots are available for inclusion in their programs. Each "X" stands for three one-minute announcements per day, or 21 per week.

WAR MESSAGE	NET- WORK PLAN	STATION ANNOUNCEMENTS				NAT. SPOT PLAN	
		Grp KW	Ind.	Grp OI	Ind.	Live	Trans.
Food Fights For Freedom	X	X	X	X	X	X	
Hold Prices Down	X	X	X	X	X		
Buy War Bonds	X						
Stick to Your War Job	X		X				
Jr. Red Cross	X				X		X

See OWI Schedule of War Messages No. 80 for names and time of programs carrying war messages under National Spot and Network and Allocation Plans.