

# Promotion



## Promotion Personnel

**LEE CURRAN**, Pittsburgh newsman, has been named publicity director of KDKA Pittsburgh. In news work since 1920, he has been associated with UP, Pittsburgh Press, Pittsburgh Gazette-Times and Pittsburgh Sun Telegraph. He operated his own publicity bureau.

**IRVING HAMILTON**, former contact representative of Bell Telephone Co., Los Angeles, has joined Don Lee Broadcasting System, Hollywood, publicity department.

**SAMUEL ABELOW**, former freelance script writer for New England stations and recently discharged from AAF, has joined the CBS program promotion de-

partment. While with AAF in England and France Abelow served as historian of a special Eighth Air Force project which delivered by air supplies and personnel to resistance organizations in occupied countries.

**JACK PACEY**, recently discharged from the Army after three years with the Ninth Air Force and previously on the editorial staff of "Wall Street Journal", has joined the publicity department of American network as trade news editor.

**CLARIENE BAILEY**, formerly of WDSU New Orleans, La., has joined American network Hollywood sales promotion department.

**MARIE HOULAHAN**, publicity and pub-

lic relations director of WEEL Boston, has been named national chairman of the publicity committee of the Assn. of Women Directors of NAB. She is also publicity director of the association's first district (New England).

**ALLEN ELROD**, formerly of Eastern-Columbia Dept. Store, Los Angeles, art staff, has joined American western division sales promotion department as art director.

**RALPH TAYLOR**, CBS western division sales promotion director, is in New York for conferences with home office executives.

**JOHN A. CASSTEVENS**, public relations director of KIDO Boise, has been appointed state chairman of the special events division of Idaho State War Finance Committee for Victory Loan campaign.

## WCHS School Contest

AWARDS totaling \$325 have been offered by WCHS Charleston, W. Va., in a contest to publicize CBS "American School of the Air" among the 300 schools in Kanawha County, W. Va. Prizes will go to schools devising best procedures to supplement regular curriculum in connection with "School of the Air." Manuals of suggestions have been mailed to teachers. Contest continues through current school year. For students of local Kanawha County, WCHS is conducting letter contest on "My favorite CBS American School of the Air Program" with prizes of three all-expense trips to New York. Contest ends April 1, 1946.

## Scholarship Quiz

HIGH SCHOOL quiz contest, with \$1,000 scholarship to U. of Tulsa as grand prize, has been started for second consecutive year by KVOO Tulsa in cooperation with the university to help stimulate interest in education in Oklahoma, Arkansas and Missouri. Senior students in high schools in 24 cities in the three states will participate in a half-hour quiz program broadcast each Saturday morning by KVOO. U. of Tulsa students serve as announcers. Winner of each session receives \$25 Victory Bond and becomes eligible for finals to be held at the university. Faculty members choose questions on current events, civics, history, etc. Contest last year was limited to 12 Oklahoma high schools.

## Cotton Wads

REPORTERS of press and radio covering President Truman's reviewing of the fleet in New York on Navy Day received wads of cotton with the compliment of Kenyon & Eckhardt, New York. Envelope containing cotton bore a message from "Superman" advising use of the cotton when the Navy's salute to the President sounded. Envelope also warned recipients to keep their children away from the cotton when "Superman" broadcast on Mutual for Kellogg's Pep, for which Kenyon & Eckhardt is agency.

## Exchange Promotion

GRUEN WATCH Co. plans to name a new watch after Constance Bennett, motion picture star whose fashion commentaries are broadcast Monday through Friday 1:15-1:30 p.m. on American as one of that network's cooperative programs. In exchange Miss Bennett will award one of the new model watches each week on her program to a "woman of the week." Twenty-six local advertisers, chiefly department or specialty stores, currently sponsor Miss Bennett on as many American stations.

## WKBN Success

STORY of job WKBN Youngstown, O., does for its clients is explained in promotion folder and letter released by station about enrollments for "The McCall Sewing Corps of the Air", which is carried by more than a hundred stations across the country. Report shows that this year, as also in 1944, WKBN led all others in acquiring enrollments. Program is sponsored on the Youngstown station by Straus-Hirschberg Co.

## Public Relations

REPRINTS of excerpts from H. L. Mencken's "The American Language: Supplement One", outlining the origin of the term "public relations counsel", are being distributed by Edward L. Bernays, Counsel on Public Relations, New York. Excerpts trace the history of public relations counsel and show Mr. Bernays' connection with it.

## Contribution Awards

TRIMOUNT Clothing Co., New York, sponsor of Tom Harmon's Saturday night series on Mutual, is offering air



EMPHASIZING three-way service of General Electric Co. stations in Schenectady in which the identification of each station is made known through programs that are not duplications is this billboard promoting WGY WGFN WRGB.

credits, regular local space rates and a suit of clothes to listeners sending in sports stories or items which are used on the program. Novel angle of program is "little birdie" who helps Harmon make his predictions for coming sports events. Program is handled by Emil Mogul Co., New York.

## Scenic Brochure

"WHAT'S in the cards for Portland?" asks an illustrated brochure issued by KEX Portland. Cover presents color picture of mountain scenery of Oregon, with inside folds illustrating commerce, industry, scenic and recreation centers of the state. Copy points out advantages of such a market, "the last frontier".

## KMOX Folder

FOLDER recounting success of "The Land We Live In", historical series created in 1937 by KMOX St. Louis for the Union Electric Co., has been prepared by the station. Attached note from Frank B. Falknor, general manager, states that program is typical of skills and creative talents of KMOX available to all advertisers.

## Northwest Promotion

ELABORATE book on the opportunities presented in the Pacific Northwest have been extolled in "Future Unlimited", issued by Pacific Northwest Broadcasters. Fully illustrated with color plates, book is done in documentary style, putting forth that part of the country as "one of America's most beautiful treasure-vaults". It is dedicated to "the builders of this empire's unlimited future".

## CBS Booklet

TALKS by Paul A. Porter, FCC chairman; E. K. Jett, FCC commissioner; Peter Goldmark, CBS director of engineering research, and Worthington Miner, manager of CBS television department, all broadcast by CBS during August and September, have been printed by network in booklet form. Title is "Forecasts in FM & Television".

## Anniversary Promotion

PROMOTION for 15th anniversary of WLW Cincinnati "Moon River" program, late evening musical memories feature, included photo contest and letter contest on "What 'Moon River' has meant to me." Window displays and newspaper publicity also supported event.

## CJBC Contest

CIVILIAN pilot's training course was first prize in contest of early-morning "It's About Time" program on CJBC Toronto. Wib Perry is program m.c.

## Matches

BOOK MATCHES are being distributed to promote WOAI Antonio in the southwestern market.



It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director  
CHNS • BROADCASTING  
HOUSE, Halifax, Nova Scotia  
or  
Joe Weed, New York City

File:  
"MEDIA AND MARKETS -  
SOUTH BEND"

# \$4,500.00

## PER FAMILY



Effective buying income of the 50,900 families comprising the 173,000 population of South Bend and St. Joseph County, Indiana, is \$4,500.00 per family, according to latest "Sales Management" figures.

This is substantially greater than the national average (\$4,061.00) and way above the average for Indiana (\$3,880.00).

WSBT advertisers get an oversize cut of this luscious pie—and our latest Hooper will tell you why! Want a copy?



Paul H. Raymer Co., National Representatives

COLUMBIA  
NETWORK

960 KC  
1000 WATTS