

Newspaper Group Plans To Confer With Davis

REPLACING its annual spring meeting, the American Society of Newspaper Editors will meet in Washington Jan. 22-23 with Elmer Davis, director of the Office of War Information, to discuss the newspapers' part in the war effort. Other government officials will participate in the discussions being arranged by ASNE's War Emergency Committee comprising W. S. Gilmore, *Detroit News* (WWJ), the Society's president; Erwin Canham, *Christian Science Monitor*; Wilbur Forrest, *New York Herald-Tribune*; Alexander F. Jones, *Washington Post*; David Lawrence, *United States News*; Dwight Marvin, *Troy Record*; Ben McKelway, *Washington Star* (WMAL); Roy Roberts, *Kansas City Star*; Basil L. Walters, *Minneapolis Star-Journal* and *Tribune* (Iowa Broadcasting Co.).

Morse Rejoins Buchen

JOHN H. MORSE has rejoined The Buchen Co., Chicago agency, as economic consultant, after a two-year absence during which he has served as chief of the Division of Commercial & Economic Information, Bureau of Foreign & Domestic Commerce, in Washington. Mr. Morse was also editor-in-chief of the Dept. of Commerce publications *Domestic Commerce*,



Foreign Commerce Weekly and *Survey of Current Business* and was author of many articles on advertising. Mr. Morse was formerly a vice-president of the Buchen Co.

DWIGHT WEIST, announcer of the *Valiant Lady* broadcasts, is now narrator of Pathe newsreels.

BLUE DRAMA TRYOUTS

'Audition-Preview' of Plays
—Early in December—

TAKING advantage of the newly-evolved plan of "audition-previews" for prospective Broadway plays [BROADCASTING, Nov. 23], the BLUE will try out a series of plays early in December, presenting them before a microphone with special casts of radio and stage actors. Conceived by Fritz Blocki, radio writer, director of Benton & Bowles, New York, the production will be "staged" by an unseen announcer together with sound effects and music—a blend of radio and stage technique. Attending the first tryout, to be broadcast on the BLUE, will be celebrities of radio, stage and screen, while specially invited critics will be asked their opinion of the new method in an interview after the performance.

Agencies

HARRY BENNETT, account executive of Elwood J. Robinson Adv., Los Angeles, recently resigned to join Roderick Mays in establishing their own agency under firm name of Mays & Bennett Adv., at 412 W. Sixth St., that city. Telephone is Trinity 8534. Lucile Johnson has joined the agency as office manager. She also was formerly associated with Elwood J. Robinson Adv.

ALLEN M. WHITLOCK, formerly publicity director of Benton & Bowles, Hollywood, and now administrative officer of the public relations section, Army Air Forces West Coast Training Center, Santa Ana, Cal., has been promoted to first lieutenant.

J. H. (Jake) BREIEL, former assistant to the president of N. W. Ayer & Son, Philadelphia, in charge of public relations, has been commissioned a captain and assigned to the Marine Corps public relations department, Philadelphia.

PLUMMER WHIPPLE has closed his public relations business to join the Philadelphia office of N. W. Ayer & Son. He formerly served the Ayer agency in Detroit, Philadelphia and New York.

LT. MARK PARNALL, formerly account executive of Lee Anderson Adv. Agency, Detroit, and now in the Army Air Forces, has been transferred from recruiting duty in Oakland, Cal. to Hobbs Field, N.M., as public relations officer.

WINSTON H. HAGEN has resigned as treasurer of Birmingham, Castleman & Pierce, New York, having been commissioned a lieutenant in the Naval Reserve Air Intelligence. His successor is Loretta Saunders. Also entering the service is Gerard J. Cassidy, account executive, as a lieutenant (j.g.) in the Naval Reserve.

LT. PETER MOTHERAL, formerly account executive of McCann-Erickson Inc., and BBDO, San Francisco, and now in the Army Air Forces, has been graduated from officers training school at Miami Beach, and is assigned to Army Air Forces advanced flying school, Stockton Field, Cal., as public relations officer.

MAURICE MORTON, of the radio department of William Morris Agency, Beverly Hills, talent service, has joined the Marines.

EARL R. CULP, account executive of John H. Riordan Co., Los Angeles, has resigned to form his own advertising agency at 3237 Velma Drive, Hollywood. Telephone is Granite 1592.

TED WICK, former producer of CBS Hollywood and Pedlar & Ryan, has joined Lord & Thomas, that city.

MARGARET McDERMOTT, formerly of MacManus, John & Adams, Los Angeles, staff prior to discontinuing of that office, recently joined Buchanan & Co., that city, as media director.

H. C. ROSSI, formerly account executive of Director & Lane, New York, has joined Van Doren, Givaudan & Massee, New York, in a similar capacity. He will specialize in food and related products.

ARTHUR R. ANDERSON, formerly vice-president of Marschalk & Pratt, New York, has joined the advertising staff of *Woman's Day*, a magazine of feminine interest. No replacement has been named at the agency.

ALEXANDER GADESS, former publicity director of Ivey & Ellington, Philadelphia, has joined the public relations staff of N. W. Ayer & Son, that city.

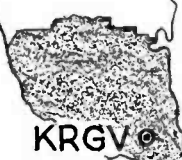
Now... to do a radio job
in Texas... the rich tip end is a...

MUST!

KRGV

LOWER RIO GRANDE VALLEY
"Equal to Texas' 4th City"

There are 23,481 radio units in the eight counties... and KRGV, Weslaco, is the ONLY network outlet to cover them with primary signal. More than a quarter million people listen consistently to outstanding NBC, news and local interest programs over KRGV, one of Taylor-Howe-Snowden Group—



Here's the picture... 40 communities, within a compact 50-mile radius... crops every month from the richest soil in the United States... a strategic military area with four army bases and payrolls... yet isolated from the rest of Texas and its stations.

KGNC KFYO KTSA KRGV

AMARILLO

LUBBOCK

SAN ANTONIO

WESLACO

Central Sales Office 805-6 Tower Petroleum Bldg., Dallas, Texas