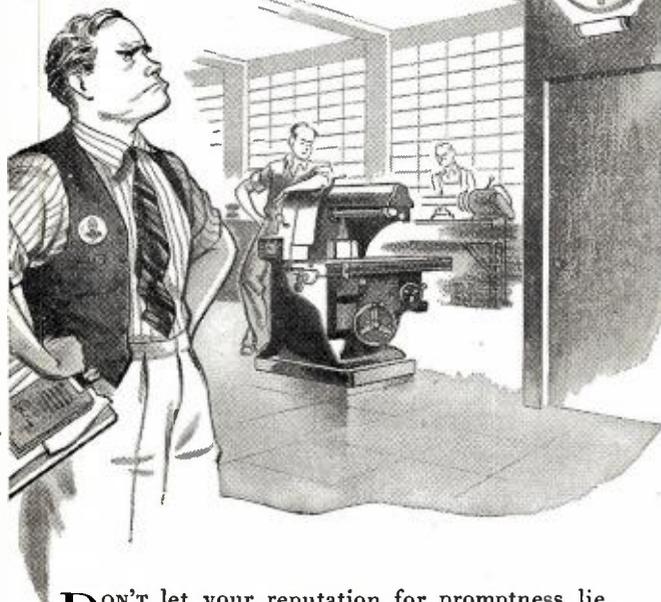
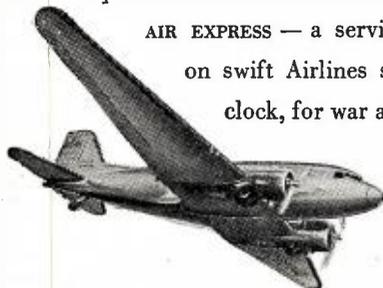


# CUSTOMERS ARE CLOCK WATCHERS



**D**ON'T let your reputation for promptness lie around on the shipping room floor. When a customer marks his order "RUSH"—call for AIR EXPRESS pick-up and get it on its way as early in the day as possible! That's the secret of fastest delivery by AIR EXPRESS — a service that moves cargo on swift Airlines schedules around the clock, for war and reconversion jobs.



**SPECIFY AIR EXPRESS**  
A Money-Saving,  
High-Speed Tool  
for Every Business

With additional planes and space available for all types of traffic, 3-mile-a-minute Air Express directly serves hundreds of U.S. cities and scores of foreign countries. And shippers nationwide are now saving an average of more than 10% on Air Express charges—as a result of increased efficiency developed to meet wartime demands.

**WRITE TODAY** for "North, East, South, West"—an informative booklet that will stimulate the thinking of every executive. Dept. PR-10, Railway Express Agency, 230 Park Avenue, New York 17, N. Y., or ask for it at any local office.

# AIR EXPRESS

**Gets there FIRST**

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION  
Representing the AIRLINES of the United States

## Studio Notes

NBC ATHLETIC Assn., headed by Easton C. Woolley, assistant to NBC's vice-president in charge of stations, held its annual outing Sept. 21 at the Crescent Club, Huntington, N. Y.

**NEW SCHOOL** for Social Research, New York, as part of its "Dramatic Workshop" sessions for the 1944-45 season, offers courses in radio writing, and acting, broadcasting and television production, utilizing facilities of WABD New York, the DuMont station, and New York AM stations for practical experience.

**ASSOCIATION** of the Junior League of America, New York, has prepared a transcribed series of 13-quarter-hour dramatic adaptations of children's books which will be made available about Oct. 15 to 156 AJLA branches in the United States and Canada, libraries, schools, radio stations, parent-teacher groups and other organizations.

**OFFICERS** of the 1944 WJR Detroit Bowling League have been elected as follows: Eric Howlett, chief producer and dramatic director, president; Franklin (Bud) Mitchell, director of operations, vice-president; William Siebert, assistant treasurer, treasurer; Charles Park, announcer, secretary. Captains will be: Lou Cervenak, musician; Marc Williams, writer-producer of *Happy Hank*; Norman White and Dave Olson, producers.

KDKA-FM Pittsburgh has inaugurated "live" shows every Monday 7:30-8 p.m. featuring Aneurin Bodycombe and the KDKA staff orchestra and Florence Berg as lyric soprano.

WEBR Buffalo recorded interviews at a large fire last week broadcasting the transcription as part of two successive newscasts the same day.

WEVD New York this week starts the 13th cycle of the *WEVD University of the Air*. Scheduled on a weekly basis in evening hours are: *New York University Forum*, *Authors' Round Table* and *Beyond Victory*, latter transcribed series produced by World Wide Broadcasting Foundation. Other programs include *Freedom Forum* and *Postwar America*. Station also continues *War and Postwar Problems* and monthly forums.

LYN MURRAY and Jeff Alexander, conductors, composers and arrangers, in conjunction with Eugene Loewenthal, business manager and artistic assistant, have formed Murray-Alexander Associates at 20 East 53d St., New York. Firm provides orchestras, choral groups and arrangements.

### Lincoln, Loveton Join Lennen & Mitchell Radio

JOSEPH LINCOLN, radio time-buyer of Donahue & Coe, New York, for the past year, around Oct. 2 becomes business manager of the radio department of Lennen & Mitchell Inc., New York. Creation of the new post follows by a few weeks the announcement that the agency was slated for expanded radio activities, with acquisition of Old Gold account, entailing two network programs and some spot radio. [BROADCASTING, Sept. 18.] Before joining D & C Mr. Lincoln was in charge of the timebuying department of Erwin, Wasey & Co., New York. Richard Nicholls continues at D & C as radio director.

To direct Andrew Jergens Co. Mr. & Mrs. North on NBC L & M has added John W. Loveton, to be assisted by Vee Harder, who also does commercials on Jergens' Walter Winchell show on the Blue. Mr. Loveton has been with Geyer, Cornell & Newell, New York, since Jan. 1944 as co-director of radio.



**SYMPTOMS** of "Movie Premieritis", under the influence of which people may do that which they are unaccustomed, were apparent on the occasion of the first Pittsburgh showing of "Wilson" as Arthur Simon (rear right), general manager of WPEN, urges Dr. Leon Levy (front right) of WCAU into "saying a word to the radio audience" over a WPEN mike. Dr. Levy's brother, Isaac (rear left), studies technique of Don Frank, WPEN announcer, as he describes movie premiere proceedings.

### CBS 'School of the Air' Enters 15th Year Oct. 9

**STARTING** its 15th season Oct. 9, the CBS *American School of the Air* will be heard Monday through Friday, 9:15-9:45 a.m. Monday and Friday broadcasts of the series of 145 programs will be devoted to science and current events respectively, Robert L. Shayon directing, while Oliver Daniel will conduct *Gateways to Music* on Tuesdays. The Wednesday and Thursday sessions will be on geography and literature, under the direction of Richard Sanvile, and Roy Chapman Andrews, explorer, as narrator on the geography broadcast.

Six programs will be written, directed and produced in Canada, the remainder originating in New York. CBS states the program is taken by 177,000 U. S. and Canadian classrooms and is shortwaved to Latin America and overseas. Lyman Bryson, CBS director of education, maintains overall supervision, with Leon Levine broadcast director.

### Croxton Succeeds Hough

**APPOINTMENT** of Hardy W. Croxton of Monticello, Ark., as assistant superintendent of the Senate Radio Gallery, succeeding Bobby Hough who entered the Navy, was announced last week by D. Harold McGrath, superintendent. A graduate of the U. of Richmond (Va.), Mr. Croxton attended U. of Arkansas Law School for a year. He has enrolled in the George Washington U. night law school to continue his studies while working in Washington.

### Union Pacific to MBS

UNION PACIFIC Co., Omaha, shifts *Your America* to 115 Mutual stations Sunday 4-4:30 p.m. (EWT) on Oct. 15. W. M. Jeffers, president, said the series, now on NBC Saturday 5-5:30 p.m., is especially suited to Sunday afternoon entertainment and that thousands of Union Pacific employees had not been able to listen to the Saturday show. NBC could not offer a suitable spot. Agency is Caples Co., Chicago.