

RADIO DAILY

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TEN CENTS

One-Time Shots Up 164%

Asn. Votes Funds Protect Interest

Necessary financial support for a committee and counsel, empowered with full authority to act as to protect the interests of independent recording studios here, was Wednesday by members of the Association of Recording Studios. A decisive action followed security Wolsky's reading an interesting statement of a war executive to the effect that recording business now being cut out by the "Overseas War of the OWI, the CIAA and the Army" would be denied studios as soon as the OWI's

Varying's Program 'Victory Tune Time'

Service men now building all week-long programs of Fred Pennsylvanians, the show's been changed from "Pleasant" to "Victory Tune Time." The program is given over to a single theme or college where men are trained for the armed services. Decisions are made by balloting each personnel.

Network Trend Continues On Blue Net

Upward trend in the average of stations used by commercial sponsors on the Blue Network in November, according to a research manager Edward

In-The-House

Wood—Jack Benny has invited service men and nurses to guests at his broadcast Sunday at the Plaza Theater in Palm Beach. Following the broadcast of 'Spensnutsflakes', Benny's new show "George Washington Slept Here" will be shown on the house, with men and women who will represent various branches of the

Carlin's Idea

Musical signature via chimes which will revert to NBC exclusively as of next Tuesday and give the Blue Network a straight "This Is The Blue Network," were conceived some years ago by Phillips Carlin when an executive with the former Red network. Now Carlin who is a Blue Net v.p., hands over his brain-child with full blessings.

N. Y. Radio Homes Show 96.7% Coverage

Washington Bureau, RADIO DAILY
Washington—Assured radio coverage of 96.7 per cent for the New York area was announced late Wednesday by the U. S. Census Bureau. There were no radios in only 99,578 of the 3,053,478 homes reported, with no information given for 370,632 homes. The same coverage holds for the City of New York, with

NAB Awaiting Okay On New Site For Hdqts.

Washington Bureau, RADIO DAILY
Washington—Only the District of Columbia Zoning Commission is now holding up announcement of the new NAB home. It was learned here Wednesday that the NAB had definitely decided upon the purchase of a private home, but must await a decision by the zoning group as

NBC Files Appeal Petition Listing Grounds For Reversal

Lowell Named To Direct NBC Gen. Service Dept.

Edward M. Lowell, manager of NBC's building maintenance division for the past six years, has been appointed Director of the General Service department, replacing Vincent J. Gilcher, who has resigned it has been announced by John H. MacDonald, NBC financial officer and assistant

Factors Include 'E' Award Programs Also Holiday Service-Men Specials Apart From Seasonal Splurges

Ascap Brings Suit To Clarify Status

Olympia, Wash.—Ascap has filed suit in Superior Court here for a judgment declaratory of its rights with regard to its relations with a number of Washington companies and persons. The defendants in the suit are Secretary of State Velle Reeves, Attorney General Smith Troy,

Unused Radio Collection For 'Emergency' Services

Washington Bureau, RADIO DAILY
Washington—Unused and junked radios will be collected here for use in a Wartime Emergency Radio Service for the Washington area, it was announced here Wednesday. The new service will supplement telephonic

Webs-AFRA Set Date For Increase-Confab

Next Monday, has been tentatively set for the start of confabs between AFRA and the networks and stations on the subject of increased minimums for union's sustaining basic

War and its concomitant industrial efficiency awards has contributed measurably to the 164 per cent increase in the number of one time network commercials carried thus far by the four networks in 1942, as compared with the whole of 1941. The increase in use of one time network shots this year, mostly for prestige, brought with it, also, added interest on the part of sponsors in variety entertainment to supplement the staple sports classics or motion picture promotions.

Boston Symph To AFM; Petrillo Makes Deal

Boston Symphony Orchestra, which has been the only outstanding musical unit in this country and Canada to remain aloof to membership in the American Federation of Musicians, capitulated, and joined James C. Petrillo's fold Wednesday after the

No Co-Op Hearings Set; 'League's' Rep. In Capital

Washington Bureau, RADIO DAILY
Washington—There is no definite word on when the hearings on Senator Norris Bill to investigate the banning of time by NBC and

Going Strong

Headed by Ben Grauer and George Putnam, NBC staff announcers continue to do a top-flight job in selling War Bonds, both over the air and through personal appearances. In his first try at Radio City Music Hall, Grauer talked \$60,000 worth of bonds; Putnam sticks to his regular newscasts in appealing to the public for sales.