

J-W-T Staff Shifts

WITH Dwight Cooke, producer, and Shirley Ward, writer, having resigned their agency posts on the NBC *Chase & Sanborn Hour* sponsored by Standard Brands, the J. Walter Thompson Co. Hollywood production staff has been realigned. Cal Kuhl, head of the agency's production department, has personally taken charge of the program. He also supervises the NBC *Kraft Music Hall*, sponsored by Kraft Phenix Cheese Corp. which is produced by Robert Brewster. *Those We Love*, sponsored by Lamont, Corliss & Co. (Pond's) on NBC-Blue network, is also produced by Brewster, under Tony Stanford's supervision. Stanford is producer of the NBC *Rudy Vallee Hour* sponsored by Standard Brands Inc. (Royal Gelatin). George Faulkner is writer of the program. The CBS *Lux Radio Theatre*, sponsored by Lever Bros. Co., continues with Cecil B. DeMille as producer and Frank Woodruff, director. John Christ produces *Baker's Broadcast* (Fleischmann's Yeast) and *One Man's Family* (Tenderleaf Tea), both sponsored by Standard Brands on NBC. He is also in charge of the Harriett Parsons series, sponsored by Emerson Drug Co. (Bromo Seltzer) on that network.

New Name for Katz

KATZ AGENCY is the new corporate name of the former E. Katz Special Advertising Agency, newspaper and radio representatives with offices in New York, Philadelphia, Detroit, Chicago, Kansas City, Atlanta, Dallas and San Francisco. The change is effective March 1. No change in officers, personnel or policies was effected.

Blair Signs Three

WOKO, Albany; WJAX, Jacksonville, and WIBX, Utica, have appointed John Blair & Co. as national sales representatives, effective March 1. Stations were formerly represented by Craig & Hollingbery.

AS A RESULT of the convention of the Canadian Association of Broadcasters endorsing exclusive station representation [BROADCASTING, Feb. 15], station representatives are scurrying about Canada to sign up those stations not already represented. All-Canada Radio Facilities Ltd., with offices in principal Canadian cities, announces it has now signed up 19 stations for Canadian representation, listing CHNS, Halifax; CFCY, Charlottetown; CFNB, Fredericton; CFCH, North Bay; CJKL, Kirkland Lake; CKGB, Timmins; CKPR, Fort William; CKY, Winnipeg; CKX, Brandon; CFAR, Flin Flon; CKBI, Prince Albert; CKCK, Regina; CHAB, Moose Jaw; CJOC, Lethbridge; CFAC, Calgary; CJCA, Edmonton; CFBP, Grande Prairie; CJAT, Trail; CKWX, Vancouver.

**1ST IN LOCAL
ACCOUNTS
—IN CHICAGO—
WGES**

Agencies

F. WALLIS ARMSTRONG Co., Philadelphia, on March 1 changes its name to L. Ward Wheelock Agency, with the sale of the firm to L. Ward Wheelock Jr., formerly vice-president. Agency's chief radio account is Campbell Soup Co., Camden.

EFFECTIVE Mar. 1. Fletcher & Ellis, New York, will change its name to Sherman K. Ellis Inc. There will be no change in personnel, officers or directors.

HAROLD BARNES of the New York staff of Lord & Thomas has gone to Chicago, to direct promotion of *Kay Kyser's Musical Klass* on WGN and Mutual. He will be assisted by Eddie Simmons of the production staff.

M. H. H. JOACHIM, free-lance radio writer and producer for many years, has been appointed vice-president in charge of radio of Buchanan & Co.'s Chicago office.

KRAFF Adv. Agency, Minneapolis, has named E. P. Shurick Jr. director of its radio department. Mr. Shurick is a veteran Northwest advertising man.

JACK LAEMMAR, with Blackett-Sample-Hummert, Chicago, for the past year as assistant to George McGiveran, space buyer, has been appointed assistant to F. P. (Pete) Nelson, radio director of the agency.

NEAL D. IVEY, vice-president of McKee, Albright & Ivey, Philadelphia, was in Hollywood in mid-February to complete arrangements for the three-weekly quarter-hour CBS *California Sports Review* which started Feb. 28 for 13 weeks under sponsorship of Bayuk Cigars Inc.

JOHN G. CORNELIUS, vice-president of BBDO, Minneapolis, was in Hollywood in late February to confer with Jack Smalley, the agency's West Coast contact man on radio programs.

HERBERT L. STEINER and Arthur Poppenberg have resigned from Al Paul Lefton Co. to become associated with Moser & Cotins Inc., New York agency.

FRANK N. MOULTHROP, with Los Angeles bakeries and former western representative of W. E. Long Co., has joined Associated Adv. Agency, Los Angeles.

C. ELLSWORTH WYLIE Co., Los Angeles agency, has moved to 6022 Wilshire Blvd.

FREITAG ADV. AGENCY, Atlanta, closed its Chicago office Feb. 11 with most of the personnel being absorbed by the Pure Oil Co., Chicago, an account which had been handled by the Freitag agency. Thornley & Jones, Chicago, has been appointed advertising counsellors for Pure Oil Co.

THEY'RE TUNING IN WATL
IN ATLANTA

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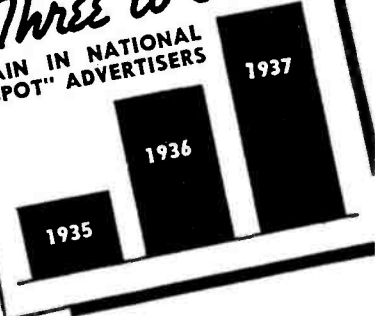


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