

The **SUN** rises in  
the **EAST**

YOU CAN DEPEND ON THAT

YOU CAN ALSO DEPEND  
ON

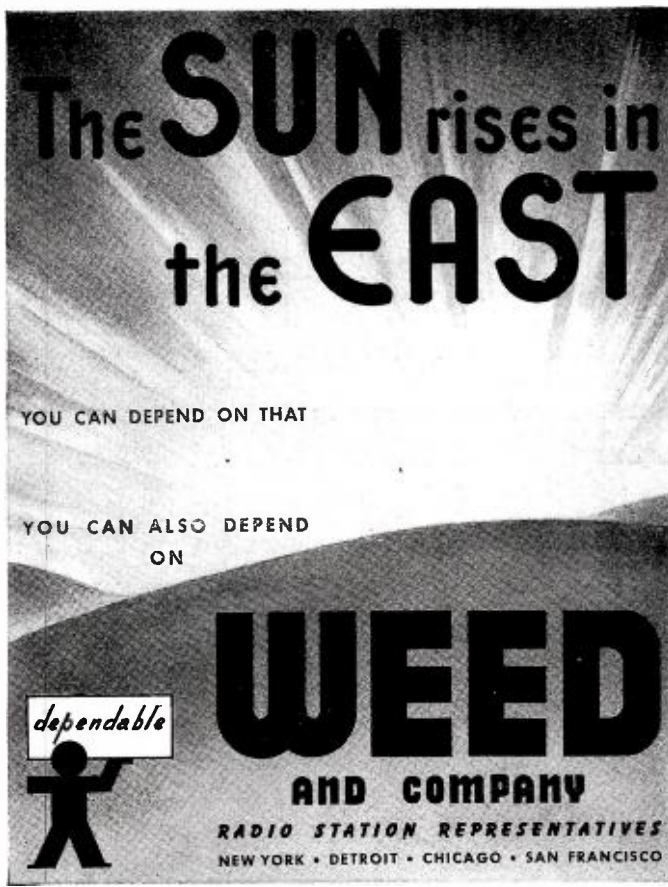
**dependable**

**WEED**

**AND COMPANY**

**RADIO STATION REPRESENTATIVES**

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO



**GET OUT...**



**... AND STAY OUT**

*in front this year with TWIN coverage*

Follow the leaders—who tell their sales story to that amazingly rich, fast-growing area—the Texas Gulf Coast—through the Twin Stations that blanket the heart of this section. Hundreds of leaders can't be wrong. They say with surprising unanimity—"On the Texas Gulf Coast—it's KXYZ-KRIS."

National Representatives

**THE BRANHAM COMPANY**

**DOUBLE  
Savings!**

• through our  
**COMBINATION  
RATES**

• . . . and  
**BONUS POINT  
ADVERTISING**

**KXYZ** ★ **KRIS**

HOUSTON CORPUS CHRISTI

NBC • Blue NBC • Red and Blue

Both Stations **MUTUAL** and **LONE STAR CHAIN** affiliates

## Agencies

**HARRY ACKERMAN**, producer of the Gulf Oil Co.'s *Screen Guild Theatre* on CBS for Young & Rubicam in Hollywood, has been named a supervisor of program production in the agency's New York office to work with Jack Van Nostrand. Mr. Ackerman succeeds Adrian Samish, who has joined Paramount Pictures as a director. Taking over production of the *Screen Guild* show after March 1 will be Hendrik Boornem, currently a producer in New York for Y&R.

**RALPH de CASTRO**, formerly of Arthur Kudner, New York, and recently copy director of Joseph Katz Co., New York, has joined the creative staff of Ruthrauff & Ryan, that city.

**WILLIAM LAWRENCE**, Hollywood producer-manager of Pedlar & Ryan, has been transferred to the agency's New York office for three months to supervise daytime programs and handle production of the weekly CBS *Lady Esther Serenade*. Hollywood office has suspended operation during his absence.

**NATE PUMPIAN**, media director of Henri Hurst & McDonald, Chicago, has been called to active duty in the Navy as first lieutenant, senior grade.

**JACK RICHARDSON Jr.**, former vice-president of Russel M. Seeds Co., Chicago, has rejoined Chicago Recording Co., Chicago, as vice-president in charge of sales.

**DON BASSETT**, timebuyer of A. McKim Ltd., Toronto, has become engaged to Margaret Barris, Toronto. The wedding is scheduled March 7.

**BYRON H. BROWN**, formerly Los Angeles manager of Gerth-Knollin Agency, and Fred Hubler, advertising manager of Tretolite Co., Houston (manufacturing chemists), have joined McCarty Co., Los Angeles, as account executives.

**CAPLES Co.**, on or about April 1 is moving its New York office from 230 Park Ave., to 535 Fifth Ave.

**BETSY HATCH**, former copywriter of Wm. Esty & Co., New York, has joined the copy staff of Compton Adv., New York.

**SEYMOUR S. PRESTON Jr.**, vice-president of John Faulkner Arndt & Co., Philadelphia agency, has been made a member of the board.

**MARTIN R. KLITTEN**, formerly on the advertising staff of Firestone Tire & Rubber Co., Los Angeles, has joined Shaw Co., that city, as account executive.

**RICHARD COMPTON**, head of the agency bearing his name, has returned to New York following three weeks on the West Coast.

**SIDENER & VAN RIPER**, Indianapolis, will move March 1 to 1142 No. Meridian St., Indianapolis.

### Blue Producers

**PRODUCTION DIRECTORS** of the Blue Network, as announced last week by Harry Frazee, manager of the Blue production division, are Cyril Armbrister, Joseph Bell, Norman Dicken, Devere Engelbach, Aldo J. Ghisalbert, Gene Hamilton, Richard Leonard, Roy Lockwood, W. Leroy Marshall, Edward Pola, Frank Shinn, Madge Tucker, Robert Tornev, Charles Warburton, Fred Weihe and Edward Whitney. Howard Nussbaum, as previously announced, is Mr. Frazee's assistant.

### DeAngelo Directs Radio At Sherman & Marquette

**CARLO DeANGELO**, who recently joined Sherman & Marquette, Chicago, as supervisor of radio productions, has been appointed radio director of the agency. He will supervise writing and production of the agency's radio accounts, including Colgate - Palmolive - Peet Co., Quaker Oats Co., Fitger Brewing Co., and Sterling Products, working in New York where the agency will shortly open an office.

Prior to joining Sherman & Marquette, Mr. DeAngelo was in the radio department of Compton Adv., New York, and head of the radio department of N. W. Ayer & Sons, New York.

### AFA War Agenda

**ADVERTISING Federation of America** has announced that its 38th annual convention, to be held at the Hotel Commodore, New York, June 21-24, will be planned as a "National Round Table on Advertising in Wartime", with convention committees representing different fields of advertising to be announced shortly. According to AFA President J. A. Welch, vice-president of Crowell-Collier Publishing Co., this year's meeting will set a new pattern as it will be strictly "a wartime convention with oratory cut to the bone."

### Butler to Erwin, Wasey

**WILLARD BUTLER** of the sales staff of WJZ, New York, and with NBC previously since 1933 in the M&O spot sales department and M&O sales traffic division, on March 2 will become timebuyer of Erwin, Wasey & Co., New York. Mr. Butler replaces Mary Dunlavey, resigned.

### Pratt Opens Office

**BEN PRATT**, pioneer publicity man with NBC's publicity department for the past 10 years and formerly with Chicago and midwest newspapers, has resigned from the press department of the Blue Network to open his own publicity and management office, temporarily located at 423 Madison Ave., New York. In his new work, Mr. Pratt will concentrate on the development and publicizing of radio, stage and screen artists.



*"It's yo' banker, Mistah Smith. He done heerd since yo' went on WFDF Flint Michigan, yo' am cleanin' up!"*