

The Time to Buy in
Central Pennsylvania



THE "MID-POINT" ON YOUR DIAL

York, Pennsylvania • Nat. Rep., The Walker Co.

Thousands . . . in prosperous Central Pennsylvania and Northern Maryland . . . listen to WSBA. It's proved by

THE MAP THAT
MAIL BUILT!



Agencies

HARRY M. COLEMAN, publicity director of MacFarland, Aveyard & Co., Chicago, has been appointed vice-president in charge of public relations.

ROBERT F. ELRICK, former research director of Ruthrauff & Ryan, Chicago, has joined Quaker Oats Co. as research director of advertising and marketing.

GEORGE H. STELLMAN, director of General Mills radio at Blackett-Sample-Hummert, Chicago, is the father of a girl born Jan. 4.

JOHN M. LYDEN, former director of copy and plans of Atherton & Carrier, New York has joined Ted Bates Inc., New York, as an account executive on the Standard Brands accounts. Mr. Lyden will probably work on advertising plans for that company's new vitamin products, Stams and Stan B.

EARLE STEIERT, former freelance designer in Philadelphia and New York, has been appointed art director of Richard A. Foley Adv. Agency, Philadelphia.

ERNEST WERNER has resigned as market analyst of Muzak Transcriptions Inc., to join Christian Feigenstein Brewing Co., Newark, as market research assistant.

W. R. JOHNSTON, for the last three years commercial representative of the Canadian Broadcasting Corp., Toronto, and well-known to American agency executives and network officials, on Jan. 11 joined the Royal Canadian Air Force as an administrative officer. Before coming to CBC he was 17 years with the James Fisher Co., Toronto advertising agency.

G. F. MILLS and J. W. Spitzer, managing directors of Lord & Thomas of Canada, Toronto and Montreal, have announced that with the retirement of A. D. Lasker of Lord & Thomas [BROADCASTING, Jan. 4], arrangements are now being made whereby full ownership of the Canadian company will be taken over by them. Both Mills and Spitzer have been with Lord & Thomas of Canada since its inception in 1929, serving in all capacities of agency operation and working up to the managership a year ago. Details of the change of ownership are to be announced later.

EDWIN COX, vice-president of Kenyon & Eckhardt, New York, has been in Hollywood in interest of the Kellogg Co. (Pep) account. The firm on Jan. 4 started for 52 weeks daily participation in *Breakfast at Sardi's* on 13 BLUE Pacific stations. Monday through Friday, 9:30-10 a.m. (PWT).

RUSSELL R. RULLMAN, account executive of the Caples Co., Omaha, has been commissioned ensign in the Navy Air Force and is stationed at Lewis School of Aeronautics, Lockport, Ill.

HASSEL SMITH, West Coast radio director and Los Angeles manager of Botsford, Constantine & Gardner, has been elected a vice-president of the agency. Mrs. Elizabeth Eyerly, New York manager, and Burton Durkee, account executive of the Portland, Ore., office, have also been elected vice-presidents. Agency has moved its Los Angeles offices to 621 S. Hope St. Telephone is Michigan 1427.

THOMAS FREEBAIRN-SMITH, producer of Ruthrauff & Ryan, Hollywood, has joined Lord & Thomas, that city, and is assigned to the weekly CBS *Ceiling Unlimited*, sponsored by Lockheed & Vega Aircraft Corps. He replaces Bill Gay, who recently joined the Army.

JAMES E. CECIL, president of Cecil & Preshrey, New York, has accepted the chairmanship of the committee on public information for the 1943 Red Cross War Fund of New York City. He held the post during the 1942 campaign.

JACK PRIVETT, account executive of J. Walter Thompson Co., San Francisco, has been transferred to the agency's Los Angeles office.

CLARK A. (Fritz) SNYDER, for six years radio director of J. Stirling Getchell, New York agency to be liquidated on Feb. 1, joined the BLUE station relations department Jan. 4.

LESLIE J. WOODS, recently representing Philco in Washington, has been made vice-president and general manager of the National Union Radio Corp., Newark, affiliated with Philco.

CARLOS FRANCO, manager of the radio timebuying division of Young & Rubicam, New York, has been made a stockholder of the agency.

Agency Insurance

LEON LIVINGSTON Adv. Agency, San Francisco, under a recent arrangement, protects its clients' material against any damage while they are in the custody of that firm. Through the agency's insurance brokers a special "property floater policy" has been put into effect with Insurance Co. of North America.

JAY CLARK, former free lance director of network programs, including *Hop Harrigan*, on BLUE, and *Back-Stage Wife*, on NBC, has joined the radio department of Ted Bates Inc., New York. Clark has also been associated with Pierre Huss news programs.

HARRY C. WATERSTON, former account executive of Deutsch & Shea, New York, has joined S. Duane Lyon Inc., New York, in a similar capacity.

GEORGE H. GUINTER, previously with Maxon Inc., New York, has joined O. S. Tyson & Co., New York, succeeding Richard Morrison, now account executive of the latter firm.

MILFORD J. BAKER, account executive of Young & Rubicam, New York, for the past 18 years and Frank Fagan, account executive of the same agency for four years, and previously an executive of the merchandising department, have both been elected vice-presidents and account supervisors of Y & R.

E. DEWITT HILL, vice-president of McCann-Erickson, New York, has joined the Army Air Forces as a captain.

JAMES COMINOS, timebuyer of BBDO, Chicago, has joined the Marines as a second lieutenant and will report for training Jan. 15 at New River, N. C.

CHARLES PINKHAM, author of numerous articles on advertising, mailing and marketing and active in development of a yardstick for measuring quantitative value of radio stations, has been appointed vice-president and chairman of plans board of Erwin, Wasey & Co., New York.

J. R. Hamilton

J. R. HAMILTON, 65, president of the J. R. Hamilton Adv. Agency, died Jan. 2 in Chicago. He is survived by Mrs. Hamilton, a daughter, Mrs. Charles W. Cushman, and a nephew, author John Steinbeck. A former editor of the *San Francisco Wasp*, he organized the J. R. Hamilton Agency 25 years ago, but has been inactive in the management since 1939. The agency will continue operation with no change in personnel or facilities.

Raymond L. Hurst

RAYMOND L. HURST, former vice-president in charge of the San Francisco office of BBDO, died at his home at Laguna Beach, Cal., Dec. 30, following a three months' illness. He is survived by his widow, two sons and his parents.

David E. Bloch

DAVID E. BLOCH, 56, vice-president of Peck Adv., New York, died in Bronxville, N. Y., Jan. 5. Prior to joining Peck Adv. in 1930, Mr. Bloch had an agency of his own, the Dave Bloch Co.

The Guiding LIGHT

Cloudy Weather it is
the Beacon that Guides.

In business it is intelligence that guides
safely through clouded situations

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

intelligent



50,000 WATTS
The Greatest Selling POWER
in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.