

## We Pay Our Respects To —



HASSEL WENDELL SMITH

**B**ELIEVING in a wider use for "reason why" copy, Hassell Wendell Smith, vice-president in charge of radio for Botsford, Constantine & Gardner, West Coast advertising agency, today applies some of the fundamentals to advertising he learned in college more than three decades ago. He is a firm advocate of the student approach to radio and advertising problems.

Born in Princeton, Ind., May 4, 1889, he received his early education in that city's public schools. In high school Hassel was art editor of his school paper, winning a gold medal for one of his cover illustrations. He graduated from Northwestern U in 1911 with an A. B. degree, having majored in economics, business administration and advertising.

The young fellow worked his way through college by a succession of jobs, which ranged from stoking furnaces to supervising selection and purchase of piano player rolls for the music room of the Evanston library. Between work and study, he found time to join the debating team; become business manager of *Syllabus*, college yearbook, and also university representative at the Washington (D. C.) intercollegiate civic league conference in 1910. His last year brought membership in Deru, senior honor society for men who contributed most to the university during their four years.

Following graduation, Hassel entered the business world as a cub copywriter for Mahin Adv., Chicago, then one of the largest agencies in the country. Hired by Bert Presba, now president of Presba, Fellers & Presba, young Smith had worked as copyist for six months when John Lee Mahin, agency president, named him account executive succeeding Herbert Irving, resigned.

In the spring of 1915 Mr. Smith joined Kirsch Mfg. Co., Sturgis,

Mich., as sales and advertising manager. Four years later he moved to Denver and established a sales agency for several eastern dry goods manufacturers. He joined Buckingham & Hecht, San Francisco shoe manufacturers, in 1921, but two years later returned to the Kirsch firm in Michigan as assistant to the president in charge of sales and advertising.

Mr. Smith and his family returned to San Francisco in 1930 and for the next two years he held several posts, including one with Hamman-Lesan Adv. During that period Hassel Smith saw the possibilities of radio as an advertising medium and in January 1932 he joined the Don Lee Broadcasting System as sales manager of KFRC, San Francisco.

He joined Long Adv. Service in December 1935, establishing San Francisco offices, and in December 1941 he became affiliated with Botsford, Constantine & Gardner as radio director. Seven months later he was placed in charge of the Los Angeles office and only last December was elected vice-president in charge of radio. In that capacity he services such accounts as National Biscuit Co. for Western states; Foreman & Clark, chain clothiers, as far east as Kansas City; Tillamook County Creamery Assn.; Wellman-Peck Co., food products; and George W. Caswell Co., coffee.

Lanky, 6 feet, 2 inches, with brownish grey hair, Hassel Wendell Smith has an easy geniality which has been compared to that of the late Will Rogers. His humor is on the whimsical side.

He married a classmate, Helen Adams, June 24, 1914, at Belvedere, Ill., following a college romance. The Hassel Smiths currently make their home on a 1½ acre garden spot in Montebello, Cal. Their two sons, Hassel Jr., an artist, and Lewis, a commercial

## Personal NOTES

AL SIJEHAN, assistant general manager of WCCO, Minneapolis, recently married Miss Bee Bailey, daughter of Mrs. B. M. Levitan of Minneapolis, and staff organist of WCCO.

FRANCE RAINE Jr., son of France Raine, radio editor of the Cincinnati *Times-Star*, and news-graph operator of WCKY, Cincinnati, was called to military service last week. He had been attending the U of Cincinnati.

SYDNEY GAYNOR, general sales manager of Don Lee, Hollywood, is father of a girl born Jan. 24.

ALVIN BRAMSTEDT has returned to KFAR, Fairbanks, Alaska, as assistant manager, after three months at KSFO, San Francisco.

IRVIN BORDERS, copy chief of CBS Hollywood West Coast sales promotion department, as guest speaker at the combined meeting of Fresno (Cal.) Adv. & Sales Club, Junior Chamber of Commerce, Exchange Club and Engineer's Club, discussed "Public Relations for the American Way" Feb. 4. Mr. Borders is a vice-president and director of the Los Angeles Ad Club.

J. W. G. CLARK, chief of information, Dept. of National Defense, Ottawa, on loan from the Toronto office of Cockfield, Brown & Co., Ltd., advertising agency, is in England to discuss public relations with Army, Navy and Air Force authorities.

IRVIN R. BAKER, RCA transmitter sales executive, is father of a boy, born Jan. 4.

PAUL S. WILSON, formerly of Radio Adv. Corp., New York, Radio Sales, Chicago office, and the New York office of United Press, has been appointed head of the New York office of William G. Rameau Co., station representative.

EUGENE CORCORAN, vice-president of The Branham Co., Chicago, is father of a boy born Jan. 28.

EUGENE SPECK, formerly assistant news editor of NBC and a foreign correspondent, has joined the overseas bureau of the Office of War Information.

SYDNEY GAYNOR, sales manager of the Don Lee Broadcasting System, is the father of a girl born Jan. 24.

EDGAR KOBAK, BLUE executive vice-president, has been elected a trustee of the Engineer's Club of New York.

MARK JOHNSON, formerly in the insurance business in Savannah, has joined WSAV, Savannah, as advertising account executive, succeeding Dr. John P. Dyer, who was recently appointed regional Price Administrator for the OPA.

photographer now in war work, are both married.

Gardening—and that not limited to vegetables—is Hassel's admitted hobby. His suburban home boasts some 250 species of choice roses and every known type of fuchsia. An ardent reader, his tastes follow out college interests and center about social and economic problems of the day. Not a "joiner", Hassel protests that with a strict regimen of work there is little time for recreation outside of reading and plant cultivation, but he admits he loves it!

GEORGE L. MOSKOVICS, Pacific Coast sales promotion manager of CBS Hollywood, as guest speaker of the Fresno (Cal.) Rotary Club on Feb. 1, discussed "Radio's Place in the Advertising Picture under War Conditions".

BEN B. SANDERS, time salesman of WNOX, Knoxville, is father of a boy, born Jan. 12.

ADRIAN PLANTER, salesman of WHN, New York, is the father of a baby girl.

HUGH FELTIS, of BLUE station relations department, became the father of a second girl born Jan. 29.

ROBERT GLASS has been appointed commercial manager of WFB, Greenville, S. C., replacing William H. Clews, who is studying at Curtiss-Wright Tech., Glendale, Cal. Avesta Sutton has been added to the commercial staff.

HERB CHASON, advertising and sales promotion manager of WHN, New York, is engaged to Phoebe Weinstein, of Harrison, N. Y.

COL. DAVID SARNOFF, president of RCA, spoke Feb. 11 at the monthly meeting of the New York State Chamber of Commerce on "Post-War Horizons" and the speech was broadcast over WJZ, 1-1:30 p.m.

JOHN W. ELWOOD, general manager of KPO, San Francisco, has been elected a director of San Francisco's Downtown Assn.

M. R. (Dick) TENNERSTEDT, formerly of the Chicago sales staff of William G. Rameau Co., has joined the local and spot sales department of NBC Central division, replacing Robert M. Flanigan, recently inducted into the Army.

## BEHIND the MIKE

RICHARD HARKNESS, a morning newscaster on NBC for the past year, begins a five-weekly news program on NBC, 11:15 p.m., originating in Washington. Mr. Harkness came to NBC from the Philadelphia *Inquirer's* Washington Bureau. He had previously been with United Press.

TED STEELE, currently serving in an advisory capacity on music to the Atlantic Coast Network, is conducting his own Sunday evening program of songs popular in the 1920's on WOR, New York. Mr. Steel sings, m.c.'s, conducts his own orchestra and plays the Novachord.

CARL MANNING, a freelance writer who has been doing the *Truth or Consequences* program on NBC, has replaced Jay Sommers on the script writer's staff of BLUE. Sommers has been relieved of staff duties because of commercial commitments, which include MGM's BLUE program, *The Lion's Roar*.

NORMAN BARASCH, BLUE page who did script writing, left last week to join the Army Air Forces.

ROGER BOWMAN, announcer of WHN, New York, has moved to the station's FM outlet, Palisades, N. J. Announcers Bob Benson, formerly of KYW, Philadelphia, and Bill Perrell, of CBS, have joined WHN.

JUDY CHATTERTON, former teacher in the English Dept. of Garrison Forest school, Md., has joined the Atlantic Coast Network as receptionist.

JEANNE DOYLE, daughter of J. E. (Dinty) Doyle, publicity director of WABC, New York, has joined the SPARS, Women's Coast Guard Auxiliary.