



NOT MANY GEORGIANS SPEAK CHINESE

To get your message across to Atlanta-market listeners, you have to speak their language and Lew Childre talks and sings in terms that get enthusiastic attention — and quick action — from Georgians. One of the most productive radio salesmen in the South, Lew Childre has a brilliant success record that's well worth your attention. Available during choice early morning and noontime periods, Headley-Reed will be glad to tell you all about WAGA's newest big name entertainer.

WAGA

ATLANTA



5000 WATTS
DAY AND NIGHT
590 KC.

National Representatives
HEADLEY-REED COMPANY

Affiliate of the Blue Network

Agencies

CECIL WIDDIFIELD of Schwimmer & Scott, Chicago, was appointed radio director last week. Before joining Schwimmer & Scott, Mr. Widdifield was continuity chief and assistant program director of CBS in Chicago.

BEN WARD has been appointed chief of production in the Chicago office of Kenyon & Eckhart. Mr. Ward has been active in art, copy and radio production in New York, Chicago and San Francisco advertising agencies, and formerly was associated with N. W. Ayer & Son and Erwin, Wasey & Co.

DOUGLAS M. SMITH has been appointed director of art and production for Schwimmer & Scott, Chicago.

JIM DUFFY Co., Chicago, will take over enlarged office quarters this month in the Pure Oil Bldg.

C. D. ELLIOT, formerly of the sales dept. of the Dodge Mfg. Co., Mishawaka, Ind., has joined the copy dept. of MacDonald-Cook Co., South Bend.

YOUNG & RUBICAM Inc., with expanded Hollywood production staff, has taken additional office space at 6253 Hollywood Blvd. Arthur Moore, agency producer, has shifted from New York to Hollywood and is handling production of the weekly CBS *Dinah Shore* Program.

CALVIN D. WOOD, account executive of West-Marquis Inc., Los Angeles, recently was transferred to the agency's San Francisco offices as manager. Formerly known as West Marquis & Curtiss, the San Francisco office has reverted to the original firm name.

FRANK BULL, co-partner of Smith & Bull Adv., Los Angeles, has been signed to do a football commentary in the forthcoming RKO picture "Iron Major."

H-S-B Agency Expands

EXPANDING operation, Hillman-Shane-Breyer, Los Angeles, has added Marian Squire to its radio department. She was formerly in the copy and planning department of Kenyon & Eckhardt, New York. Irwin W. Solomon, recently given a medical discharge from the Army, has joined Hillman-Shane-Breyer as account executive. He formerly was plans director of J. M. Korn & Co., coming from Erwin, Wasey & Co. Stella Chaney, recently director of men's advertising for Stix, Baer & Fuller, St. Louis, Mo., joined the copy staff.

IRVING R. ALLEN and Paul Johnston, formerly account executives with the E. H. Brown Adv. Agency, Chicago, have joined Critchfield & Co., Chicago.

JOHN HUGH, producer of Kenyon & Eckhardt, New York, and Kay Todd, of the BLUE's central typing division, were to be married Oct. 16.

WILLIAM J. FOLKART, production manager and art director of S. Duane Lyon, New York, has been named a vice-president.

AL RINKER, producer, formerly with William Esty & Co., New York, last week joined J. Walter Thompson Co., New York.

HAROLD WENGLER, formerly account executive of Kiesewetter Adv., New York, has joined Ted Bates Inc., New York, in a similar capacity.

ANTONY STANFORD, Hollywood producer of J. Walter Thompson Co. on the weekly NBC *Chase & Sanborn Show*, has relinquished that post to Earl Ebi, network producer, and resumes production duties on the BLUE *What's New?*

HOMER GRIFFITH Co., Hollywood, has been appointed Pacific Coast station representative of KPHO Phoenix.

BILL LAWRENCE, Hollywood producer of the CBS Screen Guild Players, has taken on added production duties of the CBS *Jack Carson Show* for two weeks or more while Vick Knight, vice-president and radio director of Foote, Cone & Belding, undergoes a physical check-up and rests at a local clinic.

GUENTHER-BRADFORD Adv. Co., Chicago, has appointed as account executive, Clarence Vredenburg, formerly with Roberts & Reimers. Curran de Bruler, formerly of *Meat* magazine, has joined the copy staff.

CAPT. STANLEY YOUNG, formerly sales executive of Spot Sales Inc., New York, has returned to this post, having received honorable discharge from active duty in the Marine Division of the Army Transportation Corps.

EDWARD JOHNSON, formerly merchandising and promotion manager of Rodgers & McDonald Newspapers, Los Angeles, has been appointed account executive of Robert F. Dennis Inc., Los Angeles agency, and will service food accounts.

HOWARD HOYT, who formerly headed Hoyt Management Inc., New York, talent agency, has joined A. & S. Lyons Inc., New York, as executive in the radio and film departments.

HARRY G. OMMERLE, vice-president and account executive Ruthruff & Ryan, New York, is the father of a baby girl.

J-W-T Foreign Activity

ARTHUR L. GRIMES, of the international department of J. Walter Thompson Co., New York, is on a trip to the firm's offices in Sao Paulo, Rio de Janeiro, Buenos Aires and Mexico City. John Kuneau, of the department, has returned to the Mexico City branch, after a trip through Central and South America. Thompson's Sydney, Australia, office, is releasing new campaigns for Kraft Cheese, Horlick's Malted Milk and 3-in-One oil and various local accounts, the agency reports.

Musterole Campaign

MUSTEROLE Co., Cleveland, is using station breaks from two to five times weekly in addition to a five-minute recorded program, *Musical Curtain Calls* [BROADCASTING, Sept. 20] and several news programs in its annual fall and winter campaign for Musterole. In all, 122 stations are scheduled. Agency is Erwin, Wasey & Co., New York.

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THE 1943
IOWA RADIO
AUDIENCE SURVEY

Gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

PERFORMANCE

STRENGTH and

LOW COST...

For outstanding performance - strength to meet severest wind conditions and low initial cost use Wincharger Vertical Radiators. These superior radiators are already demonstrating their efficiency and economy in over 300 commercial broadcasting and police stations throughout the United States.

Built of uniform triangular cross sections to insure highly efficient radiation - designed and built to withstand 100 mile wind velocity - these towers guarantee you years of low cost service. Complete erection service, including lighting equipment, anchors, base and ground systems is available.

WRITE TODAY FOR FULL DETAILS AND QUOTATIONS

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