

**"IT'S ALWAYS ON YOUR DIAL"**

**WPAT**

**ON YOUR DIAL AT 93**

**TIME... for RESULTS!**

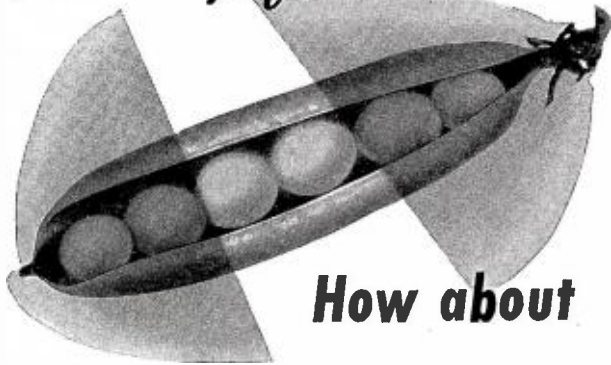
No matter what time you buy on WPAT... you're buying audience! That's because we know that we never really sell time... **WE SELL RESULTS!**

Consistent advertising in important New York and New Jersey dailies assures WPAT advertisers of increasingly greater audiences.

Sell your clients WPAT... the fastest growing station in the Metropolitan area.

**RADIO WPAT** { **PATERSON, NEW JERSEY** • **PARAMOUNT BLDG. NEW YORK**

*Speaking of peas in pods*



**How about**

**WHIO and DAYTON?**

There's a singular bond between WHIO and the Dayton area that constitutes its major market—a loyalty compounded of good shows both net and local—and outstanding civic service. It's hard to define, but any Daytonian will tell you it exists.

**WHIO IS THE DAYTON MARKET**

5000 WATTS • BASIC CBS • G. P. HOLLINGBERY CO., Representatives  
HARRY E. CUMMINGS, Southeastern Representative

*Agencies*

**EDWIN G. FOREMAN Jr.**, formerly associated with the John Pearson Co., Chicago, and previously head of the Foreman Co., Chicago, station representatives, has been named vice-president of the Al Paul Lefton Co., Chicago.

**KEN JONES**, account executive with Young & Rubicam in New York and Detroit, has resigned to join Roy S. Durstine Inc., as manager of the Cincinnati office.

**LESTER S. ROUNDS** has joined the staff of Benton & Bowles in an executive capacity. He was formerly with Arthur Kudner Inc., and Erwin, Wasey & Co.

**E. W. THOMPSON**, vice-president of Dickie-Raymond, Boston, has been named manager of the merchandising and direct advertising organization's New York office, replacing John H. Sweet, now a lieutenant in the Navy.

**JOHN W. SHAW**, recently returned from the Southwest Pacific, where he served as war correspondent for MBS, has joined Leo Burnett Co., Chicago, as account executive.

**JOHN McMILLIN**, vice-president in charge of radio of Compton Adv., New York, is leaving for the West Coast on Dec. 13 for a several weeks business trip to confer on shows originating there. Whila Wilson of Compton's west coast office, has been in New York on business and returns to the coast early this week.

**SCHUYLER VAN DUYNE**, previously with N. W. Ayer & Son, has joined the copy department of J. M. Mathes Inc., New York.

**EDWIN H. KLAUS**, formerly with Herald Adv., New York, has joined J. M. Hickerson Inc., New York, as account executive.

**HERB SANFORD**, who recently received a medical discharge from his position as a lieutenant in the Navy, has rejoined N. W. Ayer & Son, New York, and will resume his work in the radio production department.

**RICHARD EARL SHARP**, formerly copywriter and script supervisor with the Ralph H. Jones Co., Cincinnati, has joined the Cleveland office of McCann-Erickson, as copywriter.

**DOROTHY W. ANDERSON**, formerly of the New York Dress Institute, has joined Alfred J. Silberstein Inc., New York, as account executive.

**IVEY & ELLINGTON** New York office will be moved Jan. 2 from 155 E. 44th St. to 535 Fifth Ave.

**JAMES P. DUFFY**, former director of advertising and sales promotion of Jacob Ruppert Brewery, and advertising manager of the D. L. & W. Blue Coal Co., has joined Blackett-Sample-Hummert, New York, as assistant account executive on the American Home Products account.

**JOHN BIRGE**, formerly advertising manager of Warren Telechron Co., Boston, has joined J. M. Mathes Inc., New York, as an account executive.

**FRANCES VELTHUYS**, formerly timebuyer and assistant to the media director of Sherman & Marquette, Chicago, has joined the Chicago office of Sherman K. Ellis & Co., as space and timebuyer. She was previously with Morris-Schenker-Roth, and Pabst Sales Co.

**JACK NEUMAN**, freelancer, has joined the staff of Mays & Bennett Adv., Los Angeles, as script writer.

**DAVID GREGGORY** has resigned from the Hollywood staff of Earle Ferris Assoc., national publicity service, to join J. Walter Thompson Co. as writer assistant to Carroll Carroll on the NBC *Kraft Music Hall* and *Old Gold Show*.

**Nelson to Storm**

**RAYMOND EVERETT NELSON** has joined Charles M. Storm Co.,



Mr. Nelson

New York advertising agency, as radio director. Mr. Nelson has been in radio and television for 19 years, during which time he has been with NBC, W E V D New York, WEBR Buffalo, where he originated all-night broadcasting. Since April he has been director of daytime programs and supervisor of television for WOR New York. He inaugurated and supervised the WOR-Mutual television project, with a weekly telecast on W2XWV.

**Behlke to F & P**

**HAROLD L. BEHLKE** joins the New York office of Free & Peters Inc., station representatives, as account executive effective Jan. 1, according to word from H. Preston Peters, president of the firm. Mr. Behlke for the past 15 years has been with the advertising department of Meredith Publishing Co., Chicago, and previously with *Liberty* magazine and Flintkote Co. He is well known in the advertising profession.



Mr. Behlke

**W G. Schoenhoff**

**WILLIAM G. SCHOENHOFF**, 38, radio timebuyer of Arthur Kudner Inc., New York, and with the agency since 1935, died Dec. 3 in the Trudeau Sanitarium after a brief illness. His parents survive.

**N. Y. AFRA Election**

**RESULTS** of the elections for officers of the New York local of the American Federation of Radio Artists, to serve until next November, were announced last week as follows: William Adams, president; Alex McKee, first vice-president; Ben Grauer, second vice-president; Jay Jostyn, third vice-president; Evelyn MacGregor, fourth vice-president; Milton Cross, fifth vice-president. Anne Seymour was named recording secretary and Ned Wever, treasurer.

**BILL LAWRENCE** is withdrawing as Hollywood producer of Foote, Cone & Belding on the CBS *Jack Carson Show*, sponsored by Campbell Soup Co. He will devote full time to direction of CBS Screen Guild Players.

**JUNE ROLLINSON**, time buyer for Russel M. Seeds Co., Chicago, returned home from the hospital Dec. 3.

**WILLIAM C. POHRTE**, formerly in the printing business, and before that production chief of McJunkin Adv. Co., Chicago, has joined Henri, Hurst & McDonald, Inc., Chicago, as production chief.

**HERMINE LUKACY**, formerly of Foote, Cone & Belding, New York, has joined the Biow Co., New York, as assistant timebuyer to Bernard Procktor, radio director.