

STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
 offices
MONTREAL • WINNIPEG TORONTO

for
SMN
 it's
WHN
 DIAL—1050
 50,000 WATTS
 * SPORTS • MUSIC • NEWS

"It's a WIZE advertizer who uses the Springfield, Ohio Market."
 An inquiry will prove it.
WIZE Springfield Ohio...
 WIFEED & CO., National Representatives

5000 WATTS 1330 KC.
WEVD
 ENGLISH • JEWISH • ITALIAN
 National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
 Send for WHO'S WHO on WEVD
 WEVD—117 West 46th Street, New York, N. Y.

ERNEST A. HOLMES, former assistant manager of research of Arthur Kudner Inc., New York, and previously with the Kenyon Research Corp., a division of Kenyon & Eckhardt. New York, has joined Abbott Kimball Co., New York, as director of the research and marketing division.

RAYMOND SPECTOR, president, Raymond Spector Co., New York, is recovering from virus pneumonia. He is expected back at his office Sept. 10.

EARLE BARTEAU L'HOMME-DIEU, formerly with the American City Bureau, Chicago, has joined the public relations staff of N. W. Ayer & Son, New York.

MITCHELL-FAUST Adv., Chicago, and Kane Adv., Bloomington, Ill., have been elected members of the American Assn. of Adv. Agencies.

CHARLES O. PUFFER, former account executive of BBDO, Chicago, has joined Goodkind, Joice & Morgan, Chicago, as account executive.

HOWARD B. KETTING, account executive; Haakon Groseth, in charge of merchandising, and Albert R. Callies, head of the media department, of Ruthrauff & Ryan, Chicago, have been elected vice-presidents.

JOHN W. SWALLOW, acting president of Television Enterprises, Los Angeles, and formerly program director for NBC in Hollywood, has joined Kenyon & Eckhardt, Hollywood, as director of the Pacific coast radio operations.

Y & R LISTS NEW FALL ASSIGNMENTS

NEW producer assignments for Young & Rubicam's radio programs starting this fall have been announced as follows:

HOLLYWOOD SHOWS:
New Adventures of Sherlock Holmes, Glenhall Taylor; *Dinah Shore Program*, Walter Bunker; *Eddie Cantor Program*, Ted Bliss; *Adventures of Ozzie and Harriet*, Al Scarpone; *Melody Roundup*, Francis Van Hartsvelt; *Duffy's Tavern*, Jack Roche; *George Burns and Gracie Allen Show*, Ned Tollinger; *Those We Love*, Tony Hardt.

NEW YORK SHOWS:
Hop Harrigan, Harry Ingram; *We Love and Learn*, Mary Harris; *Two on a Clue*, Ralph Butler; *Bulldog Drummond*, John Martin; *Happy Island* (starring Ed Wynn), Raymond Knight; *World Today*, Cy Pitts; *Kate Smith Hour*, Ted Collins (agency producer unassigned); *The Aldrich Family*, Ed Duerr; *Great Moments in Music* (Producer as yet unassigned); *Alan Young Show*, Dave Elton; *March of Time*, Lester Vail; *We, the People*, Joe Hill; *Edwin C. Hill*, Mary Harris; *My Best Girl*, Wes McKee; *Mystery Theater*, Frank Telford; *Fannie Hurst Presents*, Eric Pinker; *Bright Horizon*, Day Tuttle; *Paul Manning*, Ed Downs; *Joyce Jordan*, M.D., Ralph Butler; *Kate Smith Speaks*, Day Tuttle.

Harry Ackerman will be associate director in charge of all production. The supervisors are George McGarret, Joe Hill, Ed Duerr and Glenhall Taylor.

Compton Expands

COMPTON ADV., New York, is adding four new members to its radio copy department, including Ruth Brooks, former NBC scripter, and Mildred Kearney, formerly of H. B. Humphrey Co., Boston. Other additions are Don Rivers, formerly of Knox-Reeves Adv., Minneapolis, where he worked on space and radio copy for General Mills, and Bob Kuhn, who joins the West Coast office of Compton as commercial writer on Crisco. Mr. Kuhn was associated with Ruthrauff & Ryan in New York, and later in Hollywood, where he worked on copy for Lever's Bob Burns show on CBS.

Radio Advertisers

MELVILLE SHOE Corp., New York (Tbom McAn shoes), has renewed its 52-week contract with WLS Chicago for *Something to Talk About*, thrice-weekly, 7:30-7:45 a.m. (CWT). Agency is Neff-Rogov, New York.

FORD-HOPKINS Co., Chicago (Eight-in-One cold tablets), on Sept. 25 begins a thrice weekly quarter-hour program 10:45-11:00 p.m. (CWT) on WMAQ, Chicago. Contract is for 26 weeks through H. W. Kastor & Sons Adv., Chicago.

WM. WRIGLEY Co., Chicago, on Sept. 16 is to change the time of *America in the Air* from Sundays 5:30-6:1 p.m. CWT to Saturdays 6:30-6:55 p.m. CWT over WBBM Chicago. Agency is J. Walter Thompson Co., Chicago.

PHILIPS de Brazil S. A., Brazilian distributor of Philips radios and other products, and a branch of North American Philips Co., New York, has appointed the Rio de Janeiro office of McCann-Erickson, New York, to handle its advertising. Agency already handles Philips advertising in the Argentine.

CALIFORNIA POTATO Chip Co., Oakland, has named Garfield & Guild, San Francisco, to direct its advertising. Schedule of dramatized spot announcements is being released on Northern California stations on behalf of Betty Lou potato chips.

CORY GLASS Coffee Brewer Co., Chicago, has appointed Weiss & Geller, Chicago, to handle its advertising.

UNION PACIFIC Railroad is sponsoring spot announcements on KOA Denver in the interest of the company's unclaimed and refused freight auction.

BERNARD M. KLIMAN, former advertising and promotion manager of I. Schneerson & Sons, New York, has been appointed advertising director of the Gruen Watch Co., Cincinnati. He replaces Don Hall who recently entered the armed forces.

GIMBEL BROS., Inc., New York (department store) Sept. 9 starts on WNEW New York, Saturday 9:45-10 a.m. *Calling All Girls*, transcribed feature produced in conjunction with the magazine of the same name and packaged by Frederic W. Ziv, New York. Series is designed for department store advertising. Business is placed direct.

ADMIRAL Corp., Chicago, has reappointed McClain Distributing Co., Charlotte, N. C., as distributor for all Admiral products in the Charlotte district.

CHICAGO TRANSFORMER Corp., Chicago, has begun sponsorship on WGN Chicago of a quarter-hour musical variety program featuring Dick (Two Ton) Baker, Monday through Saturday 8:15-8:30 a.m. (CWT). Contract was placed through Lieber Adv., Chicago.

MORRIS B. SACHS CLOTHING Co., Chicago, started sponsorship, Aug. 28, of a quarter-hour program, *But Not Forgotten*, featuring Herbie Mintz, Monday through Friday 10:15-10:30 p.m. (CWT) on WENR Chicago. Contract for 39 weeks was placed by Wade Adv., Chicago.

DAVID J. MAXIN, former drug merchandising director of H. W. Kastor & Sons Co., Chicago, has joined Assoc. Distributors & Dana Perfumes Inc., Chicago, as director of merchandising research.

CLAIR HEYER, formerly in the advertising department of Armour Co., Chicago, has been promoted to assistant to Edward N. Wentworth, director. Mr. Heyer's principal duties in his new position will relate to radio.

GILBERT C. WILSON Labs., Denton, Tex. (dehydrated sweet potatoes), augmenting its schedule on Aug. 21 started daily transcribed one-minute announcements on 6 stations in Montana. Contacts are for 5 weeks. Station list includes KGHL KFBB KGVO KGIR KPFA KRBM. Placement is through Little & Co., Los Angeles.

BLACKHAWK BREWING Co., Davenport, Ia. (Blackhawk Topping), has begun sponsorship of a quarter-hour news show 10:15-10:30 p.m. (CWT) Monday through Friday on KSO Des Moines. Contract placed by H. W. Kastor & Sons, Chicago, is "till forbid" and is said to mark the first time a beer program has been sponsored in Des Moines.

SO-GRAPE Co., Peoria, Ill., newly organized, has acquired from Judge & Dolph, Chicago, rights to manufacture and sell So-Grape. Mace Adv. has been appointed to handle the advertising. No radio is planned at present.

FAIR STORE, Chicago, (department store) on Sept. 11 begins a five-minute news show, Monday through Friday 5-5:05 p.m. (CWT) over WMAQ Chicago. Contract is for 52 weeks through Ivan Hill Adv., Chicago.

N. W. Ayer Expands

N. W. AYER & Son, Hollywood, has taken additional office space at 1680 N. Vine St. Charles Herbert, former CBS New York producer, has joined the agency's Hollywood staff and is assigned to CBS *Electric Hour* starting Sept. 20. H. L. McClinton, agency vice-president in charge of radio, has returned to New York following conferences with Herbert Sanford, Hollywood manager.

WV. N.H. ME.
WLAW COLUMBIA AFFILIATE
 the NEW ENGLAND STATION with
Mass. Appeal
 5000 watts 680 Kc.
 LAWRENCE, MASS.
 REPRESENTED BY THE KATZ AGENCY INC.
 * P. 5, Maine and N. H. too!

RETAIL SALES		
WLAW Primary Coverage		
	Day	Night
Mass.	11.97%	10.79%
N. H.	53.44%	37.24%
Maine	1.56%	1.88%

Coverage Map on Request