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**THE ONLY
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HOUR NEWS
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UP—PA—INS**

EXCLUSIVE

CHICAGO BEARS
FOOTBALL

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BLACK HAWKS
HOCKEY

EXCLUSIVE

24 HOURS
NEWS SERVICE

EXCLUSIVE

CHICAGO CUBS
BASEBALL FOR 1945

National Representative
John E. Pearson Co.

250 PARK AVE., NEW YORK

AGENCIES



F. CARLETON McVARISH has been appointed by H. B. Humphrey Co., Boston, in charge of radio research, promotion and merchandising in agency's radio department. Just resigned from the Interim Research & Intelligence Staff of State Dept. as assistant chief of distribution for research and analysis branch of Office of Strategic Services. McVarish for 14 years had been director of merchandising and research for Yankee Network.

LT. COMDR. B. B. BANKS, on terminal leave from Navy, has joined Hill Adv., New York, as account executive.

JOHN M. WILLEM, research director of Leo Burnett Co., New York, has been appointed account executive.

KEITH STEVENS, composer-conductor of CBS "Request Performance" for Ward Wheelock Co., Philadelphia, Dec. 15 married Peg McCartney of Sydney, Australia, whom he met two years ago while heading OWI radio activities in that area.

EDWIN CURTAIN, prewar radio publicity chief of BBDO New York, has rejoined the agency after five years service with the Army, the last two with Chinese Combat Command. He was released as lieutenant colonel.

SILVAN TAPLINGER, radio director of Weiss & Geller, New York, is father of a boy born Dec. 18.

CHARLES F. JUNOD, recently released from the Army as lieutenant, has rejoined William Esty & Co., New York, as account executive.

ALBERT CLOUGH, recently discharged from the Army, has rejoined the radio department of Donahue & Coe, New York.

GEYER, CORNELL & NEWELL, New York, now handles foreign advertising and has made arrangements with Irwin Vladimir & Co. under which foreign advertising facilities will be made available.

TOM DENTON, released from the Navy as lieutenant commander and formerly account executive with H. W. Kastor & Sons, Chicago, has joined Geyer, Cornell & Newell as head of the radio department of the Hollywood office.

EARL G. THOMAS resigns as radio director of Grey Adv., New York, to devote full time to promotion development and merchandising of new participation program to be made available to stations.

WYLLIS COOPER, chief program supervisor with Compton Adv., New York, has been appointed head of agency's television motion picture departments. **BRUCE DISQUE**, assistant program head, succeeds Cooper as chief program supervisor.

LEN MCKENZIE, radio writer formerly with BBDO New York, joins the radio department of Compton Adv., New York.

JACK FOY has been appointed manager of the Chicago office of Craig E. Dennison Adv., shifting from Buffalo office. **R. I. LARSON** and **BEN RUBIN** of Chicago staff, have resigned. **WILLIAM TANNER** continues as Buffalo manager.

LT. GERARD J. CASSEDY, recently out of Navy, has returned to Birmingham, Castleman & Pierce, New York, as account executive.

PHIL SNYDER has been named musical director of Pacific Coast Adv., San Francisco.

AUBREY C. MENDLE, discharged from AAF and formerly with San Francisco agencies, has joined Hugo Scheibner Inc., Los Angeles, as account executive. **SELIG J. SMITH**, after more than three years in the Navy, has joined agency as art director. **MARIE HORNBECK**, former fashion editor of Seattle Times and director of women's activities of The Portland Oregonian, has been placed in charge of publicity and public relations for agency. **COLLETTE LISTMAN**, formerly of I. Magnin's women's apparel shops, has joined Scheibner as fashion consultant.

ANDREW C. KELLY, former copy writer of Smith & Drum, Los Angeles, and previous to that West Coast manager of Tom Flzdale Inc., national publicity service, has been appointed Los Angeles manager of newly established offices of James Houltham Adv., Oakland, Cal. He is temporarily head-

quartered at 1061 S. Flower St. Telephone is Prospect 9145. Kelly was at one time CBS western division publicity director.

D. E. LONGMORE, vice-president of McKim Adv. Ltd., has been appointed manager of the Montreal office succeeding J. J. GALLAGHER, who is retiring. Longmore formerly was manager of McKim offices at Vancouver, Toronto and London, England.

KATHRYN-ANN ADVERTISING IDEAS, Vancouver, is new agency started by **KATHRYN MASIE**, who has been in western Canadian radio for several years, and **ANN STOCK**, formerly of Cockfield Brown & Co., Vancouver, and prior to that with eastern Canadian agencies and department stores.

JAMES WASHER after three and a half years service with Army has returned to Donahue & Co., New York, as assistant account executive.

DAN RODGERS, formerly with Raymond Spector Co., New York, as media director, has joined the creative staff of E. T. Howard Co., New York.

GEORGE SMITH, formerly with Standard Brands, New York, and prior to that with Procter & Gamble Co., Cincinnati, has joined Foote, Cone & Belding, New York, as assistant account executive.

JANE L. VAN ALSTYNE, formerly with Lennen & Mitchell and J. Walter Thompson Co., has joined the copy staff of Franklin Bruck Adv., New York.

KENNETH R. McMATH, member of the business development department of N. W. Ayer & Son, Philadelphia, has been transferred to New York office of the agency.

LEW VALENTINE, returned from service and now assistant radio director of Grant Adv., Chicago, is serving as m.c. on Mars Candy Thursday night ABC show "Curtain Time", for which Grant is agency.

WALTER MCCREERY, executive partner of Smith, Bull & McCreery, Hollywood, and **MEL ROACH**, office manager, have returned to their headquarters following six weeks of New York conferences with clients.

WILLIAM WINTER, with release from Navy after three years service, has rejoined Ray Carr Adv., Portland, Ore.

GAIL WRIGHT, formerly on publicity staff of Tayton Co., Los Angeles, has joined John Freiburg & Co., Los Angeles agency, as account executive. **BESS LYMAN**, former publicity director of Winn Louisville, also has been added to agency as account executive.

JAMES F. ROWE, with release from Marine Corps as combat correspondent, has joined J. Walter Thompson Co. as publicity director for Las Vegas Chamber of Commerce. Agency's Los Angeles office services account.

RICHARD B. KRUEZER, with release from armed forces, has joined Albert Frank-Gunther Law, San Francisco, as production manager and art director.

HENRY W. WELSH Adv., Los Angeles, has changed agency name to Welsh-Hollander Co. **A. M. HOLLANDER** has been food and household account specialist for year and a half. **VIRGINIA BLANKENHORN**, in agency production department, assumes added duties as copywriter.

JACK L. ADAMS, formerly with Zellerbach Paper Co., has joined Davis & Beaven Adv., Los Angeles agency.

WILLIAM V. SHAFNER, for four years with FBI on counter espionage assignments and prior to that associated with San Francisco radio and publicity work, has joined Gerth-Pacific Adv., San Francisco, as account executive.

R. B. STRUBLE, radio director of Dan B. Miner Co., in Chicago for two weeks on agency business, returns to his Los Angeles headquarters Jan. 3.

RALPH H. WHITMORE, on inactive duty from Army with rank of major after approximately five years service, has joined The Tullis Co., Los Angeles agency, as production manager and account executive. Before joining the service he was a CBS Hollywood account executive.

GEORGINA SMALL, former editor of Western Radio News, published by Homer Griffith Co., Hollywood, station representative, has rejoined Smith,

Bull & McCreery Adv., Hollywood, as timebuyer and secretary.

WILLIAM RALSTON with Army discharge has been made assistant account executive of Foote, Cone & Belding, Los Angeles.

BILL HUNTER with release from Coast Guard has been appointed account executive of Allied Advertising Agencies, Los Angeles.

BOOKER-COOPER, Los Angeles agency, moves to 1235 W. Sixth St. on Jan. 1.

ARTHUR C. RICHARDS, radio director of Paul Winans Adv., Los Angeles, and Varonica Warenick were married Nov. 28.

Laurie K. Tischler, former advertising manager of J. W. Robinson Co., Los Angeles department store, has joined Jere Bayard & Assoc., Los Angeles agency, as account executive.

Jerrold C. Arnold, former partner of Loebl, Los Angeles, has been appointed vice president and director of Paul E. Newman Co., Los Angeles agency.

Lester A. Friedman with release from AAF has returned to Brischer, Van Norden & Staff, San Francisco.

Carl J. Eastman, vice-president of N. W. Ayer & Son, San Francisco, has been elected first vice president of San Francisco Chamber of Commerce.

Martin Murphy, released from service as captain with Intelligence Section, 18th Airborne Corps, and formerly with Centaur Co., has joined Pedlar & Ryan, New York. Returned to media department of P&G is **Gene Waggaman** after four years as Navy lieutenant.

Walter C. Barber of Compton Adv., New York, has been elected president of Media Men's Assn. of New York. Other officers elected include **Daniel Pykett** of Kudner Agency, first vice president; **Sid Shaefer**, Buchanan & Co., second vice president; **Robert Erath**, Kenyon & Eckhardt, treasurer, and **H. A. Sterns**, Duane Jones Co., secretary.

News



LAWSON (Jack) Davies, Pacific veteran, has returned to KSL Salt Lake City, assigned to newsroom.

SAM TAUB, WHN New York sports-caster, has been elected recording secretary of the Boxing Writers Assn.

MALVINA STEPHENSON, Washington correspondent for West Virginia Network and several newspapers, has been added to standby staff as Washington representative of ABC "News of Tomorrow" program, daily 11:05 p.m. Miss Stephenson specializes in reporting activities of Mrs. Truman and Margaret Truman.

DAVE ROBBINS has returned to CKOC Hamilton as news editor after service as major with the British 8th Army.

BOB TRUERE, former announcer at WPDQ Jacksonville, Fla., is now news reporter at WCSC Charleston, S. C.

FREDERICK MANESS, chief announcer at WCOS Columbia, S. C., before serving four years in Army as pilot, joins WCSC newscasting staff.

HARRY PECK, director of special events at KOIL Omaha; Dec. 12 was presented Key-Man key by Omaha Junior Chamber of Commerce for his work as general chairman and publicity chairman for Wartime Salvage Drive.

DICK CROMBIE, newscaster, returns to KJR Seattle after Navy release. He was aviator with rank of lieutenant, served three and a half years.

RAYMOND SWING, ABC commentator, has been elected chairman of the board of Americans United for International Organization.

EDWARD R. MURROW, CBS commentator, is back in London for his regular broadcast Sun. 1:45-2 p.m. and **WILLIAM SHIBER**, CBS commentator, returned to New York for his Dec. 16 broadcast after seven weeks covering war trials in Nuremberg.

Welch Appoints

JAMES O. WELCH Co., Cambridge, Mass. (candy), has placed advertising account with Charles W. Hoyt Co., New York.

Places Account

NATIONAL MFG. Corp., Sterling, Ill., affiliate of Doehler Metal Furniture Co. has placed account for new line of kitchen and dinette furniture with Hirshon-Garfield, New York.