

# KGHL

BILLINGS, MONTANA

5000 WATTS

790 KC

NBC

Represented by

THE KATZ AGENCY, Inc.

## 2 NAMES THAT RING BELLS in San Francisco!

Any loyal San Francisco will tell you that Blum's is America's finest confectioner; Podesta and Baldocchi America's finest florist. Both program exclusively on . . .

UNIVERSAL'S KEY STATION FOR NORTHERN CALIFORNIA

# KSFO

Represented by UNIVERSAL RADIO SALES

ALL NORTHERN VERMONT

CHAMPLAIN VALLEY

BURLINGTON HAS THE ONLY



STATION IN VERMONT

1000 WATTS - FULL TIME

IN TOUCH WITH TOMORROW  
... IN TUNE WITH TODAY

# KGW

PORTLAND, OREGON  
REPRESENTED BY EDWARD PETRY & CO.

# AGENCIES

**PETER F. SIMMONS**, former commercial manager of KGU Honolulu, has been appointed director of radio of Holst & Cummings, Honolulu, Kuder Agency affiliate in Hawaii. **JIM WAHL**, former news editor and NBC correspondent, has been named head of radio production. **ELEANOR PIETSCHMAN**, formerly in KGU traffic department, joins agency as radio department secretary.

**KARL PITTELKOW**, former account executive with Campbell-Ewald, Detroit, has joined the creative staff of Fuller & Smith & Ross, New York, as account executive.

**JOSEPH SILL Jr.**, released from Army Field Artillery as lieutenant-colonel, and during war director of information and education for U. S. armed forces in India-Burma Theatre, has joined Davis & Beaven Adv., Los Angeles, as director of copy and radio. Prior to war he was with Botsford, Constantine & Gardner, Los Angeles.

**BILL BURCH**, director of Ralph Edwards Productions on weekly NBC "Truth or Consequences", has resigned to join Ruthrauff & Ryan, Hollywood, as producer of CBS "Gene Autry Show."

**LOUISE C. GRACE**, director of research and media for Grant Adv., Detroit, has been elected president of Zonta International.

**JAMES B. HILL**, for 11 years writer and producer with Chicago, Minneapolis and Cincinnati agencies, has been added to staff of Brooke, Smith, French & Dorrance, Detroit. Before joining agency he was with radio staff of Kroger Grocery and Baking Co., Cincinnati.

**FEDERAL ADV.**, New York, has moved headquarters from 444 to 385 Madison Ave., New York.

**ELEANOR VIDOVICH**, formerly of Bebel, Waldie & Briggs Adv., Chicago, has joined M. M. Young Adv., Los Angeles, as executive secretary. **BARBARA D'COSTA** has joined same agency in charge of sales service.

**ROBERT S. LEHMANN**, released from the Navy as lieutenant, has joined Stodel Adv., Los Angeles, as account executive and director of market research and product development.

**JACK LEWIS**, former copywriter of J. M. Mathes Inc. and prior to that for four years in radio-copy division of Geyer, Cornell & Newell, New York, has joined copy staff of Paul E. Newman Co., Los Angeles.

**CHARLES BOWEN** has joined Lockwood Shackleford Adv., Los Angeles, as account executive.

**ALAN CAMERSON**, for six months production manager of Atherton & Gresham Adv., Hollywood, has resigned to freelance as writer-producer.

**R. E. (Joe) MESSER**, for more than 12 years general manager and time-space buyer of Raymond E. Morgan Co., Hollywood, has joined Glasser-Galley & Co., Los Angeles, in former capacity.

**HARRY J. WENDLAND Adv.**, Los Angeles has moved to larger offices at 2504 W. Seventh St. Telephone is PAirfax 2381.

**RALPH P. CAMPBELL**, at one time account executive at J. Walter Thompson Co., New York, has joined National Advertising Service, New York, as sales manager.

**LESTER KRUGMAN and SIDNEY W. ROSEN**, both released from the armed forces, have formed an advertising agency and art service, Lessid Adv. at 264 W. 23 St. New York.

**PAUL PODGUS**, former copywriter at McCann-Erickson, New York, has joined Weiss & Geller, New York, in similar capacity.

**DANIEL F. McNAMARA**, reporter for the Wall Street Journal, New York, has joined the news department of Albert Frank-Guenther Law, New York.

**RUTH BRANIGAN**, formerly with the research bureau of retail training, U. of Pittsburgh, where she served as associate professor of advertising, Aug. 1 joins Alfred J. Silberstein, Bert Goldsmith Inc., New York, as account executive.

**HANNAH Adv.**, San Francisco, has taken over the entire sixth floor of the

Lathrop Bldg. at Post and Stockton, under a long-term lease.

**JAMES R. FOX**, for four years manager of McCann-Erickson's San Juan, Puerto Rico, office, has been appointed manager of the agency's Havana, Cuba, office, succeeding WALLACE H. GOLD-SMITH, manager of that office since 1944. Mr. Goldsmith has been reassigned to the foreign department of McCann-Erickson in New York at his own request.

**SAMUEL A. JACOBSON**, formerly with art department of Hixson-O'Donnell, Los Angeles, has joined Dunn-Fenwick & Co., that city, as production manager. **STANLEY M. GORTIKOV**, formerly with Lockwood-Shackelford, Los Angeles, has joined Dunn-Fenwick copy staff.

**IRVING LANDER**, partner of Stevens-Lander-Young, Los Angeles, has rejoined firm following Army discharge.

**JANE WORTHINGTON**, formerly with Leon Livingston Adv., San Francisco, has joined copy staff of BBDO, that city.

**R. G. DEBNAM and E. M. CLEMENCO**, ex-servicemen, have joined copy staff of Brisacher, Van Norden & Staff, San Francisco. Mr. Debnam was formerly sales supervisor and publicity director of Farmville, N. C. Tobacco Board of Trade. Mr. Clemenco was free lance writer.

**JOSEPH W. LEWELLEN**, after four years in AAF, has returned to West-Marquis, Los Angeles, replacing DONALD MCKENZIE, who returns to agency's San Francisco office.

**ANGELA D. WALSH**, freelance writer and formerly with Tracy, Kent & Co. as account executive, has joined Robert B. Grady Co., New York in an executive capacity.

**KNOWLES ENTRIKIN**, Ruthrauff & Ryan producer of "Mayor of the Town" and **HOWARD BRESLIN**, script writer, are co-authors of "Off the Air," comedy drama which will receive a tryout the week of Aug. 19 at the Berkshire Playhouse, Stockbridge, Mass., with Shirley Booth as star.

**ARTHUR A. KRON**, member of the board of directors and treasurer of Export Advertising Assn., New York, and executive vice president and treasurer of Gotham Adv., New York, June 26 addressed a luncheon meeting of the Export Advertising Assn., at the Belmont-Plaza Hotel, New York. Mr. Kron's subject was "Customers and Competitors in Latin America," where he spent four months studying importing and advertising of American goods.

**ARTHUR C. FATT**, executive vice president of Grey Adv., New York, June 21 was presented with a 1946 Cadillac sedan by agency employes on the occasion of his 25th anniversary with the firm.

**MARJORIE J. O'KEEFE**, former space buyer at Du Pont & Cahain Agency, Springfield, Mass., has joined Hicks & Greist, New York, as head of the media department.

**CHESTER BROUWER** has been named West Coast publicity representative of N. W. Ayer & Son effective July 8. Mr. Brouwer has been on the Young & Rubicam Hollywood radio publicity staff and before that had been on the N. W. Ayer Hollywood staff.

**THOMAS R. VOHS** after service with Navy as a lieutenant, has joined John A. Cairns & Co., New York, as an assistant account executive.

**LARRY STEVENS**, formerly head of his own New York public relations firm, has joined Own & Chappell, New York, as account executive on American Transit Assn., account, New York, and in charge of public relations and publicity of the agency.

**ANN BLERSCH**, formerly with Trans-World Airways, has joined the foreign department of McCann - Erickson, New York.

**ANNE E. MERRILL**, formerly in the copy department of Morse International, New York; **LEONARD STEIN**, formerly in display advertising and **FERDINAND ZIEGLER**, previously with Research

## 5 Plus 2

WCOP Boston Program Manager Jack Maloy, and his assistant, Hank Lundquist, both became fathers June 20, the latter's son arriving at 7 a.m. to score a 5 1/2 hour beat on his chief's daughter. Double cigars, scotch-taped together, were passed out. WCOP baby production record now totals seven since first of April.

## DONAHUE TO HEAD ABC DETROIT OFFICE

ABC last week announced its intention to exploit the network business possibilities among the heavy industries concentrated in the Detroit area. The network gave its eastern sales manager, John Donohue, a promotion to the position of assistant to the vice president in charge of sales, and ordered him to set up headquarters in Detroit.

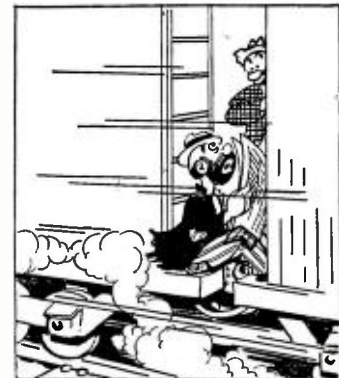
Fred Thrower, ABC vice president in charge of sales, announced that the network had recognized the re-emergence of new network sponsor prospects, since the conversion to civilian production, among heavy industries. Mr. Donohue will supervise national network sales in the Detroit-Cleveland-Pittsburgh area.

George T. C. Fry, director of business development, was named eastern sales manager, succeeding Mr. Donohue. Ridgeway Hughes, a member of the network's business development division, will assume direction of the division's activities, with the title of acting director of presentation.

Corp., Bound Brook, N. J., have joined the copy department of Grey Adv., New York.

**GUERIN-SALZMAN Co.**, located at 147 W. 42nd St., New York, has been formed by **HAROLD S. and PAUL R. GUERIN**, and **SEYMOUR SALZMAN**. During war Harold Guerin served with OWI in China and India. Paul Guerin with USO. Mr. Salzman served in Army.

**RICHARD M. CHENKIN** after service with the armed forces and formerly with Hirshon-Garfield, New York, has joined Sheldon Elster Co., New York, as account executive.



"Just think, Percival—we can listen to WFDF Flint when de railroads get radio."