

Washington Favorites

WMAL and :



Ruth Crane

Director of Women's Activities at WMAL, who has achieved an enviable position in Washington. Her daily program, "The MODERN WOMAN," is outstanding.

Want proof? Ask any of her current sponsors, including Herb-Ox, Rockwood Chocolates, Canada Dry, Conformal Shoes, Colgate-Palmolive-Peet, Date Night Shampoo, Bathasweet, Renuzit, Scoop, and Pestmaster.

For complete facts on this remarkable program call ABC Spot Sales or The Evening Star Station in Washington, D. C.

WMAL

In The Public Interest

WPAY Helps

WPAY Portsmouth, Ohio, broadcast safety precautions and news in bulletins when Portsmouth's principal water main broke just at the time the city's reservoir was emptied for repairs. The station helped mobilize auxiliary firemen, who patrolled with hand fire extinguishers. Only one minor fire was reported during 13-hour emergency. * * *

WCHS Aids Capture

WCHS Charleston, W. Va., CBS affiliate, took a hand in the capture of two gunmen wanted for the murder of a prominent citizen. WCHS broadcast story of the murder, described victim's car, which killers had taken and urged people to watch for it. A few minutes later, a motorist who had heard the broadcast while driving, spotted auto, phoned the police who then made the arrest. * * *

Man Located

RADIO'S flexibility again was demonstrated when Tom Hotchkiss, KGER Long Beach, Calif., newscaster, broadcast description of an elderly amnesia sufferer. After being among the missing for three days, the man's family had asked station for aid. Five minutes after broadcast, a woman called to say that a man answering the description was in San Diego at a certain local market. He was the man. * * *

Across the Board at KYW

BELIEVING that haphazard placing hinders the effectiveness of public service programs, James P. Begley, program manager of KYW Philadelphia, has jockeyed his schedule to give the 9:30 a.m. Monday through Friday segment to public interest shows. * * *

Ice Fund

SALVATION Army's Penny Ice Fund, which sells ice to the needy for a penny during summer months, had fallen \$500 short of its \$1500 goal in St. Joseph, Mo. That was before Paul Roscoe, general manager of KRES St. Joseph, offered the station's service. With Minor Clites, blind pianist, providing music, Mr. Roscoe and Dward Moore, program manager, went to the microphone for Penny Ice. Three hours later 500 telephone calls and \$535 in donations had put the fund over its goal. Twenty Boy Scouts bicycled through the city collecting contributions at the homes of people who telephoned KRES. * * *

Opening Set Sept. 9

FORMAL opening of KRNT Des Moines Radio Theatre is set for Sept. 9 with week's run of "Oklahoma!" slated and with Gov. and Mrs. Robert S. Kerr of Oklahoma, Gov. and Mrs. Robert D. Blue of Iowa and Mayor and Mrs. John MacVicar of Des Moines as guests of honor.

AGENCIES



ALFRED WHITAKER, with Benton and Bowles, New York, since last January as assistant to the vice president and director of Research, has been appointed associate director of research. He will supervise radio, copy and sales research, and market analysis.

ROBERT E. MAYER, former advertising manager of Hecker Products Corp., has joined Blow Co., New York, as account executive to handle drug product advertising.

FREDERICK A. KELLAR, discharged from the Navy, has been named New York office manager of James Thomas Chirurg Co.

STANLEY F. ELLSWORTH, former copy chief of Hixson-O'Donnell Adv., New York, has been elected a vice president and director of the agency.

JOHN L. SWAYZE, manager of radio commercial copy of Young & Rubicam, New York, and **WALTER B. C. WASHBURN** of agency's merchandising department, have become stockholders of the company.

STUART CHOATE of media department of Leon Livingston Adv., San Francisco, has resigned.

HUGO SCHEIBNER Inc., San Francisco, have opened new offices there at 26 O'Farrell St.

SNOWDEN HUNT, separated from Navy as commander after four years service, has joined production staff of Smith, Bull & McCreery, Hollywood. Pre-service Mr. Hunt was advertising manager of Interstate Aircraft, Los Angeles.

WALTER EDWARD DRURY, formerly with Naval Aviation, has joined Henry A. Loudon Adv., Ann Arbor, Mich.

LAWRENCE WISSER, formerly with Federal Adv., New York, joins Morse International, New York, as contact on Prince Matchabell account. **JAMES HAUSMAN**, former Navy lieutenant commander, joins agency's copy staff.

BOB LAMB, former NBC Chicago account executive, has joined Pat Patrick Co., Glendale, Calif., in same capacity.

BEN BRADY, co-head writer on CBS "The Dinah Shore Show" last season and writer, producer and performer on summer series, "Brooding with Brady," has been signed by Young & Rubicam, Hollywood, as producer of CBS "The Ginny Simms Show."

RANDOLPH W. HEIZER, former manager of the Detroit office of Compton Adv., has joined the executive staff of Donahue & Coe, New York. While at Compton he was account executive on the White Star division of the Socony-Vacuum Oil Co.

HARRY OMMERLE, overall radio director of A & S Lyons Inc., New York, will headquarter in Hollywood effective next month. **BEN PEARSON**, formerly with J. Walter Thompson Co. and Lennen & Mitchell, Hollywood, joins Lyons to head the New York radio office.

DAVID E. ROTHSCHILD, account exec-

Now on Air

FOR 15 years Marion Wallace, director of home economics department in Minneapolis office of Campbell-Mithun, has been making recipes, testing old ones, writing copy and doing research, and now through surprise spur-of-the-moment audition, she doubles in brass and appears on dally Land O' Lakes Creameries program on KSTP Minneapolis and Northwest Network as home service director of the creamery account.

utive with the former Oswald Adv. Philadelphia, before entering the armed forces, has formed an agency of his own to be known as David E. Rothschild Adv., at 673 Broadway, New York, for advertising, sales promotion and public relations of limited-budget advertisers.

EDWIN P. CURTIN, formerly with BEDDO New York, has accepted the commission of lieutenant colonel in the regular Army and has been assigned to the Army Information School at Carlisle Barracks, Pa., as head of the radio section of the Public Information Branch. Lieut. Col. Curtin, who saw four years of wartime service, largely in China, was previously head of NBC's press department in New York.

GLENN L. HAMMER, former executive director of the Chicago Federated Advertising Club, has joined Harry Atkinson Inc., Chicago, as account executive. Mr. Hammer recently returned from overseas duty where he was attached to Army Intelligence.

FRANK C. NEIMAN, formerly with Spencer W. Curtiss Agency, Los Angeles, has been appointed account executive of C. Franklin Brown & Co., Chicago.

E. EMMETT ATKINSON, head of R. Emmett Atkinson Adv., is in Chicago on three week business trip.

RICHARD JOHNSON, former lieutenant in Navy public relations, has joined Hixson-O'Donnell, Los Angeles, as chief copy writer in public relations department.

HENRY HAYDEN, formerly in charge of traffic on General Electric account at Young & Rubicam, New York, has been named assistant manager, agency's Traffic Dept.

COSBY & COOPER, San Francisco, has been elected to membership in the American Association of Advertising Agencies.

TONY STANFORD, producer of "Lux Radio Theatre" for many years, joined Young & Rubicam, Hollywood, as a radio producer Aug. 15 and takes over production duties on "Duffy's Tavern" when it returns to air Oct. 2.

IMPORTANT

TO BOOST PENNSYLVANIA SALES

Folks within WISR's coverage area have about \$2,000,000,000 income. It's a market you can't afford to overlook, especially since you can reach it for less than 1c per thousand homes.

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BUTLER, PA. 680 KC — 250 W

Low-cost Coverage in a 2 Billion Dollar Market

National Representatives
FORJOE & COMPANY