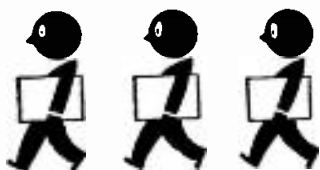


# beat



& Ryan, N. Y., as copywriter.

GERALD M. McCUE, production manager, to account executive Wilson Haight Inc., Hartford, Conn. ROBERT F. DAWSON, assistant production manager, to production manager. G. FRED PELHAM to assistant production manager.

DOUGLAS STEWART, contact work on Armour account at Foote, Cone & Belding, Chicago, to Ruthrauff & Ryan, same city, as assistant account executive on Red Top Beer and Goodall.

JOHN BARTON MORRIS, national sales manager Helbros Watch Co., to William H. Weintraub & Co., N. Y., as assistant director marketing service.

ERNEST DAVIDS, head Ernest Davids & Co., N. Y. advertising consultants, to vice president in charge of business administration, newly created post at Dorland Inc., N. Y.

FREDERICK CUNNINGHAM, Waldie & Briggs, Chicago, to Aubrey, Moore & Wallace, same city.

EDWARD K. HARRISON, dean of men Washington U., St. Louis, to Warner, Schulenburg, Todd & Assoc., same city, as account service director. Was principal in Harrison-Rippey Adv., St. Louis.

BERNARD N. CRAVEN, co-founder Craven & Hendrick Inc., N. Y., retires. His stock interest acquired by corporation. H. LINN EDSALL, vice president, elected director and secretary of firm.

G. S. WARREN Jr., D. P. Brother, Detroit, appointed executive on Oldsmobile account. CLARENCE HATCH Jr., executive vice president, continues as supervisor of account.

MORRIS E. JACOBS, Bozell & Jacobs Inc., Omaha, elected to board of directors D. A. Schulte Inc. chain stores.

ALAN L. HAUSMAN, Scheck Adv., Newark, to Franklin, Bertin & Tragerman Inc., N. Y., as account executive.

REID PARKHURST, senior vice president and copy chief, Samuel Croot Co., N. Y., to William von Zehle & Co., N. Y., as plans board and creative staff member.

T. M. GRIFFITH, elected president and treasurer, R. E. McCARTHY, executive vice president, of newly formed Griffith-McCarthy Inc., St. Petersburg and Tampa, Fla., after merger of individual agencies owned by Messrs. Griffith and McCarthy.

KENNETH COWAN, account executive staff Henry J. Kaufman & Assoc., Washington advertising agency, father of boy, Richard Craig, July 31. Mrs. Cowan is former Joanne Taishoff.

CHARLES McCANN, research director Ruthrauff & Ryan, Chicago, leaves Aug. 10 for active service with AAF.

GERTRUDE R. DALE, N. W. Ayer & Son, N. Y. and GEOFFREY R. KEAN, Cecil & Presbrey, N. Y., to public relations department Hewitt, Ogilvy, Benson & Mather, N. Y.

EMIL BRISACHER, president, Brisacher, Wheeler & Staff, N. Y., returns to desk after six week's study of economic conditions in Sweden, Norway and Denmark.

ED FRANCK, Young & Rubicam, N. Y., named agency director *We The People*, NBC, Fri., 8:30-9 p.m. DAN SEYMOUR named production supervisor.

EDWARD SCOFIELD, head of own public relations offices in Hollywood and N. Y., forms advertising agency in Hollywood, Edward Scofield Assoc. Offices at 6404 Hollywood Blvd. Phone: Hudson 2-1181.

BROADCASTING • Telecasting



## To a Big City Ad Man unaccustomed to 5 o'clock shadows

5 o'clock in the morning is either awfully early or mighty late. If you've approached it only from the tired city side you have probably missed its more invigorating aspects.

Iowans fare better. Instead of barren asphalt jungles they see fruitful fields with dew glistening in the sunrise. In place of night-deserted buildings they see busy barnyard bustle. They see the shadows of fattening beeves whose composite market weight in 1949 was 2 billion 386 million pounds. *Iowa grows more cattle—and makes more money at it—than any of the legendary range states.*

They see the shadows of a fantastic "pork barrel" worth over \$737 million in 1949. *Iowa marketed one-fourth of all the pork in the country last year.* They see the shadow of a gigantic egg which provides pin money for Iowa farm wives of \$200 million annually. *The egg and Iowa nestle cosily at the top of the nation's market basket.*

The substance of all these shadows is \$2 billion 11½ million for Iowa cash farm income in 1949—first for the nation according to *Sales Management*. Industrial Iowa adds another \$2 billion to total individual income. It's a market worth reaching—and in Eastern Iowa WMT reaches.

Please ask the Katz man for additional data.

5000 WATTS, 600 KC



BASIC COLUMBIA NETWORK