

Agencies

Dan Seymour, Young & Rubicam, N. Y., appointed a vice president in charge of programming in radio-TV department.

Van Lear Woodward Jr. elected president of William von Zehle & Co., N. Y. William von Zehle appointed chairman of the board.

Courtney A. Crandall, copy chief, Harold Cabot & Co., Boston, elected vice president.

William C. Geoghegan, vice president, Compton Adv. Inc., to Sherman & Marquette Inc., N. Y., in same capacity.



Mr. Geoghegan

named head accountant and assistant in TV production department, respectively.

Reginald L. Dellow, formerly director of research for D. P. Brother & Co., Detroit, to The Allman Co., same city, as director of media and market research.

Melvin Van Lom, Richard G. Montgomery & Assoc., Portland, Ore., to West-Marquis Inc., that city, as account executive.

Maitland Jones, creative head, Hutchins Agency, N. Y., to Sullivan, Stauffer, Colwell & Bayles, N. Y., as vice president and copy executive.



Mr. Jones

timebuyer, named assistant radio-TV director.

Rita Kennedy and Eula Reggin, traffic department, promoted to radio-TV timebuyers. Jeanne Friar named film buyer.

C. Watts Wacker to D. P. Brother & Co., Detroit, as assistant to Carl Georgi Jr., vice president and director of media.

Roy Lang, Foote, Cone & Belding, to W. E.

BROADCASTING • TELECASTING

top station

According to the Dr. Forest L. Whan Survey of the Boston Trade and Distribution Area, New England TV families tune *most* to WBZ-TV. Here are the exact figures:

Station	Daytime	Nighttime
"Listened to Most"		
WBZ-TV	54.8%	52.4%
Station B	32.5%	37.3%
Station C	8.7%	7.1%

.. in an area that's tops in TV interest!

New England women really have eyes for television. So do their men and children! You can be sure of results when you use WBZ-TV to build your sales in a territory that devotes such a sizable slice of every day before the picture tube. Here's how Dr. Whan measures length-of-listenership:

NUMBER OF HOURS AVERAGE PERSON SPENDS WATCHING TV—DAILY (in homes equipped with television)

	Average Woman Over 18	Average Man Over 18
Weekday	3.71 hours	2.62 hours
Saturday	4.14 hours	3.43 hours
Sunday	5.20 hours	4.61 hours

	Average Teen-ager 12-18	Average Child 4-11
Weekday	2.64 hours	2.45 hours
Saturday	4.28 hours	4.66 hours
Sunday	3.97 hours	4.14 hours

With the Whan report at your elbow, you can plan your New England advertising more effectively than ever before. Its 70 fact-filled pages tell you the station and the hour that are best for *your* purposes. If you don't have a copy, get in touch with WBZ-TV or NBC Spot Sales.

WBZ-TV BOSTON channel 4



WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales