

# AGENCIES



**SYMOUR STEINHARDT**, former Army lieutenant in charge of Information Section for South Pacific and with Armed Forces Radio Service, has been named radio director of Art-Copy Associates Adv., Newark, N. J.

**DELBERT J. COOK**, former account executive with McCann-Erickson Chicago and Minneapolis offices, has joined Young & Rubicam, Chicago, in same capacity. Prior to McCann-Erickson Mr. Cook was advertising and sales promotion manager for the middle western division of Great Atlantic and Pacific Tea Co.

**MARION MacDONALD**, formerly with Mademoiselle Magazine and prior to that with Maxon Inc., has joined the copy staff of Buchanan & Co., New York.

**JULIAN CZUKOR**, Buchanan & Co., speaking for **JOSEPH McPARLAND**, department manager, last week addressed a meeting of the Advertising and Publicity Club of the City College School of Business Administration. Mr. Czukor spoke on "The Function of a Traffic Department in an Advertising Agency."

**HOWARD W. CALKINS**, vice president of Albert Frank-Guenther Law, New York, has been elected a director of the agency. Prior to joining firm in 1945 Mr. Calkins served as a lieutenant commander in the Navy and before that served seven years with the New York Times as reporter on financial staff.

**JACK L. FISHER Jr.** has joined the Davis Fisher Kayne Agency, Chicago, as radio director.

**EDMUND ABBOT**, vice president in charge of radio of Shaw-LeValley, Chicago, has been appointed account executive on Household Finance Corp.,

Chicago, in addition to his regular duties. Mr. Abbott has been with the agency since August.



**SEVENTH BIRTHDAY** party of St. Georges & Keyes, New York advertising agency, finds Victor van der Linde, radio director of agency, enjoying a laugh with Mutual's Elaine Wall, while Don Bryan, musical conductor of "Exploring the Unknown," produced by agency for Revere Copper & Brass, tries to get into the act.

**CLARK RAMSAY**, for six years studio advertising manager of Universal Pictures Corp., has resigned to become vice

president of Monroe Greenthal Co. and will head agency's Los Angeles office. Mr. Ramsey will handle agency's West Coast operations including advertising of Universal-International Pictures and J. Arthur Rank Productions.

**FRED M. JORDAN**, executive vice president and West Coast manager of Buchanan & Co. headquartered in Los Angeles, is in New York for conferences with agency officials.

**DAVID FENWICK**, vice president of Dunn-Fenwick & Co., Los Angeles agency, is in New York for three weeks conferring with clients on 1947 advertising plans.

**ALLEN M. WHITLOCK**, former account executive at Marschalk & Pratt, New York, has joined Kastor, Farrell, Chesley & Clifford, New York, in same capacity.

**MILTON M. ROCKMORE**, after service with the Army and former head of his own advertising agency, Surety Adv., New York, has established a new agency, Rockmore Co., at 37 W. 57 St., New York.

**WALTER GORMAN**, recently a writer for picture studios in Hollywood, and prior to that director for many special public service shows for ABC, has been signed by the Kenyon & Eckhardt Agency, New York, to direct "Hollywood Story" sponsored by Kellogg Products, five weekly 11:30-45 a.m. on ABC, effective Dec. 30.

**LLEWELYN E. PICKETT**, formerly with Maxon Inc., New York, has joined McCann-Erickson, New York, as account executive for Revlon Products.

**JOHN J. LOUIS**, partner of Needham, Louis & Erorby, Chicago, was the victim of a bandit last Monday afternoon when his Evanston home was looted of almost \$10,000 worth of valuables. Both Mr. and Mrs. Louis were out at the time of the robbery.

**THOMAS ROY JONES**, president of American Type Founders, Elizabeth, N. J., has been elected a director of Fred Rubetz Adv., New York.

**ELIZABETH TUCKER**, formerly of copy department, BBDO, New York, has joined Compton Adv., New York, in same capacity.

**SHAW ASSOC.**, New York, formerly at 171 Madison Ave., has moved to 112 E. 19 St., New York.

**LOUIS H. BRENDDEL**, formerly in the vestograph division of the Polaroid Corp., Cambridge, Mass., has joined James Thomas Chirug Adv., New York, as contact man.

**GEORGE BENSON**, formerly with the Eyrne Industry Service Bureau as statistician, has joined the research department of Geyer, Cornell & Newell, New York, as statistician.

**BURTON BROWNE**, president of Burton Browne Adv., Chicago, and E. W. STEPHENSON, executive vice-president of that agency, were among principal speakers at first postwar convention of Motor and Equipment Wholesalers Assn. Dec. 6. Burton Brown Adv. is agency for the association.

**ANNE WRIGHT**, timebuyer with J. Walter Thompson Co., New York, is to be married Dec. 28 in New York to **ANDY ANDERSON**, member of the WNBC sales staff.

**FRANK BANDY, Jr.**, after service with the Army, has joined the copy staff of The Caples Co., New York.

**JIM BEALE**, formerly in the copy department of J. Walter Thompson Co., New York, has joined BBDO New York in same capacity.

**ART RIVERA**, director of radio and television with Donovan & Thomas, New York, has been retained by the Jean Fields Agency, New York, as television consultant. Mr. Rivera will continue his Donovan & Thomas affiliation.

**HARRY BINGHAM**, assistant radio director for Dancer-Fitzgerald-Sample, Chicago, has resigned after 13 years with that agency to do freelance writing.

**SYLVIA BROWN**, formerly on the copy staff at Lawrence C. Gumbinner Adv., New York, has joined William H. Wettraub & Co., New York, in same capacity.

**JOHN PEARCEY**, formerly of H. N. Stovin & Co., station representative firm, and Harold F. Stanfield Ltd., Montreal advertising agency, has joined Ronalds Adv., Toronto, as account executive.

**GLORIA GOLD**, former account executive of Rubin H. Donneley & Sons, Chicago, has joined M. M. Young Adv., Los Angeles, in similar capacity.

**JOHN BATES**, radio director of J. M. Mathes Inc., New York, **BILL BROWN**, advertising director of Canada Dry Ginger Ale Inc., New York, and **TED OKIE**, agency Canada Dry account executive,



**CARDINAL Co.**, Hollywood transcription producer and packager, has opened offices in Chicago and New York. New York offices are located at 521 Fifth Ave., telephone Murray Hill 2-4341. Chicago offices are at 383 N. Michigan Ave., telephone State 6540. **JOSEPH F. MacCAUGHTRY**, president and general manager, will supervise both offices.

**GEORGE RIDDLE**, former order service manager, Capitol Records, New York, has joined Bibletone Records, New York, as assistant to president in charge new talent.

**COLUMBIA RECORDING Corp.**, New York, and Doubleday & Co., New York, are cooperating in joint promotion on the simultaneous December release of Maurice Evans' GI version of "Hamlet," six excerpts of which are included in his Columbia Masterworks Album and in Doubleday & Co.'s edition of the stage production. Window displays featuring record albums and books are being prepared for music and book stores throughout country.

**FREDERIC W. ZIV Co.**, Cincinnati, has made special Christmas program transcriptions on its "Boston Blackie," "Calling All Girls," and "Lightning Jim" series. Also 20-second Christmas and New Year spots for "The Wayne King Show," "The Barry Wood Show," "Philo Vance" and "Easy Aces" have been transcribed. Cuts are personal greetings from stars of respective shows and have been shipped to each station for holiday use.

**CRITERION RADIO FEATURES**, Chicago, now has available first Tom Harmon All-American football team program, "Here Comes Harmon," with entire team appearing on show.

**ALBERT D. STERN**, who has resigned as vice president of Frederick Hart & Co. to form his own company in the recording field, guest of honor Dec. 5 at a dinner at the Princeton Club, New York, given by a group of friends and associates.

**JIM BRIDGES**, former writer-producer at WIBC Indianapolis, is now sales representative in Cincinnati area for Bloch-Joseph Radio Productions.

**BEA CARPENTER** has joined Jack Rourke Productions, Hollywood, as account executive.

have been in Hollywood conferring on CBS Meredith Willson "Sparkle Time Show."

**RAY CORMIER**, account executive of Allied Adv. Agencies, Los Angeles, has been elected first vice president of Los Angeles Junior Ad Club.

**LEON BENSON** has taken over as West Coast television and commercial films director of J. Walter Thompson Co., Los Angeles, during absence of **TED SMITH**, who is on three month sick leave.

**TED SHERDEMAN** takes over as Hollywood producer of CBS "Frank Sinatra Show" with switch to West Coast, thus relieving **MANN HOLINER**, vice president and radio director of Lennen & Mitchell Inc., who will devote most of time to operational duties.

## ED BERLIANT OFFERS A NEW SERVICE FOR BROADCASTERS

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Ed Berliant draws upon his long years of experience in radio in getting your station on the air. He knows that anybody can follow a blueprint. Ed Berliant not only draws the blueprints in the first place; he builds from them with all the knowledge that only experience can give, with equipment that only nationwide contacts can uncover. Thus you get a perfectly equipped station much sooner than you could otherwise expect, and can be on the air making money while your competitor is wondering how he will even begin construction. You are invited to write to Ed Berliant today.

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