

Oklahoma City's Only 50,000 Watt Station



KOMA

**Ma Perkins
Young Dr. Malone
Guiding Light
Perry Mason**

Beginning today, April 18, these programs switch to KOMA. Yes, more listeners and more advertisers switch daily to KOMA. Why the switch?

Listeners enjoy KOMA programs . . . and advertisers say it's a simple case of more listeners for less money.

KOMA is proud of its long list of success stories based on SALES!

Let your story be a KOMA success story. For complete details, write to us at KOMA or contact your nearest Avery Knodel office.

**J. J. Bernard
General Manager**

KOMA

Outlet for the Columbia Broadcasting System

REPRESENTED BY *Avery Knodel, INC.*

Agencies



JOE GANS, former director of radio for Raymond Adv., Newark, named vice president in charge of radio and television, Thwing & Altman Inc., New York.

JACK WYATT, director of radio and television for Cecil & Presbry, New York, resigns to join Grey Adv. Agency, New York, as account executive. He will supervise radio and television activities of Ronson Art Metal Works Inc. (lighters) account.

WILFRED GUENTHER, formerly with WQAM Miami, Fla., in sales and sales promotion, appointed director of radio and television for Haehnle Adv., Cincinnati. Prior to joining WQAM, Mr. Guenther was with WLW Cincinnati for ten years.

NELSON SCHRADER joins Grey Adv. Inc., New York, as executive director of radio and television, replacing **RICHARD MARVIN**.

ALAN LAWRENCE RACHLEFF, formerly of Jasper, Lynch & Field, New York, elected a vice president of Gordon & Mottern, New York.

FRANCES D. HARRIS appointed head of talent section of radio and television department, McCann-Erickson, New York. She has been with the agency for five years as a radio producer.



Mr. Guenther

FLORENCE M. HOAGLAND, secretary of Fred Gardner Co., New York, appointed media director.

MARTIN ABRAMSON, former feature writer with the late *New York Star*, joins Young & Rubicam, New York, as researcher on *We the People* staff.

MARJORIE LOVINGER joins Rocklin Irving & Assoc., Chicago, as specialty radio copywriter.

MONTY MANN, active in advertising in Southwest for more than 20 years, joins Glenn Adv. Inc. as vice president in charge of agency's Dallas office, effective May 15. Mr. Mann was formerly with Tracy-Locke Co., Dallas, as vice president and media director.



Mr. Mann

FRED BISHOP, copywriter in Toronto office of J. Walter Thompson Co. for the past 5½ years, transferred to agency's New York office.

ROBERT L. NOURSE Jr. joins W. Earl Bothwell Inc., Hollywood, as Pacific Coast manager. He was formerly Pacific Coast manager of Roy S. Durstine Inc., and before that with Dorland Inc., same city.

MARTIN R. KLITTEN Co., Los Angeles, elected member of American Assn. of Advertising Agencies.

FRANK DAVIES, former media director of Hazard Adv., joins media department of Morse International Inc., New York.

DEE RUSSELL, formerly advertising manager of S & C Motors, San Francisco, joins Garfield & Guild, same city, as creative writer.

ISABEL HENDRICKS, formerly publicity director, Western Growers Assn., Los Angeles, joins copy department of Mogge Privett Inc., same city.

J. L. SIMONS, formerly account executive with Simons-Michelson, Detroit, joins Robins, Newton & Chapman, Los Angeles, in same capacity.

JOHN R. CHRISTIE, formerly vice president heading business development at Buchanan & Co., Los Angeles, joins Dan B. Miner Co., that city, as account executive.

WILLIAM STERLING of Young & Rubicam Hollywood television department, is the father of a girl, Tina.

AGENCIES moving offices to new locations: Los Angeles—Block Adv. to 448 S. Hill St.; Hollywood—Blow Co., April 28 to 1608 N. Argyle, phone, Hempstead 2377; San Francisco—Jim Nutter & Assoc. to Flood Bldg., phone Yukon 6-4488; Calvin D. Wood Adv. to 607 Market St., phone, Exbrook 2-4260.

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