

Oklahoma City's Only 50,000 Watt Station

KOMA

NO NEWS IS BAD NEWS

KOMA newscasts sparkle with freshness! In the morning when many stations are droning wire-copy re-hashes of yesterday's events, KOMA is animatedly reporting a bright, concise coverage of all the news, sparked by a complete exclusive round-up of local news.

The same goes for evening newscasts. Even conscientious re-writing of the wire service copy results in newscasts of substantially the same context on one station as on another because we all have the same wire service sources. So again, KOMA newscasts sparkle because of complete LOCAL coverage.

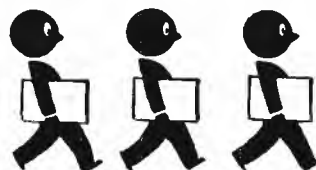
Only one radio station in Oklahoma City has 24-hour metropolitan beat coverage and that's KOMA! That's why KOMA newscasts sparkle!

J. J. Bernard
VP and General Manager

KOMA

Outlet for the Columbia Broadcasting System

REPRESENTED BY *Avery-Knodel* INC.



agency

WILLIAM E. HABERMAN, partner L. C. Cole Co., S. F., becomes sole owner of firm effective Nov. 1. Mr. Haberman succeeds **L. C. COLE**, who founded agency in 1931. Mr. Cole resigned to become director of sales for National Motor Bearing Co., Redwood City, Calif. Agency's name, key personnel, and accounts served will remain the same.

GERALD W. TASKER, head of research department, Cunningham Walsh, N. Y. elected vice president.

TED SMITH rejoins J. Walter Thompson Co., N. Y., as production supervisor under **GEORGE GLADDEN**. Mr. Smith left post as head of motion picture department in Hollywood office of agency five years ago because of ill health.

HAMILTON STEVENSON, partner McCarthy-Stevenson, Oakland, advertising art service, to Hoefler, Dieterich & Brown Inc., S. F., as production manager.



on all accounts

MEDIA director at MacFarland, Aveyard & Co., Chicago, Betsy Tyroler has the distinction of being "sold" on advertising while horseback-riding. An enthusiastic equestrienne when she had considerably more leisure time, Miss Tyroler was chatting between canters with a vice president of Swift & Co. who advised a future career for her in advertising rather than banking.

She left Chicago's City National Bank and joined McCann-Erickson in 1940 as a junior stenographer. Before she left three years later she had taken charge of the Minneapolis desk (Pillsbury Mills) and worked as an account assistant on Pillsbury, Maytag, Ford Motor, Standard Oil of Indiana and National Dairy Council. At Compton Advertising in 1943, she worked as assistant to the manager and learned how to buy time by studying with an accomplished timebuyer at nights in order to gain a specialty. Since then, she has tried to maintain an even balance between specialization and handling overall operations.

Now, as media director at MacFarland, Aveyard & Co. she officially heads the media and re-

search departments, both of which she has reorganized since joining the agency in April. Also, because of her previous experience, she is able to double when necessary: account work, writing, creative presentations, space and time buying and client contact. Her major radio-TV accounts now are Zenith Radio Corp. and Drewry's ale and beer.

During her 12 years in advertising, Miss Tyroler has been media director and account executive at Jim Duffy Co.; account executive at Burto Browne; assistant to the president and account executive at John W. Shaw, and as a member of the plans board (research, merchandising, plans) at Le Vally Inc.



Miss TYROLER

The only member of her family in advertising, Miss Tyroler is a native Chicagoan. She attended Hyde Park High School and Northwestern University where she concentrated on advertising and business courses. She has her own apartment near north on Lake Shore Drive, "hides out" at the Actor's Club when she wants to solve a client's problem after office hours and plays golf occasionally.

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