

RAYMOND RUFF, of KOMA Oklahoma City sales staff, appointed sales manager, replacing **W. L. BENHAM Jr.**, who resigned to enter food and merchandise brokerage business. Mr. Ruff previously was program director, traffic manager and with promotion department of KOMA.

BURYL LOTTRIDGE, formerly program and installation consultant with Midwestern stations, joins KVOE Santa Ana, Calif., as business manager. He is 25-year radio veteran. Past affiliations include: WHO Des Moines, WOC Davenport, Iowa; WBEL Beloit, Wis.



Mr. Lottridge

JOHN P. WILEY, WCAU-TV Philadelphia sales service representative, named radio and television commercial representative. He joined WCAU in September 1949.

SIDNEY H. TEAR, formerly with WCYB Bristol, Va., and WWNC Asheville, N. C., appointed sales manager of WYVE Wytheville, Va. He replaces **MAURICE C. BROWNE**, resigned.

JOHN J. WHITEHEAD appointed sales representative for WCTS (FM) Cincinnati.

J. B. RIBAS appointed commercial manager for WBYS-AM-FM Canton, Ill. He has record of 30 years in merchandising.

DAN SCHMIDT III takes charge of TV operations at New York offices of George P. Hollingbery Co., station representative. **DICK HUNTER**, formerly at Chicago, now is in charge of firm's Atlanta office.



Mr. Schmidt

FRANK JOHNS, Minneapolis, named to represent KOTA Rapid City, S. D., in Twin Cities. Address: 2647 Bryant Ave. North.

EVERY-KNODEL Inc., Los Angeles, changes phone number to Tucker 2435. Address remains 315 West Ninth St.

LOUIS PETYKO, member of WGN Chicago traffic department for 15 years, resigns to move to Arkansas.

WEXL Royal Oak, Mich., suburban Detroit station, appoints **HIL F. BEST** as national representative.

WCAM CAMDEN, N. J., appoints **Schepp-Reiner Co.**, New York, as national sales representative.

PARKER SMITH, former WKYW Louisville commercial manager, named commercial manager of WXLW Indianapolis.

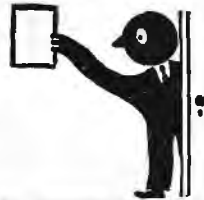
JAMES FORSYTH, formerly of KIST Santa Barbara, Calif., and **PAUL BOUTHILLIER**, new to radio, join sales staff of KEEN San Jose, Calif.

GEORGE E. LINDMAN, formerly general and commercial manager of KITO San Bernardino, Calif., named commercial manager and assistant general manager of KPOA Honolulu.

KALI Pasadena, Calif., appoints **Shepp-Reiner Co.**, New York, as representative.

DANIEL McGUIRE, former vice president of Beloit Dairy Co., Chicago, joins NBC-TV network sales staff in Chicago. **JUNIUS ZOLP** named sales service manager in that department, with his former position as NBC ra-

Commercial



dio recording representative being taken over by **J. RICHARD LOUGHRIN**, transferred from AM production staff.

J. HOWARD ENGLE, for five years with KOMA Tulsa, joins KVOO Tulsa as account executive. He will service local accounts.

WBT CHARLOTTE, N. C., issues new rate card No. 19, which becomes effective July 1.

GEORGE WHITNEY, general sales manager, Don Lee network, Hollywood, is on month's business trip, planning stops in New York, Chicago, St. Louis, Kansas City, Minneapolis and other major cities.

J. RICHARD LOUGHRIN, NBC Chicago radio recording representative, is father of a son, Benjamin Smith Loughrin.

RICHARD J. MONAHAN, commercial manager of WAVZ New Haven, Conn., and Marilyn Alice Petrie were married June 10.

JOSEPH T. MATHERS, commercial manager of WLAD Danbury, Conn., named to head radio division of Connecticut's Cerebral Palsy Drive. Appointment made by state chairman of drive. **FRANK H. LEE**, sponsor of Bob Montgomery's ABC show.

JOHN H. SLAYTON, salesman for KXOK-FM (Transit Radio) St. Louis,

and Rosemary Carter, were married June 4.

DAVE FINDLAY, for past 16 months member of WRVA Richmond's announcing-production staff, transfers to station's sales department as account executive. He will be primarily responsible for liaison between local representatives of national accounts and maintaining contact with city's food and drug business. Prior to joining WRVA, he was announcer at WDBJ Roanoke, Va.



Mr. Findlay

JOHN WHITE, in charge of KXOK-FM St. Louis Transit Radio sales, is the father of a boy, John Jr.

KSYC Yreka, Calif., has received award from National Board of Fire Underwriters "for outstanding public service in the field of fire prevention."

ONLY ONE STATION COVERS THE SOUTH BEND MARKET — AND WHAT A MARKET!

Right! Only WSBT covers the great South Bend market. No other station, Chicago or elsewhere, even comes close. Look at the latest Hooper—look at any Hooper—for eloquent proof.

The South Bend market is far-reaching, prosperous, and growing fast. Its heart is two adjoining cities—South Bend and Mishawaka—with a combined population of 157,000. Total population of the entire South Bend market is over half-a-million. Total retail sales in 1948 exceeded half-a-billion dollars! The rest of WSBT's primary area gives you another million people who spent 911 million dollars in retail purchases in 1948.

You must cover the South Bend market. You do cover it with WSBT—and only with WSBT.



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