

In the leadership spotlight



### Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

## WGN-RADIO

CHICAGO, ILLINOIS



The SELLibrated (and only full powered) station in the GOLDEN VALLEY (Central Ohio)

# WHTN TV

CHANNEL 13

Huntington-Charleston, W. Va. serving 4 states and 5 prime cities

A COWLES OPERATION

Get the dollars and cents story from Edward Petry Co., Inc.

# Tv and radio NEWSMAKERS



**George W. "Bud" Armstrong** has been appointed executive vice president of the Storz Broadcasting Co. Armstrong, 30 years old, joined Storz in 1949 as a disc jockey at KOWH, Omaha. He later moved into sales at that station. In 1953 he became gen. mgr. of Storz Station WTIK, New Orleans. Armstrong is vice-chairman of the All Industry Music Licensing Committee and chairman of that group's Membership Committee; and past director of Missouri Broadcasters Assn. and the Kansas City Radio and Television Council. He is also past vice-chairman of the Association of Independent Metropolitan Stations. In addition to his new post, he will continue in his present position as gen. manager of WHB, Kansas City.

**Joseph T. Connolly** has been named general manager of WCAU, Philadelphia, effective this week, when CBS, Inc. is expected to complete its purchase of the station from the *Philadelphia Bulletin*. Connolly has been vice president in charge of WCAU Radio since 1956. He has been associated with the station since 1940, serving as director of news, advertising, special events, promotion and publicity. In November, 1946, he was named WCAU program director, and a year later elected v. p. in charge of radio programs. Since 1953, in addition to his program duties, Connolly has supervised national sales for WCAU. In the broadcast industry, he has served as president of the Pennsylvania Assn. of Broadcasters, and is a member of Radio Pioneers of America.



**Roy V. Whisnand**, general manager of WCOP, Boston and v.p. of the Broadcasting Subsidiary of Plough Inc., will officially head the Broadcasting Executives Club of New England at the club's get-together party 11 September in Boston. Whisnand has been general manager of WCOP since 1951, and v.p. of Plough since 1956. He is also president of the

Massachusetts Broadcasters' Assn. and is a member of the Boston Chamber of Commerce and the Boston Advertising Club. After serving in the Navy, Whisnand joined KSWM, Joplin, Mo., as a salesman. In 1949 he came to WKDA, Nashville, and in 1951 joined in partnership with fellow employees at WKDA to purchase WCOP.