

He will primarily coordinate the agency's creative output, marketing services and the work of the account staff.

DeWitt O'Kieffe, a director and one of the founders of the company, has been elected senior v.p.; **Draper Daniels** to executive v.p. in charge of creative services; **Joseph Greeley**, to executive v.p. heading marketing services; **Philip Schaff, Jr.**, executive v.p. for administration and finance, also elected to the board of directors; and **Edward Thiele**, v.p. and director, named senior account supervisor.

Another Chicago-based agency naming top level appointments:

Keyes, Madden & Jones, the 39th ranking air agency (See "Top 50 Air Agencies" 27 December SPONSOR, page 27), has this new officer set-up:

Howard Jones, formerly executive v.p., has been elected president; **Harry Goldsmith, Jr.**, from senior v.p. to executive v.p.; **Lee Marshall**, to senior v.p.; and **Dale Mehrhoff**, to v.p.

New members of the board of directors include: **Harry Goldsmith, Jr.**; **Lee Marshall** and **Fred Willson**. **Freeman Keyes** continues as chairman.

Agency appointments: The Hertz Corp., for its truck and car leasing advertising, billing about \$1 million, to **Needham, Louis & Brorby**. Campbell-Ewald, Hertz' agency since 1928, continues to handle the car rental segment of the account and FCB, the plane renting . . . **Lucky Tiger Manufacturing Co.**, Kansas City, to **Gardner Advertising** . . . **Lake States Imports, Inc.**, distributor of the Renault in seven midwestern states, to **Tilds & Cantz**, Los Angeles.

On the personnel front: **Hugh Lucas** and **Kensinger Jones**, both of the tv/radio departments, appointed v.p.'s of Campbell-Ewald . . . **Roy Stewart**, to direct the media and research department of **The Brady Co.**, Appleton, Wis. . . . **Charles Anderson, Jr.**, named writer-producer in

the radio tv department of **Comstock & Co.**, Buffalo.

ASSOCIATIONS

Latest happenings at the NAB:

- The AM Radio committee urged the Association to reaffirm its stand against liquor advertising on the air, during its winter meeting, 2-6 February. The group also supported increasing the annual radio observance to one month this year.

- Its latest campaign, "Look for a room with a radio" has stations using about 29 spots per week to plug it, and formal pledges of support from two state broadcasting associations—Tennessee and New Jersey.

- NBC's **Robert Sarnoff** will receive the Association's 1959 Keynote Award for Distinguished Service during its convention in Chicago, 16 March.

And here are some of the RAB's latest activities:

- **John Hardesty**, v.p. and gen-

At a kick-off luncheon celebrating the affiliation of the new Storz station KOMA, Oklahoma City with NBC are speaker **Todd Storz**, president of the Storz stations; **Matthew J. Culligan**, executive v.p. of NBC and **Mrs. Todd Storz**. Luncheon was to acquaint local merchants and agencies with station's new programming policy



To promote the show while New Yorkers were paperless, this 100-year-old stage coach rode around city, wishing all a "Merry Christmas" from **Dick Powell's Zane Grey Theatre** (CBS TV)



Another luncheon, another place: At the second annual joint pre-Christmas party sponsored by the Broadcast Advertising Club of Chicago and Chicago Unlimited: (l to r) **Paul McCleure**, **Geoffrey Wade Advertising**; **Holly Shively**, EWR&R, secretary BAC; **James Beach**, ABC, president BAC; and **Pete DeMet**, sports packager



Mr. and Mrs. Santa Claus hand out Christmas gifts at a party sponsored by the **Scranton Times** and its station, **WEJL**, for 200 kids from **Lackawanna County Society** for crippled children

