

**KOSI put the
DARNEST SOCK
in Denver Radio**



In Denver the *influence* station is KOSI. Because KOSI has listener loyalty, the folks with money to spend respond to KOSI advertisers—and buy!

Contact Petry about 10% discount when buying KOSI and KOBY, San Francisco! For Greenville, Miss., it's WGVM.

KOSI 5000 Watts
Denver is
KOSI-land!

Plan to stay at the Imperial Motel, 1728 Sherman, downtown, when in Denver after July.

Mid-America Broadcasting Co.

One hundred
eleven*
national
and
regional
spot
advertisers
know
Terre Haute
is not covered
effectively
by outside
TV

*Basis: 1958

WTHI-TV CHANNEL **10** CBS
ABC

TERRE HAUTE, INDIANA
Represented Nationally by Bolting Co.,

Los Angeles - San Francisco - Boston - New York - Chicago - Dallas

**Tv and radio
NEWSMAKERS**



Raymond F. Henze, Jr. has been appointed president of the reorganized John E. Pearson rep firm. He joined the company in 1951 as a sales executive. Prior to that, he was with Ra-Tel Reps in a sales capacity. Henze is a graduate of Fordham College. Other re-alignments at Pearson include: Pearson becomes chairman of the board; James Bowden, appointed executive assistant responsible for the Midwest area; Robert Baird, to head of Southern states and John Palmer to supervise West Coast area.

Richard Shepard has been appointed general manager of WHAM, Rochester. A veteran of 14 years experience in broadcasting, Shepard is currently director of radio and tv for the Rumrill Co., in charge of broadcasting activities for the agency's Buffalo, Rochester and Utica offices. Prior to joining Rumrill, he was in the sales department of WBEN, Buffalo. A graduate of the University of Buffalo, Shepard is now serving as radio tv chairman for the Community Chest of Buffalo and Erie County.



Carson Rennie has been named general sales manager of WJW, Cleveland. He comes to the Storer station from Philadelphia, where he was executive program producer for the three Sun Ray Drug Co.-William Penn Broadcasting Co. stations. Carson began his career in radio sales in 1954 at WNOX, Knoxville, and joined WBBQ, Augusta later that year. In 1955, he was an a.e. at Storz' WTN, New Orleans, and was transferred to WQAM, Miami where he was a.e. and sales mgr. from 1956 to 1958.

Russell Ziegler has been promoted to director of advertising and public relations for Cluett, Peabody & Co., Inc. He was previously manager of advertising, public relations and market research. Ziegler joined CP in 1932, where he organized and developed the educational services division and college advertising division. He did the same for the public relations and market research divisions in 1936. In 1940, Ziegler was named assistant advertising manager. CP is now participating in *Perry Mason*.

