tising, promotion and publicity manager for KGO, American Broadcasting Company, has resigned to become Western television manager for the Philco Corporation with offices here. No successor has been named at KGO, and until one has been selected, Mr. Laws will continue with his duties there. . . Robert K. Stolts, formerly a staff member of the general advertising department of the Scripps-Howard Newspapers in Chicago, has been named general advertising manager for The San Francisco News.

David M. Botsford, president of Botsford, Constantine & Gardner, left last night for Chicago, where he will address the national sales convention of the Jantzen Knitting Mills. He will speak on localizing national advertising through store promotion. . . W. H. (Bill) Hare, formerly with the Long Beach Press-Telegram, has been named advertising director of the new Los Angeles Mirror, it was announced last week by Virgil Pinkley, editor-publisher. . . Ken Pearson, merchandising manager for California Vineyards Association, vintners of Cresta Blanca and Roma Wines, left last week on an Eastern trip to program the promotional activities for these products during the fall holidays. . . David McCulloch, local artist, has joined the art staff of Raymond L. Sines & Associates. . . . Kenneth D. Faennell, formerly a member of the national advertising staff of The Oregonian, Portland, joins the sales staff of the American Weekly here. . . Thomas S. Swan, a former sales manager for Bell Brook Dairies, has been named sales manager of the Sierra Candy Company, a division of the McPhail Candy Corporation. . . Irving C. Cotanch, former account executive with the Jewell Advertising Agency, Oakland, has been named account executive with the Robert B. Young Advertising Agency here.

MEDIA—U. S. News & World Report magazine will open its first Pacific Coast office Wednesday at 111 Sutter street, here. Frank B. Keogh, formerly with the New York and Chicago staffs of the magazine, has been named Pacific Coast manager. Miller Holland will be the advertising representative at this address. . . . KNBC on its program "News in Advertising" this coming Saturday at 12:15 p. m., will tell the story of the lessening dominance of agriculture in the economy of the South.

CAMPAIGNS—Cory Corporation, through Weiss & Geller, Chicago, has started a large newspaper and magazine advertising campaign on its Cory automatic coffee maker. This will be the first time that this merchandise will be available to Western consumers. . . . Welch Grape Juice Company, through the Buchanan Company, New York, will start an extensive color comic advertising campaign in October in Metropolitan Group newspapers. . . . Hills Bros. Coffee, Inc., through N. W. Ayer & Son, Inc., here, has released an extensive newspaper advertising campaign featuring recipe tie-ins with coffee as a beverage. More than 500 daily newspapers will be used between now and November 30 with weekly insertions of 60, 40 and 30-inch advertisements. . . . Hanni & Girard, auto service firm, here, through Sherman & Shore, has bought "The Unexpected" Sunday mystery program over KPRC. The first program was heard yesterday.

MEETINGS — The [illegible] Club starts its new fiscal year with a luncheon tomorrow at Hollywood Holland House. The program will consist of football color films and special guests. Roy Petersen, N. W. Ayer & Son, urges members to bring their young friends as guests. Chuck Hirth, Hearst Advertising Service, is program chairman. . . . Pacific Coast Division, Bureau of Advertising, American Newspaper Publishers Association, will have its ninth annual meeting here at the Fairmont Hotel, October 22. H. C. Bernsten, manager of the local office of the bureau, says that the meeting "will be far and away the most important of our nine meetings."

PTA Anniversary

The San Miguel Parent-Teacher Association will celebrate its twenty-second anniversary Friday with a luncheon meeting at 12:15 in the school auditorium at San Jose avenue and Seneca street.

Want to Sell More?
Join This 20th Consecutive Class in
'Selling Know How'
*TUES., SEPT. 14, at 5:15 P. M.
GUARANTEED IMPROVEMENT IN YOUR SELLING
IN SIX WEEKS
12 1-hr., Fast-Paced Lessons $24
Tues., Thurs., 5:15 to 6:15 P. M.
*FIRST LESSON FREE
Rm. 300 Mills Tower, 220 Bush
B. E. Jordan, formerly instructor Salesmanship, U. of C. Ext. Div.

PAINTING and DECORATION
Interiors and exteriors • best workmanship • high grade materials • licensed insured contractor.
Special rates for Sept., Oct., Nov.
Three years to pay. Free estimate. Authorized dealer for Fuller paints.
BALBOA PAINT CO.
4412 Cabrillo St., San Francisco 21
Phones: BAyview 1-9371, BAyview 1-8480


SLEEPER SERVICE
ONLY $45 EXTRA
Daily de luxe DC-6s to Europe and Scandinavia. See your travel agent or SAS, 108 W. Sixth Street, Los Angeles.
SCANDINAVIAN AIRLINES SYSTEM

San Francisco Chronicle
Sept 13, 1948 page 24

be affected by