

front office



ALBERT E. FOSTER, station manager WLAW Lawrence, Mass., resigns. **IRVING E. ROGERS**, president and treasurer Hildreth & Rogers Co., station owner-operator, temporarily assumes duties.

HARRY H. BURUM, Gerald F. Thomas Adv. Agency, Fresno, to manager newly opened sales service department KFRC same city.

WINSTON S. DUSTIN appointed vice president in charge of sales WNOE New Orleans. Has been in printing field for past two years after leaving WSM Nashville, where he served ten years, last two as commercial manager. Joins WNOE Oct. 15.



Mr. Dustin

GLENN D. GILLET, senior partner Glenn D. Gillett & Assoc., Washington, consulting radio engineers, returns from six months' duty as civilian consultant to commanding general of U. S. forces in Austria. Worked on plans for improving broadcast facilities.

ROBERT BURNS WHITE, public service director ABC Central Division for seven years, to executive vice president in charge of Chicago office Progressive Broadcasting System, headquartered in Hollywood. **WALLY BOSCO**, radio-TV producer, to network as executive producer.

RICHARD MORENUS to KIHQ Sioux Falls, S. D., as commercial manager, succeeding J. E. SWEET, resigned. Mr. Morenus was with NBC and CBC. **W. W. (Bud) DOSS**, WAIT Chicago, to sales staff KIHQ.

BOB WALTER, program director WCBA Corning, N. Y., to station manager WVAM Altoona, Pa.

HERSCHELL GORDON LEWIS, commercial manager WRAC Racine, Wis., named manager replacing **CARL ZIMMERMANN**, recalled to active duty with U. S. Army.



we've got 12,441 of them!

That's the final count — 12,441 slogans submitted in WSYR's Anti-Hoarding Slogan Contest.

A joint promotion of WSYR-AM and WSYR-TV, the contest ran two weeks — drew entries and interested comments from all over Central New York.

People in the rich Central New York market watch and listen to WSYR. It's a wonderful way to put your own promotion across.

WSYR ACUSE
AM • FM • TV

The Only Complete Broadcast Institution in Central New York
NBC Affiliate — Headley-Reed, National Representatives

JULIAN M. KAUFMAN, KGO-TV San Francisco, to assistant commercial manager KPHO-TV Phoenix.

LOUIS F. KROECK, Avery-Knodel, N. Y. sales staff, to sales force Edward Petry & Co., N. Y.

ALAN JOHNSTONE, radio sales representative KGO San Francisco, appointed network sales representative. **JACK GREGORY**, Allied Adv. Agencies, same city, appointed KGO-TV sales representative.

SHERRILL EDWARDS, commercial manager KEYL (TV) San Antonio, resigns. He is engaging in consultant work in the television field.

SEYMOUR WHITELAW, Foster & Kleiser, S. F., to sales department KFRC same city.

GEORGE COMTE, announcing staff WTMJ-AM-TV Milwaukee, to assistant to Manager R. G. Winnie. **GEORGE NICOU**, assistant office manager *Milwaukee Journal*, stations' owner, to similar post.

MARCELLE MITCHELL, office manager William Esty Co., Hollywood, for seven years prior to recent closing of that office, to CBS Radio Sales, L. A. Replaces **ELEANOR MARS**, resigned.

Personals . . .

FAYE J. SMALLEY Jr., president and manager KGIL San Fernando, recuperating at home following recent heart attack. . . **HARRY C. BUTCHER**, president and manager KIST Santa Barbara, gave critical review of new Hanson Baldwin book, *Great Mistakes of the War*, in Sept. 16 issue *Saturday Review of Literature*.

PRIZE PLAYHOUSE

Pulitzer Show Debuts

MARK WOODS, ABC vice chairman of the board, presided last Friday at a dinner preceding a celebration of the television premiere of *Pulitzer Prize Playhouse*, hour-long weekly dramatization over ABC-TV on Friday of prize-winning plays, novels and stories. Editors representing newspapers and syndicates of more than forty cities and notables of education and the arts attended in New York last week.

The dinner, under the joint auspices of the sponsor, Joseph Schlitz Brewing Co., and the Columbia University Graduate School of Journalism, which fosters the Pulitzer Prizes, was followed by a showing of the first program telecast, *You Can't Take It With You*, prize-winning Moss Hart-George Kaufman play; and a reception for the cast headed by co-stars Charles Coburn and Ella Raines.

Principal dinner speakers were Joseph Pulitzer Sr.; Edward V. Lahey, U.S. Brewers Foundation Inc., president; Erwin C. Uhlein, president of Jos. Schlitz Brewing Co., and Dean Carl W. Ackerman of the Columbia University Graduate School of Journalism.

Deadline Extended

DEADLINE for filing of comments and briefs on FCC's proposal to establish a new disaster communications service has been extended by the Commission until Oct. 15. Previous deadline was Sept. 15 [BROADCASTING, Sept. 18]. Extension was granted upon the request of the newly established Civil Defense Office of the National Security Resources Board, which indicated FCC's proposal is of primary interest to that office.

STRIKE AVERTED

At KMPC KFVB KLAC

THREATENED STRIKE by announcers of three Los Angeles independent stations, KMPC KFVB KLAC, over wage demands [BROADCASTING, Sept. 25] was averted last week when last minute contract agreements were reached between AFRA and station management. Although final agreements represented a compromise in original wage demands of the union, Claude McCue, executive secretary of AFRA, expressed satisfaction at the settlement.

Wage increases, retroactive to Sept. 17, expiration date of the last contract, are as follows:

KMPC, from \$90 to \$95; KFVB, \$87.50 to \$93.50; KLAC, \$87.85 to \$90. Agreement was also reached at KLAC that announcers not be called on to do "platter-spinning" chores. All salaries are based on five-day, 40-hour week. Contract covering period of a year, also clause that if the cost of living increases 10 points in the next six months AFRA has the right to reopen negotiations. Similar agreements already have been reached by 10 other local independents.

WREN
-ABC-
is the PEAK
in TOPEKA
REPRESENTED BY
WEED & COMPANY