

Tees for Ike

GOLDEN TOUCH has been added to President Eisenhower's golf game with three packages of gold-plated golf tees sent to him by KGEM Boise, Idaho. Mr. Eisenhower acknowledged the gift in a letter to George R. Turpin, KGEM general manager, signed by Ann C. Whitman, personal secretary to the President.

actually call attention to competitive media. Our industry should be concerned with 'television concepts'—a term broad enough to embrace an indefinite variety of program types and merchandising ideas.

"Network usage of the 'magazine' and 'news-paper' terms is sugar-coating for attempted inroads into spot-type advertising. They can't say 'spot,' so they've reached out for other worlds."

Paschall Opens Hollywood Representative Offices

BENTON PASCHALL, who resigned Sept. 1 as vice president-general manager of WNOE New Orleans, has announced the opening of Hollywood, Calif., offices where he will specialize in sales for 10 West Coast radio stations. The offices are at 1680 North Vine St. Telephone is Hollywood 9-3946.

Mr. Paschall, who formerly was vice president and West Coast manager of defunct Liberty Broadcasting System, said he will act as "management's other sales self" dealing with specialized, concentrated, management level selling in the Los Angeles market.

WABC New York Celebrates 34th Year on Airwaves

AN ELDER among radio station pioneers—WABC New York—is celebrating its 34th year of broadcasting. The station made its debut Oct. 1, 1921, with the WJZ call and originating from "studios" set up in space provided by one-half of the ladies' lounge in the Newark, N. J., Westinghouse Meter Works. Today WABC, housed in modern offices and studio facilities on 66th St., New York, is ABC Radio's key outlet—"America's oldest key radio network station," according to its claim.

WJZ originally was built and operated by Westinghouse Electric & Mfg. Co. which set up the transmitter on the roof of its Newark factory. The station then operated with 500 w but its strength since has been upped to the radio power limit—50 kw. Thomas J. Cowan, who threw the switch that placed the station on the air, was announcer, m.c., artists' contact, program supervisor and general utility man.

The station was non-commercial in its first few years. When it outgrew its original studios, it opened a branch studio on the sixth floor of the old Aeolian Hall on 42d St., in Manhattan. It became one of NBC's keys (Red and Blue networks) in 1926 when NBC was born, was identified with ABC (formerly NBC's Blue Network) in 1943 when ABC came into existence. Its transmitter is now located in Lodi, N. J.

KOSI Plans Nov. 8 Start

KOSI Aurora, Colo., new 1 kw daytimer on 1430 kc, has announced plans to go on the air on Nov. 8. The station also announced the appointments of Tom Alford and Lonnie Licata as station manager and chief engineer-program manager, respectively. Both are from KTFS Texarkana, Tex.



PURCHASE of a five-times-a-week classical record program with Howard Mitchell, National Symphony Orchestra conductor, as host, has been contracted for by American Security & Trust Co., Washington, D. C., on WGMS there. Participating in signing for the five hourly programs, called "the biggest single promotion in the bank's history," are (l to r) Mr. Mitchell; M. Robert Rogers, WGMS president; Daniel W. Bell, president of American Security & Trust, and John Ahearn, America Security promotion director.

WJR's Leydorf Resigns, Will Continue on Board

GEORGE F. LEYDORF, vice president in charge of engineering for WJR Detroit resigned Sept. 30, but he will continue to serve as a member of the board of directors for Goodwill Station Inc., WJR licensee. Mr. Leydorf will devote full time to research and consulting activities. One of his clients will be WJR.

Mr. Leydorf joined WJR on March 1, 1946, as chief engineer. He was elected vice president in charge of engineering in 1948 and a director

in 1949. Administration of the engineering dept. will be handled by Andrew Friedenthal (for WJR) and Clarence W. Jones (for WJRT Flint).



MR. LEYDORF



BREAKING GROUND for the new \$500,000 transmitting plant which will boost KOTV (TV) Tulsa to maximum 100 kw are (l to r): Dr. C. F. Spencer, president of East Central State College at Ada and chairman of Oklahoma Educational Television Authority; Oklahoma Gov. Johnston Murray; Tulsa Mayor L. C. Clark; C. Wrede Petersmeyer, president of KOTV Inc., and Dick Campbell, KOTV station manager. In foreground are Susan and Gregg Petersmeyer, daughter and son of the station president. To be located 4½ miles northwest of Tulsa, the new plant, scheduled for completion by Oct. 31, will include a 1,135 ft. tower, which will be shared with the state's educational tv station. Coverage is expected to increase from 9,548 to 23,902 square miles.

Blunder-Boss

EVEN the boss can "foul up" the operation of a television station. Aldo DeDominicis, general manager of WNHC-TV New Haven, has learned that lesson and views the experience with mixed emotions. When he neglected to read the "keep out" sign on one of the largest doors at his transmitter site atop Gaylord Mountain and stepped inside, he was greeted with popping lights, ringing bells and a dead station signal. Crestfallen, Mr. DeDominicis reported one compensating factor: he was "very glad" the safety device, rigged to cut the power when the door is opened, was in excellent working order.