

# Production



**M**rs. MARGARET K. NESBIT appointed program director of WSIC Statesville, N. C. She was formerly continuity writer for station.

**WES HARRIS** named program director of WINX Washington. He succeeds **LYNN WILSON** who will devote full time to freelance radio and television work.

**STEVE DUNNE**, radio and motion picture actor, signs five year contract with Don Lee TV. Currently star of KTSL (TV) Los Angeles *Love and Kisses* program, he will also be starred in *Ace Mace, Private Eye* to start on station, in addition to performing in network's projected motion picture productions.

**J. WILLIAM NUZUM** rejoins staff of WWVA Wheeling, W. Va., as announcer. He was formerly staff announcer and musical commentator with AFN in Munich and Garmisch, Germany.

**JOSEPHINE McCARTHY**, member of staff of WMIE Miami, Fla., resigns to join staff of NBC-TV in charge of home economics department.

**PETER POTTER**, disc jockey on KFWB Hollywood, signs five year contract for five-weekly *Peter Potter's Party* on KTSL (TV) Hollywood.

**FRANK PORTER**, m.c. of *Country Store* on WARL Arlington, and **WLEE** Richmond, Va., joins **WXGI** Richmond as m.c. of show heard 7-8 and 10-11 a.m. daily.

**AL MORGAN**, former NBC Chicago employe, joins **WJOL** Joliet, Ill., as announcer.

**GERRY NELSON**, actress, joins dramatic and production staff of KRLD-TV Dallas. **BYRON NELSON**, professional golfer, contracts for three, 15-minute appearances on station during Western Amateur Golf Tournament to be held in Dallas, April 30-May 7.

**CARYL WALDO**, former copy chief of Joseph Horne Co., Pittsburgh, joins script and continuity department of **WHLI-AM-FM**, Hempstead, L. I.

**COLBY LEWIS** promoted to TV supervising director at **WTMJ-TV** Milwaukee, where he has been a member of directing staff. He will work on video and audio production techniques, and help plan all local shows.

**HELEN VAN VLACK**, former secretary to Guy della Cioppa, CBS associ-

ate director of programs, named script associate to Norman MacDonnell, director of *CBS Suspense* and *Adventures of Philip Marlowe*.

**DORIS M. MURPHY**, continuity director and women's program director of **KMA** Shenandoah, Iowa, and women's program director of **KMTV (TV)** Omaha, Neb., elected chairman of District 10 of Association of Women Broadcasters. She succeeds **ANNE HAYES** of **KCMO** Kansas City, Mo.



Mrs. Murphy

**THE SMOOTHIES**, radio and night club vocal group, join **WRNL** Richmond, Va., on *The Sauer Show*.

**JACK BINGHAM**, formerly announcer of **CBR** Vancouver, named producer of **CBR**. He has been with station about five years. **TOM ROBINSON**, formerly of **CKWX** Vancouver, joins announcing staff **CBR**.

**ELBERT WALKER**, senior Don Lee television producer-director, named producer of new **KTSL (TV)** Hollywood series starring **NILS T. GRANLUND**, starting May 1.

**Mrs. EDITH ALDERMAN DEEN**, wife of Mayor of Fort Worth, Tex., is doing 15-minute program on **WBAP** Fort Worth. She broadcasts from her home at 11:45 a.m. Friday.

**PAUL DUBOV** takes over lead in Columbia Pacific Network *Jeff Regan, Investigator*, replacing **FRANK GRAHAM** resigned because of ill health.

**VIRGINIA LEE** joins **CBS Junior Miss** cast as "Lois," replacing **K. T. STEVENS** who left to fulfill motion picture commitments.

**HOOT GIBSON**, western star, starts weekly hour *Hollywood Rodeo* show on **KLAC-TV** Hollywood.

**DONNA MARIE SEIP**, writer-commentator, joins **KELA** Centralia, Wash., as continuity writer and director of women's programs. **GARIE CLUNE** joins announcing-production staff of **KELA**.

**ANTHONY AZZATO**, on the film staff of **WPIX (TV)** New York, for past two years, named director of film programs.

**WALTER GIEBELHAUS**, former supervisor of NBC's building maintenance division of building and general services department, promoted to supervisor of production facilities central shop. **ALBERT HUMBERT** will replace him in his former position.

**STAN FREBERG**, voice-animator on **KTLA (TV)** Hollywood *Time for Beany* puppet show, has recorded new album of children's records for Capitol Records, Hollywood.

**ED SULLIVAN**, m.c. on **CBS-TV** *Toast of the Town*, Sunday 8-9 p.m., and **MARLO LEWIS**, co-producer with Mr. Sullivan of variety show, sign with **CBS-TV** as staff producers. Working as team, they will create new television productions and redesign existing

shows to be assigned them by network. Mr. Sullivan will continue as nationally syndicated columnist, but Mr. Lewis has resigned as executive vice president of Blaine-Thompson Co., New York advertising agency, to accept new post.

**EDYTHE FERN MELROSE**, known as "Lady of Charm" through her shows on **WXYZ-AM-TV** Detroit, nominated as Advertising Woman of the Year by Women's Advertising Club of Detroit.

**BOB HAWK**, m.c. of **CBS Bob Hawk Show**, and **Mary Rechner**, executive assistant to **Dore Schary**, chief of production at **MGM**, have announced their marriage.

**VES BOX**, chief announcer at **KRLD** Dallas, is the father of a boy.

**JEAN COOK**, assistant to producers of **CBS Young Love** series, was married April 15 to **Charles Winfield**.

## Feature of Week

(Continued from page 46)

in his commercial copy and might be listed among the very first radio advertisers to appreciate the power of "institutional" copy.

**WEEI** points out that **Caroline Cabot** has attained amazing results, not only for **Kussell Furs**, but also for more than 650 other advertisers.

When presenting **Miss Cabot** with a three-skin baum martin stole to celebrate the 7,000th **Kussell** commercial broadcast by her on **WEEI**, **Donald Kussell**, son of **William Kussell**, said he confidently looked to her program to keep him in business, despite the increased competition and complexities with which the small business man is faced these days.

In addition, **Wilbur S. Edwards**, assistant general manager of **WEEI**, presented **Donald Kussell** with a scroll containing the first words of the 7,000th broadcast voiced by **Caroline Cabot**.

## GILLETT IN VIENNA

**D. C. Engineer Advises Army**

**GLENN D. GILLETT**, senior partner of **Glenn D. Gillett & Assoc.**, consulting radio engineers, **Washington**, left April 16 for **Vienna, Austria**, where he will serve as consultant-advisor to the commanding general, **U. S. Forces in Austria**, in connection with development of improved facilities for broadcasting there, the firm announced.

According to the firm, **Mr. Gillett** was retained by the Army at the request of the commanding general in Austria and will be gone about three to four months. During his tour of duty in Europe, the firm will be operated by his associates: **W. E. Plummer**, **E. M. Hinsdale** and **Paul Bergquist**.



Mr. Gillett

## On All Accounts

(Continued from page 46)

exactly what it was"), all for \$1 a day and room and board, convinced him this was not a routine which led to a substantial future.

Returning to Chicago, **Ed** worked briefly as an interviewer for a loan company. Becoming depressed at the number of near-bankrupt people, he borrowed \$300 from a brother to go to business school. "For the first time in my life," he said, "I got some business sense and discipline," during this three-month course in management, shorthand and typing for college men. So, in 1937, he joined **J. Walter Thompson Co.**

Working first in the financial department, he transferred two years later to traffic or production control, becoming assistant manager in 1944. In 1947 he was promoted to manager. Despite all this experience working closely with clients and account executives on their problems, **Ed's** sights were set on radio and television. Late in 1948 he moved into the timebuying job.

Now steeped in AM and TV lore as well as practice, **Ed** buys time for about 10 major accounts. The biggest piece of AM business is **Swift's Breakfast Club** on **ABC**. On TV, network accounts include participations in **NBC's Saturday Night Revue** for **Swift**, **NBC's Kraft Television Theatre** for **Kraft Foods** and *Auction-Aire* on **ABC** for **Libby, McNeill & Libby**. Other accounts: **Parker Pen**, TV spots; **Brach** candy, TV spots; **Ac'cent**, AM-TV spot; **Northern Trust & Co.**, AM spot; **Bowman Dairy**, AM-TV spot; **Indiana Bell Telephone Co.**, AM spot, and **Trailer Coach Manufacturers**, periodic AM-TV spots.

**Ed** and his wife, the former **Lucille Perkins**, will celebrate their 10th wedding anniversary this year. They and their children—**Edward**, 8, **John**, 6, and **Barbara**, 2—live on the city's far North Side. Because the house is 40 years old "and needs a lot of improvement," **Ed** has little time for his former sidelines—golf, swimming and bowling. Gardening is now his first extra-curricular love.

## Upcoming

May 7: **Ohio Assn. of Radio News Editors**, Columbus, Ohio.

May 9-11: **IRE-AIEE-RMA Conference**, Dept. of Interior Auditorium, Washington.

May 22-23: **North Carolina Assn. of Broadcasters** annual convention, Chapel Hill, N. C.

May 31-June 2: **Forty-sixth annual convention**, Advertising Federation of America, Statler Hotel, Detroit.

June 1-3: **Assn. of Women Broadcasters** seventh annual convention, Hotel Cleveland, Cleveland.

June 5: **Pennsylvania Assn. of Broadcasters** annual membership meeting, Bedford Springs, Bedford, Pa.

June 17: **Second annual Radio News Editor's conference**, Kent State U., Kent, Ohio.

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**YOUR AUDIENCE**

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