

ATAS ELECTIONS

Ruggles Elected President

CHARLES RUGGLES, star of KECA-TV Los Angeles' *The Ruggles*, has been elected president of the Academy of Television Arts & Sciences. Mr. Ruggles will take office Feb. 5, succeeding Hal Roach Jr., vice president of Hal Roach Studios Inc.

Other officers are Guy Thayer, vice president of Roland Reed Productions, Culver City, elected first vice president; Hal Hudson, CBS Hollywood network program TV manager, second vice president; Robert Cummings, star of NBC-TV's *My Hero*, secretary; Ernest Felix, business manager, John I. Edwards & Assoc. agency, treasurer; Isabelle Pantone, free lance TV publicist and packager, recording secretary; Robert Pelgram, manager of press information, KNBH (TV) Los Angeles, corresponding secretary, and Mildred Beach, free lance TV producer, secretary to treasurer.

Tax Writeoffs

ELECTRONICS firms are listed by the Defense Production Administration as among recipients of speedy tax writeoffs during December. Receiving certificates of necessity for quick tax amortization on new or expanded plant facilities were: General Electric Co., Bridgeport, Conn.; Keystone Electronics Co., Stamford, Conn.; Peerless Instrument Co., New York; Radio Condenser Co., Camden, N. J.; Technical Appliance Corp., Sherburne, N. Y.; Western Electric Co., Forsyth County, N. C.; Hobart Mfg. Co., Dayton, Ohio.

air-casters



BILL RUFF, sports and news editor, KOLO Reno, Nev., to KWRN same city, as program director.

DAVID PARKER and **JOAN MURPHY** to NBC Chicago, as associate TV director and TV program assistant, respectively.

CHUCK THOMPSON returns to WFOR Hattiesburg, Miss., as disc jockey.

FRED W. FOERSTER Jr., production staff, WDEL-TV Wilmington, Del., to WBRE-TV Wilkes-Barre, Pa., in same capacity.

JINI O'CONNOR to WIP Philadelphia, as continuity writer, replacing **MAGGIE BURNETT**.

WARREN BOOROM appointed director of sales promotion, WTOP-AM-FM-TV Washington, succeeding **HAYWOOD MEEKS**, who transfers to WMAL-AM-FM-TV that city.

RALPH YOUNG to WHIZ-TV Zanesville as film director. **ARTHUR SPRING** named art director of station.

ART SCHREIBER, WHOI East Liverpool, Ohio, announcer, to similar post at WHIZ.

DON PARKER, WLYN Lynn, Mass., to announcing staff, WKXL Concord, N. H.

JERRY SACHS and **ROLAND REED** to announcing - engineering staff, KCOW Alliance, Neb.

MIKE ROSS, regular member of NBC-TV *Red Skelton Show*, assigned role

in Paramount Pictures feature film, "Here Come the Girls."

JOE FORTE, who portrays Horwitz on CBS Radio *Life with Luigi*, assigned role in Warner Bros. feature film, "The Grace Moore Story."

CATHY and **ELLIOTT LEWIS**, co-star of CBS-AM-TV *My Friend Irma* and director on CBS Radio *Suspense*, respectively, co-star on new CBS Radio *On Stage with Elliott and Cathy Lewis* series, starting Jan. 1.

SPADE COOLEY, star of KTLA (TV) Hollywood *Spade Cooley Show*, will be featured in untitled western feature film to be produced by Nunes-Cooley Productions. **LES ATKINS**, program staff writer, is writing script.

GEORGE WALSH to WFIL-AM-TV Philadelphia, as sportscaster.

HAL SWANEY, disc jockey, WIDE Biddeford, Me., and Jean Lajoie were married Dec. 6.

News . . .

ART SMITH, news director, WNAJ Yankton, S. D., named to advisory board of Briar Cliff College, Sioux City, Iowa.

BILL WHITLEY, director of news, public affairs and special events, KNX Hollywood, transfers to CTPN and KNXT (TV) that city, in same capacity.

LOU CIOFFI, CBS Radio correspondent in Korea, awarded Purple Heart medal for wounds received while covering Second Div. last October.

DENVER U. ARTS

Unit Includes Radio, TV

A SCHOOL of Communication Arts coordinating radio, television, the theatre and journalism programs has been set up at the U. of Denver, with Dr. Campton Bell as director. Communication unit will function within the university's College of Arts and Sciences.

Objective is to ground students more fully in academic and professional training needed for the four arts, Dr. Bell explained. School will call on leaders of each profession to conduct special short courses, seminars and workshops. Dr. Bell, who heads DU's Theatre School, also noted the "rapid growth" of radio, television and other arts in recent years and stressed need of qualified personnel.

'Barn Dance' Sales

FIVE more video stations have bought the syndicated film, *Old American Barn Dance*, produced by Kling Studios, Chicago, and sold by United Television Programs. The stations are KKTU (TV) Colorado Springs, KHQ-TV Spokane, KGNC-TV Amarillo, KDUB-TV Lubbock and WEEK-TV Peoria, Ill., bringing the total number of station purchasers to 37, according to Fred Niles, vice president in charge of TV and motion pictures for the studio. The series stars Bill Bailey and such musical performers as Tennessee Ernie, Pewee King and Tex Williams.

IN SYRACUSE . . .

TELEVISION SUPPLEMENTS RADIO

...Does NOT Replace it as a Source of Entertainment and Information

Syracuse is a two-TV-station city. According to Niagara Mohawk Power Company monthly surveys, 71% of the homes in the Syracuse area have TV sets. According to the calamity howlers, radio in Syracuse should be a dead duck. But two separate surveys of television homes (October and December 1951) show that radio is alive and vigorously kicking. (Details, including methods of sampling, free on request.) Here are the combined results:

Number of Homes Called	Number of TV Homes	TV Homes Only Average Hours per Day		
		Radio	TV	Both
1467	986	3.07	4.52	7.59

The Survey Also Showed:

- 1 - An average of 2.4 radios per TV home.
 - 2 - 61 radios purchased after the homes had television.
 - 3 - Average of 4.4 hours per day of radio listening in non-TV homes.
- Comparative loss of radio-listening time in TV homes — only 30%. Here is PROOF that TV has NOT replaced radio in Central New York — merely provides another means of reaching this rich market.

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MBS Buys Mysteries

HARRY S. GOODMAN Productions, New York, announced last week it has sold to Mutual, for more than \$150,000, a series of mystery programs titled, *Crime Files of Flamond*. The program, to be broadcast with a live cast from WGN Chicago, will begin on MBS Wednesday, 8-8:30 p.m. The production company said MBS has sold participating spots to national advertisers.

Literary Woolf

BOOKS by men about dogs are not unusual but it's sensational news when a dog writes about men. That was the reaction to a new book by Delmar W. Beman Sr., public relations director of Langhammer & Assoc. Adv., Omaha. Mr. Beman, in his book, *And I Learn About People*, gives a "pup's view" of life while wandering through a world of humans.

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