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**HOUSTON'S
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KTRK-TV, channel 13

Tv and radio NEWSMAKERS



Donald J. Trageser has been appointed assistant general manager of KDKA AM & FM, Pittsburgh. He will also continue in his present position as sales manager, a post he has held at the station since 1956. At 30 years of age, Trageser is already a veteran of 12 years' experience in radio. Beginning while a student in high school, he continued his work in the medium by selling time and creating, writing and producing programs while attending Duquesne University and the University of Pittsburgh. In 1952, he joined KDKA as account executive. During this time he was recipient of several awards, including RAB's best salesman trophy and Westinghouse Broadcasting Co.'s leading salesman award. Trageser is a member of the Variety Club and the Pitts. Radio/Tv Club.

William L. Armstrong has been named assistant to the v.p. of the Balaban stations. He has been with the Storz stations since 1951, originally as announcer at KOWH, Omaha. Shortly thereafter, he was transferred to WTIX, New Orleans, to serve as d.j., later as promotion director, after which he became program director of the station. Armstrong was transferred again, this time to WDGY, Minneapolis, where he was named account executive. In 1957, he was promoted to program director of that Storz-owned station, a position he has held until now. Prior to 1954, Armstrong had served as newscaster and writer at KLMS, Lincoln, KWBE, Beatrice; KFGT, Fremont; and KCNI, Broken Bow—all Nebraska. He will headquarter at Balaban's WIL, St. Louis.



Hal Davis has been elected to the post of assistant to the president of Grey Advertising. He has been associated with the company since January 1957. Davis came to Grey after serving with Kenyon & Eckhart for 11 years as v.p. in charge of promotion. Before joining Grey he took seven weeks' leave to manage Benny Goodman on a state department goodwill tour in the Far East. He wasn't a stranger to the Far East, having produced 10 tv shows in Siam, a network tv show in Japan, as well as radio shows in seven other countries. Prior to his travels, Davis was in the publicity business with Leslie Lieber, handling a shoe chain, Florida oranges, Decca records and Benny Goodman. With the war, the office closed and Davis spent 40 months in the Navy. He now resides in Manhasset.