

MARK WOODS, NBC vice-president, was one of the 15 new members elected on May 2 to the board of directors of the National Better Business Bureau, New York.

WILLIAM T. WELCH, president of WSAR, Fall River, Mass., returned in May from a trip to South America.

JAMES CARLISLE has been appointed manager of the new CBC 50-kw. station, CBA, Sackville, N. B.

FRED F. LAWS, formerly assistant sales manager of KSTP, St. Paul, has been named assistant to President Stanley E. Hubbard.

H. W. WILSON, president of KGTM, Wilson, N. C., on June 21 will marry Mary Ida Blackburn, daughter of Dr. and Mrs. C. L. Blackburn of Wilson.

GEORGE BARRINGER, salesman, has been loaned to KHUB, Watsonville, Cal., by KWLK, Longview, Wash., for a special sales job.

DAVID S. GREENFIELD, formerly with Alliance Distributors, New York, has joined G. Krueger Brewing Co., Newark, as advertising manager.

ED WOODS recently joined the sales staff of KFRC, San Francisco.

DANIEL M. WELDON, formerly of NBC, San Francisco, KYA and KROW, has joined the sales department of KSRO, Santa Rosa, Cal.

O. C. BENJAMIN, formerly of KWRG, Hutchinson, Kan., has joined the sales staff of KBIX, Muskogee, Okla.

ROBERT CROWELL, formerly in the printing business has joined the sales staff of KRE, Berkeley, Calif.

THOMAS DURKIN and Rod Coupe recently were added to the San Francisco sales staff of KROW, Oakland, Cal.

HARRY W. BUCKNELL has joined the sales staff of NBC in San Francisco, replacing Chester Blomness, who resigned recently to join the sales staff of KYA, San Francisco, along with Holland F. Davis, formerly in Southern California radio.

WAYNE VARNUM, of KSO-KRNT, Des Moines, is the father of a girl. Mrs. Varnum was formerly assistant radio editor of the *Des Moines Register & Tribune*.

WILLIAM O. TILLENUS, of NBC's New York spot sales department, is the father of a daughter, Irene, born recently.

HARRY MARTIN, head of Harry Martin Enterprises, Chicago program firm, is the father of a girl born April 13.

SIDNEY FLAMM, assistant to the president of WMCA, New York, recently became the father of a girl.

WALLACE G. WALKER, formerly statistician of CBS and previously with the Advertising Checking Bureau, New York, has joined the MBS sales promotion staff as a statistician to work with Robert Schmid, sales promotion manager of Mutual.

F. I. HEATON, formerly of Radio Advertising Corp., Chicago representative firm, has joined the sales staff of KFNF, Shenandoah, Ia.

### Claire Mellonino

CLAIRE MELLONINO, 44, nationally known concert pianist and for nine years staff pianist of KNX, Hollywood, died at Good Samaritan hospital, Los Angeles, on May 1 following a two-month illness. Mrs. Mellonino was born in New Bedford, Mass., and made her debut as a concert pianist at the age of 17 with the Boston Symphony orchestra. At the time of her death she was a member of the Los Angeles Philharmonic orchestra. She is survived by her husband, Pierre Mellonino.

### Ray McClung

RAY MCCLUNG, 48, California radio and newspaper executive, died May 8 at Palo Alto (Cal.) Hospital from a heart ailment. At the time of his death he was president of the *Merced* (Cal.) *Sun-Star* of which he was part owner. With his brother Hugh, also an executive of the newspaper, he operated KYOS, which was owned by the *Sun-Star*. Mr. McClung, in association with Horace E. Thomas, publisher of the *Marysville* (Cal.) *Appeal-Democrat*, and Stanley R. Pratt Jr., formerly manager of KHUB, Watsonville, Cal., took over operation of KHSL, Chico, and KVCV, Redding, Northern California stations, in early May, acquiring title of the Golden Empire Broadcasting Co. In addition to his brother and mother, he is survived by his wife, Mrs. Marjorie McClung.

### Edward S. Rogers

EDWARD S. (Ted) ROGERS, president of CFRB, Toronto, and prominent Canadian radio manufacturer, died May 6 after a severe internal hemorrhage. He was 38 years old. Well-known as a radio engineer and executive, Mr. Rogers started radio as a hobby when a youth and in 1921 was the first Canadian amateur to successfully broadcast a transatlantic signal. His original amateur station, 3BP, grew into the present CFRB, and his early receiver construction efforts into Canada's largest radio and tube plants. He is credited with having developed the first commercial light-socket radio receiver in 1925. His widow and a son survive.

### Bottomley on KWK

JIM BOTTOMLEY, former first baseman for the St. Louis Browns, has joined the sports staff of KWK, St. Louis, assisting Johnny O'Hara in the KWK broadcasts from Sportsman's Park. As the station's baseball analyst, Bottomley is heard between innings, explaining plays and diagnosing the game as it progresses, with O'Hara handling the play-by-play description of the games.

### KGKO Promotions

JACK KEASLER, formerly merchandising manager of KGKO, Fort Worth, was promoted to commercial manager May 1, along with Elbert Haling, who advanced from publicity-continuity to merchandising-publicity director, and Howard Carraway, from the announcing staff to continuity-traffic management, according to an announcement by George Cranston, assistant general manager.

DAVID SARNOFF, president of RCA, and chairman of the board of NBC, was one of three Americans of foreign birth recently honored with the annual awards of the National Institute of Immigrant Welfare for "significant contribution to American life."

H. V. KALTENBORN, CBS news analyst and commentator, on May 8 lectured on *The International Situation* before the War College in Washington.

## BEHIND the MIKE

CHARLES PENMAN, production manager and television program director of Don Lee Broadcasting System, Los Angeles, has resigned to free lance. Jaime del Valle, who formerly was television program director of W6XAO, has returned to that post. He recently has been producing *Phantom Pilot* and *News Pictorial*, both sponsored on the Don Lee network by Langendorf United Bakeries. Sam Pierce has now taken over production of these programs.

JIMMY BURTON, KHJ, Los Angeles, announcer-producer, has been named assistant to Van C. Newkirk, program director of Don Lee Broadcasting System.

RICHARD N. CHINDBLOM, formerly assistant program director of WBBM, Chicago, has been named program director of WAAF, that city, according to William E. Hutchinson, manager of WAAF.

HENRY GLADSTONE, announcer of WHN, New York, is the father of a girl born recently.

GEORGE MCCAUGHNA, manager of CBS Hollywood theatres, is the father of twin girls, born May 7.

STERLING FISHER, CBS director of education and radio talks, has been named a life member of the American Museum of Natural History, New York, by action of its board of trustees at the spring meeting.

TONY MORSE, announcer at KFRK, Sacramento, on May 1 became the father of a boy.

VARNEIL PARTLOW, formerly with the United Press, has joined KFBK, Sacramento, Cal., as announcer-producer.

BETTY GOODWIN, NBC's first television girl and former fashion editor, in private life Mrs. Bernard Goodwin, is the mother of a boy born May 3.

## Meet the LADIES



PAULINE SMYTH HARDINGE ONLY lady broadcasting station manager in Canada is Mrs. Pauline Smyth Hardinge, of CKTB, St. Catharines, Ontario, here revealed as the "F. Pauline Smyth" whose signature might otherwise hide her sex. Mrs. Hardinge is one of the Canadian Association of Broadcasters' most active and astute members. At its conventions, she is usually the only woman present.

CHARLES LAMMERS, producer of *Boone County Jamboree* and other shows on WLW, Cincinnati, left recently on a five-month round-the-world tour, sailing from the West Coast May 19 on a trip that takes him to Honolulu, Japan, China, the Philippines, Straits Settlements, Ceylon, India, Egypt, the Holy Land, Italy, France, Switzerland, Germany, Holland, Belgium, Ireland and England. He plans to use the tour as the basis for a series of programs on WLW next fall built to educate travelers in the best methods of traveling on a small budget.

GRACE HEGGER LEWIS, former wife of Sinclair Lewis, and former member of the staff of *Vogue* magazine, has joined WFAA, Dallas, where she will do three afternoon programs a week, *Dear Mrs. Listener*, featuring short informal talks on current subjects of interest to women.

FRED HOEY, well known New England baseball announcer, has returned to WBZ-WBZA, Boston-Springfield, to begin a new series of six-weekly sports programs.

THOMAS DI MATTEO, in accordance with the new plan to advance into other departments members of the guest relations staff of NBC who have been with the network more than two years, has been promoted from the television guide staff to the statistical division.

WILLIAM GORDON BEAL, continuity chief of KDKA, Pittsburgh, and Cynthia Cate, whose engagement was announced during the winter, are to be married July 1.

NORRIS WEST, assistant program director of WCAU, Philadelphia, has resigned, as of May 15, to accept a newly created assistant manager's post with the Philadelphia Orchestra Assn.

HUGH BEAUMONT and Isleta Gayle, both formerly artists of WFLA, New Orleans, are in Hollywood as winners in the New Orleans division of the *Gateway to Hollywood* talent competition. Beaumont, participating in the first 13-week elimination series and runner-up in the finals, now is in radio work in Hollywood. Miss Gayle appeared on the April 30 *Gateway* broadcast.

BRADFORD ANSLEY, senior at Emory U, recently was added to the announcing staff of WSB, Atlanta, succeeding John Tillman, now in New York.

MARCUS BARTLETT, musical director of WSB, Atlanta, recently was awarded a fellowship by the Rosenwald Foundation for a six-month study of radio in education.

ALBERT J. SOUTHWICK, musical director of KSL, Salt Lake City, accompanied by Richard Keddington of the KSL staff, went to Baltimore May 13 to direct the noted Orpheus Club, Salt Lake City male chorus, before the convention of the National Federation of Music Clubs.

RICHARD HICKOX recently joined the announcing staff of WLAW, Lawrence, Mass.

JOHN FRANKLIN, formerly of WIP, Philadelphia, has joined the announcing staff of WCAU, Philadelphia.

ANNE MAE FITZPATRICK, of the program department, and Byron Sann, sportscaster of WIP, Philadelphia, have announced their engagement.

LINDLEY A. JONES has been appointed recording division musical director of Cinematone Corp., Hollywood transcription and film production concern.

LILLIAN FISCHER, who conducts the weekly *Gal About Town* on WFEN, Philadelphia, is to marry Sidney Fruchton, provisions merchant, on June 4.