

BEHIND the MIKE

BOB ELSON, sports announcer of WGN, Chicago, will make a baseball movie for Republic Pictures in Hollywood this summer.

PAUL FOGARTY, producer of WGN, Chicago, is producing a comic strip, *Draftie*, based on his experiences as a captain of U. S. Infantry during the World War.

JOE NOVENSON formerly part-time announcer of WPEN, Philadelphia, rejoins the station in a similar capacity after a spell at WIP, Philadelphia.

LAWRENCE MENKEN, radio scriptwriter, has been appointed director of the Radio Workshop of the National Youth Administration, New York.

NELSON CASE, CBS announcer, recently broke his leg during a skiing trip to Stowe, Vt., but is continuing his announcing of the *Kate Hopkins* program, sponsored on CBS by General Foods Corp., from a wheelchair. His work on the *Ask-It-Basket* program, sponsored by Colgate-Palmolive-Peet Co., has been taken over by CBS announcer Matt Crowley.

WARREN GERZ of the NBC press department, New York, recently became the father of a baby boy, Warren Allen, Jr.

ROBERT LOCKWOOD, announcer of WELI, New Haven, leaves Feb. 23 to serve a year in the National Guard.

MARVIN CADE, announcer of WKBN, Youngstown, is the father of a baby boy, Richard Warren, born recently.

ODETTE LEVET, of the program department of WWL, New Orleans, is convalescing from a recent appendectomy. Until his return, Joel Lang is assuming his duties.

VIC PAULSEN, announcer-operator, formerly of KJBS, San Francisco, resigned that post to join the announcing staff of KFRC, San Francisco.

LARRY ALEXANDER, announcer, formerly of WDNC, Durham, N. C., has joined the staff of WSB, Atlanta.

JOHNNY HACKETT, sports announcer, has joined the staff of WING, Dayton, O.

AL BECK, junior college student, and new to radio, has joined the announcing staff of WKBZ, Muskegon, Mich.

WENDELL ADAMS of the CBS production department has been appointed supervisor in charge of CBS popular music sustaining programs, by William H. Fineshriber, CBS music director. Mr. Adams, who has a master's degree in music from the Eastman School of Music, Rochester, N. Y., joined CBS in 1936 as assistant to Julius Mattfeld, CBS music librarian.

JULIAN FORD, announcer of WRVA, Richmond, has been elected secretary of the Richmond Theatre Guild.

AL GODWIN, sports announcer of WWL, New Orleans, was injured slightly in a railroad accident while returning from the Southern Bowling Tournament at Knoxville.



MILDRED W. CARLSON

JUST ten years ago Mildred W. Carlson presented her first *Home Forum* broadcast over WBZ-WBZA, the Westinghouse stations in Boston - Springfield, and this home economics participating feature has continued daily without interruption ever since. After being graduated from the U of Connecticut, Miss Carlson became a hospital dietician, then joined the food research laboratories of the Childs restaurant chain and then became kitchen manager for the famous Alice Foote MacDougall restaurant chain in New York. In 1930, while an instructor in Boston's famed Miss Farmer's School of Cooking, she came to WBZ-WBZA. In 1934 she published her *Favorite Radio Recipes*, which is still a housewives' bible in many a New England kitchen. Her *Home Forum* has such participants as John Morrell & Co., Dromedary Products, Ten-B-Low Ice Cream Mix, Bill B. Van's Pine Tree Soap and Oakite. She is a prominent Boston clubwoman, member of Boston's Altrusa Club, lecturer and interior decorator. Her hobby is collecting unusual and practical gadgets, carvings and leather objects.

RUTH KEATOR formerly of WGY, Schenectady; WIBX, Utica; and more recently with KPO-KGO, San Francisco, recently joined the staff of KYA San Francisco, as home economist and is known on the air as *Kathryn Allen*.

GEORGE FISHER, commentator on the twice weekly quarter-hour *MBS Hollywood Whispers*, sponsored by Marrow's Inc., has been signed by Hollywood Feature Syndicate to write a column similar to his radio program. It will be released to 62 newspapers.

GEORGE MATHEWS of KOA, Denver, general office staff, has resigned to join the Army. His successor is Betty Brown, formerly of a local advertising agency.

LEONARD FINCH of CBS Hollywood publicity staff and Nancy Fogwell, production manager of John H. Riordan Co., Los Angeles agency were married in the latter city on Feb. 7.

HELENE HERIC secretary to David Young, KHJ, Los Angeles, continuity director, has been appointed assistant to Robert A. Shepherd music librarian of that station and the Don Lee network. She succeeds Frances Fusfield, resigned.

FOUR HOLLYWOOD radio announcers are being used as narrators on film trailers for the Warner Bros. picture *Meet John Doe*. They are Reed Kilpatrick, Wendell Niles, Frank Goss and John Deering.

RAYMOND RUFF, head of the traffic department of KOMA, Oklahoma City, has absorbed the duties of the promotion department. Claudine French, formerly program director of KWFT, Wichita Falls, Tex., has joined KOMA as woman's editor and assistant to Mr. Ruff.

NEIL NORMAN, program director of WIL, St. Louis, married Helen Jean Mulac of Pittsburgh Jan. 18.

BOB RAWSON, formerly of WIL, Urbana, Ill., has joined the announcing staff of WIL, St. Louis. Frances Mary Rice, from KWK, St. Louis, and Margaret Hanken have been added to the continuity department.

TED COURTNEY, formerly of WKNY, Kingston, N. Y., has joined the announcing staff of WTRY, Troy, N. Y.

AMBERT DAIL has been placed in charge of music at WBTM, Danville, Va. He replaces Earl Hoteling who has joined WLVA, Lynchburg, Va.

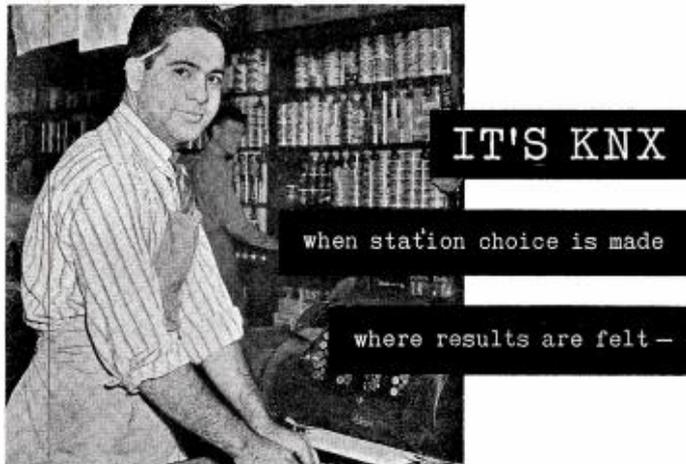
H. V. KALTENBORN, NBC New York commentator, now on a lecture tour, is to originate his network programs from Hollywood, Feb. 25 to March 16, inclusive.

JOE FORD, formerly of WSGN, Birmingham, WMBC, Detroit, and KTBS, Shreveport, has joined the announcing staff of WIOD, Miami. Mrs. C. R. Collins, prominent in parent-teachers and educational work in Miami, has been appointed WIOD continuity director.

HAROLD AZINE, for the last three years of the WLS, Chicago, continuity department, on Feb. 17 joined WBAL, Baltimore, in a similar capacity. Before leaving the Chicago station he was presented with a traveling case and wallet by the staff.

CHARLES CURTIS, formerly of KVFD, Fort Dodge, Ia., is the latest addition to the announcing staff of KYSM Mankato, Minn.

ANTON LEADER, program director of Roger White Productions, New York, and previously a production director of WMCA, New York, has joined the NBC producing staff.



"Which Southern California radio station is doing the biggest job of moving grocery items off your shelves?"

We put the question to Gilbert Carrasco of the G & M Super-Market in Santa Barbara, 85 miles north of Los Angeles, and like most men on the Southern California retail sales front, Mr. Carrasco answers "KNX!"

"When things are advertised on KNX we feel it here in the store. Customers begin asking about them," he said.

Southern California retailers recognize KNX as their most potent sales-building factor. Naturally, the tune-in choice of most Southern Californians is the choice of retailers for its power to move merchandise

50,000 WATTS



COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA

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WTCN 5000 Watts Day 1000 Watts Night NBC
MINNEAPOLIS - ST. PAUL'S best buy!
FREE & PETERS, Inc., National Representatives