

ANOTHER
WHAM..

Plus

ROCHESTER RADIO CITY

THE NEW MILLION
DOLLAR HOME OF
WHAM-WHFM

...symbolizes WHAM
leadership to listeners
in Western New York.

WHAM is the station for
TOP listening and also the place
to visit in Rochester. 5,000 people
each week witness 13 locally
originated programs at Rochester
Radio City. More than 35,000
people took guided tours during
the first two weeks the building
was open.

WHAM gives you Roches-
ter, Monroe County **PLUS 43**
rich and prosperous Western
New York counties ... over
900,000 radio homes.

For coverage ... for listener
loyalty ... for prestige ...
WHAM TOPS THEM ALL

WHAM

ROCHESTER, N. Y.
50,000 Watts • Clear Channel
NBC AFFILIATE
National Representatives
GEORGE P. HOLLINGBERRY CO.
"The Stromberg-Carlson Station"

PHIL BOOTH, program head of KTLA Hollywood, has been named program director of that station, relieving him of all production details. Other appointments named were: **GORDON WRIGHT**, production supervisor; **CHARLES THEODORE**, operations supervisor; and **JOHN SILVA**, remote operations supervisor.

LLOYD GRANT, formerly with KOTA Rapid City, Iowa, has joined KELO Sioux Falls, S. D., as announcer, replacing **GENE PIATT**, resigned.

RALPH D. WILLEY, former program director of WQUA Moline, Ill., has been appointed program director of WKTY La Crosse, Wis., new 1000-w station on 580 kc to begin operations sometime in April.

EASTON C. WOOLLEY, director of station relations and traffic departments for NBC, also has assumed responsibility for station relations and traffic operations of NBC's television activities. He will report on these matters to **HARRY C. KOPF**, administrative vice president, but will work directly with **NORAN E. KERSTA**, director television operations, and **CARLETON D. SMITH**, manager. **CHARLES C. BEVIS JR.**, who has been handling station relations and traffic in TV department, has been temporarily transferred to station relations department, reporting to **SHELDON HICKOX**.

DAVE WIDDER, former newscaster-announcer at WGBA Columbus, Ga., and **KRES St. Joseph, Mo.**, has joined announcing staff of WPIK Alexandria, Va. He succeeds **JOHN SCHEAFER**, resigned.

TED MCKAY, chief announcer at WSUA Bloomington, Ind., has been promoted to position of production manager.

BILL GRITMAN, formerly with WBAX Wilkes-Barre, Pa., has joined WHWL Nanticoke, Pa., as morning announcer.

PAUL MARCOTTE has been appointed supervisor of continuity of KALE Portland, Ore., and **HUGH SMITH** has joined as production manager.

BOB WYLIE, former announcer with WOL Washington, has joined WAKR Akron, Ohio, as staff announcer.

SID TEAR, chief announcer at WFHG Bristol, Va., has been appointed program director, succeeding **LEE GOEL-LEER**, resigned. **VERLIND MAYS** has replaced Mr. Tear as chief announcer.

JACK GWYNN, formerly of K T B C Austin, and **CHARLES BOLAND**, formerly of WACO Waco, Tex., have joined KFLD Dallas, as announcers. **JOANN SIMPSON** has re-joined KRLD program department.

DOUG MCBRIDE, formerly of CJGX Yorktown, and **GEORGE KELOWNA**, has joined CFAR Flin. Flo., as program director and sales co-ordinator.

PAUL RITTS, formerly of WFIL-TV Philadelphia, has joined program department of WCAU-TV Philadelphia. He previously has been with KWEY, WCAU, WFIL and WPTZ, all Philadelphia, and WFAA Dallas. During the war he produced and directed radio and stage shows as a member of Army Air Forces.

JOHN MCKNIGHT, formerly with WMCA New York, WTOP Washington and WGAR Cleveland, has joined announcing staff of WHLI and WHNY(FM) Hempstead, N. Y.

JOE H. PALMER has been signed to announce the horse races for CBS. Mr. Palmer also is turf writer for the New York Herald Tribune.

BOB EMERY signed long-term contract with DuMont television network last week to continue as producer of juvenile program, "Small Fry Club," and teen-age series, "Rainbow House," Du Mont announced. In addition to his present shows, Mr. Emery is to be in charge of developing new youth programs.

SCOTT ERWIN, former announcer and special events man of KTBS Shreveport, La., has joined WCLA Baton Rouge, as program director.

MILTON SHREDNIK, musical director of KOA Denver, is vacationing on doctors' orders. He will be absent from station for at least 30 days. **CHARLES SCHEUERMAN** will handle musical direction during Mr. Shrednik's absence.

ROBERT Q. LEWIS, CBS comedy star, has been signed by Pathe-Warner newsreel to do comedy narration.

FRANK LOKEY, formerly with WCRS Greenwood, WNOX Knoxville and WINN Louisville, and **CHARLIE NEW-**

Production



COMB, formerly with WTIP Charleston, W. Va., and WTNT Augusta, Ga., have joined announcing staff of WORD Spartanburg, S. C. Also added to WORD announcing staff are: **AL WILLIS**, formerly with WNEP Binghamton, N. Y.; **CLARENCE STRIBLING** and **BOB VAUGHN**, both formerly with WORD and returning after work with other stations.

PAUL O. GODT, former KFEL Denver program manager, has joined KMYR Denver, in newly-created post as planner and developer of programs. Prior to joining KFEL, he was at KXOK St. Louis. **DOLORES PLESTED** continues as program director of KMYR.

DOROTHY BROWN, continuity acceptance editor of ABC Hollywood, is on three-month leave of absence to undergo major surgery. During her absence, **KATHERINE CALVERT** will take charge of her duties.

CORIE BURDICK, former Dr. Kate on NBC program of that name, has started five-weekly hour program "Dr. Kate Calling" on KEEN San Jose, Calif.

LYNN GIFFORD, former WRRN Warren, Ohio program director, has joined KRDU Dinuba, Calif., in similar capacity.

HAZEL KENYON MARKEL, public relations director of WTOP Washington, has been elected member of American Newspaper Women's Club.

JACK FULLER, former freelance announcer, has joined announcing staff of WBBM Chicago.

JIMMY TRIPPE, staff announcer and salesman at WFBF Sylacauga, Ala., is the father of a girl, Nancy Jean.

JOHN MCGIVER, radio and screen writer, has joined WGN-TV Chicago, as scriptwriter. He will be in charge of that phase of station's operation.

ARTHUR NELSON, nationally known puppeteer, has been appointed director of marionette shows for WGN-TV Chicago. Mr. Nelson and his wife formerly produced marionette shows for BBC television.

KEITH MCKENNEY has been appointed program supervisor for WWJ-TV Detroit.



THIS ISN'T a mischievous boy playing cook in his mother's kitchen. It's the new "women's editor" at WKMO Kokomo, Ind., **Billy Clare**. **Clyde Caswell**, WKMO program manager, was looking for someone to direct women's programs when Mr. Clare, a mere 52 inches tall and student at Indiana U., came to the studio and asked for a job. After some consideration Mr. Caswell hired the 26-year-old student as a culinary arts announcer and billed him as the "Uttest Chef in the World." The women's editor problem is solved and in Mr. Caswell's words, "the boy is doing a bangup job."

JIM HAWTHORNE started for 13 weeks two hour weekly recorded music program "Hawthorne Thing" on two Los Angeles stations, KFVD and KIEV, March 28 for Honest John, Los Angeles car dealer. Starting April 12 Mr. Hawthorne will do same show half-hour weekly for AFRS for 26 weeks.

Talent Wanted

WBEN-TV Buffalo, which is scheduled to begin regular telecasting in late spring, has announced a search for talent for its programs and has invited all professional performers and qualified amateurs to audition. Station, which is now telecasting test patterns, has extended general invitation to all talent from dancers to jugglers and fashion models to puppeteers. Persons capable of giving entertaining instructional demonstration in fields such as flying, cooking and photography, also are invited to audition.

BILL JOHNSTONE will play lead in CBS "The Whistler" for Household Finance Corp., Chicago, program's Eastern sponsor. **BILL FORMAN** plays part for Signal Oil, West Coast sponsor.

EDWARD ARNOLD, star of ABC "Mr. President" program, is on four-state tour of Utah, Idaho, Oregon and Washington as member of President Truman's "Overseas Aid Committee" consulting with governors and other state and civic officials.

WALTER ARNOLD has replaced **OWEN JAMES** as announcer of ABC "Mr. President" program.

CY HOWARD, producer of CBS "My Friend Irma," is in New York where he will lecture on radio comedy writing at Barnard College, Columbia U.

KAY CAMPBELL has joined cast of NBC "Katie's Daughter" serial as Mrs. Lola Conway.

ED (Archie) GARDNER, star of NBC "Duffy's Tavern," is the father of a boy born March 25 in Santa Monica, Calif.

EVERETT SLOANE, stage and radio actor, has joined cast of MBS "Superman" series.

LEORA THATCHER has joined cast of NBC serial "Lora Lawton" as Marge Mulvaney.

HUGH TOMAS has been added to cast of NBC "Woman In White."

BILL LEYDON, former disc m.c. of KMPC Hollywood, has started programs on two Los Angeles stations—"Barrel of Dough," daily giveaway show on KFVB, and weekly recorded music program "Specialties in Music" on KHJ.

CANADA'S
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MARKET**

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