

WILLIAM C. GARTLAND, with release from the Army, has joined NBC Hollywood as theaurus and syndicated salesman for network's Western Division Radio Recording department. Prior to service he was with NBC New York.

SKITCH HENDERSON, onetime NBC musical conductor in Hollywood and recently discharged from AAF, has organized his own band and been signed to record for Capitol Records Inc.

R. H. McCULLOUGH, director of television and pre-fabricated theatres for National Theatres, has returned to Los Angeles after six weeks in New York where he studied new television developments connected with their application to motion picture houses.

WALTER ADDITION WATSON, for three months sales promotion manager of Hoffman Radio Corp., Los Angeles (set and equipment manufacturer), has resigned that post to devote full time to Hollywood Radio Transcription Inc., which he recently organized.

JOHN HIESTAND & Assoc., Hollywood radio production unit, has established offices at 6000 Sunset Blvd. Telephone is Hollywood 6080. **JOHN HIESTAND**, former announcer on NBC "Kay Kyser's College of Musical Knowledge," and during the war in charge of OWI psychological warfare activities in Southwest Pacific, heads radio package firm.

TELEFILM Inc., Hollywood television film production company, has taken added office space at 6039 Hollywood Blvd. In addition architect's plans for new four-story building to house headquarters have been completed. Structure will be erected late this year on Hollywood Blvd. property already owned by firm.

JIM BRAY, returned from overseas duty with the Navy in radar work and former engineer with FCC, is now chief engineer for Melody Wired Music Co., Miami Beach, Fla. At one time he had been with WKY KTKO KARK KGHI KLZ KTFI.

HARRY E. SHUBART, released by the Army as major in Air Technical Service Command, has established public relations office in Denver, Col., at 521 Empire Bldg. He formerly had been with University of Chicago, conducting promotion work on university's radio programs. At one time he was managing editor of Advertising Age.

COLUMBIA RECORDING Corp. has made the following changes in personnel: **JACK HEIN**, formerly district manager for the Chicago territory, has been appointed assistant to **PAUL SOUTH-**



ARD, vice president in charge of sales; **JOE LUCAS**, district manager for Columbia before the war, has returned from the Navy to take over Chicago territory; **JOSEPH BOTT**, former record salesman for Tri-State Distributing Corp., Cincinnati, replaces **BUS CROSS** in the Charleston, Pittsburgh, Cincinnati, Louisville territory while Mr. Cross takes over Cleveland, Detroit, Toledo, Buffalo area. **KEN McALLISTER** returned from the Navy March 4 to take post in sales department in charge of merchandising.

PHILIP F. FRANK has been appointed executive secretary of Broadcast Measurement Bureau. He has been chief of BMB's subscriber service, over which he will continue supervision.

ROBERT ELMORE, released from the Navy, has returned to Research Institute of America, New York, as director of advertising.

SAM E. ROSEN, president of Superior Records, Hollywood, is currently in New York

to set up distribution of recordings in that city as well as Chicago and Cincinnati.

SAPPHIRE CLUB, consisting of Hollywood recording technicians recently organized, will hold its monthly dinner meeting at Billingsley's Restaurant March 13. Chet Boggs of Columbia Records will be chairman.

ALBERT M. WHARFIELD, until recently Army major and chief of the Radio Branch, War Department Bureau of Public Relations, has returned to C. E. Hooper Inc. in a major executive position. Mr. Wharfield served in England and the Mediterranean Theatre from 1942 to 1944 when he returned to the War Dept. He succeeded **COL. EDWARD M. KREBY** as chief of the radio branch last fall.

RADIO PRESS SERVICE, New York, is publisher of a monthly service "Editors Calendar" directed to radio directors, feature writers and advertising copywriters giving historical and cultural dates as well as announcements of important conferences, meetings and exhibitions each day for the succeeding three months.

ROGER WHITE Co., New York, has produced three new recorded shows. They are: "Storyland Theatre," half-hour show based on original modern children's stories; "Lady Dick," half-hour mystery series, and "Eddie 'n' Duke," twice-weekly quarter-hour comedy program about two GI's who have returned to civilian life in Brooklyn.

A. C. URFFER has been appointed director of industrial relations of the Federal Telephone and Radio Corp., New York, domestic manufacturing affiliate of the International Telephone and Telegraph Corp. Before joining Federal in 1944 Mr. Urffer had been associated with the management consultant firm of Stevenson, Jordan and Harrison, New York, and previous to that with General Electric Co.

PUBLIC SERVICE DEVELOPMENTS, with offices in San Francisco and Hollywood, is being organized by **CATHERINE SIBLEY**, formerly NBC San Francisco director of public service. New advertising agency will specialize in packaging public service radio programs and 16 mm film for television.

PAUL E. FORREST, former merchandising manager of CBS Pacific Network, has established his own advertising, merchandising and publicity agency, Paul E. Forrest & Co., with offices at 6123 Selma Ave., Hollywood. Telephone is Hollywood 6281.

AMERICAN TELEVISION SOCIETY last week published its first yearbook, a 144-page volume bound in board covers. Titled "American Television Directory," volume lists ATS members, television stations operating and applied for, mar-

ket analysis of video allocations, video activities of advertisers, agencies and producers, chronology, bibliography, etc. Most of space is devoted to special articles. Ralph Rockefeller of Buchanan & Co., edited book, priced at \$5 a copy.

HARRY E. RICE, formerly with Radio Marine Corp., Stromberg-Carlson Co. and Sprague Electric Co., has been appointed assistant chief engineer, radio division, of Lea Inc. in charge of production of home radio, aircraft radio and television.

AIR FEATURES, New York, March 11 takes over production of Mutual's package show, "Real Stories From Real Life," sponsored by Whitehall Pharmaceutical Co., New York (Anacin), through Dancer, Fitzgerald & Sample, New York.

VEE HARDER, former assistant time-buyer, Ollan Adv., Chicago, has joined Neblett Radio Productions, Chicago.

VERA CASSIDY ASH, for several years continuity director of WWDC Washington, D. C., and for a year and a half radio director and office manager of J. M. Hickerson Inc., is now an associate of Leo J. Paulin & Assoc., Washington, directing radio scripts and radio merchandising.

EDGAR G. HERRMAN, former sales manager of Emerson Radio and Phonograph Corp., has been named sales manager of the Westinghouse Electric Corp. Home Radio Division, Baltimore. He one time was assistant vice president of Zenith Radio Corp.

LARRY WITTE, with the N. W. Ayer & Son publicity department, Philadelphia, has resigned to join the American Legion national public relations staff as radio head.

ASSOCIATED MUSIC PUBLISHERS, New York, has negotiated a new music licensing agreement with KSUB Cedar City, Utah, and extended agreements for additional periods with **KARM KFBK KGMB-KHBC KQW KRNT KSO KWIL WBOC WBRV WELL WHLS WLAY WMAZ WMRC WSOO WTMG.**

ALLEN A. FUNT RADIO PRODUCTIONS, New York, has prepared live syndicated program titled "Good-for-Nothing" with give-away format.

CHARLES MICHELSON Inc., New York, has placed new half-hour transcribed mystery series "The Avenger" on KGB San Diego, Calif., and KGBX Springfield, Mo. "Blackstone the Magician" has been signed for WDW Tuscola, Ill. New accounts for "The Shadow" include KALL Salt Lake City, WCHS Charleston, W. Va., and WMRP Lewis-town, Pa. WCSC Charleston, S. C., and WRBL Columbus, Ga., have been signed for "Hymn Time." All are sponsored locally.

EUGENE LEBARON, former vice president of All American Cables and Radio subsidiary of International Telephone and Telegraph Corp., has been elected vice president of IT&T in charge of firm's office in Brazil.

ASCAP Meeting

GENERAL membership meeting of ASCAP will be held in New York March 26. Hollywood session, which usually is put on in advance of the general meeting in New York for the benefit of West Coast members of ASCAP, will not be held this spring. An ASCAP spokesman explained that it was felt society officials had nothing important enough to discuss to warrant holding the special meeting.

WHAS Louisville was publicly thanked by the Speaker of the House of the Kentucky State Legislature for airing two and a half hours of a recent debate on an issue of statewide importance.

Durham

North Carolina's 3rd largest city. Second top city in drug sales. Home of Duke Univ. Maker of 25% nation's cigarettes. Impartial . . .

Surveys

prove Durham prefers one station over all others combined. Naturally that's the station advertisers . . .

Favor

for moving merchandise quicker at least cost. The station that blends the local touch with the best from CBS.

WDNC



Owned By
Durham Herald-Sun
Papers

Represented by Howard H. Wilson Co.

WOV

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with OPA and Federal Trade Commission also were charged.

In oral argument last July, following the proposed decision, attorneys for the Mesters contended that the proposed findings were a "thoroughly improper proceeding" and claimed that bits of testimony were "torn from their context" in an effort to show that Murray Mester testified falsely regarding difficulties with the FTC. They said the FCC "ignored the 10 preceding pages of testimony in which (he) told of five separate cases."

Regarding the final decision, counsel for the transferees said they had "no statement suitable for publication."

WOV, operating on 1280 kc with 5 kw, is on the air six days a week (on Sunday the frequency is used by WHBI Newark), and from 8:30 a.m. to 6 p.m. broadcasts entirely in Italian, having won commendations for its service in this connection. FCC said the station had a net loss of \$37,377 (including \$30,693 depreciation charges) during 1943, but that in the first six months of 1944 it had a net profit of \$9,600.