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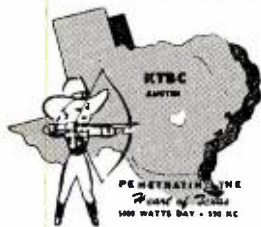
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Radio Sales



New York Ad Club Plans On Previewing Facsimile

A PREVIEW of facsimile transmission will be given to members of the Advertising Club of New York at the first celebrity luncheon of the year to be held Sept. 18 at the club's temporary headquarters, 30 East 37th Street.

John V. L. Hogan, president of WQXR New York, and head of Radio Inventions Inc., New York, will address the luncheon meeting on "Facsimile Broadcasting and Post-War Selling," in conjunction with the demonstration which is being sponsored jointly by Radio Inventions and WOR New York.

The Advertising Club's weekly bulletin which will be printed on receivers located in the clubhouse, will be transmitted from Radio Inventions Inc., located at 155 Perry St., downtown New York, to WBAM New York, WOR's FM station, at 444 Madison Ave., and from there to the Advertising Club.

Contract Form of NAB Pends AAAA Approval

APPROVAL by the American Assn. of Advertising Agencies is awaited by the NAB Dept. of Broadcast Advertising before mats of the standard spot broadcasting contract forms go out to stations. Distribution of mats was authorized at the August meeting of the NAB board following approval of contract provisions by a joint NAB-AAAA committee.

Though the AAAA Timebuyers Committee has approved the joint committee's contract form, approval of the AAAA's Agency Advisory Committee and the AAAA board was awaited. The board is scheduled to meet Sept. 24. When final AAAA sanction is received NAB will mail the mats, according to Frank E. Pellegrin, director of broadcast advertising.

Convention Delegation Chosen by Petry & Co.

EDWARD PETRY & CO., New York, will send the biggest delegation in the history of the company to the first post-war NAB convention in Chicago, it was announced last week.

Petry representatives at the convention will be: Edward Petry, Henry I. Christal, H. E. Ringgold, V. F. Righter, Irvin Gross, John E. Harrington Jr., James O. Parsons, Edward Voynow, John Ashenhurst, James Thompson, Buell Herman, Louis Smith, Chester Matson, Earle H. Smith, William Cartwright, George Kercher, Charles F. Grisham, James G. Sandison and Mason McGuire.

"It is obvious that this first post-war meeting of all elements of the broadcasting industry will be a most important and significant convention," Mr. Petry said.

AGENCIES



REID LIGHTON, who after discharge from the service returned to the NBC market research department, has been appointed radio director of Seidel Adv., New York.

KUDNER AGENCY, New York, Oct. 1 opens offices at 436 A. G. Bartlett Bldg., Los Angeles, in addition to its San Francisco headquarters. Effective Oct. 1 the agency will handle the advertising for the Fruehauf Trailer Co. of California for Schipper Assoc., Los Angeles. **ROY H. COMPTON**, who has been in charge of advertising service for the trailer company, will continue in this same capacity for Kudner.

BILLY WILGUS, producer of J. Walter Thompson Co., New York, has been shifted to Hollywood and assigned to CBS "Dinah Shore Show" starting Sept. 18.

KERMIT RICHARDSON, recently Army released, and **ALICE GARDNER**, formerly of Advertising Counselors, Phoenix, have joined the production and copy staff respectively of Pardee, Cash & Associates, Hollywood agency.

REINHART KNUDSEN, separated from Army, has rejoined Portland staff of Botsford, Constantine & Gardner.

RALPH WHITMORE, radio director of The Tullis Co., Los Angeles, and **CAROLYN WILTON** were married in Westwood, Calif., Aug. 30.

W. G. ROSENBERG has resigned as radio director of Les L. Finkle Assoc., Los Angeles.

MYRON (Mike) DUTTON, Army veteran, has been assigned Hollywood producer of J. M. Mathes Inc., New York, on CBS "Sparkle Time" starting Oct. 3. Featured will be Meredith Willson and orchestra. Sponsor is Canada Dry Ginger Ale Inc.

CARLTON ALSOP has resigned his MGM production post to head Hollywood office of Kastor, Farrell, Chesley & Clifford at 6331 Hollywood Blvd. Telephone is Hollywood 8148. Mr. Alsop also will produce NBC "Drene Show with Don Ameche" starting Sept. 8.

VIC McLEOD has joined J. Walter Thompson Co., Hollywood, as writer on NBC "Tommy Dorsey Show." He replaces **BUD PAGANUCCI**.

GLENN WHEATON has been signed to write CBS "Tony Martin Show" for Foote, Cone & Belding, replacing **ELON PACKARD** and **STANLEY DAVIS**.

FRANK BROMBERG, former vice president of Ellis Adv., New York, has joined Rodgers & Brown, New York, as general manager and account executive.

SAMUEL LEDDY, formerly with Small & Seiffer, New York, in a research capacity, has been appointed media director of the agency. Mr. Leddy returned to Small & Seiffer last January after serving with the armed forces.

HARRY RAUCH, New York publicity director of Young & Rubicam, is in Hollywood for month conferring on West Coast aspects of agency clients with **MILTON SAMUEL**, Pacific Coast publicity director.

STANLEY E. WEISS has been named assistant production manager of H. M. Gross Co., Chicago. He formerly was head of the production control department of Pabst Sales Co. and most recently with Phil Gordon Agency as head of production department.

EDMUND ROGERS Jr., after a year and a half overseas service, has joined the research staff of Gray & Rogers, Philadelphia. He has received his degree from the U. of Pennsylvania.

GREY ADV., New York, is conducting special courses in various phases of advertising for the benefit of veterans who have joined agency and as refresher for other agency personnel. Included in courses is "Place of Radio and Video Advertising."

ARTHUR TERWILLIGER has resigned as production manager of Check Chart Corp., Chicago, to become member of the production staff of Klau-Van Pietersom-Dunlop Assoc., that city. He has been in advertising since 1929. Also added to agency's production staff is **JAMES BARTON**, active in Milwaukee advertising for more than 10 years.

NORMAN ROSEN, formerly with the radio division in charge of television, J. Walter Thompson Co., New York, has joined Richard & Gunther, New York, as account executive.

HOWARD B. ERVIN, formerly in the traffic department of Young & Rubicam, New York, has joined Hanly, Hicks & Montgomery, New York, as traffic manager.

MIMI MARGO, radio director and time-buyer of Moselle & Eisen, New York, has been appointed head of the agency's newly formed publicity department.

ROBERT L. RICHARDS, formerly on staff of Philadelphia Inquirer, has joined Kemmerrer Inc., Hollywood agency, as production manager.

DICK CREAMER, former executive of BBDO San Francisco, assigned to Standard Oil Co. account, has joined McNeill & McCleery, Los Angeles, as account executive.

GENE BIGGS and **JOY WRIGHT**, formerly of Lynch Adv., Portland, Ore., and Glensdanner Adv., Houston, Tex., respectively, have joined Morgan Adv., Phoenix, Ariz.

WILLIAM M. SPIRE, former vice president and a member of the plans board of Ruthrauff & Ryan, New York, has joined Sullivan, Stauffer, Colwell & Bayles, New York, as a member of the SSCB plans board.

HOWARD KETTING, vice president of Ruthrauff & Ryan, Chicago, and executive on Wm. Wrigley Jr. Co. account, is in Hollywood for 10 days conferring on fall plans for CBS "Gene Autry Show."



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HEADLEY-REED, National Representatives