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## The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION  
PICKWICK HOTEL, KANSAS CITY 6, MO.

## Hagman Is Named To WLOL Position

Had Resigned Post With ABC To Return to Twin Cities

APPOINTMENT of C. T. (Swanee) Hagman as executive vice president and sales manager of WLOL Minneapolis has been announced by Norman Boggs, president and general manager of the station.

Mr. Hagman had resigned earlier this year as general manager of the ABC Central Division [BROADCASTING, Mr. Hagman March 17], after reported dissatisfaction with living conditions for his family and himself in Chicago. Prior to his assumption of the ABC post, Mr. Hagman had been associated with WTCN Minneapolis, since 1934. He was vice president and general manager when he left that station [BROADCASTING, July 1, 1946].

While in the Twin Cities, Mr. Hagman had served as chairman of the local war bond drive, on the board of directors of the Better Business Bureau, as chairman of the NAB state sales manager committee and on the NAB state public relations committee.



## WWJ-TV'S FIRST WEEK SUCCESS—12 SPONSORS

WWJ-TV, television station of the *Detroit News*, which went on the air June 3 [BROADCASTING, June 9], had an even dozen sponsors during its opening week, with most of them staying on a regular schedule basis. Station operates Tues.-Sat., 2-5:30 p. m. and 7-9:30 p. m.

Dedicatory show opening day was followed by the telecast of a home game of the Detroit Tigers baseball club, sponsored by the Gobel Brewing Co. Heading WWJ-TV's sponsor list is the J. L. Hudson Co., department store, which purchased a block of time in 1945 on an "if and when television comes to Detroit" basis.

Other opening week clients were the Bulova Watch Co., Chevrolet Motor Co., Detroit Edison Co., Ford Associated Dealers, Grinnell Brothers Music House, Hot 'n' Kold Shops, Norge Division-Borg Warner, Sams Inc., Harry Sufferin, U. S. Rubber Co., and Ned's Auto Supply Co.

During the entire week, the station maintained an open house suite at the Book-Cadillac Hotel with five large television sets on display, to show clients, potential clients and the press what video will look like in the home.

## 'Thin Man' Replacement

DURING the summer hiatus of General Foods' *Adventures of the Thin Man* on CBS, Fridays, 8:30-8:55 p. m., the *Robert Q. Lewis Show* is being heard in that period, June 13 through July 25. The Lewis show, formerly heard on CBS Saturdays, 7:30-7:45 p. m., was replaced by *Waitin' for Clayton* on June 14 and beginning June 21 through Aug. 16 the Clayton show will be aired on Saturdays, 7:30-8 p. m.

## NETWORK ACCOUNTS

### Renewal Accounts

COLGATE - PALMOLIVE - PEET, Jersey City, N. J. (Super Suds), July 8 for 26 weeks renews "Blondie" on CBS, Sun. 7:30-8 p. m. Agency: William Esty & Co., New York.

BORDEN Co., Toronto (milk products), Sept. 30 renews "Canadian Cavalcade" on 30 Trans-Canada network stations, Tues. 8:30-9 p. m. Agency: Young & Rubicam, Toronto.

NORTHERN ELECTRIC Co., Montreal (electric appliances, radios), Oct. 6 to March 29, 1948, renews "Northern Electric Hour" on 30 Trans-Canada network stations, Mon. 8-8:30 p. m. Agency: Harry E. Foster Agencies, Toronto.

BURNS Co. Ltd., Vancouver (meat-packers), July 1 extends "Burns Chuckwagon" to Sept. 23 on 15 western Dominion network stations, Tues. 10:30-11 p. m. Account may expand to eastern Canada with same program in fall. Agency: Stewart-Lovick & MacPherson, Vancouver.

### Net Changes

GULF OIL Co., New York, June 24 switches "We The People" on CBS from Sun. 10:30-11 p. m. to Tues. 9-9:30 p. m. Agency: Young & Rubicam, New York.

CAMPBELL SOUP Co., New Toronto, Ont. (soups), June 25 cancels Jack Carson show on 29 Dominion network stations, Wed. 8-8:30 p. m. Agency: Cockfield, Brown & Co., Toronto.



PETER SIMON, former assistant advertising director for candy and grocery division of Sweets Co. of America Inc., Hoboken, N. J., has been appointed advertising director for that division.

GILLETTE SAFETY RAZOR Co., Boston, June 1 for 52 weeks, renewed "Gillette Cavalcade of Sports" on WENT New York, NBC television station. Contract calls for television of all Madison Square Garden and St. Nicholas Arena boxing bouts under auspices of Twentieth Century Sporting Club, as well as of all championship bouts of heavyweight titleholder Joe Louis. Agency: Maxon Inc., New York.

FLORA MIR, New York (candy mfgs. and retailers) has appointed Peter Donnell Inc., New York, to handle public relations, advertising and sales promotion for their nine retail stores and candy kitchens. Initial plans call for a spot announcement campaign scheduled to start sometime in September. Peter McDonnell firm has selected Modern Merchandising Bureau as advertising agency on the account.

RICH-MAID PRODUCTS Co., Glendora, Calif. (soft drink extract), has appointed Don Mack Adv., Los Angeles, to place advertising. KOLD-KIST FOODS, Los Angeles (frozen foods), has also appointed agency, to handle advertising.

EDGAR WAITE, manager of public relations department, Standard Oil Co., San Francisco, has resigned.

PACIFIC BREWING & MALTING Co., San Jose, Calif. (Wieland's beer), has appointed Honig-Cooper Co., San Francisco, to place advertising, effective Jan. 1, 1948.

LONGINES-WITTMANER WATCH Co., New York (watches), June 9 started third year of thrice weekly half hour transcribed "The World's Most Honored Music" on KNX Hollywood. Agency: Arthur Rosenberg Co., New York.

GULF OIL Corp., Pittsburgh, June 26 renews for 13 weeks "Gulf Television News" on WCBS-TV New York. This marks firm's fifth straight 13-week renewal of show. Agency: Young & Rubicam, New York.

WALSH LABORATORIES Inc., Chicago (Rodan rodent exterminator) and BUTCHER SHOP FOODS, Chicago (canned dog food), have appointed Makelim Assoc., that city, to handle national advertising. Radio will be used. JOHN J. WALSH Ltd., Chicago (Bizz-soap detergent), also has appointed that agency to service account with radio contemplated.

INKOGRAPH Co., New York (fountain pens), has appointed Lester Harrison Inc., New York, to handle advertising campaign. Radio will be used. Fall plans may include a program on limited network.

A. N. HANNA Co., Atlantic Highlands, N. J., has appointed Raymond Adv., Newark, N. J., to handle advertising. Radio will be used.

KOH Reno, Nev. has completed plans to broadcast the \$15,000 Reno Open Golf Tournament Aug. 21-24.

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