

The Billboard.....MEDallion 3-1615
 Broadcasting.....PLaza 5-8355
 Metronome.....Cirele 7-4500
 Printers' Ink.....Murray Hill 3-6500
 Radio Advertising (Rates and Data).....LExington 2-6611
 Radio Craft.....REctor 2-9690
RADIO DAILY.....Wlconsin 7-6336

Radio Retailing—Today.....PLaza 3-1340
 Radio & Television Weekly.....WAlker 5-2576
 Sales Management.....MOhawk 4-1760
 Standard Advertising Register.....MEDallion 3-5850
 Televisor, The.....LONgacre 5-1683
 Television.....WAtkins 9-7510
 Tide.....AShland 4-3390
 Tune-In.....Cirele 5-8425
 Variety.....BRyant 9-8153

News Agencies and Associations

Associated Press.....Cirele 6-4111
 International News Service.....Murray Hill 2-0131
 Press Association, Inc.....Cirele 7-7363
 Radio News Association.....Murray Hill 2-8198
 Reuters.....Cirele 6-3960
 Transradio Press Service, Inc.....Murray Hill 2-4185
 United Press.....Murray Hill 2-0400

Talent Agencies

James Appell.....PLaza 3-7840
 Batchelor Enterprises, Inc.....Cirele 6-4224
 Columbia Concerts Corp.....Cirele 7-6900
 Consolidated Radio Artists, Inc.....COlumbus 5-3580
 Frank Cooper.....VAnderbilt 6-5661
 Wallace Downey, Inc.....Cirele 6-6646
 Evans & Salter.....Cirele 7-6900
 Fanchon & Marco.....CHickering 4-3956
 Frederick Bros. Artists Corp.....Cirele 6-2144
 Moe Gale.....LONgacre 3-0350
 General Amusement Corp.....Cirele 7-7543
 William Gernannt.....VAnderbilt 6-1750
 Spencer Hare.....Murray Hill 2-0523
 Hesse & McCaffrey.....ELdorado 5-1076
 Estella Karn.....VAnderbilt 6-3860
 Bob Kerr.....COlumbus 5-8051
 Mark Leddy.....BRyant 9-1631
 Ben B. Lipset, Inc.....CHickering 4-2466
 A. & S. Lyons, Inc.....PLaza 3-5181
 Management Corp. of America.....Wickersham 2-8900
 A. T. Michaud.....Cirele 7-4064
 Mills Artists, Inc.....Cirele 6-1566
 William Morris Agency, Inc.....Cirele 7-2160
 Music Corporation of America.....Wickersham 2-8900
 National Concert & Artists Corp.....PLaza 3-0820
 James Peppe.....PLaza 3-2636
 Myron Selznick Co. of N. Y.....Cirele 7-6200
 Stix, Thos. L.....Cirele 7-2690
 Roy Wilson (Wilson, Powell & Hayward).....PLaza 9-4961
 Stan Zucker.....PLaza 3-0163

Program Producers and Transcription and Recording Companies

Advertisers' Broadcasting Co.....BRyant 9-1176
 Advertisers' Recording Service.....Cirele 6-0141
 Air Features, Inc.....Wickersham 2-2700
 American Institute of Food Products.....PLaza 3-7146
 Arts Recording Studios & Recording Co.....PLaza 8-0407
 Asch Recording Studios.....BRyant 9-3137
 Associated Music Publishers, Inc.....BRyant 9-0345
 Associated Radio & Television Prods.....LONgacre 5-3710
 Audio-Scriptions, Inc.....Cirele 7-7690
 Basch Radio Productions.....Murray Hill 2-8877
 Broadcasting Program Service.....BRyant 9-4324
 Ted Collins.....Cirele 7-0094
 Columbia Recording Corp.....Cirele 5-7300
 Decca Records, Inc.....COlumbus 5-2300
 Federal Transcribed Programs, Inc.....CAledonia 5-7530
 Allen A. Funt Radio Productions.....Murray Hill 4-6148
 Wm. Gernannt.....VAnderbilt 6-1750
 H. S. Goodman.....Wickersham 2-3338
 Kent-Johnson, Inc.....PLaza 3-7246
 Kermit-Raymond Corp.....ELdorado 5-5511
 Lang-Worth Feature Programs.....Cirele 6-7410
 Phillips H. Lord, Inc.....Wickersham 2-2211
 Management Corp. of America.....Wickersham 2-8900

Charles Michelson.....Murray Hill 2-3376
 Miller Broadcasting System, Inc.....Cirele 6-0141
 C. D. Morris Associates.....PLaza 3-4144
 Muzak Transcriptions, Inc.....BRyant 9-1246
 NBC Radio-Recording Division.....Cirele 7-5700
 Tr7-8916

Lilian Okun, Inc.....TRafalgar 7-8196
 Donald Peterson.....Wlconsin 7-0069
 Radio Events, Inc.....Murray Hill 6-3487
 RCA Manufacturing Co.....AShland 4-7605
 Reeves Sound Studios.....Cirele 6-6686
 Rockhill Radio Productions.....ELdorado 5-1860
 Bernard L. Schubert, Inc.....PLaza 3-4670
 Henry Souvaine, Inc.....Cirele 7-5666
 Standard Radio.....BRyant 9-4324
 Transamerican Broadcasting & Television Corp.....PLaza 5-9800
 Transcribed Radio Shows, Inc.....LONgacre 5-3440
 Tyro Productions.....COlumbus 5-3737
 Thomas Valentino.....Cirele 6-4675
 Victor Recording Laboratory.....Murray Hill 4-6200
 Roger White.....Murray Hill 2-0295
 Wolf Associates.....PLaza 5-7620
 World Broadcasting System.....Wickersham 2-2100
 F. W. Ziv, Inc.....PLaza 3-9612

Organizations, Unions and Government Agencies

Actors' Equity.....BRyant 9-3550
 Advertising Club.....CAledonia 5-1810
 Advertising Federation of America.....BRyant 9-0430
 AAAA.....LExington 2-7980
 American Communications Assn.....COrtlandt 7-3947
 American Federation of Musicians.....PLaza 8-0600
 American Federation of Radio Artists.....VAnderbilt 6-1810
 Army U. S., Information Service.....WOrth 2-1882
 ASCAP.....COlumbus 5-7464
 American Television Society.....CAledonia 5-7430
 ANA.....Murray Hill 5-9167
 Broadcast Music, Inc.....PENnsylvania 6-5466
 Coordinator of Inter-American Affairs.....PLaza 5-3939
 Federal Communications Comm.....CAnal 6-4000
 Federal Trade Commission.....WHitehall 3-8000
 Institute of Radio Engineers.....MEDallion 3-5661
 Music Publishers' Protective Association.....Cirele 6-3084
 NAB—New York City.....Murray Hill 2-1963
 NAPA.....Cirele 7-8194
 National Labor Relations Board.....HANover 2-4174
 National War Labor Board.....Murray Hill 2-5820
 OWI Domestic Radio Bureau.....Murray Hill 3-6800
 OWI Overseas.....Cirele 6-4400
 Professional Music Men, Inc.....COlumbus 5-7362
 Radio Writers Guild.....Murray Hill 5-6930
 SESAC.....Murray Hill 3-5365
 Song Writers' Protective Association.....COlumbus 5-3758
 Television Broadcasters Ass'n, Inc.....LACKawanna 4-4788
 U. S. Navy, Radio Section.....BRyant 9-1710
 War Manpower Comm.....CHickering 4-8800
 Women's National Radio Committee.....Cirele 7-4108
 Writers' War Board.....Murray Hill 3-6800

Hotels

Algonquin.....Murray Hill 2-1000
 Ambassador.....Wickersham 2-1100
 Astor.....Cirele 6-6000
 Biltmore.....Murray Hill 9-7920
 Commodore.....Murray Hill 6-6000
 Edison.....Cirele 6-5000
 Lincoln.....Cirele 6-4500
 Lombardy.....PLaza 3-8600
 New Yorker.....MEDallion 3-1000
 New Weston.....PLaza 3-4800
 Park Central.....Cirele 7-8000
 Pennsylvania.....PENnsylvania 6-5000
 Plaza.....PLaza 3-1740
 Ritz Carlton.....PLaza 3-4600
 Ritz Tower.....Wickersham 2-5000
 Roosevelt.....Murray Hill 6-9200
 St. Moritz.....Wickersham 2-5800
 St. Regis.....PLaza 3-4500
 Savoy Plaza.....VOLunteer 5-2600
 Sherry Netherland.....VOLunteer 5-2800
 Vanderbilt.....AShland 4-4000
 Waldorf-Astoria.....ELdorado 5-3000
 Warwick.....Cirele 7-2700

IMPORTANT RADIO Telephone Numbers in LOS ANGELES



Radio Stations

KECA	FAirfax	2121
KFAC	Flitzroy	1231
KFI	FAirfax	2121
KFOX	MUtual	2510
KFVD	DRexel	2391
KFWB	HEmpstead	5151
KGER	MAdison	2551
KGFJ	PRospect	2434
KHJ	HOLlywood	8111
KIEV	HOLlywood	5341
KMPK	CHApman	5-2388
KMTR	HIllside	1161
KNX	HOLlywood	1212
KPAS (Pasadena)	RYan	1-6991
KRKK	TUcker	7111
KWKW (Pasadena)	RYan	1-6744
XEMO-XERB (L. A. Office)	PRospect	9136

Networks

Blue Network Co.	HIllside	8231
Columbia Broadcasting System	HOLlywood	1212
Between 10 P.M. and 8:30 A.M.	HOLlywood	7052
Don Lee Broadcasting System	HOLlywood	8111
Inter-California Broadcasting System	MUtual	2759
Keystone Broadcasting System	HOLlywood	5338
L. A. Broadcasting Co.	Flitzroy	1231
Mutual Broadcasting System	HOLlywood	8111
National Broadcasting Co.	HOLlywood	6161

Station Representatives

Associated Recorded Program Service	HOLlywood	8318
Walter Biddick Co.	RIchmond	6184
John Blair & Co.	PRospect	3584
Howard C. Brown & Co.	HOLlywood	6045
Free & Peters.	GRanite	3615
W. S. Grant Co.	VAAn Dyke	6341
Homer Griffith Co.	GRanite	6113
Katz Agency, Inc.	TUcker	3219
Joseph Hershey McGillvra	MIchigan	0921
Edw. Petry & Co.	MIchigan	8729
Ralph L. Power.	MAdison	5617
Radio Advertising Corp.	VAAn Dyke	1901
Radio Sales	HOLlywood	1212
Wm. Rambeau & Co.	GRanite	3636
Paul H. Raymer Co.	VAAn Dyke	1901
Spot Sales, Inc.	HOLlywood	8318
Howard H. Wilson Co.	GRanite	6113

Advertising Agencies

Alber R. H. Company	PRospect	3331
Allied Advertising Agencies, Inc.	DRexel	7331
E. Emmett Atkinson (Pasadena)	RYan	1-6586
N. W. Ayer & Son, Inc.	HOLlywood	5131
Batten, Barton, Durstine & Osborn	HOLlywood	7337
Benton & Bowles Inc.	HIllside	9151
The Biow Co.	HEmpstead	2377
Dancer-Fitzgerald-Sample	HEmpstead	0716
Botsford, Constantine & Gardner	MIchigan	1427
Brisacher, Van Norden & Staff	PRospect	9368
Buchanan & Company, Inc.	MUtual	6316
Eert Butterworth, Agency	HOLlywood	7263
Campbell-Ewald	RIchmond	6204
The Caples Co.	MUtual	4143
Coast Advertising Associates	BRadshaw	2-4167
Compton Agency	HOLlywood	8301
Erwin, Wasey & Company	PRospect	5317
Foote, Cone & Belding	MIchigan	7651
Foote, Cone & Belding (Hollywood)	HOLlywood	6265
Garfield & Guild	TRinity	3832
Classer-Gailey & Co.	Flitzroy	2141
Hillman-Shane-Breyer, Inc.	VAAn Dyke	5111

Hixson-O'Donnell Advertising	MUtual	8331
Jaffe & Jaffe.	Flitzroy	3104
W. C. Jeffries Co.	WAlnut	8824
Lockwood-Shackelford	TRinity	9801
The Mayers Co.	PRospect	0101
McCann-Erickson Inc.	HIllside	8268
McCarty Co.	PRospect	9132
McKee & Albright, Inc.	HOLlywood	8363
Miner, Dan B.	RIchmond	3101
Morgan, Raymond R. Co.	HEmpstead	4194
Needham, Louis & Brorby	GRanite	7186
Pacific Coast Advertising	RIchmond	6333
Radio Program Agency	BRadshaw	2-3530
Radio Sales	HOLlywood	1212
Elwood J. Robinson Adv. Agy.	MUtual	1142
Ruthrauff & Ryan Inc.	HIllside	7593
Scholtz Advertising Service	MIchigan	2396
Russel M. Seeds Co.	GRanite	4185
Smith & Bull	HEmpstead	5671
Barton A. Stebbins Advertising Agency	TRinity	8821
Sudler Culbreth Co.	TRinity	0709
Thompson, J. Walter Co.	HIllside	7241
R. W. Webster	TRinity	2153
Ward Wheelock Co.	HIllside	0191
Warwick-Legler	HEmpstead	8163
Weinberg, Milton, Advertising Co.	TUcker	4111
William H. Weintraub & Co.	GRanite	1631
Young & Rubicam, Inc.	HOLlywood	2734

Program Producers and Transcription and Recording Companies

Abbott & Costello Radio Program	BRadshaw	2-3205
Adver-Disk Co.	HEmpstead	6879
Air-Check Co.	GLadstone	2189
All Star Radio Prods.	GRanite	4975
Allied Record Mfg. Co.	HOLlywood	5107
American Junior G-Man Club, Captain Jack's	GRanite	9436
Associated Recorders	HOLlywood	0781
Associated Studios Broadcast & Recording	HIllside	0191
Audio Pictures	BRadshaw	2-1445
Walter Biddick Co.	RIchmond	6184
Blue Network	HIllside	8231
Cinesound	GLadstone	9158
Columbia Recording Corp.	GRanite	4134
Columbia Pacific Network	HOLlywood	1212
Continental Radio Productions	HEmpstead	8171
Cruiger Radio Productions	HEmpstead	8254
Patrick Michael Cuning	HIllside	5915
Decca Recording Division	HOLlywood	5191
Eccles Disc Recordings	HIllside	8351
Electro Recording	CHApman	5-3283
Electro-Vox Recording Studios	GLadstone	2189
Elliott Fisher	GLadstone	6239
Erw. Forman	HEmpstead	7648
Martin A. Gosch	BRadshaw	2-3205
Charlotte Greenwood Shrw	HEmpstead	6232
Hispano Broadcasting Co.	MIchigan	4433
Hollywood Music Recording Studios	HEmpstead	5407
Hollywood Recorders	GLadstone	1707
International Artists, Inc.	HOLlywood	9718
International Recording Studio	HOLlywood	7391
Johnson-Ayres	HEmpstead	8171
Sam Kerner, Inc.	HEmpstead	1813
Keystone Broadcasting System, Inc.	HOLlywood	5338
Kennet Long	HIllside	0191
C. P. MacGregor	Flitzroy	4191
Haven MacQuarrie	CRestview	6-7162
Mitchel & West	GRanite	7270

Mutual Recording.....	MUtual	6872
Raymond R. Morgan Co.	HEmpstead	4194
Music City Glenn Walllichs.....	HOllywood	8211
NBC Radio-Recording Division.....	HOllywood	6161
Jack Parker.....	GRanite	7584
Ralph L. Power.....	MADison	5617
B. D. Prager.....	GLadstone	5013
Radio Features.....	HEmpstead	0723
Radio News Reel.....	HOllywood	9230
Radio Producers of Hollywood.....	HOllywood	6506
Radio Recorders, Inc.....	HOllywood	3917
James L. Saphier.....	HOllywood	7211
Radio Transcriptions Co. of America.....	HOllywood	6928
RCA Manufacturing Co.	HIllside	5171
Rec-Art Studios.....	PRospect	9232
Sound Workshop.....	BRadshaw 2-	1233
Stage No. 8.....	HIllside	5915
Standard Radio, Inc.....	HIllside	0188
Telefilm, Inc.....	GLadstone	5748
Voice of Prophecy, Inc.....	CHapman 5-	2349
World Broadcasting System.....	HOllywood	6321

Radio Artists Agencies

American Federation of Radio Artists.....	HIllside	5121
Berg-Allenberg.....	CRestview 6-	3131
Myrt Blum Associates.....	CRestview 6-	7071
Consolidated Radio Service.....	GLadstone	1929
Everett N. Crosby, Ltd.....	CRestview 1-	1171
Ken Dolan & Co.....	CRestview 1-	9185
Margaret Ettinger.....	HIllside	2141
Feldman-Blum.....	CRestview 1-	5222
Tom Fizdale, Inc.....	HOllywood	7363
Earle Ferris Associates.....	HOllywood	7111
George Frank, Inc.....	HIllside	3188
General Amusement Corp.....	CRestview 1-	8101
Nat Goldstone.....	CRestview 6-	1071
George Gruskin.....	HOllywood 1-	6161
Mitchell Hamilburg.....	BRighton 0-	4546
Hayward-Deverich, Inc.....	CRestview 1-	5151
M. C. Levee.....	GLadstone	3115
A. & S. Lyons, Inc.....	CRestview 1-	6131
Morris Agency, William.....	CRestview 1-	6161
MCA Artists, Ltd.....	CRestview 6-	2001
National Concert & Artists Corp.....	CRestview 1-	7121
Orsatti Agcy.....	CRestview 6-	1008
Art Rush.....	CRestview 1-	2165
Salkow Agcy.....	CRestview 1-	9134
James Saphier.....	HOllywood	7211
Myron Selznick & Co., Inc.....	CRestview 1-	9171
Edward Sherman Agcy.....	CRestview 5-	0186

Publications

Broadcasting & Broadcast Advertising.....	GLadstone	7353
RADIO DAILY	GRanite	6607
Radio Life.....	HEmpstead	2025
Variety.....	HOllywood	1141

Air Lines

American Airlines.....	TUcker	2471
Pan American Airways.....	MIchigan	2121
TWA.....	MIchigan	8881
United Air Lines.....	MADison	1212
Western Air Lines.....	TUcker	1551

Sport Arenas

American Legion (Stadium-Hollywood).....	HOllywood	2951
Los Angeles Coliseum.....	RIchmond	6391
Gilmore Stadium.....	WHItney	1163

Railway Terminals

Santa Fe.....	MUtual	0111
Southern Pacific.....	MIchigan	6161
Union Pacific.....	TRinity	9211

Hotels

Ambassador Hotel.....	DRexel	7011
Beverly Hills Hotel.....	CRestview 1-	8131
Beverly-Wilshire Hotel.....	CRestview 6-	7111
Biltmore Hotel.....	MIchigan	1011
Christie Hotel.....	HOllywood	2241
Garden of Allah Hotel.....	HOllywood	3581
Hollywood Hotel.....	HEmpstead	4181
Hollywood Knickerbocker.....	GLadstone	3171
Hollywood Plaza Hotel.....	GLadstone	1131
Ravenswood Apt. Hotel.....	HOllywood	5391
Roosevelt Hotel.....	HOllywood	2442
The Town House.....	EXposition	1234

IMPORTANT RADIO AND GOVERNMENT TELEPHONE NUMBERS IN Washington, D. C.

Federal Departments and Agencies

White House.....	NAtional	1414
State Department.....	REpublic	5600
Treasury Department.....	EXecutive	6400
War Department.....	REpublic	6700
Justice Department.....	REpublic	8200
Post Office Department.....	DIstrict	5360
Navy Department.....	REpublic	7400
Interior Department (Office of Education).....	REpublic	1820
Agriculture Department.....	REpublic	4142
Commerce Department.....	DIstrict	2200
Labor Department.....	EXecutive	2420
Federal Trade Commission.....	EXecutive	6800
FEDERAL COMMUNICATIONS COMMISSION	EXecutive	3620
Selective Service Board.....	REpublic	5500
War Manpower Commission.....	EXecutive	4660
War Production Board.....	REpublic	7500
War Labor Board.....	REpublic	6400
War Savings Staff, Radio Section.....	EXecutive	6400
Foreign Economic Administration.....	EXecutive	7030
Securities & Exchange Commission.....	DIstrict	3633
National Labor Relations Board.....	NAtional	9716
Wage & Hour Administration.....	EXecutive	2420
Social Security Board.....	EXecutive	6500
Supreme Court of the U.S.....	EXecutive	1640
D. C. Court of Appeals.....	REpublic	3811
Coordinator of Inter-American Affairs.....	REpublic	7500
U. S. District Court (for D. C.).....	DIstrict	2854
Capitol (Senate and House).....	NAtional	3120
Radio Script & Transcription Exchange, Extension 2225.....	REpublic	1820
Bureau of Census.....	DIstrict	2200
Office of Censorship, (J. E. Fetzer).....	EXecutive	3800
Office of Emergency Management.....	REpublic	7500
Office of Civilian Defense.....	REpublic	7500
Office of Price Administration.....	REpublic	7500
Office of War Information.....	REpublic	7500

Non-Governmental

American Red Cross.....	REpublic	8300
Clear Channel Group.....	REpublic	3306
FM Broadcasters, Inc.....	NAtional	1199
National Association of Broadcasters.....	NAtional	2080
National Press Club.....	REpublic	2500
Radio Correspondents' Galleries.....	NAtional	3120

RADIO DAILY	ORdway	9221
Radio Manufacturers' Association.....	NAtional	4901

Radio Stations

WINX.....	REpublic	8000
WJSV.....	MEtropolitan	3200
WMAL.....	NAtional	5400
WOL.....	MEtropolitan	0010
WRC.....	REpublic	4000
WWDC.....	NAtional	7203

Hotels

Carleton Hotel.....	MEtropolitan	2626
Mayflower Hotel.....	DIstrict	3000
Raleigh Hotel.....	NAtional	3810
Shoreham Hotel.....	ADams	0700
Stafier Hotel.....	EXecutive	1000
Wardman Park Hotel.....	COlumbia	2000
Willard Hotel.....	NAtional	4420

News Services

Associated Press.....	DIstrict	1500
International News Service.....	NAtional	1733
Transradio Press.....	NAtional	1178
United Press.....	EXecutive	3430

Railway Terminals

Baltimore & Ohio R. R.....	EXecutive	0770
Pennsylvania R. R.....	EXecutive	6600
Union Station.....	EXecutive	7900

A. & S. LYONS INC.

Managers of Distinguished Artists

|||
15 YEARS

OF

RADIO LEADERSHIP
|||

New York

HARRY G. OMMERLE
IRENE ETKIN
HARRIET RHODAY
|||

New York
515 Madison Ave.

Beverly Hills

|||
FRANK HEALEY
WYNN ROCAMORA
MARGARET KENT

Beverly Hills
356 No. Camden Drive

IMPORTANT RADIO Telephone Numbers in CHICAGO



Radio Stations

KSTP (Chicago office)	SUPerior	8659
WAAF	RANdolph	1932
WAIT	FRAnklin	0660
WBBM	WHIttehall	6000
WCAU (Chicago office)	SUPerior	5072
WCBD	SEElly	8066
WCFL	SUPerior	5300
WCRW	LINcoln	2188
WEDC	CRAWford	4100
WENR	DELaware	1900
WGES	SEElly	8066
WGN	SUPerior	0100
WHFC	LAWndale	8228
WHIP	DEArborn	8600
WIND (Chicago office)	STAtE	4176
WJJD	STAtE	5466
WLS	MONroe	9700
WLW (Chicago office)	STAtE	0366
WMAO	SUPerior	8300
WMBI	MICHigan	1570
WMCA (Chicago office)	SUPerior	5072
WOR (Chicago office)	SUPerior	5110
WBCB	SEElly	8066
W51C	STAtE	1357

National Networks

Blue Network Co.	DELaware	1900
Columbia Broadcasting System	WHIttehall	6000
Keystone Broadcasting System	STAtE	4590
Mutual Broadcasting System	WHIttehall	5060
National Broadcasting Co.	SUPerior	8300

Station Representatives

John Blair & Co.	SUPerior	8659
The Branham Co.	CENtral	5726
Burn-Smith Co.	CENtral	4437
Capper Publications	CENtral	5977
Cox & Tanz	FRAnklin	2095
The Freeman Co.	FRAnklin	2359
Free & Peters	FRAnklin	6373
Headley-Reed Co.	FRAnklin	4686
George P. Hollingbery	STAtE	2898
H-I Holman Co.	FRAnklin	0016
The Katz Agency	CENtral	4006
Joseph Hershey McGillvra	SUPerior	3444
J. P. McKinney & Son	SUPerior	9866
National Broadcasting Co.	SUPerior	8300
John E. Pearson Co.	FRAnklin	2359
John H. Perry Associates	HARrison	8085
Edward Petry & Co.	DELaware	8600
Radio Sales	WHIttehall	6000
Radio Advertising Corp.	CENtral	1743
William G. Rambeau Co.	ANDover	5566
Paul H. Raymer Co.	SUPerior	4473
Reynolds-Fitzgerald, Inc.	STAtE	4294
Sears & Ayer	SUPerior	8177
Spot Sales, Inc.	FRAnklin	8520
The Walker Co.	STAtE	5262
Weed & Co.	RANdolph	7730
Howard H. Wilson Co.	CENtral	8744

Advertising Agencies

Aubrey, Moore & Wallace Inc.	RANdolph	0830
N. W. Ayer & Son, Inc.	RANdolph	3456
Batten, Barton, Durstine & Osborn, Inc.	SUPerior	9200
Dancer-Fitzgerald-Sample	STAtE	3800

Buchanan & Co.	DELaware	5522
Leo Burnett Co.	CENtral	5959
Campbell-Ewald Co.	CENtral	1946
The Caples Co.	SUPerior	6016
Critchfield & Co.	SUPerior	3061
Doremus & Co.	CENtral	9132
Sherman K. Ellis & Co.	HARrison	8612
Erwin, Wasey & Co., Ltd.	RANdolph	4952
Albert Frank-Guenther Law, Inc.	DEArborn	8910
Foote, Cone & Belding	SUPerior	4800
Goodkind, Joice & Morgan	SUPerior	6747
Grant Advertising, Inc.	SUPerior	9052
Henri, Hurst & McDonald, Inc.	SUPerior	3000
H. W. Kastor Advertising Co., Inc.	CENtral	5331
W. E. Long Co.	RANdolph	4605
McFarland, Aveyard & Co.	RANdolph	9360
Maxon, Inc.	DELaware	3536
McCann-Erickson, Inc.	WEBster	3701
McJunkin Advertising Co.	STAtE	5060
C. L. Miller Co.	CENtral	1640
Mitchell-Faust Advertising Co.	STAtE	6610
Needham, Louis, & Borbyr	STAtE	5151
Presba, Fellers & Presba	CENtral	7683
L. W. Ramsey Co.	FRAnklin	8155
Roche, Williams & Cunningham	HARrison	8490
Ruthrauff & Ryan, Inc.	FRAnklin	0485
Schwimmer & Scott	DEArborn	1815
Russell M. Seeds Co.	DELaware	1045
Sherman & Marquette, Inc.	DELaware	8000
J. Walter Thompson Co.	SUPerior	0303
Wade Advertising Agency	STAtE	7369
Weston-Barnett	WHIttehall	7725
Young & Rubicam, Inc.	CENtral	9389

Program Producers and Transcription and Recording Companies

Chicago Recording Co.	CENtral	5275
Columbia Recording Corp.	WHIttehall	6000
Decca Records, Inc.	DELaware	8300
Estelle Lutz Artists Bureau	HARrison	3435
William Morris Agency, Inc.	STAtE	3632
Music Corporation of America	DELaware	1100
NBC Radio Recording Division	SUPerior	8300
James Parks Co.	CENtral	7980
RCA Manufacturing Co.	WHIttehall	4600
Radio Recording Studios	EDGewater	6461
Standard Radio, Inc.	STAtE	3153
Carl Wester & Co.	RANdolph	6922
World Broadcasting System	SUPerior	9114

News Agencies and Associations

Associated Press	STAtE	7700
International News Service	ANDover	1234

RADIO DAILY	OAKland	4545
Press Association, Inc.	STAtE	4581
Transradio Press Service	STAtE	7904
United Press	RANdolph	3666

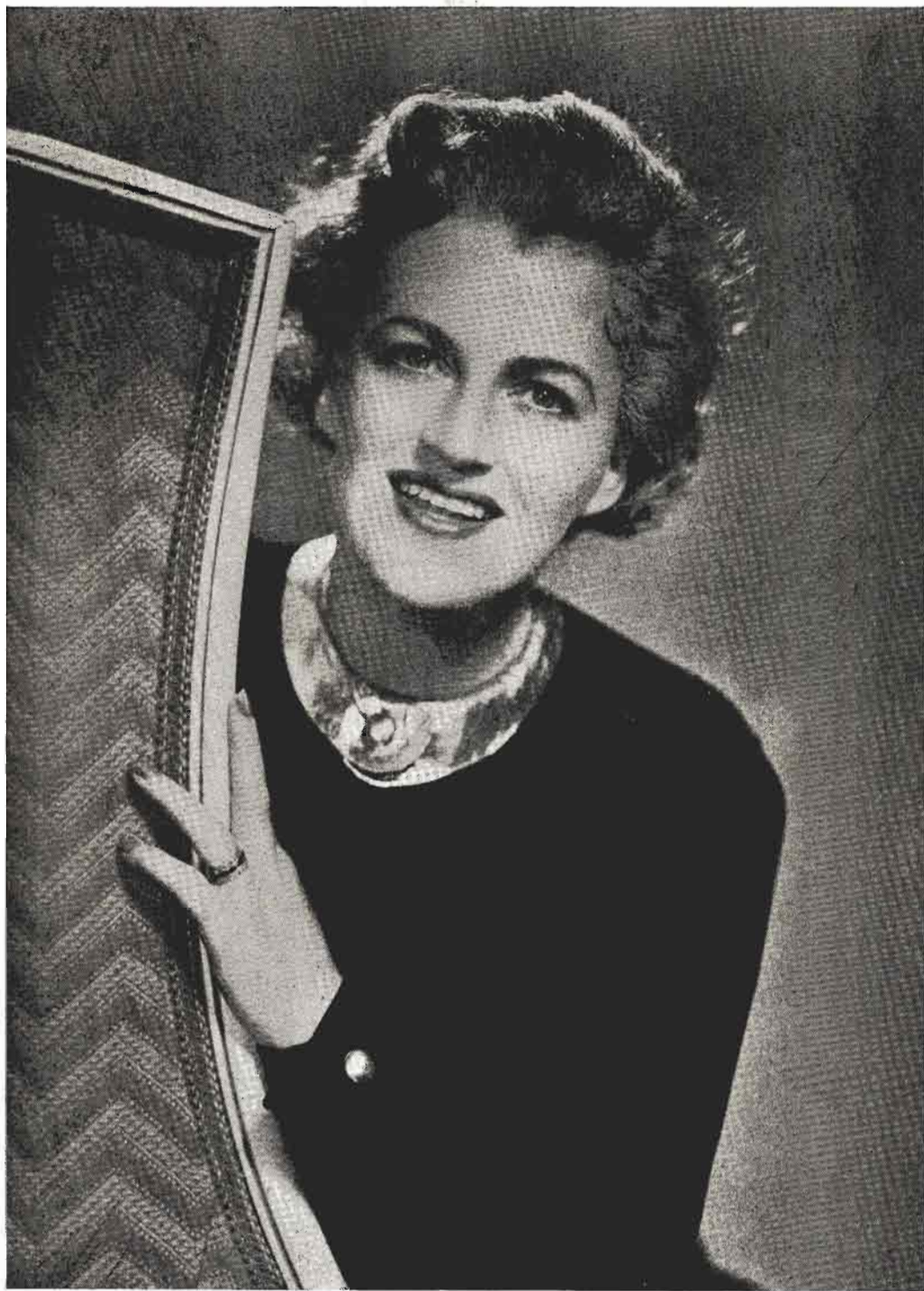
Organizations and Unions

American Federation of Musicians	STAtE	0063
American Federation of Radio Artists	SUPerior	6517
Ascap	STAtE	8289
Association For Education By Radio	DEArborn	7801
Radio Council	DEArborn	7801



It's Nice to Be With You Gracie

Fred Brady



Gracie Fields

www.americanradiohistory.com

This label identifies the organization best equipped to deliver — complete with writing, performing and production talent — everything from a 15-second spot to a full hour recorded show. It guarantees the same “know-how” in transcriptions that the William Morris Agency has brought to its live talent programs.



Televised Spots Next!

WHY TRANSCRIPTIONS MAKE GOOD

By Willis B. Parsons

Asst. Sales Mgr., NBC Radio-Recording Division, New York

LOOKING at transcriptions from the right point of view, there is no difference between a recorded program and a "live" show except that the transcribed program is "stored" on a disc until it is ready to be used. Both recorded and live shows start with the same elements—script, actors, music, production. The live show is broadcast immediately over a single station or simultaneously on a network of stations—the recorded show gets "in the groove" and comes out one week, a month or a year later over stations in varying time periods depending on local availabilities.

When you can't be personally at the stations you've selected for your spot schedule, directing the talent you want in the production you've chosen—but still insist on having a program that's "network calibre" in script, talent and production—then you're the best prospective customer for transcriptions.

Advertiser's Viewpoint

From the standpoint of the advertiser whose distribution or marketing problems says "Use spot radio," recordings have distinct advantages. They permit flexibility of programming—and in these days of limited time availabilities, that is particularly important: a recorded show can be spotted at the best available time, perhaps at different times in different markets. Transcriptions give you production control of local broadcasts, whether a spot announcement or a variety program, permit you to select the best actors, singers or musicians the big talent centers have to offer and produce the program the way you want it to go on the air. You have an advantage in producing the show, too—your actor makes a fluff, you can do it over; if your singer hits a sour note, you make another cut—you can correct the mistakes that, in a live program would have gone on the air and could never be recalled. In every market, you have the same talent, the same excellent production, the same effect that you want produced down to the pronunciation of every syllable.

The advertiser with a healthy budget can go as far as he wants in building a transcribed show tailor-made to his own specifications. But what about the local or regional advertiser who must

make every radio advertising dollar do double duty? He's up against tough competition from the big network shows and the elaborate programs produced locally by many of the larger stations. The syndicated recorded program is the answer to his budget problem. Produced in talent centers such as New York, Chicago and Hollywood, these transcribed shows are frequently written by the same authors, cast with the same talent, produced by the same directors who are responsible for many of the networks' leading programs—yet, because their cost is shared by a number of advertisers, they are well within the means of limited budget advertisers.

Syndicated Programs

The syndicated recorded program is complete, ready to go on the air, needing only the advertiser's sales message to be read by the local announcer. And if the advertiser wants to carry uniformity of presentation to the nth degree, he can have his commercials recorded as well.

In the local radio picture, you should not overlook the recorded musical library service, for here is a wealth of fine musical material recorded by dance bands, popular concert orchestras, symphony orchestras, outstanding instrumentalists, vocal soloists, choruses and specialty groups that can be presented in musical shows of every type.

From the radio station's viewpoint, transcriptions are almost indispensable in these days of war-limited staffs. The advertiser's recorded shows simplify programming operations. The syndicated program gives the network affiliate a quality of production for local sponsored presentation that is comparable to the shows on its network feeds, helping the station to retain its audience.

There was a time, not so many years ago, when the designation required by the FCC, "The following program is transcribed," was enough to start an epidemic of dial switching. Today, the listener might never be able to tell the difference between a "live" and a recorded show except for this announcement, so great have been the improvements in production and recording technique. And that's the final answer to the question: "Why transcriptions?"

ncac

SELLS

High-rating radio package shows
and individual talent for radio
from every field of entertainment.

ncac

COVERS

The entire entertainment world with
headline attractions...unique
features...outstanding artists.

ncac

REPRESENTS

More than 300 stars of Radio,
Concert, Theatre, Opera, Motion
Pictures, and the Lecture Platform.

National Concert and Artists Corporation

NEW YORK

CHICAGO

SAN FRANCISCO

HOLLYWOOD

CODE OF WARTIME PRACTICES FOR AMERICAN BROADCASTERS OFFICE OF CENSORSHIP

AS OF FEBRUARY FIRST, 1945

THIS is the third revision of the Code of Wartime Practices for American Broadcasters.

The principle of censorship remains the same. It is voluntary and broadcast management is responsible for fulfilling the function in its own medium. The broadcasting industry, to this end, should be constantly aware of the dangers inherent in (1) news broadcasts; (2) routine programming; and (3) commercial copy.

To combat these dangers effectively, broadcast management must be in complete control of all programming every minute of every day of operation. This responsibility should not be delegated to anyone over whom the management does not exercise control.

The facilities of the Office of Censorship are at the disposal of broadcasters 24 hours a day, to assist them with consultation and advice when any doubt arises as to the application of this Code. The following are the principal advisory guideposts (as revised) which are intended to aid in discharging censorship responsibilities:

I. NEWS BROADCASTS AND COMMENTARIES

Broadcasters should edit all news in the light of this Code's suggestions and of their own specialized knowledge, regardless of the medium or means through which such news is obtained.

Special attention is directed to the fact that all of the requests in this Code are modified by a proviso that the information listed may properly be broadcast when authorized by *appropriate authority*. News on all of these subjects will become available usually from Government sources; but in war, timeliness is an important factor and the Government unquestionably is in the best position to decide when disclosure is timely.

Caution is advised against reporting,

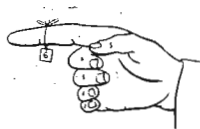
under the guise of opinion, speculation, or prediction, any fact which has not been released by appropriate authority.

It is requested that news in any of the following classifications be kept off the air unless made available for broadcast by appropriate authority or specifically cleared by the Office of Censorship.

(a) **WEATHER.** — Weather forecasts other than those officially released by the Weather Bureau. Mention of wind direction or barometric pressure in current or past weather (including summaries and recapitulations) except when contained in **EMERGENCY** warnings released specifically for broadcast by the Weather Bureau authorities.

NOTE: Special events reporters, covering sports or any outdoor assignments (fires, flood, storms, etc.), are cautioned especially against mention of wind directions.

“ONCE UPON A TIME THERE WAS A FINGER” - - -



Along about 1908 or 1909 (or maybe it was 1926) there was a baby born with a silver stop watch in its little kisser, tousled grey hair and an ulcer. Also, this Job had *eleven fingers!*

“Gad!” said his old man, “What a natural for a radio producer! Just think how deftly he could throw a cue with that eleventh pinkie!”

And so, all during his formative years, *LITTLE FINGER* was groomed for his mission in life. He couldn't play baseball like other kids, nor roller skate, nor upset garbage cans, just practice throwing cues. After each day of practice, the Super Digit was carefully washed, manicured, groomed and put to rest in a special leather carrying case.

Then came the great day. A whole studio full of actors, musicians, announcers, writers and sound effects men was assembled just to have that wonderful finger thrown at them. “What a Hooper we'll get!” chortled the account executive. “What sales we'll get!” cried the sponsor. “What a show we'll get!” chorused the public joyfully.

At last the great moment was upon them. Our hero took off his coat and opened his collar. Beads of sweat formed on his brow. He wound up—and *TREW THE MAGIC CUE!*

And what do you think happened?

Why nothing, of course. No Hooper, no sales, no nothing—just a cancellation. All of which goes to show you kids. It ain't the finger that's important. It's the brain power and teamwork *behind* the finger that counts.

The next time you have a radio problem, whether you need a ten second station break or a \$25,000 a week variety show, how about dropping us a line or giving us a call? We don't promise to solve all your problems over night, (nobody is that good) but we *do promise* constructive, down-to-earth thinking. After all, what makes the radio business go, if it ain't ideas? Lots of people you know have ten fingers (or eleven) but how many people do you know with ten ideas?

FREDERICK BROTHERS

AGENCY, INC.

— RADIO PRODUCTION —

NEW YORK
RKO BLDG.
1270 6th AVE.
Circle 6-2144

CHICAGO
75 EAST WACKER DRIVE
STATE 0003

HOLLYWOOD
8584 SUNSET BLVD.
CRESTVIEW 1-6244

(b) **ARMED FORCES.**—Type and movement of United States Army, Navy and Marine Corps units, within or without continental United States including information concerning—

- Location.
- Identity.
- Exact Composition.
- Equipment.
- Strength.
- Destination.
- Routes.
- Schedules.
- Assembly for Embarkation.
- Prospective Embarkation.
- Actual Embarkation.

Such information regarding troops of friendly nations on American soil.

Revelation of possible future military operations by identifying an individual known for a specialized activity.

Exceptions: (1) **ARMED FORCES IN THE UNITED STATES:** Those in training camps and units assigned to domestic police duty, as regards names, addresses, location and general character.

(2) **ARMED FORCES OUTSIDE THE UNITED STATES:**

Names and locations (without unit identification) if presence of United States forces in area has been announced officially.

Names of Naval personnel without mention of their ships, unless said ships have been announced by the Navy as lost or damaged.

(c) **SHIPS (CONVOYS, ETC.)**—Type and movements of United States Navy, or merchant vessels, or transports, of convoys, of neutral vessels, or vessels of nations opposing the Axis powers in any waters, including information concerning—

- Identity.
- Location.
- Port of Arrival.
- Time of Arrival.
- Prospect of Arrival.
- Port of Departure.
- Ports of Call.
- Nature of Cargoes.
- Assembly.
- Personnel.

Enemy naval or merchant vessels in any waters, their

- Type.
- Identity.

Location.
Movements.

Secret information or instructions about sea defenses, such as—

Buoys, lights and other guides to navigators.

Mine fields and other harbor defenses.

Ship in construction—

- Type.
- Number.
- Size.
- Location.

Advance information on dates of launchings, commissionings.

Physical description, technical details of shipyards.

Movement of diplomatic exchange ships under the direction of the State Department.

Exceptions: Movements of merchant vessels on Great Lakes or other sheltered inland waterways unless specific instances require special ruling.

(d) **DAMAGE BY ENEMY LAND OR SEA ATTACKS.**—Information on damage to military objectives in continental United States or possessions, including—

- Docks.
- Railroads.
- Airfields.
- Public utilities.
- Industrial plants engaged in war work.

Counter-measures or plans of defense.

Appropriate authority: for information about damage from enemy attacks to military objectives on land within continental United States or possessions is the commanding officer in the zone of combat, or the Army Bureau of Public Relations, Washington. (For the Hawaiian Islands, the Navy).

(e) **ACTION AT SEA.**—Information about the sinking or damaging from war causes of war or merchant vessels in any waters.

Appropriate authority: Appropriate authority for the release of news about the sinking or damaging of naval or merchant vessels in or near American waters is the commanding officer of the district in which the action occurs, or Naval Office of Public Relations, Washington.

(f) **ENEMY AIR ATTACK.**—Estimates of number of planes involved; number of bombs dropped; damage to—



PERRY COMO

Singing Star of
"Chesterfield Supper Club"

Mon. Thru Fri., 7-7:15 p.m., E.W.T.

NBC

Under Contract to
20th Century-Fox Films

• Victor Recording Artist

GENERAL AMUSEMENT CORPORATION

- Fortifications.
- Docks.
- Railroads.
- Ships.
- Airfields.
- Public utilities.
- Industrial plants engaged in war work.
- All other military objectives.

Warnings or reports of impending air raids; remote ad lib broadcasts dealing with raids, during or after action.

Mention of any raid in the continental United States during its course, except on appropriate authority of the designated representatives of the Defense Commander in whose area the raid occurs or the War Department in Washington.

News which plays up horror or sensationalism; deals with or refers to unconfirmed reports or versions; refers to exact routes taken by enemy planes, or describes countermeasures of defense, such as troop mobilization or movements, or the number and location of anti-aircraft guns or searchlights in action.

Exceptions: After an air raid, general descriptions of action after all-clear has been given. Nothing in this request is intended to prevent or curtail constructive reporting or programming of such matters as feats of heroism, incidents of personal courage, or response to duty by the military or by civilian defense workers.

(g) ACCREDITED MILITARY AND NAVAL CORRESPONDENTS.—No provisions in this Code of Wartime Practices for American Broadcasters modify obligations assumed by accredited correspondents who accompany Army or Navy forces or are given special accrediting by the War or Navy departments to visit restricted areas in the United States.

These commitments, under War and Navy department practice, pledge such correspondents to submit to censorship anything they write in zones of combat or restriction, or what they may write at a later date as result of their observation in these zones. The military department concerned is the censorship agency for all such material.

In case of a protracted enemy attack on the continental United States, necessitating military declaration of a combat zone, censorship within such an area would, of necessity, be by military authority. Accrediting of news gatherers

for such a zone will be as in any other combat area. In the case of such an attack and declaration of a military zone of combat, the requests in this Code remain applicable to broadcast operations outside the declared area.

(h) PLANES—

Air Units.—Military air units of the United States and the United Nations as to—

- Disposition.
- Missions.
- Movements.
- New characteristics.
- Strength.

Information concerning new military aircraft and related items of equipment or detailed information on performance, construction and armament of current military aircraft or related items; military activities of commercial air lines or the Civil Air Patrol.

(i) FORTIFICATIONS AND AIR INSTALLATIONS.—Location and description of fortifications, including—

- Coast Defense Emplacements.
- Anti-aircraft guns and other air defense installations.
- Defense Installation details of public airports used for military purposes.

- Camouflaged objects.
- Location of specially constructed bomb shelters.

Information concerning installations for military purposes outside the U. S.

(j) SABOTAGE.—Specifications (including information on bottlenecks) which saboteurs could use to damage military objectives. No mention of sabotage should be made except on appropriate authority of the military agency concerned or the Department of Justice.

(k) PRODUCTION. (see also SABOTAGE) —New or secret Allied military weapons, identity and location of plants making them, designs or rate of production or consumption of any specific type of war materiel, formulas or experiments connected with war production.

Information on imports, exports or Government stock piles of critical or strategic materiels such as tin, natural rubber, uranium, chromium, tantalum, manganese, quinine, tungsten and high-octane gasoline.



TED STEELE

and his Orchestra

"CHESTERFIELD SUPPER CLUB"

Monday thru Friday, 7:00-7:15 P.M., E.W.T.

NBC

Transportation—Movement or transportation of war materiel.

NOTE: Progress of production for general categories of war materiel such as planes, tanks, guns, vehicles and munitions may be reported, but statistical information on specific weapons such as bombers, fighter planes, 155 mm. guns, medium tanks, etc., should be avoided without appropriate authority.

(l) **COMBAT ZONE INTERVIEWS AND LETTERS.**—Interviews with service men or civilians from combat zones (including accounts of escapes from foreign territory) should be submitted for review before broadcast, either to the Office of Censorship or to the appropriate Army or Navy Public Relations Officer. Letters from combat zones are censored at the source, for home and family consumption only. When used on the air, broadcasters should measure the contents of such letters in the light of the provisions of this Code. In case of any doubt, consult the Office of Censorship. (See clause on Armed Forces, regarding unit identifications).

(m) **WAR PRISONERS, INTERNEES, CIVILIAN PRISONERS.**—Information as to arrival, movements, confinement, escape or identity of military prisoners from war zones; identity of persons arrested or interned as enemy aliens; locations or operations of alien internment camps; place of confinement of civilians convicted of treason, espionage or sabotage.

NOTE: The appropriate authority for information as to war prisoners or their camps is the War Department; for information as to resettled persons, the project official in charge; for information as to enemy aliens or their camps, or civilian prisoners described above, the Department of Justice. In any inquiry, please make certain whether the individuals involved are military prisoners of war, enemy aliens or resettled citizens or aliens.

(n) **MILITARY INTELLIGENCE.**—Information concerning war intelligence, or the operations, methods, or equipment of counter-intelligence of the United States or its allies or the enemy.

Information concerning secret detection devices.

Information concerning secret United States or Allied means or systems of military communication, including the establishment of new International points of communication.

(o) **WAR NEWS COMING INTO THE UNITED STATES.**—War information originating outside United States territory may be broadcast if its origin is made plain.

Any recordings or information for broadcast gathered in any form that is sent across the United States-Canadian border should contain nothing that will conflict with the censorship of the country

in which the information originates.

(p) **GENERAL.**—*Casualties.* Identification of combat casualties until made available for publication by the War or Navy Departments or the next of kin.

Strategy.—Secret war plans or diplomatic negotiations or conversations which concern military operations.

Art Objects, Historical Data.—Information disclosing the new location of national archives, or of public or private art treasures.

Diplomatic Information.—Information about the movements of the President of the United States (including advance notice of the place from which he will broadcast); information of official military, or diplomatic missions of the United States or of any other nation opposing the Axis powers—routes, schedules, destinations within or without continental United States; movements of ranking Army or Naval officers and staffs on official missions; movements of other individuals or units on military or diplomatic missions.

II. PROGRAMS

These suggestions are made in order that broadcasters will have a pattern to follow in accomplishing the most important censorship function of program operation: keeping the microphone under the complete control of the station management, or its representatives.

(a) **REQUEST PROGRAMS.**—*Music.*—No telephoned or telegraphed requests for musical selections should be accepted. No requests for musical selections made by word-of-mouth at the origin of broadcast, whether studio or remote, should be honored.

Talk.—No telephoned or telegraphed requests for service announcements should be honored, except as hereinafter

THE JACK KIRKWOOD SHOW

LILLIAN LEIGH

Character Comedienne

BILL GREY

Character Comic

JEANNE McKEON

Soprano

JIMMY WALLINGTON

Announcer

JACK HILL

Producer-Director

IRVING MILLER

Musical Director

DON REID

Tenor

MARYELLYN MANDER

Ingenué

JACK KIRKWOOD

Writers

Margaret Wilkins
Ned Cronk
Henry Tobias
Crowell Beech
Don Reid

Sponsored by IVORY SOAP AND OXYDOL

C.B.S. Monday Thru Friday

7 p.m. East — 10 p.m. Central — 8 p.m. West

qualified. Such service announcements would include information relating to—

- Lost pets.
- "Swap" ads.
- Mass meetings.
- Personal messages.
- Club meetings.
- Club programs, etc.
- Vital statistics.

The same precaution should be observed in accepting "classified advertisements" for broadcasting.

No telephoned, telegraphed or word-of-mouth dedications of program features or segments thereof should be broadcast.

No telephoned, telegraphed or word-of-mouth auction bids, contributions or similar acknowledgments from listeners, should be broadcast.

Exceptions: Emergency announcements (such as those seeking blood donors, doctors, lost persons, lost property, etc.) may be handled in conventional manner if the broadcaster confirms their origin. They should emanate from the police, the Red Cross, or similar recognized governmental or civilian agency.

Service announcements may be honored when source is checked and material is submitted in writing, subject to rewriting by station continuity staff. Requests for the broadcast of greetings or other programs to commemorate personal anniversaries may be honored if the actual broadcast is not made on the anniversary date or at the time or on the date designated in the request.

ALL requests, subject to the above qualifications, may be honored when submitted via mail, or otherwise in writing if they are held for an unspecified length of time and if the broadcaster staggers the order in which such requests are honored, rewriting any text which may be broadcast.

(b) **QUIZ PROGRAMS.**—It is requested that all audience-participation type quiz programs originating from remote points, either by wire, transcription or short wave, should not be broadcast, except as qualified hereinafter. Any program which permits the public accessibility to an open microphone is dangerous and should be carefully supervised. Because of the nature of quiz programs, in which the public is not only permitted access to the microphone but encouraged to speak into it, the danger of usurpation by the enemy

is enhanced. The greatest danger here lies in the informal interview conducted in a small group—10 to 25 people. In larger groups, where participants are selected from a theater audience, for example, the danger is not so great.

Generally speaking, any quiz program originating remotely, wherein the group is small, wherein no arrangement exists for investigating the background of participants, and wherein extraneous background noises cannot be eliminated at the discretion of the broadcaster, should not be broadcast. Included in this classification are all such productions as man-in-the-street interviews, airport interviews, train terminal interviews, and so forth.

In all studio-audience type quiz shows, where the audience from which interviewees are to be selected numbers less than 50 people, program conductors are asked to exercise special care. They should devise a method whereby no individual seeking participation can be *guaranteed* participation.

(c) **FORUMS AND INTERVIEWS.**—During forums in which the general public is permitted extemporaneous comment, panel discussions in which more than two persons participate, and interviews conducted by authorized employees of the broadcasting company, broadcasters should devise methods guaranteeing against the release of any information which might aid the enemy as described in Section I of the Code. If there is doubt concerning the acceptability of material to be used in interviews, complete scripts should be submitted to the Office of Censorship for review. (See paragraph (L) of Section I.)

(d) **SPECIAL EVENT REPORTING** (ad lib).—Special events reporters should study carefully the restrictions suggested in Section I of the Code, especially those referring to interviews and descriptions following enemy offensive action. Reporters and commentators should guard against use of descriptive material which might be employed by the enemy in plotting an area for attack.

If special programs which might be considered doubtful enterprises in view of our effort to keep information of value from the enemy are planned, outlines should be submitted to the Office of Censorship for review.

(See also Paragraph (a), Section I.)

(e) **SIMULATED AIR RAIDS, BLACKOUTS.**

—In view of the provisions contained in Paragraph (f) Section I of this Code, which prescribe radio silence at the scene of an air raid until the "all clear" is sounded, it is the belief of this office, in which the Office of Civilian Defense concurs, that broadcasting stations should not employ their facilities during a simulated air raid in any way which would encourage listeners to rely upon the medium for advice and assistance should an actual raid occur. This is intended to place no proscription on the legitimate broadcast of descriptions and commentaries dealing with simulated air raids and blackouts after the events have been conducted.

(f) **COMMERCIAL CONTINUITY.**—Broadcasters should be alert to prevent the transmission of subversive or restricted information through the use of commercial continuity in program or announcement broadcasts. In this connection, the continuity editor should regard his responsibility as equal to that of the news editor.

III. FOREIGN LANGUAGE BROADCASTS

(a) **PERSONNEL.**—The Office of Censorship, by direction of the President, is charged with the responsibility of removing from the air all those engaged in foreign language broadcasting who, in the judgment of appointed authorities in the Office of Censorship, endanger the war effort of the United Nations by their connection, direct or indirect, with the medium. Bases of judgment in exercising this function will be twofold: (1) current material written for broadcast or broadcast over American facilities; (2) past and/or present conduct of the individual, including evidence substantiating his sympathy with the regimes of our enemies. This function of the Office of Censorship is not intended to relieve in any measure the full responsibility resting with the management of the foreign language broadcasting station to employ only those whose loyalty he does not question. There extends to such broadcast management the additional responsibility to report to the Office of Censorship the names of any personnel in this field who might be suspected for any reason.

(b) **SCRIPTS.**—Station managements are requested to require all persons who broadcast in a foreign language to submit to the management in advance of broadcast complete scripts or transcriptions of such material. (This procedure

does not apply to programs originated and produced by the Office of War Information and distributed to foreign language stations). It is further requested that this material be checked "on the air" against the approved script and that no deviations therefrom be permitted. These scripts or transcriptions should be kept on file at the station.

(c) **CENSORS AND MONITORS.**—In order that these functions can be performed in a manner consistent with the demands of security, station managers are reminded that their staffs should include capable linguists as censors and monitors whose duty it will be to review all scripts in advance of broadcast and check them during broadcast against deviation.

(d) **SUBMISSION OF SCRIPTS.**—From time to time, the Office of Censorship will ask foreign language broadcasters to submit specified scripts to this office for review. If a station obtains its foreign language program from another originating point via network, these requirements do not apply; in such event the originating station will be held responsible for fulfilling the requests contained herein.

(e) Station managements are reminded that all provisions of this code, as outlined in Section I and II, apply equally to foreign language broadcasting.

—

Broadcasters should ask themselves, "Is this information of value to the enemy?" If the answer is "Yes," they should not use it. If doubtful they should measure the material against the Code.

From time to time the Office of Censorship may find it necessary to issue further communications either to interpret certain existing requests, amend or delete them, or otherwise to cover special emergency conditions. Such communications will be addressed to managers of radio stations and networks and should receive preferential attention.

If information concerning any phase of the war effort should be made available anywhere, which seems to come from doubtful authority, or to be in conflict with the general aims of these requests; or if special restrictions requested locally or otherwise by various authorities seem unreasonable or out of harmony with this summary, it is recommended that the question be submitted at once to the Office of Censorship, Washington. Telephone Executive 3800; Teletype WA-434.

**THE OFFICE OF CENSORSHIP,
BYRON PRICE, Director.**

December 1, 1943.

air-time: 1 YEAR



The CBS World News Studio in the forenoon of D-Day, June 6, 1944. Left to right: Ned Calmer, Correspondent and Analyst; Jesse Zousmer, Night News Editor; Bob Trout, Correspondent and Analyst; Quentin Reynolds (broadcasting), News Analyst; Major George Fielding Eliot, Military Analyst; foreground, back to camera, Joseph King, News Reporter. During D-Day CBS broadcast 15 hours 52 minutes of news of the Allied Invasion of Normandy

Between December 7, 1941 and December 7, 1944 there passed 1096 days.

During that period CBS broadcast a total of over 8686 hours, or 361 days 22 hours, telling the American people how the war was being faced and fought, and how best they could help win it.

That adds up to almost one total year of the three elapsed.

During that relentless outpouring of war-information, 46,052 separate CBS broadcasts, short, medium and long, offered 56,667 distinct ideas touching the progress of the war and the best way to move forward toward victory.

Of these 46,052 broadcasts, 25,891 were offered on commercial programs by patriotic CBS advertisers. The balance—some 20,161—were broadcast as CBS sustaining programs.



→ Victory is not yet. It is more visible today than it was Pearl Harbor Day. But we do not know, we do not guess, when it will come. Only one thing we know—that until the eagle perches on our standards for good, we shall not relax the volume and frequency, nor reduce the quality, of the war-broadcasting in which all of 147 CBS stations have played their becoming parts.

Thus radio, as the strongest young arm of the American system of distributing ideas about goods, has proven that it can distribute equally tangible ideas about citizenship. The hard experience of war has seasoned and tempered radio for the challenge of its responsibilities and powers in insuring the peace. Radio will take up that challenge with energy and humility—and without fear.

* Let the record note, too, that these totals here reported do not include the truly uncountable number of war broadcasts sponsored by local advertisers on the 147 CBS stations, nor the sustaining war-programs originated by those stations themselves.

The Roll Call of CBS War Advertisers:

Admiral Corporation	Campana Sales Corp.	Eversharp, Inc.
Allegheny-Ludlum Steel Corp.	Campbell Soup Co.	"42" Products, Inc.
American Home Products Corp.	Celanese Corp. of America Chemicals, Inc.	Gallenkamp Stores Co.
American Oil Company	Chesebrough Mfg. Co.	General Electric Co.
American Tobacco Company	Chrysler Corp.	General Foods Corp.
Anchor-Hocking Glass Corp.	Coca-Cola Co.	General Mills, Inc.
Armour & Co.	Coldstream Products Co.	Gillette Safety Razor Co.
Armstrong Cork Company	Colgate-Palmolive-Peet Co.	B. F. Goodrich Co.
P. Ballantine & Sons	Colonial Dames, Inc.	Goodyear Tire & Rubber Co. Inc.
Ballard & Ballard Co.	Consolidated Royal Chemical Co. Inc.	Grove Laboratories, Inc.
Bank of America National Trust & Savings Association	Continental Baking Co.	Gulf Oil Corp.
Barbasol Company	Corn Products Refining Co.	Hoffman Radio Corp.
Herman Basch & Company	Cream of Wheat Corp.	Hudson Coal Co.
Bekins Van & Storage Company	Cresta Blanca Wine Co.	Hunt Bros. Packing Co.
Ben Hur Products, Inc.	Cudahy Packing Co.	International Silver Co.
Bourjois, Inc.	Curtiss Candy Co.	Jantzen Knitting Mills
Bowey's Inc.	Day & Night Mfg. Co.	Andrew Jergens Co.
W. Atlee Burpee Company	Dwight Edwards Co.	Johns-Manville Corp.
California Prune & Apricot Growers Assn.	Electric Companies Advertising Program	Johnson & Johnson
	Elgin National Watch Co.	Johnstone Drug Sales Corp.
	Emerson Drug Co.	Kay Jewelry Co.
	Englander Co.	Lady Esther, Ltd.
		Lamont, Corliss & Co.
		Lever Bros. Co.

Lewis-Howe Co.	Peter Paul, Inc.	E. R. Squibb & Sons
Liggett & Myers Tobacco Co.	Pet Milk Sales Co.	Standard Brands, Inc.
Lockheed Aircraft Corp.	Philco Corp.	Sterling Drug, Inc.
P. Lorillard Co.	Philip Morris & Co. Ltd. Inc.	Stulz Sickles Co.
Los Angeles Soap Co.	Pillsbury Mills, Inc.	Joseph Tetley & Co. Inc.
Manhattan Soap Co.	Planters Nut & Chocolate Co.	Texas Company
Maryland Pharmaceutical Co.	Plough, Inc.	Union Ice Co.
Mennen Co.	Procter & Gamble Co.	United Air Lines Transport Corp.
Miles California Co.	Prudential Insurance Co.	U. S. Rubber Co.
Minneapolis-Honeywell Regulator Co.	Quaker Oats Co.	U. S. Tobacco Co.
John Morrell & Co.	R. J. Reynolds Tobacco Co.	Vick Chemical Co.
C. F. Mueller Co.	Richfield Oil Corp.	Washington Cooperative Egg & Poultry Assn.
McKesson & Robbins, Inc.	Roma Wine Co.	Welch Grape Juice Co.
Nozema Chemical Co.	Schenley Import Corp.	Western Sugar Refinery
Owens-Illinois Glass Co.	Schutter Candy Co.	J. B. Williams Co.
Pabst Sales Co.	Seal-Cote Company	Wilshire Oil Co.
Pacific Coast Borax Co.	Servel, Inc.	Wm. Wrigley Jr. Co.
Pacific Greyhound Lines, Inc.	Signal Oil Co.	Yellow Cab Co.
Packard Bell Co.	Socony Vacuum Oil Co. Inc.	
Parker Pen Co.	Soil-Off Mfg. Co.	
	Southern Cotton Oil Co.	

The Roll Call of the CBS Regiment:

Akron, Ohio	WADC	Columbus, Ohio	WBNS
Albany, Ga.	WGPC	Cookeville, Tenn.	WHUB
Albany, New York	WOKO	Corpus Christi, Texas	KEYS
Albuquerque, New Mexico	KGGM	Dallas, Texas	KRLD
Anderson, S. C.	WAIM	Danville, Ill.	WDAN
Asheville, N. C.	WWNC	Dayton, Ohio	WHIO
Athens, Ga.	WGAU	Decatur, Ill.	WSOY
Atlantic City, N. J.	WBAB	Denver, Colo.	KLZ
Atlanta, Ga.	WGST	Des Moines, Iowa	KRNT
Augusta, Ga.	WRDW	Detroit, Mich.	WJR
Austin, Texas	KTBC	Dubois, Pa.	WCED
Baltimore, Md.	WCAO	Duluth, Minn.	KDAL
Bangor, Maine	WABI	Durham, N. C.	WDNC
Beckley, W. Va.	WJLS	El Paso, Texas	KROD
Binghamton, N. Y.	WNBF	Erie, Pa.	WERC
Birmingham, Ala.	WAPI	Evansville, Ind.	WEOA
Bisbee, Arizona	KSUN	Fairmont, W. Va.	WMMM
Boston, Mass.	WEEL	Frederick, Md.	WFMD
Buffalo, N. Y.	WKBW	Fresno, Calif.	KARM
Burlington, Vt.	WCAX	Ft. Myers, Fla.	WINK
Cedar City, Utah	KSUB	Gloversville, N. Y.	WENT
Cedar Rapids, Iowa	WMT	Grand Forks, N. D.	KILO
Champaign, Ill.	WDWS	Great Falls, Mont.	KFBB
Charleston, S. C.	WCSC	Green Bay, Wis.	WTAQ
Charleston, W. Va.	WCHS	Greensboro, N. C.	WBIG
Charlotte, N. C.	WBT	Harlingen, Texas	KGBS
Chattanooga, Tenn.	WDOD	Harrisburg, Pa.	WHP
Chicago, Ill.	WBBM	Hartford, Conn.	WDRG
Cincinnati, Ohio	WCKY	Honolulu, H. I.	KGMB
Cleveland, Ohio	WGAR	Hilo, H. I.	KHBC
Colorado Springs, Colo.	KVOR	Hopkinsville, Ky.	WHOP
Columbus, Ga.	WRBL		



Houston, Texas	KTRH	Richmond, Va.	WRVA
Indianapolis, Ind.	WFBM	Roanoke, Va.	WDBJ
Ithaca, N. Y.	WHCU	Rochester, N. Y.	WHEC
Jacksonville, Fla.	WMBR	Sacramento, Calif.	KROY
Jamestown, N. D.	KSJB	St. Augustine, Fla.	WFOY
Kansas City, Mo.	KMBC	St. Louis, Mo.	KMOX
Kalamazoo, Mich.	WKZO	Salt Lake City, Utah	KSL
Keene, N. H.	WKNE	San Antonio, Texas	KTSA
Knoxville, Tenn.	WNOX	San Francisco, Calif.	KQW
Kokomo, Ind.	WKMO	San Juan, P. R.	WKAQ
Lawrence, Mass.	WLAW	Santa Fe, New Mexico	KVSF
Little Rock, Ark.	KLRA	Sarasota, Fla.	WSPB
Louisville, Ky.	WHAS	Savannah, Ga.	WTOC
Los Angeles, Calif.	KNX	Scranton, Pa.	WGBI
Macon, Ga.	WMAZ	Seattle, Wash.	KIRO
Mason City, Iowa	KGLO	Shreveport, La.	KWKH
Memphis, Tenn.	WREC	South Bend, Ind.	WSBT
Meridian, Miss.	WCOC	Spokane, Wash.	KFPY
Miami, Fla.	WQAM	Spartanburg, S. C.	WSPA
Milwaukee, Wis.	WISN	Springfield, Ill.	WTAX
Minneapolis-St. Paul, Minn.	WCCO	Springfield, Mass.	WMAS
Missoula, Mont.	KGVO	Springfield, Mo.	KTTS
Montgomery, Ala.	WCOV	Stockton, Calif.	KGDM
Montreal, Canada	CKAC	Syracuse, N. Y.	WFBL
Muncie, Ind.	WLBC	Tampa, Fla.	WDAE
Nashville, Tenn.	WLAC	Topeka, Kansas	WIBW
New Orleans, La.	WWL	Toronto, Canada	CFRB
New York, N. Y.	WABC	Tucson, Arizona	KTUC
Oklahoma City, Okla.	KOMA	Tulsa, Okla.	KTUL
Omaha, Nebraska	KOIL	Uniontown, Pa.	WMBS
Omaha, Nebraska	KFAB	Utica, N. Y.	WIBX
Orlando, Fla.	WDBO	Washington, D. C.	WTOP
Paducah, Ky.	WPAD	Waterbury, Conn.	WBRY
Parkersburg, W. Va.	WPAR	Watertown, N. Y.	WWNY
Peoria, Ill.	WMBD	Wausau, Wis.	WSAU
Philadelphia, Pa.	WCAU	West Palm Beach, Fla.	WJNO
Phoenix, Arizona	KOY	Wheeling, W. Va.	WKWK
Pittsburgh, Pa.	WJAS	Wichita Falls, Texas	KWFT
Portland, Maine	WGAN	Wichita, Kansas	KFH
Portland, Oregon	KOIN	Worcester, Mass.	WTAG
Providence, R. I.	WPRO	Yankton, S. D.	WNAX
Quincy, Ill.	WTAD	Youngstown, Ohio	WKBN

this is CBS . . . the Columbia Broadcasting System



SHOWMAN'S CALENDAR

FOR 1945

January

- 1: New Year's Day (In all the States, Territories, District of Columbia and possessions).
Paul Revere Born (1735).
Proclamation of Emancipation (1863).
- 2: Georgia Admitted (1788).
- 4: Utah Admitted (1895).
- 6: New Mexico Admitted (1912).
- 8: Anniversary of the Battle of New Orleans (Louisiana).
- 9: Connecticut Admitted (1788).
- 14: First Written Constitution Adopted at Hartford, Conn., (1639).
- 17: Benjamin Franklin Born (1706).
- 19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
- 21: Stonewall Jackson Born (1824).
- 20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.
- 21: Foundation Day. In the Canal Zone.
- 26: Michigan Admitted to the Union (1837).
Gen. Douglas MacArthur's Birthday.
First A.E.F. Landed in Ireland (1942).
- 29: McKinley Born (1843).
Kansas Admitted (1861).
- 30: Franklin D. Roosevelt's Birthday.
- 31: Franz Schubert Born (1797).

February

- 1: Victor Herbert Born (1859).
- 3: Horace Greeley Born (1811).
- 6: Massachusetts Admitted (1788).
- 7: Charles Dickens Born (1812).
- 9: Nebraska Admitted (1867).
- 11: Thomas A. Edison's Birthday.
Daniel Boone Born (1734).
- 12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.
- 14: Valentine's Day.
Admission Day (Arizona).
Oregon Admitted (1859).
- 15: Destruction of the Maine (1898).
- 15: Constitution Day. In the Canal Zone.
Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 States and 3 Territories have honored the day by special proclamations.
- 19: Ohio Admitted (1803).
- 20: Shrove Tuesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.
- 22: Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
- 23: Ash Wednesday (Lent Starts).
- 27: Henry Wadsworth Longfellow's Birthday.
First Railroad Charter (1827).

March

- 1: Nebraska Admitted (1867).
- 2: Texas Independence Day.
- 3: Florida Admitted (1845).
First Postage Stamp used in U. S. (1847).
- 4: Pennsylvania Day.
Vermont Admitted (1791).
- 5: Boston Massacre (1770).
- 7: Luther Burbank's Birthday (California).
- 15: Maine Admitted (1820).
Andrew Jackson Born (1767).
- 17: St. Patrick's Day.
- 17: Evacuation Day. In Boston, Chelsea, Revere, Winthrop and Suffolk County.
- 13: Fast of Esther.
Grover Cleveland's Birthday.
- 21: First Day of Spring.
- 22: Emancipation Day (Puerto Rico)
- 25: Maryland Day.
- 29: First Day of Passover.
- 30: Seward Day (Alaska)
- 31: Transfer Day, in the Virgin Islands.

April

- 1: All Fools' Day.
- 1: State Election. In Michigan.
- 2: Palm Sunday.
- 6: War Declared with Germany (1917).
- 6: Army Day. Observed in New York, and some other States, by a display of flags and by military parades.
- 7: Peary Discovered North Pole (1909).
Good Friday.
Metropolitan Opera House Opened in New York City (1830).
Louisiana Admitted (1812).
- 9: Surrender of General Lee (1865).
Easter Sunday.
- 12: Halifax Independence Resolution (North Carolina).
- 13: Thomas Jefferson's Birthday (Alabama).
- 14: Assassination of Abraham Lincoln.
Pan-American Day.
- 19: Patriot's Day (Maine, Massachusetts).
- 21: Anniversary of Battle of San Jacinto (Texas).
- 22: Morton's Birthday (Nebraska).
Arbor Day (Nebraska).
William Shakespeare Born (1564).
- 24: Arbor and Bird Day. In Massachusetts.
- 25: War Declared with Spain (1898).
- 26: Confederate Memorial Day (Florida, Georgia, Mississippi)
Slavery Abolished in U. S. (1865).
First Shot of War with Germany (1917)
- 27: General U. S. Grant Born (1822).
- 28: President Monroe Born (1758).
Maryland Admitted (1788).
- 30: Louisiana Purchased.
Washington Became First President (1789)
Rhode Island Settled (1636).

May

- 1: May Day.
Child Health Day.
Labor Day (Philippines).
Dewey's Victory in Manila (1898).
- 2: Stonewall Jackson Shot (1863).
National Music Week.

THE TAILOR MAIDS



MARIAN



VIRGINIA



NORMA



PERSONAL MANAGEMENT

LEN SHORT

HL. 0101 (R.A.T.E.)

HOLLYWOOD

- 4: Rhode Island Independence Day.
- 5: Napoleon's Death (1821).
- 6: Corregidor Surrendered (1942).
- 7: Lusitania Torpedoed (1915).
- Johannes Brahms Born (1833).
- 10: Confederate Memorial Day (Kentucky, North Carolina).
- 11: Minnesota Admitted (1858).
- 12: Florence Nightingale Born (1820).
- 13: Mother's Day (2nd Sunday).
- 20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).
- 21: Lindbergh's Flight to Paris (1927).
- 23: South Carolina Admitted (1788).
- 24: First Telegraph Message Sent (1844).
- Empire Day (Canada).
- 28: Archduke Ferdinand of Austria and His Wife Assassinated in Serjevo (1914).
- 29: Wisconsin Admitted (1848).
- Rhode Island Admitted (1790).
- Patrick Henry Born (1736).
- 30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).

June

- 1: Kentucky Admitted (1792).
- Tennessee Admitted (1796).
- 3: Confederate Memorial Day (Louisiana, Tennessee).
- King's Birthday (Canada).
- Jefferson Davis' Birthday (1808).
- 6: Nathan Hale's Birthday (1756).
- D-Day (1944).
- 8: Battle of New Orleans (1815).
- 10: Franklin Drew Lightning From Sky (1752).
- 14: Harriet Beecher Stowe's Birthday.
- Flag Day.
- Pioneer Day (Idaho).
- 17: Bunker Hill Day.
- 18: Battle of Waterloo (1815).
- 19: Beginning of War of 1812.
- King John of England Granted Magna Carta (1215).
- 20: West Virginia Day.
- 21: Longest Day in Year.
- New Hampshire Joined the Union (1788).
- 23: Penn Signs Treaty of Peace with Indians.
- 24: San Juan Day, In Puerto Rico.
- 25: Virginia Admitted (1788).
- 26: First American Troops Land in France (1917).

July

- 1: Battle of San Juan Hill.
- Dominion Day (Canada).
- Battle of Gettysburg (1863).
- 2: Garfield's Assassination (1881).
- 3: Idaho Admitted (1890).
- 4: Independence Day.
- U. S. Military Academy West Point Opened (1802).
- 6: John Paul Jones, Founder of U. S. Navy, Born (1802).
- 10: Wyoming Admitted (1890).
- 11: John Quincy Adams Born (1767).
- 13: Forrest's Day (Tennessee).
- 14: Stars and Stripes Adopted (1777).
- Bastille Day—First Celebrated in U. S. (1914).
- 15: St. Swithin's Day.
- 16: Santiago Surrendered.
- 24: Pioneer Day (Utah).
- 25: Occupation Day (Puerto Rico).
- 27: Barbosa's Birthday, In the Canal Zone.
- 28: Austria Declared War on Serbia (1914).

August

- 1: Colorado Day.
- Beginning of World War (1914).
- 3: Civic Holiday (Canada).
- Germany Declared War on England and France (1914).

- 14: Atlantic Charter Signed by President F. D. Roosevelt and Prime Minister Winston Churchill.
- 15: Panama Canal Opened (1914).
- 16: Bennington Battle Day (Vermont).
- 19: National Aviation Day.
- 20: Benjamin Harrison Born (1833).
- 26: Suffrage for Women—19th Amendment (1920).
- 30: Germany Declared War on Poland (1939).
- Start of Second World War.

September

- 1: Germany Invaded Poland.
- 3: Labor Day.
- 6: Lafayette Day.
- First Battle of the Marne.
- 8,9: Rosh Hashonah.
- 9: Admission Day (California).
- 12: Defender's Day (Maryland).
- 17: Constitution Day.
- 17: Yom Kippur.
- 22: Nathan Hale Executed (1776).
- First Day of Autumn.
- 22: American Indian Day (4th Friday).

October

- 5: Wright Brothers Took First Long Distance Flight in Airplane (1905).
- 6: Missouri Day.
- 8: Chicago Fire (1871).
- Farmer's Day (2nd Friday) (Florida).
- 9: Fraternal Day (Alabama).
- Canadian Thanksgiving Day.
- 12: Columbus Day.
- 18: Alaska Day.
- 19: Surrender of Cornwallis (1781).
- 27: Navy Day.
- Theodore Roosevelt Born (1858).
- 31: Halloween.
- Admission Day, Nevada (1864).

November

- 1: All Saints' Day (Louisiana).
- 1: Liberty Day, In the Virgin Island (St. Croix only).
- 2: General Election Day.
- North and South Dakota Admitted (1889).
- 4: John Philip Sousa Born (1854).
- 8: Montana Admitted (1889).
- 11: Armistice Day.
- Washington Admitted (1889).
- 16: Oklahoma Admitted (1907).
- 17: Suez Canal Opened (1869).
- 21: North Carolina Admitted (1789).
- 22: Thanksgiving Day (4th Thursday).

December

- 3: Illinois Admitted (1818).
- 7: Delaware Day.
- Pearl Harbor Attacked (1941)
- 8: Eli Whitney Born (1765).
- U. S. Declared War on Japan (1941).
- 9: Germany-Italy Declare War on U. S. (1941).
- 10: U. S. Declares War on Germany-Italy (1941).
- Mississippi Admitted (1817).
- 11: Alfred Nobel Born (1833).
- Indiana Admitted (1816).
- 12: First Marconi Wireless Across Atlantic (1901).
- Pennsylvania Admitted (1787).
- 14: Alabama Admitted (1819).
- 15: Bill of Rights Day.
- 16: Boston Tea Party (1773).
- 18: New Jersey Admitted (1787).
- 21: Pilgrims Landed at Plymouth Rock (1620).
- Woodrow Wilson's Birthday (South Carolina).
- 25: Christmas Day.
- 28: Iowa Admitted (1848).
- 29: Texas Admitted (1845).
- 31: New Year's Eve.



Penn vs. Army, November 18, 1944 — Franklin Field. Operating from field and studio, Ayer's television staff has completed another successful season of telecasting for its client Atlantic Refining Company, whose sponsorship of televised games dates back to October 18, 1941.

Graphics in action

To television Ayer's acknowledged agency leadership in the graphic arts now brings new vigor and drive — supplemented by wide experience in radio and commercial films.

N. W. AYER & SON, INC.
30 ROCKEFELLER PLAZA ★ NEW YORK

THE BUSINESS SIDE
of
RADIO



Agency and Sponsor Network Billings



Station Representatives



News Service



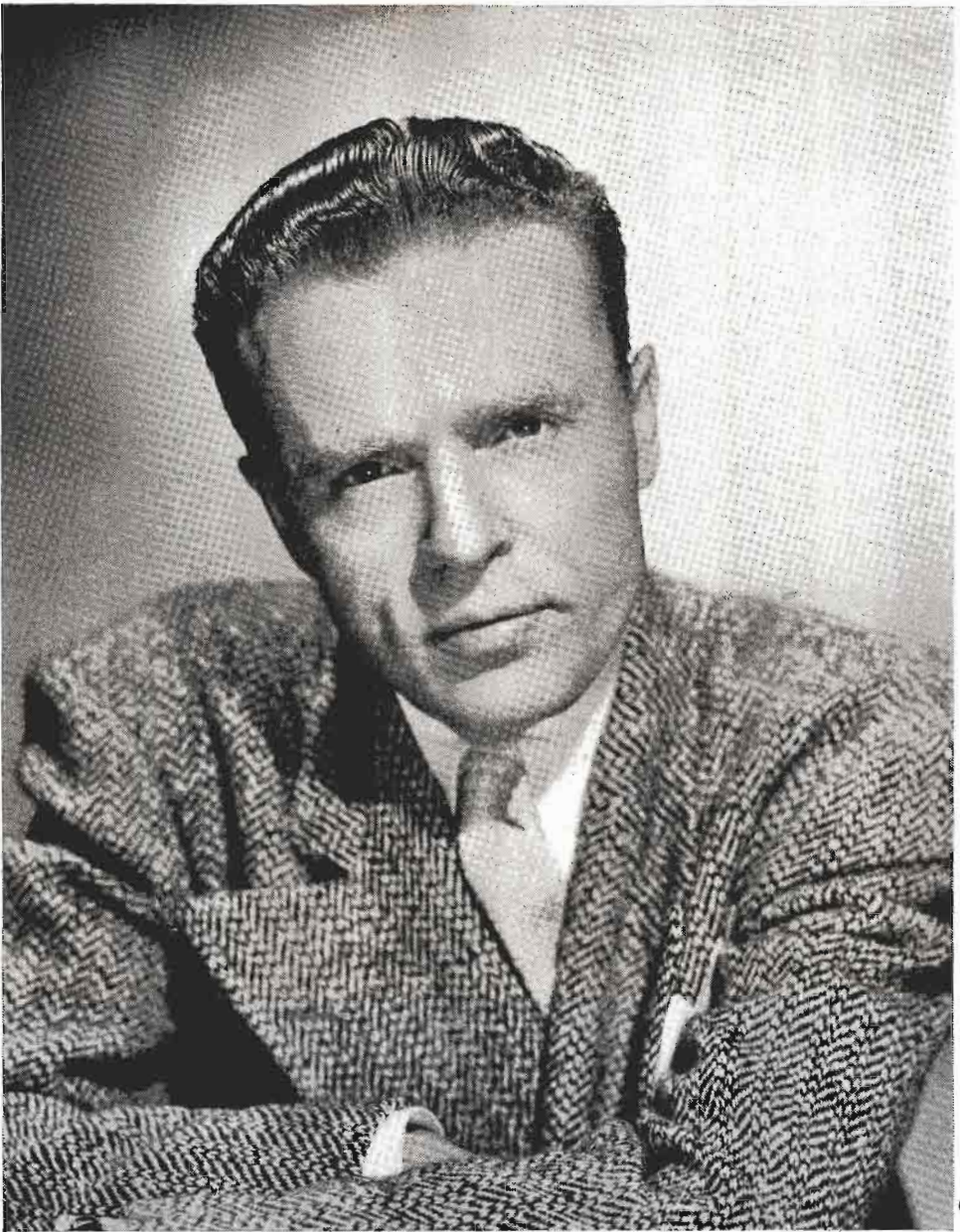
Advertising Agencies



Research Firms



Federal Communications Commission



HAL STYLES

Radio's Original "Good Neighbor"

NOW "LEST YE FORGET"

Warner Bros.
KFWB

America's First Rehabilitation Program for Ex-Servicemen (Sundays)

Also, "LET'S FACE FACTS"

Warner Bros.
KFWB

News Views and Interviews (Daily)

Announcer, Producer, Commentator, Dialectician, Emcee, Special Events

THE BUSINESS SIDE OF RADIO

By M. H. Shapiro

Managing Editor, RADIO DAILY

CHRONICAL of radio's forward march during 1944 is virtually a repetition of the magnificent strides taken each year of its history, both from the standpoint of progressively good business and public service. Contributing every possible effort to winning the war, offering cooperation on a scale no industry not actually engaged in war production per se could attempt, the broadcaster, network or independent station, stood shoulder to shoulder with those on the home front giving their best.

Naturally, along with all other media, radio received its share of increased advertising appropriations and if wartime paper stocks held down some newspapers and magazines, it must be remembered that radio started with the unalterable limitation of time itself. That is, the number of hours during which listeners are receptive to the sponsor messages, much less the obvious as to the hours in a single broadcast day.

Billings Up

In each instance, the major networks showed substantial increases in gross billings. Spot and regional webs also fared comparatively well, with the overall figure hovering around the 23 per cent mark. Net figures will deviate one way or the other, but indications are it will stand at that figure fairly close with not more than a 2 per cent differential in the final adjustment. Total billings before various discounts are deducted will reveal gross radio time sales edging toward the \$400,000,000 mark. Undoubtedly, this year will see the mark actually reached, if not exceeded. The net proceeds to the industry will approximate a figure \$100,000,000 below the gross. As it concerns all industries, the net profit accruing to the radio industry will not be much more for 1944 than it was for 1943 due to the increased Government taxes.

In the figures for the sale of time, of course no provision is made for the talent sales which, it stands to reason, increases from year to year. As to its expanded billings, radio did not exactly sit idly by and wait for the business to come in, over the proverbial transom as it were. In some cases of course, the time if desirable, was a sure sale to one client or another. However, diligent efforts by the

research, sales, and sales promotion departments of the industry succeeded in rounding up considerable new business, business which never before used radio. Which applies also to the clients sold on going into markets not heretofore considered.

Problems En Route

Not alone in this respect, radio's main problems were those of labor, the replacements for the manpower that went to war, and to be sure labor unions figured in the routine. Outstanding among the problems was the recording situation with the AFM. RCA, CBS and NBC saw fit to sign with the musicians' union on its own terms after a more than two-year cessation of work for the affiliated companies of these networks.

Allocation hearings before the FCC resulted in FM, for the time being at least, being worried as to its future because of the moves suggested to the higher frequencies in the spectrum. Television benefited somewhat in that it was being permitted to remain where it was, although provisions saw to it that neither television nor frequencies that may be needed in the public service were arbitrarily frozen.

As stated here in the past, broadcasting is not an industry that had to convert to war production as in the case of other great industries and it will not have to worry about a postwar change to normalcy. All its "changes" will depend on what happens to its clients rather than what actually happens to radio.

Sound Position

In this respect, there is no reason to believe that any untoward happening will take place and in the postwar era, radio stands to gain on most every count. It still holds, that brand names being kept alive now will of necessity come back strongly in the flesh, so to speak, and the field is wide open in practically every commercial project. Thus any halt in hostilities on any particular front will not cause severe dislocation in the broadcasting setup; rather it will be the signal for increased desire on the part of clients to reach the consumer via the fastest means available. Which is predicated of course on the client seeing daylight as to normal peacetime production.

This agency brings to the sale of talent and production of radio programs an expertness resulting from fourteen years of specialization in the radio industry.

Myron — James L.
SELZNICK — SAPHIER
and **COMPANY**

BEVERLY HILLS • NEW YORK

Agency and Sponsor Network Billings

Blue Network Company 1944 Agency Gross Billings

J. Walter Thompson Company.....	\$ 6,100,528
D'Arcy Advertising Co., Inc.....	3,720,991
Compton Advertising, Inc.....	3,221,157
Kenyon & Eckhardt, Inc.....	2,259,120
Wade Advertising Agency.....	1,828,699
Young & Rubicam, Inc.....	1,731,605
Warwick & Legler, Inc.....	1,511,077
Sherman & Marquette, Inc.....	1,057,752
Dancer-Fitzgerald-Sample.....	1,029,412
Hill Blackett & Company.....	914,599
McCann-Erickson, Inc.....	889,161
Schwimmer & Scott Advertising Agency.....	888,611
Walker and Downing.....	886,901
Knox Reeves Advertising, Inc.....	853,598
Lennen & Mitchell, Inc.....	832,348
Foote, Cone & Belding.....	822,754
Aubrey, Moore, Wallace, Inc.....	791,987
MacFarland, Aveyard & Company, Inc.....	737,893
William Esty and Company, Inc.....	657,761
Newell-Emmett Co.....	576,455
Hutchins Advertising Co., Inc.....	514,752
Leo Burnett Company, Inc.....	488,556
N. W. Ayer & Son, Inc.....	480,042
J. D. Tarcher & Co.....	453,866
Small & Seiffer, Inc.....	439,850
Raymond Spector Company, Inc.....	439,268
Duane Jones Company.....	431,384
Batten, Barton, Durstine & Osborn, Inc.....	430,616
Henri Hurst & McDonald, Inc.....	429,008
The Blow Company, Inc.....	415,146
H. W. Kastor & Sons Advertising Co., Inc.....	356,065
Benton & Bowles, Inc.....	316,261
Buchanan & Co.....	326,709
Sayre M. Ramsdell Assoc.....	304,931
Tracy-Loeke Company, Inc.....	287,780
Ted Bates, Inc.....	286,361
McJunkin Advertising Company.....	266,561
Pedlar-Ryan & Lusk, Inc.....	219,026
Keeling & Co., Inc.....	198,028
Doherty, Clifford & Shenfield, Inc.....	166,676
Critchfield and Company.....	161,613
Sherman K. Ellis & Company, Inc.....	162,190
Pacific National Advertising Agency.....	157,097
Burton, Browne Advertising.....	147,528
Advertising & Sales Council, Inc.....	125,868
Fuller & Smith & Ross, Inc.....	121,996
Emil Mogul Company, Inc.....	124,111
A. W. Lewin Co.....	108,934
Glicksman Advertising Co., Inc.....	101,988
William H. Weintraub & Company, Inc.....	99,450
Brisacher, Van Norden & Staff.....	89,528
J. William Sheets.....	85,150
Tucker Wayne & Company.....	82,768
Hazard Advertising Company.....	77,359
Franklin Bruck Advertising Corpora- tion.....	70,656
Donahue & Coe, Inc.....	60,951
Maxon, Incorporated.....	57,163
The M. H. Hackett Co.....	55,488
Pacific Coast Advertising Co., Inc.....	41,982

Roche, Williams & Cleary, Inc.....	41,076
United States Advertising Corpora- tion.....	35,687
Alfred J. Silberstein-Bert Goldsmith Inc.....	35,588
Ruthrauff & Ryan, Inc.....	26,964
Glasser Gailey & Company.....	24,992
Erwin, Wasey & Co., Inc.....	23,010
Smith & Bull.....	21,854
Raymond R. Morgan Company.....	17,066
Rhoades & Davis.....	17,459
Long Advertising Service.....	15,860
Charles Sheldon Advertising Agency.....	15,042
Elwood J. Robinson Advertising Agency.....	13,509
Brooks Advertising Agency.....	13,110
Robert Smith Advertising.....	10,851
Courtland D. Ferguson, Inc.....	10,345
George Wessel.....	10,260
Geyer, Cornell & Newell, Inc.....	8,935
Direct.....	8,839
John Stover Advertising Agency.....	5,910
Hillman-Shane-Breyer.....	4,246
Little & Co.....	4,122
Reineke-Ellis-Younggreen & Finn Inc.....	3,948
O. F. Hopfer-Industrial Advertising.....	3,146
Century Advertising Agency.....	2,700
Total.....	\$40,944,629
Political.....	411,500
Total.....	\$11,356,129

Columbia Broadcasting System 1944 Agency Gross Billings

Young & Rubicam, Inc.....	\$ 7,966,037
J. Walter Thompson Co.....	7,091,514
Dancer-Fitzgerald-Sample.....	6,033,399
Ruthrauff & Ryan, Inc.....	4,434,356
The Riov Co.....	4,057,915
Compton Advertising, Inc.....	3,411,513
Batten, Barton, Durstine & Osborn, Inc.....	3,264,361
Foote, Cone & Belding.....	3,040,127
Ted Bates, Inc.....	2,248,027
Wm. Esty & Co, Inc.....	2,232,440
Benton & Bowles, Inc.....	2,123,510
Arthur Meyerhoff & Co.....	1,698,519
Maxon, Inc.....	1,555,966
Newell-Emmett Co., Inc.....	1,520,922
McCann-Erickson, Inc.....	1,321,420
Campbell-Ewald Co.....	1,306,719
Pedlar & Ryan, Inc.....	923,926
Ward Wheelock Co.....	804,309
Gardner Advertising Co.....	789,640
Buchanan & Co., Inc.....	785,597
Wm. H. Weintraub & Co.....	772,317
C. L. Miller Co.....	754,403
Sherman & Marquette, Inc.....	716,627
Warwick & Legler, Inc.....	712,107
N. W. Ayer & Son, Inc.....	670,878
D'Arcy Advertising Co., Inc.....	520,720
Knox Reeves Advertising Co.....	492,504
Roche, Williams & Cleary, Inc.....	465,284
Arthur Kudner, Inc.....	411,504
Kenyon & Eckhardt, Inc.....	407,566
Duane Jones Co.....	372,111
Addison Lewis & Associates.....	334,626
Grant Advertising, Inc.....	330,991

*Imitation is the Sincerest Form
of Flattery*

BUT

The **ORIGINAL** "Make Believe Ballroom"
Is Still on KFWB in Its 12th Year
With its Originator

AL JARVIS



**Monday Thru Saturday
11:00 to 2:30 P.M.**

National Representative, WILLIAM G. RAMBEAU COMPANY
New York and Chicago

AGENCY—NETWORK—SPONSOR BILLINGS

Joseph Katz Co.	300,963
Morse International	294,020
Russel M. Seeds Co.	282,573
Henri, Hurst & McDonald, Inc.	267,455
Cruttenden & Eger	259,435
Sorensen & Co.	218,456
Lennen & Mitchell, Inc.	171,257
Walker & Downing	148,542
Raymond R. Morgan Co.	117,086
H. W. Kastor & Sons Adv. Co., Inc.	110,027
Erwin, Wasey & Co.	99,480
Barton A. Stebbins, Inc.	97,396
Spitzer & Mills, Ltd.	63,812
Wade Advertising Agency	61,425
Wallace-Ferry-Hanly Co.	58,634
Clements Co., The	52,760
Ronalds Advertising Agency	43,635
Garfield & Gullid	38,908
Bros Advertising Agency	38,281
Brisacher & Van Norder	36,972
Hillman, Shane & Breyer, Inc.	33,772
Franklin Brueck Advertising Corp.	33,480
Green-Brodie, Inc.	30,812
W. Earl Bothwell Adv. Agency	29,394
Lake-Spiro-Shurman, Inc.	29,342
Western Advertising Agency	28,098
Baker Advertising Agency	27,824
Glasser-Gaitley & Co.	25,283
Rhoades & Davis	20,706
Hixson-O'Donnell Adv. Inc.	20,286
Long Advertising Service	19,908
J. D. Tareher & Co., Inc.	19,596
Flager Advertising, Inc.	12,892
Beaumont & Hohman, Inc.	11,583
Pacific National Adv. Agency	11,357
Sherman K. Ellis Co., Inc.	11,340
Gillham Advertising Agency	10,710
Sayre M. Ramsdell Associates	10,216
John L. Halpin	10,121
Donahue & Coe, Inc.	8,216
Kelly Nason, Inc.	7,722
Armand S. Weill Co., Inc.	7,540
Don B. Miner Co.	7,308
Cockfield, Brown & Co.	6,993
Lester H. Harrison Associates	5,681
Bostford, Constantine & Gardner	4,563
George M. Weessells Adv. Agency	4,060
Schwimmer & Scott	3,323
Elwood J. Robinson Adv. Agency	1,867
Allied Advertising Agencies	1,102
Furman, Feiner & Co.	908
Advertising Arts Agency	812
Clarence B. Juneau	812
Hugh A. Deadwyker	575
Cotter Advertising Agency	370
Copley Advertising Agency	125

Total\$66,701,319

Mutual Broadcasting System 1944 Agency Gross Billings

Erwin Wasey & Co., Inc.	\$ 2,406,501
Hixson O'Donnell Adv., Inc.	1,301,917
Ruthrauff & Ryan, Inc.	1,230,241
Donahue Co., Inc.	1,056,848
Kenyon & Eckhardt, Inc.	1,011,915
R. H. Alber Co.	950,309
Ivy & Ellington, Inc.	733,653
Arthur Meyerhoff Co.	677,421
William H. Weintraub & Co., Inc.	660,961
Maxon, Inc.	542,590
Walker & Downing	539,659
Wallace Ferry Hanly Co.	499,862
Stanley G. Boynton	475,623
H. B. Humphrey Co.	456,696
Gardner Adv. Co.	450,713
Russel M. Seeds Co., Inc.	438,095
Gotham Adv. Co.	425,477
Raymond Spector Co., Inc.	395,263

Young & Rubicam, Inc.	337,079
Birmingham, Castleman & Pierce, Inc.	322,220
Calkins & Holden	321,093
J. Walter Thompson Co.	277,961
J. C. Hoskin Assoc.	276,009
McJunkin Adv. Co.	267,102
Leo Burnett Co.	261,553
Duane Jones Co.	213,349
Roche, Williams & Cleary, Inc.	206,668
Al Paul Lefton Co., Inc.	164,198
Warwick & Legler	138,567
Biow Co., Inc.	137,919
Schwimmer & Scott	120,063
Buchanan & Co.	115,825
Battan, Barfon, Durstine & Osborn, Inc.	88,248
United States Adv. Corp.	83,509
The Caples Co.	69,531
Raymond R. Morgan Co.	68,381
Sterling Adv. Agency, Inc.	62,380
Grant Adv., Inc.	59,241
Clements Co., Inc.	56,763
Henri, Hurst & McDonald, Inc.	56,374
Cecil & Presbrey, Inc.	52,221
The Joseph Katz Co.	41,496
Foote, Cone & Belding	36,324
Weston Barnett, Inc.	20,642
Van Sant, Dugdale & Co., Inc.	20,164
Lester Harrison Assoc., Inc.	16,748
D'Arcy Adv. Co., Inc.	15,781
George H. Hartman Co.	14,933
Green-Brodie	13,220
Furman Ferner & Co., Inc.	10,146
Harold Cabot Co., Inc.	9,920
L. W. Ramsey Co.	9,314
Hirshon-Garfield, Inc.	5,408
Allied Agencies	3,726
Direct	14,259
Locally Sponsored	1,260,638

Total\$19,533,650

National Broadcasting Company
1944 Agency Gross Billings
Not Available

Blue Network Company
1944 Sponsor Expenditures

The Coca-Cola Company	\$ 3,720,994
Ford Motor Company	2,710,000
Kellogg Company	2,259,120
Miles Laboratories, Inc.	1,828,699
General Mills, Inc.	1,726,506
The Procter & Gamble Co.	1,456,017
Socony-Vacuum Oil Co., Inc.	1,351,673
Swift and Company	1,257,138
The Quaker Oats Company	1,219,942
The Sherwin-Williams Co.	983,630
Libby, McNeill & Libby	937,844
Bristol-Meyers Company	925,469
Westinghouse Electric & Mfg. Co.	885,486
Esquire, Inc.	864,602
Philco Corporation	849,686
The Andrew Jergens Co.	832,348
Allis-Chalmers Mfg. Co.	762,728
Carter Products, Inc.	726,211
Curtis Publishing Company	603,649
Lehn & Fink Products Corp.	579,252
RKO Radio Pictures, Inc.	546,136
A. E. Staley Mfg. Co.	530,882
Hall Brothers, Inc.	515,816

GARNETT MARKS



ANNOUNCER • NARRATOR
ACTOR

SPORTS AND NEWS COMMENTATOR

N O W

LT. GARNETT MARKS

U. S. ARMY

Currently Producing —

ELEVEN — 15-min. weekly NBC (Western)

SIX — 15-min. weekly Mutual (Western)

ONE — 30-min. weekly Mutual (TC)

FIVE — 30-min. weekly Blue (TC)

ONE — 30-min. weekly Blue (Western)

***We know of no other WESTERN advertising
agency producing 24 network programs
per week — 52 weeks in the year.***

RAYMOND B. MORGAN COMPANY

6362 Hollywood Blvd., Hollywood, California

AGENCY—NETWORK—SPONSOR BILLINGS

Celanese Corp. of America.....	756,093	Plough, Inc.	29,342
Lady Esther, Ltd.	754,317	Socony-Vacuum Oil Co., Inc.....	28,890
Bourjois, Inc.	716,868	Hunt Bros. Packing Co.....	28,054
Pabst Sales Co.	712,107	One Thousand Club of the United States of America	25,636
Continental Baking Co.....	705,288	Colonial Dames, Inc.....	25,283
Chesebrough Mfg. Co.	656,706	Packard Bell Co.....	25,272
Electric Companies Adv. Program....	651,924	Ben Hur Products, Inc.....	22,869
Prudential Insurance Co. of America.	620,405	Andrew Jergens Co.....	21,411
Schenley Products Co.....	571,458	Yellow Cab Co.....	20,706
Gulf Oil Corp.	556,264	McKesson & Robbins, Inc.....	19,596
Anchor Hocking Glass Corp.....	544,677	United Air Lines Transport Corp.....	18,954
Roma Wine Co.	530,274	Lamont, Corliss & Co.....	18,252
Coca-Cola Co.	520,720	Calif. Prune & Apricot Growers Assn...	16,432
Parker Pen Co.	516,616	Maryland Pharmaceutical Co.....	15,871
Corn Products Refining Co.....	496,428	W. Atlee Burpee Co.....	12,892
Lewis-Howe Co.	465,264	Consolidated Royal Chemical Co., Inc...	11,792
Noxema Chemical Co.	438,167	Pacific Greyhound Lines, Inc.....	11,583
Pacific Coast Borax Co.....	432,990	Washington Coop. Egg & Poultry Assn.	11,357
International Silver Co.....	420,106	Dwight Edwards Co.....	10,721
U. S. Tobacco Co.	411,504	Philco Corp.	10,216
Southern Cotton Oil Co.....	407,566	Hoffman Radio Corp.....	10,179
Armstrong Cork Co.	403,395	Democratic State Committee of N. Y....	10,121
Servel, Inc.	382,358	Kay Jewelry Co.....	10,018
Goodyear Tire & Rubber Co., Inc....	380,702	Barbasol Co.	7,917
J. B. Williams Co.....	345,800	Herman Basch & Co.....	7,722
Cream of Wheat Corp.....	337,499	Johnstone Drug Sales Co.....	7,540
Minneapolis-Honeywell Regulator Co..	334,626	Wilshire Oil Co.....	7,308
Cudahy Packing Co.	330,991	Coldstream Products Co.....	6,699
Johnson & Johnson.....	311,340	Miscellaneous	51,975
Armour & Co.....	295,792		
Viek Chemical Co.....	294,020		
American Oil Co.....	285,092		
Admiral Corp.	259,435		
Curtiss Candy Co.	257,975		
Mennen Co.	256,198		
P. Ballantine & Sons	233,316		
Ballard & Ballard Co.	226,575		
Lockheed Aircraft Corp.....	224,583		
Bowey's, Inc.	218,456		
Pillsbury Mills, Inc.	214,304		
Englander Co.	165,750		
Gillette Safety Razor Co.	161,387		
Democratic National Committee	148,999		
Allegheny-Ludlum Steel Corp.	148,542		
Republican National Committee	131,414		
Los Angeles Soap Co.	117,086		
Welch Grape Juice Co.	110,027		
Manhattan Soap Co.	105,912		
C. F. Mueller Co.	99,396		
Planters Nut & Chocolate Co.	91,563		
Joseph Tetley & Co., Inc.	68,569		
Miles California Co.	61,425		
Campana Sales Corp.	58,634		
Hudson Coal Co.	52,760		
Signal Oil Co.	49,255		
Elgin National Watch Co.....	47,968		
Soil-Off Mfg. Co.	41,850		
John Morrell & Co.	40,880		
Western Sugar Refining Co.....	38,961		
Bokins Van & Storage Co.....	38,281		
Peter Paul, Inc.....	36,972		
Grove Laboratories, Inc.....	34,591		
"42" Products, Inc.	32,020		
Business Men for Roosevelt, Inc.....	30,812		
		Plough, Inc.	29,342
		Socony-Vacuum Oil Co., Inc.....	28,890
		Hunt Bros. Packing Co.....	28,054
		One Thousand Club of the United States of America	25,636
		Colonial Dames, Inc.....	25,283
		Packard Bell Co.....	25,272
		Ben Hur Products, Inc.....	22,869
		Andrew Jergens Co.....	21,411
		Yellow Cab Co.....	20,706
		McKesson & Robbins, Inc.....	19,596
		United Air Lines Transport Corp.....	18,954
		Lamont, Corliss & Co.....	18,252
		Calif. Prune & Apricot Growers Assn...	16,432
		Maryland Pharmaceutical Co.....	15,871
		W. Atlee Burpee Co.....	12,892
		Consolidated Royal Chemical Co., Inc...	11,792
		Pacific Greyhound Lines, Inc.....	11,583
		Washington Coop. Egg & Poultry Assn.	11,357
		Dwight Edwards Co.....	10,721
		Philco Corp.	10,216
		Hoffman Radio Corp.....	10,179
		Democratic State Committee of N. Y....	10,121
		Kay Jewelry Co.....	10,018
		Barbasol Co.	7,917
		Herman Basch & Co.....	7,722
		Johnstone Drug Sales Co.....	7,540
		Wilshire Oil Co.....	7,308
		Coldstream Products Co.....	6,699
		Miscellaneous	51,975
		Grand Total	\$66,791,319

Mutual Broadcasting System 1944 Sponsor Expenditures

Sinclair Refining Co.....	\$ 1,301,917
R. B. Semler, Inc.....	1,145,708
Kellogg Co.	1,000,739
Metro-Goldwyn-Mayer, Inc.....	981,418
Gospel Broadcasting Assn.....	950,309
Zonite Products Corp.....	732,427
Mutual Benefit, Health & Accident Assn.	677,421
Pharmaco, Inc.	676,310
Bayuk Cigars, Inc.....	667,865
Gillette Safety Razor Co.....	542,590
American Cigarette & Cigar Co., Inc..	530,585
Campana Sales Co.....	499,862
Clark Bros. Chewing Gum Co.....	465,309
Ralston Purina Co.....	450,713
Grove Laboratories	438,095
Lutheran Laymen's League.....	425,477
Serutan Co.	395,263
Employers' Group Insurance Co. of Boston, Mass.	388,942
Barbasol Co.	352,964
Stokely Bros.-Van Camp, Inc.....	321,903
Dubonnet Corp.....	295,390
Petri Wine Co.....	294,700
Radio Bible Class.....	290,455
General Cigar Co., Inc.....	277,961

"AMERICA'S GRAND HOSTESS" **EUGENIA CLAIR**



KMTR
3:15 P.M., P.W.T.

Veterans of Foreign Wars
of the United States
American Gold Star Mothers

AGENCY—NETWORK—SPONSOR BILLINGS

Voice of Prophecy, Inc.....	276,099
Lumberman's Mutual Casualty Co.....	261,553
Helbros Watch Co.....	215,563
Young People's Church of the Air....	211,190
Lewis-Howe Co.....	206,668
Chef-Boy-Ar-Dec Quality Foods, Inc...	196,669
Wesley Radio League.....	185,168
Emerson Radio & Phonograph Corp...	182,183
Conti Products Corp.....	180,636
Duffy-Mott Co., Inc.....	161,198
Frank H. Lee Co.....	141,584
George W. Luft & Co.....	138,567
Formfit Co.....	115,825
Nat'l Small Business Men's Assoc.....	100,596
Wilson Sporting Goods Co.....	83,509
Delaware, Lackawanna & Western Coal Co.....	80,109
Beaumont Co.....	75,430
Allegheny Ludlum Steel Corp.....	74,350
Carey Salt Co.....	70,433
Union Pacific Railroad.....	69,531
Knox Co.....	68,381
Gotham Hosiery Co., Inc.....	62,380
Waltham Watch Co.....	59,829
Reichhold Chemicals, Inc.....	59,241
Aene White Lead & Color Works....	56,374
Boots Aircraft Nut Corp.....	52,221
Goodyear Tire & Rubber Co.....	42,379
Maryland Pharmaceutical Co.....	41,496
Chesapeake & Ohio Railway Co.....	41,206
Table Products, Inc.....	36,324
Miss Swank, Inc.....	31,184
American Bird Products, Inc.....	20,642
Sherwood Bros., Inc.....	20,164
Coronet Magazine.....	19,467
Hartz Mountain Products.....	14,933
W. L. Douglas Shoe Co.....	9,920
Loyal Order of the Moose.....	9,314
Rust Craft Publishers, Inc.....	7,925
Shipstead & Johnson.....	3,726
Political Advertisers.....	421,422
Locally Sponsored Shows.....	1,260,638

Total \$19,533,650

**National Broadcasting Company
1944 Sponsor Expenditures
Not Available**

**Blue Network Company
1944 Gross Monthly Billings**

January.....	\$ 2,895,700
February.....	2,799,504
March.....	3,080,398

April.....	3,161,738
May.....	3,327,599
June.....	3,172,048
July.....	3,366,504
August.....	3,488,298
September.....	3,629,402
October.....	4,214,581
November.....	4,082,115
December.....	4,138,242

Total *\$41,356,129

* Includes \$411,500 for Political Sales.

**Columbia Broadcasting System
Gross Monthly Billings, 1944**

January.....	\$ 5,658,968
February.....	5,356,893
March.....	5,801,569
April.....	5,650,663
May.....	5,848,018
June.....	5,204,782
July.....	5,369,338
August.....	5,321,947
September.....	5,386,014
October.....	5,795,790
November.....	5,577,354
December.....	5,819,083

Total..... \$66,791,319

**Gross Monthly Billings
Mutual Broadcasting System**

January.....	\$ 1,760,317
February.....	1,605,839
March.....	1,807,031
April.....	1,675,609
May.....	1,525,276
June.....	1,521,703
July.....	1,511,393
August.....	1,504,391
September.....	1,547,329
October.....	1,914,010
November.....	1,625,567
December.....	1,535,155

Total \$19,533,650

**National Broadcasting Company
Gross Monthly Billings
Not Available**



NEW YORK

LOREN L. WATSON

400 MADISON AVENUE

ELdorado 5-5040

CHICAGO:

360 N. MICHIGAN AVENUE

Franklin 8520

SAN FRANCISCO

THIRD AND MARKET STREETS

Exbrook 3558

HOLLYWOOD:

HOLLYWOOD BLVD. AT COSMO

Hollywood 8318

★ Radio Station ★ Representatives

JAMES L. ALEXANDER

Toronto—Concourse Bldg., James L. Alexander, Manager..... Adelaide 9594
Montreal—Drummond Bldg., Frank Lewis, Manager..... Harbour 6448
Stations—CKPC, Brantford, Ont.; CJIC, Sault Ste. Marie, Ont.; CKNX, Wingham, Ont.; CHLP, Montreal, Que.; CKTB, St. Catherines, Ont.; CJFX, Antigonish, N. S.

ALL-CANADA RADIO FACILITIES LIMITED

Calgary—Southam Bldg. M 7691
 H. R. Carson, President-Managing Director; A. R. Gibson, Secretary-Treasurer.
Montreal—Dominion Square Bldg., B. Hall..... Lancaster 6400
Toronto—Victory Bldg., G. F. Herbert..... Elgin 2464
Winnipeg—Electric Railway Chambers, P. H. Gayner..... 96-861
Vancouver—198 W. Hastings St., J. E. Baldwin..... Marine 9542
Stations—CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJVI, Victoria, B. C.; CKRC, Winnipeg, Man.; CKNB, Campbellton, N. B.; CFNB, Fredericton, N. B.; CHNS, Halifax, N.S.; CJC, Sydney, N. S.; CKOC, Hamilton, Ont.; CJCS, Stratford, Ont.; CKSO, Sudbury, Ont.; CFRB, Toronto, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHNC, New Carlisle, Que.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CKRM, Regina, Sask.; CHAB, Moose Jaw, Sask.; VONF, St. Johns, Newfoundland; CJLS, Yarmouth, N. S.; CHWK, Chilliwack, B. C.; CKFI, Fort Frances, Ont.

ASSOCIATED BROADCASTING CO., LTD.

Montreal—Dominion Square Bldg. Belair 3325
 M. Maxwell, President; M. Feldman, Vice-President; F. Maxwell, Secretary-Treasurer; R. J. Meyer, Sales Director; S. Vineberg, Program Director; J. O. Denis, French Director; J. Feldman, Recording Department; R. O. Stevenson, Manager of Syndicated Transcription Department.
Toronto—199 Bay St. Adelaide 3248
 M. R. Raymond, Mgr., K. H. Gregory, Sales Mgr.

BERTHA BANNAN

(New England Representative*)

Boston—533 Little Bldg., Bertha Bannan; L. H. Morello, Secretary..... HUBbard 4370
Stations—WLBZ, Bangor, Me.; WCSH, Portland, Me.; WRDO, Augusta, Me.; WHAI, Greenfield, Mass.; WHYN, Holyoke, Mass.; WBRK, Pittsfield, Mass.; WSPR, Springfield, Mass.; WTAG, Worcester, Mass.; WKNE, Keene, N. H.; WLNH, Laconia, N. H.; WFEA, Manchester, N. H.; WHEB, Portsmouth, N. H.; WHN, New York, N. Y.; WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WIBX, Utica, N. Y.; WCAU, Philadelphia, Pa.; WJAR, Providence, R. I.; WWSR, St. Albans, Vt.; WDEV, Waterbury, Vt.; Connecticut State Network.

*Stations represented on a regional basis in New England only.

WALTER BIDDICK COMPANY

Los Angeles—568 Chamber of Commerce Bldg. (24)..... Richmond 6184
 Walter Biddick, President; M. Cornell, Vice-President; G. M. Biddick, George Link, Salesmen.
Stations—KIEV, Glendale, Calif.; KFOX, Long Beach, Calif.; KLS, Oakland, Calif.; KHUB, Watsonville, Calif.; WJJD, Chicago, Ill.; WIBW, Topeka, Kans.; WIBX, Utica, N. Y.; KSRO, Santa Rosa, Calif.; WIND, Gary, Ind.; KFAD, Nampa, Idaho; KCKN, Kansas City, Mo.

IF it's *Spot* RADIO



Call
McGillvra

**These Stations
in These Markets
are Your Best Dollar Values**

Boston	WMEX	Independent
Charleston	WGKV	NBC
Denver	KVOD	Blue
Grand Rapids	WLAV	Blue
Los Angeles	KPAS	Independent
Macon	WBML	Blue
New Orleans	WNOE	Mutual
Monroe	KNOE	NBC
Oakland	KLX	Independent
Port Arthur	KPAC	Mutual
Pueblo	KGHF	Blue
Rochester	WSAY	Mutual
Rutland	WSYB	Mutual

Sacramento	KROY	Columbia
Salt Lake City and Ogden	KLO	Mutual
Spokane	KFIO	Mutual
Tacoma	KMO	Mutual
Tulsa	KOME	Blue & Mutual
Waterbury	WBRY	Columbia
Wenatchee	KPQ	Blue
Yakima	KIT	Mutual

Intermountain Network All Mutual

KLO—Salt Lake City-Ogden; KOVO—Provo;
KVNU — Logan; KEUB — Price, all Utah;
KID — Idaho Falls, Idaho; KVRS — Rock
Springs, Wyo.

JOSEPH HERSHEY MCGILLVRA, inc.

NEW YORK, 17
366 Madison Avenue

CHICAGO, 1
35 East Wacker Drive

SAN FRANCISCO, 4
275 Montgomery Building

LOS ANGELES, 13
448 South Hill Street

• • • **STATION REPRESENTATIVES** • • •

JOHN BLAIR & COMPANY

<i>Chicago</i> —520 N. Michigan Avenue.....	Superior	8660
John Blair, President; Gale Blocki, Jr., Vice-President; Paul Ray, Charles Dilcher, Blake Blair.		
<i>New York City</i> —341 Madison Avenue.....	Murray Hill	9-6084
George Bolling, Vice-President; Richard Buckley, William Weldon, Robert Hill Bolling, E. Schuyler Ensell, Robert Eastman.		
<i>Los Angeles</i> —438 Chamber of Commerce Bldg., Carleton E. Coveny.....	Prospect	3584
<i>San Francisco</i> —608 Russ Bldg., Lindsey Spight, Vice-President.....	Douglas	3188
<i>St. Louis</i> —350 Paul Brown Bldg., J. Chris Hetherington.....	Chestnut	5688
<i>Stations</i> —KSUN, Bisbee-Douglas, Ariz.; KOY, Phoenix, Ariz.; KTUC, Tucson, Ariz.; KHJ, Los Angeles, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KFEL, Denver, Colo.; WJAX, Jacksonville, Fla.; WQAM, Miami, Fla.; WFLA, Tampa, Fla.; KIDO, Boise, Ida.; WLS, Chicago, Ill.; KXEL, Waterloo, Ia.; WFBR, Baltimore, Md.; WOW, Omaha, Nebr.; KODY, North Platte, Nebr.; WNBF, Binghamton, N. Y.; WNEW, New York, N. Y.; KFYR, Bismarck, N. D.; WBNS, Columbus, Ohio; WHP, Harrisburg, Pa.; WGBI, Scranton, Pa.; WROL, Knoxville, Tenn.; KTRH, Houston, Texas; KDYL, Salt Lake City, Utah; WMBG, Richmond, Va.; WMMN, Fairmont, W. Va.; WWVA, Wheeling, W. Va.; KOL, Seattle, Wash.; KGMB, Honolulu, T. H.; KXOK, St. Louis, Mo.; KFRU, Columbia, Mo.; Don Lee Mutual Network; Arizona Network; KGDM, Stockton, Calif.		

BLUE NETWORK COMPANY

(National Spot and Local Sales Division)

<i>New York City</i> —30 Rockefeller Plaza.....	Circle	7-5700
Ralph E. Dennis, Manager, Blue Spot Sales.		
<i>Chicago</i> —Merchandise Mart Bldg.....	Delaware	1900
Roy McLaughlin, Manager.		
<i>Hollywood</i> —6285 Sunset Blvd.....	Hillside	8231
Amos Baron, Manager.		
<i>San Francisco</i> —111 Sutter St.....	Graystone	6565
Byron Nelson, Mgr.		
<i>Detroit</i> —802 Fisher Bldg.....	Trinity	2-7000
John Donohue, Mgr.		
<i>Pittsburgh</i> —171 Shaler Drive, Glenshaw.....	Glenshaw	1287
Robert Post, Mgr.		
<i>Stations</i> —KGO, San Francisco, Calif.; KECA, Los Angeles, Calif.; WMAL, Washington, D. C.; WENR, Chicago, Ill.; WJZ, New York, N. Y.; Pacific Coast Blue Network.		

D. L. BOUFFORD

<i>Toronto</i> —112 Yonge St., 1.....	AD.	7468
<i>Stations</i> —CKCH, Hull, Quebec.		

THE BRANHAM COMPANY

<i>New York</i> —230 Park Avenue.....	Murray Hill	6-1860
M. H. Long, Vice-President; F. P. Motz, Vice-President; Joseph F. Timlin, Manager of radio department.		
<i>Chicago</i> —360 N. Michigan Avenue.....	Central	5726
John Petrie, President; E. F. Corcoran, Vice-President; C. B. Peterson, Manager radio department.		
<i>Detroit</i> —General Motors Bldg., Harry Anderson.....	Trinity	1-0440
<i>Dallas</i> —Texas Bank Bldg., A. J. Putman.....	Dallas	2-8569
<i>Atlanta</i> —Rhodes Haverty Bldg., J. B. Keough.....	Walnut	4851
<i>St. Louis</i> —Arcade Bldg., J. E. Nicholson.....	Chestnut	6192
<i>Kansas City</i> —Board of Trade Bldg., G. F. Dillon.....	Harrison	1023
<i>San Francisco</i> —5 Third St., George D. Close.....	Garfield	6740
<i>Los Angeles</i> —448 S. Hill St., J. H. Hornung.....	Michigan	1269
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Santa Clara	CMHI	570 KC.	15000 Watts
Camaguey	CMJN	740 KC.	1000 Watts
Holguin	CMKV	600 KC.	2000 Watts
Santiago de Cuba	CMKN	930 KC.	2000 Watts

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• • • **STATION REPRESENTATIVES** • • •

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Stations—KIDO, Boise, Ida.; KRIC, Lewiston, Ida.; KWIL, Albany, Ore.; KAST, Astoria, Ore.; KBKR, Baker, Ore.; KBND, Bend, Ore.; KODL, The Dalles, Ore.; KORE, Eugene, Ore.; KUIN, Grants Pass, Ore.; KFJI, Klamath Falls, Ore.; KLB, La Grande, Ore.; KOOS, Marshfield, Ore.; KMED, Med-

ford, Ore.; KWRC, Pendleton, Ore.; KRNR, Roseberg, Ore.; KSLM, Salem, Ore.; KXRO, Aberdeen, Wash.; KVOS, Bellingham, Wash.; KELA, Centralia, Wash.; KEVE, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympia, Wash.; KMO, Tacoma, Wash.; KUJ, Walla Walla, Wash.; KPQ, Wenatchee, Wash.; KIT, Yakima, Wash.; KOL, Seattle, Wash.; KHQ, Spokane, Wash.; KGA, Spokane, Wash.

RAY LINTON & CO.*

New York City—1 E. 42nd Street.....Murray Hill 2-1809
Ray Linton, Owner; Blanche Horowitz, Secretary.
Chicago—360 N. Michigan Avenue.....State 6662
Harold Higgins, Mgr.

* This firm did not answer questionnaire.

MACK RADIO SALES CO.

Camden, N. J.—18th Floor, City Hall.....Camden 0907 or 4523
L. M. Maxwell, Sales Manager.
Stations—WCAM, Camden, N. J.

JOSEPH HERSHEY MCGILLVRA, INC.

New York—366 Madison Avenue (17).....Murray Hill 2-8755
Joseph H. McGillvra, President; Eugene H. Kraemer, Albert A. Cormier, N. P. Colwell.
Chicago—35 East Wacker Drive (1).....State 5282
Jack Stewart, Manager; Robert S. Russell, Jack Kamsler.
Los Angeles—448 South Hill Street (13).....Michigan 0921
Forrest Pearson, Lee Willson.
San Francisco—627 Mills Building (4).....Sutter 1393
Duncan A. Scott, Dorothy Hill, Maxwell J. Hunter.

Stations—KLX, Oakland, Calif.; KPAS, Pasadena (Los Angeles), Calif.; KROY, Sacramento, Calif.; KVOO, Denver, Colo.; WBRY, Waterbury, Conn.; WBML, Macon, Ga.; WNOE, New Orleans, La.; WMEX, Boston, Mass.; WLAV, Grand Rapids, Mich.; KCMO, Kansas City, Mo.; WOV, New York, N. Y.; WSAY, Rochester, N. Y.; KOMA, Tulsa, Okla.; KPAC, Port Arthur, Texas; KVNU, Logan, Utah; KLO, Ogden, Utah; KEUB, Price, Utah; KOVO, Provo, Utah; WSYB, Rutland, Vt.; KMO, Tacoma, Wash.; KIT, Yakima, Wash.; KPQ, Wenatchee, Wash.; WGKV, Charleston, W. Va.; KFIO, Spokane, Wash.; KNOE, Monroe, La.; KID, Idaho Falls, Idaho; KQRS, Rock Springs, Wyo.; KGHF, Pueblo, Colo.; CKLW, Detroit, Mich.
XEW-XEQ, Mexico City, Mexico; RHC-Cadena Azul, Havana, Cuba.
CJCJ, Calgary, Alta.; CJOR, Vancouver, B. C.; CKX, Brandon, Man.; CFAR, Flin Flon, Man.; CKY, Winnipeg, Man.; CKCW, Moncton, N. B.; CHSJ, Saint John, N. B.; CHML, Hamilton, Ont.; CFPL, London, Ont.; CKCO, Ottawa, Ont.; CFOS, Owen Sound, Ont.; CHOV, Pembroke, Ont.; CKTB, St. Catharines, Ont.; CFRB, Toronto, Ont.; CKLW, Windsor, Ont.; CHLP, Montreal, Que.; CKAC, Montreal, Que.; CHNC, New Carlisle, Que.; CHRC, Quebec, ue.; CJBR, Rimouski, Que.; CJRL, Kenora, Ont.; CKRM, Regina, Sask.; CJGX, Yorkton, Sask.; CJCH, Halifax, N. S.; CFBR, Brockville, Ont.

J. P. MCKINNEY & SON

New York City—30 Rockefeller Plaza, N. L. O'Brien.....Circle 7-1178
Chicago—400 N. Michigan Avenue.....Superior 9866
Los Angeles—6362 Hollywood Blvd.....Granite 9596
Homer Griffith, Manager.
San Francisco—681 Market St., R. J. Bidwell, Manager.....Garfield 5512
Stations—WTHT, Hartford, Conn.; WDAN, Danville, Ill.; WOKO, Albany, N. Y.; WABY, Albany, N. Y.; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WHEC, Rochester, N. Y.; WRAK, Williamsport, Pa.

NATIONAL BROADCASTING COMPANY

(National Spot and Local Sales Division)

New York City—30 Rockefeller Plaza.....Circle 7-8300
James V. McConnell, National Manager; W. O. Tilenius, W. C. Roux, Assistant Managers.
Boston—Hotel Bradford, 5E. Kettell.....Hancock 4261

• • • **STATION REPRESENTATIVES** • • •

<i>Cleveland</i> —815 Superior Ave., N. E., Donald G. Stratton.....	Cherry	0942
<i>Chicago</i> —Merchandise Mart	Superior	8300
Oliver Morton, Manager.		
<i>Denver</i> —1625 California Street, James R. MacPherson.....	Main	6211
<i>Hollywood</i> —Sunset & Vine, Don Norman.....	Hollywood	6161
<i>San Francisco</i> —Taylor & O'Farrell Sts., C. Nielson.....	Sutter	1920
<i>Washington, D. C.</i> —Trans-Lux Bldg., Mahlon Glascock.....	Republic	5400
<i>Stations</i> —KPO, San Francisco, Calif.; KOA, Denver, Colo.; WRC, Washington, D. C.; WMAQ, Chicago, Ill.; WOWO-WGL (until 1/45), Fort Wayne, Ind.; WBZ-WBZA, Boston-Springfield, Mass.; WEAJ, New York, N. Y.; WGY, Schenectady, N. Y.; WTAM, Cleveland, Ohio; KYW, Philadelphia, Pa.; KDKA, Pittsburgh, Pa.		

NATIONAL BROADCAST SALES LTD.

<i>Toronto</i> —25 King Street, West.....	ELgin	1165
Roy H. Thomson, President; R. A. Leslie, Toronto Office Manager.		
<i>Montreal</i> —660 St. Catherines St., West.....	Harbour	3051
Roy Hoff, Manager.		
<i>Stations</i> —CKEY, Toronto, Ont.; CJAD, Montreal, Que.; CJCH, Halifax, N. S.; aCKWS, Kingston, Ont.; CHEX, Peterborough, Ont.; CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CKRN, Rouyn, Que.; CKVD, Val d'Or, Que.; CHAD, Amos, Que.; CFP, Port Arthur, Ont.		

NEW ENGLAND RADIO ADVERTISING COMPANY

<i>Boston</i> —507 Statler Building.....	Hubbard	3225
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NORTHERN BROADCAST SALES

<i>Toronto</i> —Bank of Commerce Bldg.....	Elgin	1165
R. A. Leslie, Manager; N. D. Brown, C. E. Wingrove.		
<i>Montreal</i> —310 Keefer Bldg.....	Harbour	3051
Roy Hoff, Manager.		
<i>Stations</i> —CKWS, Kingston, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CKGB, Timmins, Ont.; CKRN, Rouyn-Noranda, Que.; CKVD, Val D'Or, Que.; CHAD, Amos (Northern Quebec Broadcasting System).		

NORTHWEST RADIO ADVERTISING CO.*

<i>Seattle</i> —American Bldg.	Elliot	5488
Edwin A. Kraft, General Manager; W. L. Paul, Assistant Manager.		

* Did not answer questionnaire.

PAN AMERICAN BROADCASTING COMPANY

(Latin-American and Foreign Station Representative)

<i>New York City</i> —330 Madison Avenue, (17), E. Bernald, Manager.....	Murray Hill	2-0811
<i>Chicago</i> —228 North La Salle St., F. R. Jones, Manager.....	State	5096
<i>Cleveland</i> —1635 East Twenty-Fifth St., Alonzo Hawley.....	Prospect	2922
<i>Hollywood</i> —6362 Hollywood Blvd., H. O. Griffith.....	Granite	1726
<i>San Francisco</i> —681 Market St., S. P. LaDue.....	Douglas	4475
<i>Seattle</i> —White Bldg., Hal Pearce.....	Main	6626

Stations: Argentina: Red Argentina de Emisoras Splendid (11-station network) Bolivia: CP2, La Paz; British Guiana: ZFY, Georgetown; Chile: Cooperativa Vitalicia (7-station network); Columbia: Radio Continental (4-station network); Costa Rica: TIPG, San Jose; Dominican Republic: HIN, Ciudad Trujillo; Ecuador: HCIBF, Quito and HCRB, Guayaquil; El Salvador: YSP, San Salvador; Guatemala: TGW, Guatemala City; Haiti: HHW and HHBM, Port-au-Prince; Honduras: HRN, Tegucigalpa; Nicaragua: YNPS-YNDS, Managua; Panama: HP5J-HP6J, Panama City; Paraguay: ZP9-ZP1, Ascuncion; Peru: Compania Peruana de Radiodifusion (7-

station network) and OAX4A-OAX4T-OAX4Z, Lima; Puerto Rico: WIAC, San Juan; Montevideo; Venezuela: YV5RA-YV5RN, Caracas and YVIRA-YVIRV and (VIRK-YVIRL, Maracaibo; Newfoundland; VONF-VONG-VONH, St. Johns; KFQD, Anchorage, Alaska.

JOHN E. PEARSON COMPANY

<i>Chicago</i> —360 N. Michigan Avenue.....	Franklin	2359
John E. Pearson, Owner; Kay Fisher, Sales; Suzanne Masterson, Office Manager; Agnes Terrace, Secretary.		
<i>New York</i> —250 Park Ave.....	Plaza	8-2255
Hines H. Hatchett, Manager; John McSweeney, Salesman; Kay Kane, Office Mgr.; Florence Albus, Secretary.		
<i>Kansas City, Mo.</i> —Dierks Bldg.....	Grand	2144
Christine Mitchell, Secretary.		
<i>Stations</i> —WIRE, Indianapolis, Ind.; WAOV, Vincennes, Ind.; KDTH, Du- buque, Ia.; KSAL, Salina, Kans.; WEW, St. Louis, Mo.; KWTO, Springfield, Mo.; WLOL, St. Paul, Minn.; WIND, Chicago, Ill.; KLCN, Blytheville, Ark.; WCAR, Pontiac, Mich.; KGKL, San Angelo, Texas; KPLT, Paris, Texas; KBST, Big Spring, Texas; KRBC, Abilene, Texas; KCMC, Texarkana, Texas; WHBL, Sheboygan, Wisc.; KATE, Albert Lea-Austin, Minn.; KYSM, Man- kato, Minn.; KFVS, Cape Girardeau, Mo.; KHMO, Hannibal, Mo.; WKRO, Cairo, Ill.; WSPB, Sarasota, Fla.; KOAM, Pittsburgh, Pa.; WBIR, Knoxville, Tenn.; KTEM, Temple, Tex.; KCMO, Kansas City, Mo.; KWNQ, Winona, Minn.; KWOC, Poplar Bluffs, Mo.; WINK, Ft. Myers, Fla.; WOV, New York, N. Y.; WCMI, Ashland, Ky.; KFDA, Amarillo, Tex.; KGKB, Tyler, Tex.; WLAK, Lakeland, Fla.; WLAP, Lexington, Ky.; KCRC, Enid, Okla.; KRRV, Sherman, Tex.; KVWC, Vernon, Tex.; Southern Minnesota Radio Network.		

JOHN H. PERRY ASSOCIATES

<i>New York</i> —310 East 45th St., (17).....	Murray Hill	4-1647
William K. Dorman, Manager; W. T. Kelly, W. T. Reither.		
<i>Chicago</i> —122 S. Michigan Avenue, O. J. Ranft, Manager.....	Harrison	8085
<i>Detroit</i> —7338 Woodward Avenue, J. J. Higgins, Manager.....	Madison	0790
<i>Atlanta</i> —1220 Rhodes-Haverty Bldg., Mrs. Alice S. Grant, Manager.....	Walnut	1334
<i>Philadelphia</i> —12 South 12th St., Robert Hitchings, Manager.....	Walnut	3555
<i>Stations</i> —WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLP, Panama City, Fla.; WCOA, Pensacola, Fla.		

EDWARD PETRY & COMPANY, INC.

<i>New York City</i> —17 East 42nd Street.....	Murray Hill	2-4401
Edward Petry, President; Henry Christal, Secretary-Treasurer; Henry Ring- gold, Albert Young, Jr., Mason McGuire, Lloyd George Venard, Volney F. Righter, John Harrington, James O. Parsons, Jr., Max Everett.		
<i>Chicago</i> —400 N. Michigan Avenue.....	Delaware	8600
Edward Voynow, Vice-President; John Ashenhurst, Robert Boneil, James L. Thompson, Irvin Gross, Buell Herman.		
<i>Detroit</i> —General Motors Bldg.....	Madison	1035
William Cartwright.		
<i>San Francisco</i> —Russ Bldg., Earle H. Smith.....	Garfield	4010
<i>Los Angeles</i> —601 W. 5th Street, Chester Matson.....	Michigan	8729
<i>St. Louis</i> —Shell Bldg., George Kercher.....	Chestnut	7191
<i>Stations</i> —KARK, Little Rock, Ark.; KARM, Fresno, Cal.; KFI, Los Angeles, Calif.; KQW, San Francisco, Calif.; WICC, Bridgeport, Conn.; WSB, Atlanta, Ga.; KFH, Wichita, Kans.; WHAS, Louisville, Ky.; WSMB, New Orleans, La.; WBAL, Baltimore, Md.; WNAC, Boston, Mass.; WLLH, Lowell, Mass.; WMAS, Springfield, Mass.; WAAB, Worcester, Mass.; WJR, Detroit, Mich.; KSTP, St. Paul, Minn.; WDAF, Kansas City, Mo.; KFAB, Lincoln, Nebr.; KOIL, Omaha, Nebr.; WBEN, Buffalo, N. Y.; WAGE, Syracuse, N. Y.; WGAR, Cleveland, Ohio; KVOO, Tulsa, Okla.; KGW, Portland, Ore.; WEAN, Providence, R. I.; WSM, Nashville, Tenn.; WFAA, Dallas, Texas; KGKO, Ft. Worth-Dallas, Texas; WBAP, Fort Worth, Texas; KPRC, Hous- ton, Texas; WOAI, San Antonio, Texas; KSL, Salt Lake City, Utah; WTAR, Norfolk, Va.; WRNL, Richmond, Va.; KOMO, Seattle, Wash.; KHQ, Spo- kane, Wash.; KGA, Spokane, Wash.; WTMJ, Milwaukee, Wisc.; Texas Qual- ity Network; Yankee Network, KFOR, Lincoln, Neb.; KTBS, Shreveport, La.		

STATION REPRESENTATIVES

RALPH L. POWER

(Australian Representative)

Los Angeles—405-7 Van Nuys Bldg. (14).....Madison 5617
Station—Representation of stations in Australia, New Zealand and South Africa.

RADIO ADVERTISING CO.

New York—521 Fifth Avenue (17).....MUrray Hill 2-2170-1
 Louis J. F. Moore, Manager.
Chicago—333 N. Michigan Avenue (1).....Central 1742-3
 M. J. McGeehan, Manager.
Detroit—28 W. Adams Ave. (26), Robert Baines, Mgr.....Cherry 8321
San Francisco—Russ Bldg. (4), David H. Sandeberg, Manager.....Exbrook 2093
Los Angeles—707 South Hill St. (14), J. Leslie Fox.....Vandike 1901
Stations—KROC, Rochester, Minn.; WJNO, W. Palm Beach, Fla.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WCLE, Cleveland, Ohio; WHKC, Columbus, Ohio; WTOL, Toledo, Ohio; WMBS, Uniontown, Pa.; WKAT, Miami Beach, Fla.; WAAT, Newark, N. J.; WHKK, Akron, O.

RADIO CENTRE LIMITED

Toronto—74 Wellington St., West.....WAverly 2036
 D. Spencer Grow, Manager.
Station—CJCJ, Calgary, Alberta.

RADIO REPRESENTATIVES, LTD.

Toronto—4 Albert Street.....WAverly 6151
 J. Slatter, General Manager.
Montreal—337 Dominion Square Bldg., W. Dippie, Mgr.....HARbour 7811
Stations—CFCN, Calgary, Alta.; CJCJ, Calgary, Alta.; CFRN, Edmonton, Alta.; CKNW, New Westminster, B. C.; CKMO, Vancouver, B. C.; CKPR, Fort William, Ont.; CHGS, Summerside, P. E. I.; CKCH, Hull, Que.; KCV, Quebec City, Que.; CHLN, Three Rivers, Que.; CHLT, Sherbrooke, Que.; CFQC, Saskatoon, Sask.

RADIO SALES

(The SPOT Broadcasting Division of the Columbia Broadcasting System)

New York—485 Madison Avenue.....Wickersham 2-2000
 Howard S. Meighan, Eastern Sales Manager; E. J. Heerd, Jr., Sales Service Manager; Chas. H. Smith, Supervisor of Research; Dick Dorrance, Promotion Director; Alice Santti, Mgr., Clearance Dept.; Herbert A. Carlborg, G. R. Dunham, Jr., Wilbur Edwards, A. H. Flaten, Don Miller, Roy F. Shults, George L. Moscovics, Gordon Owen.
Chicago—410 N. Michigan Avenue.....Whitehall 6000
 J. Kelly Smith, General Sales Manager; Roger Huston, Western Sales Manager; Sangstrom Hettler, Ted McLoney, J. M. Ward, Wm. Parker.
St. Louis—Mart Bldg., Carter Ringlep, Sales Manager.....Central 8240
Charlotte, N. C.—Wilder Bldg., Royal Penny, Sales Manager.....Charlotte 3-8833
San Francisco—Palace Hotel.....Yukon 1700
 Ole G. Morby, Sales Manager for Northern California & the Northwest.
Los Angeles—Columbia Square.....Hollywood 1212
 Meredith Pratt, Sales Manager for Southern California.
Stations—WAPI, Birmingham, Ala.; KNX, Los Angeles, Calif.; WTOP, Washington, D. C.; WBBM, Chicago, Ill.; WEEI, Boston, Mass.; WCCO, Minneapolis-St. Paul, Minn.; KMOX, St. Louis, Mo.; WABC, New York, N. Y.; WBT, Charlotte, N. C.; Columbia California Network; Columbia New England Network; Columbia Pacific Network.

WILLIAM G. RAMBEAU COMPANY

<i>Chicago</i> —360 N. Michigan Ave.....	Andover	5566
William G. Rambeau, Owner; Mary S. Rudd, John R. Livingston, Ila Shaw.		
<i>New York City</i> —Chanin Bldg.....	LExington	2-1820
Paul S. Wilson, Manager; Helen Shatsick, Dorothy P. Phillips.		
<i>Los Angeles</i> —5833 Fernwood Ave., Fred L. Allen, Manager.....	Granite	3636
<i>Stations</i> —KTKC, Visalia, Calif.; KFMB, San Diego, Calif.; KJBS, San Francisco, Calif.; KMYR, Denver, Colo.; WNAB, Bridgeport, Conn.; WATR, Waterbury, Conn.; KBUR, Burlington, La.; WJEJ, Hagerstown, Md.; WDSM, Duluth-Superior, Minn.; WDGY, Minneapolis, Minn.; WIL, St. Louis, Mo.; WJTN, Jamestown, N. Y.; WHN, New York, N. Y.; WHEB, Portsmouth, N. H.; WRAW, Reading, Pa.; WHBQ, Memphis, Tenn.; KEVR, Seattle, Wash.; KFVB, Los Angeles, Calif.; KBON, Omaha, Neb.; KFUN, Las Vegas, N. M.; WFCL, Pawtucket, R. I.; WTSP, St. Petersburg, Fla.; WCLO, Janesville, Wisc.; KBIZ, Ottumwa, Ia.; WNBH, New Bedford, Mass.; WOCB, Cape Cod, Mass.; WTAW, College Station, Tex.		

PAUL H. RAYMER CO.

<i>Chicago</i> —435 N. Michigan Avenue (11).....	Superior	4473
Paul H. Raymer, Walter I. Tenney, Richard F. Kopf, Alan H. Schroeder.		
<i>New York</i> —366 Madison Avenue (17).....	Murray Hill	2-8689
Fred C. Brokaw, Peirce L. Romaine, Paul Tiemer, Garfield C. Packard.		
<i>Detroit</i> —28 W. Adams St. (2), Robert B. Rains.....	Cherry	8321
<i>San Francisco</i> —Russ Bldg. (4), David H. Sandeberg.....	Exbrook	2093
<i>Los Angeles</i> —707 South Hill St. (14), J. Leslie Fox, Walter O. Miles.....	Vandike	1901
<i>Stations</i> —WBRC, Birmingham, Ala.; KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; KERN, Bakersfield, Calif.; KXO, El Centro, Calif.; KMJ, Fresno, Calif.; KMPC, Los Angeles, Calif.; KFBK, Sacramento, Calif.; KFSD, San Diego, Calif.; KTMS, Santa Barbara, Calif.; KWG, Stockton, Calif.; WDRC, Hartford, Conn.; WDEL, Wilmington, Del.; WSBT, South Bend, Ind.; KWFT, Wichita Falls, Kans.; WGAN, Portland, Me.; WCAO, Baltimore, Md.; WTAG, Worcester, Mass.; Michigan Radio Network; WXYZ, Detroit, Mich.; WOOD, Grand Rapids, Mich.; KWK, St. Louis, Mo.; WHK, Cleveland, Ohio; KOH, Reno, Nev.; WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WKBN, Youngstown, Ohio; KEX, Portland, Ore.; WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.; WORK, York, Pa.; WPRO, Providence, R. I.; WODD, Chattanooga, Tenn.; WLAC, Nashville, Tenn.; WRVA, Richmond, Va.; KJR, Seattle, Wash.; Arizona Broadcasting Co.; McClatchy Bee Line; Tri-Penn Group; WJJD, Chicago, Ill.; WSAI, Cincinnati, O.; WINS, New York, N. Y.; WCAU, Philadelphia, Pa. (Pacific).		

REGIONAL RADIO SALES COMPANY

<i>Chicago</i> —360 N. Michigan Avenue.....	Central	6595
George Clifford, Partner.		
<i>Milwaukee</i> —231 W. Wisconsin.....	Br.	2579
Myles H. Johns, Sr., Partner; Winifred Land, assistant to Mr. Johns.		
<i>Stations</i> —WOSH, Oshkosh, Wisc.; WRJN, Racine, Wisc.; WOMT, Manitowoc, Wisc.; WIGM, Medford, Wisc.; KGDE, Fergus Falls, Minn.; KVOX, Moorhead, Minn.; WHAT, Philadelphia, Pa.		

VIRGIL REITER & CO.

<i>Chicago</i> —400 N. Michigan Ave. (11).....	Superior	5072
Virgil Reiter, Jr., Owner.		
<i>Stations</i> —WIBX, Utica, N. Y.; WCAU, Philadelphia, Pa.		

"RHC—CADENA AZUL"

<i>New York</i> —220 West 42nd Street.....	WIsconsin	7-1166
Humberto D. Gonzalez, U. S. Representative.		
<i>Stations</i> —Long Wave: CMAN, Pinar Del Rio, Cuba; CMCY, Habana, Cuba; CMHI, Santa Clara, Cuba; CMJN, Camaguey, Cuba; CMKV, Holguin, Cuba; CMKN, Santiago de Cuba, Cuba; Short Wave: COCY, Habana, Cuba; COHI, Santa Clara, Cuba. Note—All these stations are owned by the Cuban Blue Network, RHC Cadena Azul, (affiliated with the Columbia Broadcasting System).		

SEARS & AYER, INC.

<i>Chicago</i> —612 N. Michigan Ave.....	Superior	8177
B. H. Sears, President; A. T. Sears, Secretary-Treasurer.		
<i>New York City</i> —295 Madison Ave., P. Joseph Bogner, Jack Martin.....	LExington	2-0772
<i>Kansas City</i> —15 W. 10th St., Wm. Temple, Mgr.....	Victor	0021

STATION REPRESENTATIVES

<i>Hollywood</i> —6362 Hollywood Blvd., Homer Griffith, Mgr.....	Granite	6113
<i>San Francisco</i> —681 Market St., Edith Olson.....	Douglas	4475
<i>Portland</i> —Studio Bldg. (5), James McLoughlin, Mgr.....	Beacon	4107
<i>Seattle</i> —318 Douglas Bldg., R. G. Chastain, Mgr.....	Elliot	3300
<i>Stations</i> —WHMA, Anniston, Ala.; WJBY, Gadsden, Ala.; WMOB, Mobile, Ala.; WMSD, Muscle Shoals, Ala.; WHBB, Selma, Ala.; WKEU, Griffin, Ga.; WMTV, East St. Louis, Ill.; WGIL, Galesburg, Ill.; WCBS, Springfield, Ill.; KTSW, Emporia, Kans.; WSON, Henderson, Ky.; WHOP, Hopkinsville, Ky.; WPAD, Paducah, Ky.; WHDF, Calumet-Houghton, Mich.; WJMS, Ironwood, Mich.; WGCM, Biloxi-Gulfport, Miss.; WCBI, Columbus, Miss.; WFOR, Hattiesburg, Miss.; KWOS, Jefferson, Mo.; WMBH, Joplin, Mo.; WTMV, East St. Louis, Ill.; WGH, Galesburg, Ill.; WCB, Springfield, Ill.; KORN, Fremont, Nebr.; KGFV, Kearney, Nebr.; WBTA, Batavia, N. Y.; WLPM, Suffolk, Va.; WATW, Ashland, Wisc.; KDFN, Casper, Wyo.; KPOW, Powell, Wyo.; KWYO, Sheridan, Wyo.; KWFC, Hot Springs, Ark.; WJBC, Bloomington, Ill.; WROX, Clarksdale, Miss.; WELO, Tupelo, Miss.; KTTS, Springfield, Mo.; WATN, Watertown, N. Y.		

SPOT SALES, INC.

<i>New York</i> —400 Madison Avenue.....	ELdorado	5-5040
Loren L. Watson, President; Fred Wester, District Manager; Bill Ewing, Acct. Exec.; Griff Thompson, Special Operations.		
<i>Chicago</i> —360 N. Michigan Ave.....	Franklin	8520
Edgar H. Twamley, District Mgr.; Willie Kissick, Eloise Heath.		
<i>San Francisco</i> —5 Third St., John Livingston, Dist. Mgr.....	EXbrook	3558
<i>Hollywood</i> —1650 Cosmo St., John Livingston, Dist. Mgr.....	Hollywood	8318
<i>Stations</i> —WABI, Bangor, Me.; WCAP, Atlantic City, N. J.; WENT, Gloversville, N. Y.; WGPC, Albany, Ga.; WHB, Kansas City, Mo.; WHYN, Holyoke, Mass.; WMFF, Plattsburgh, N. Y.; WBSA, York, Pa.; WSTV, Steubenville, O.; KBON, Omaha, Neb.; KGER, Long Beach, Cal.; KICA, Clovis, N. M.; KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska; KYA, San Francisco, Cal.; WATL, Atlanta, Ga.; WRBL, Columbus, Ga.; WTBO, Cumberland, Md.; WHDH, Boston, Mass.; WTTM, Trenton, N. J.; WAKR, Akron, Ohio; WCED, DuBois, Pa.; WHJB, Greensburg, Pa.; WKST, New Castle, Pa.; WIBG, Philadelphia, Pa.; KQV, Pittsburgh, Pa.; WMPS, Memphis, Tenn.		

STOVIN & WRIGHT

<i>Toronto</i> —1402 Victory Bldg.....	ADelaide	9184
H. N. Stovin, Partner; C. W. Wright, Partner; W. Enger, J. Knox, G. Arnot.		
<i>Montreal</i> —608 Keefer Bldg., J. R. Pearcey, Mgr.....	Plateau	8749
<i>Winnipeg</i> —A. J. Messner, Manager, c/o Radio Station CKY.....	Winnipeg	92191
F. Ward, S. L. Irwin.		
<i>Stations</i> —CJOR, Vancouver, B. C.; CKLN, Nelson, B. C.; CFPR, Prince Rupert, B. C.; CFAR, Flin Flon, Man.; CKX, Brandon, Man.; CKY, Winnipeg, Man.; CKCW, Moncton, N. B.; CHSJ, Saint John, N. B.; CFBR, Brockville, Ont.; CHML, Hamilton, Ont.; CKCR, Kitchener, Ont.; CFPL, London, Ont.; CKCO, Ottawa, Ont.; CFOS, Owen Sound, Ont.; CHPS, Parry Sound, Ont.; CHOV, Pembroke, Ont.; CKLW, Windsor, Ont.; CKAC, Montreal, Que.; CJBK, Rimouski, Que.; CHGB, Ste. Anne de la Pocatiere, Que.; CJRL, Kenora, Ont.; CJGX, Yorktown, Sask.		

TAYLOR—HOWE—SNODEN RADIO SALES

<i>Amarillo, Texas</i> —Radio Building.....	Amarillo	4242
Alex Keese, General Manager; O. L. Ted Taylor, Gene Howe, T. E. Snowden, Partners.		
<i>Chicago</i> —360 North Michigan (1), Tom Peterson, Mgr.....	State	5260
<i>Dallas</i> —806 Tower Petroleum Bldg., C. Melville, Mgr.....	Riverside	5663
Guy Bradford, Assistant Manager.		
<i>New York City</i> —19 W. 44th St., Jack Keasler, Mgr.....	MU	2-2485
<i>San Francisco</i> —681 Market St. (28).....	Garfield	5512
<i>Hollywood</i> —6362 Hollywood Blvd. (28).....	Granit	6113
<i>Seattle</i> —2101 Smith Tower.....	Elliot	7417
<i>Stations</i> —KGNC, Amarillo, Texas; KFYO, Lubbock, Texas; KTSA, San An-		

tonio, Texas; KRGV, Weslaco, Texas; KFDM, Beaumont, Texas; KTOK, Oklahoma City, Okla.; KRMD, Shreveport, La.; The Lone Star Chain; The Oklahoma Network.

WILLIAM M. TEMPLE

Kansas City, Mo.—15 W. Tenth Street.....Victory 0021

TEXAS DAILY PRESS LEAGUE, INC.

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New York—60 East 42nd St., Lowell W. Brown, Manager.....Murray Hill 6-1788
Chicago—360 N. Michigan Ave., Don B. Milliken, Manager.....Franklin 5241
St. Louis—915 Olive St., Fred J. Wright, Manager.....Chestnut 1965
San Francisco—155 Sansome St., R. J. Birch, Manager.....Davenport 4164

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San Francisco—Russ Bldg., Edward S. Townsend, Owner.....Exbrook 2164
Stations—WIOD, Miami, Fla.; WOR, New York, N. Y.

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Stations—WBTM, Danville, Va.; WLVA, Lynchburg, Va.; WLSL, Roanoke, Va.

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Chicago—360 North Michigan Ave., Hal Holman.....State 5262
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Los Angeles—568 Chamber of Commerce Bldg., Walter Biddick.....Richmond 6184
Stations—KFXJ, Grand Junction, Colo.; KFKA, Greeley, Colo.; KSEI, Pocatello, Ida.; KTFI, Twin Falls, Ida.; WABI, Bangor, Me.; KGIR, Butte, Mont.; WJAG, Norfolk, Nebr.; KGNF, North Platte, Nebr.; KLPM, Minot, N. D.; WICA, Ashtabula, Ohio; KABR, Aberdeen, S. D.; KOTA, Rapid City, S. D.; Z-Bar Net (KGIR, Butte, Mont.; KPFA, Helena, Mont.; KRBM, Bozeman, Mont.); WOLF, Syracuse, N. Y.; WBRK, Pittsfield, Mass.; WAIR, Winston-Salem, N. C.; WLBC, Muncie, Ind.; KOCY, Oklahoma City, Okla.; KGBS, Harlingen, Texas; KAWD, Brownwood, Texas; KXL, Portland, Ore.; KFBY, Spokane, Wash.; The Tobacco Network, North Carolina.

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Detroit—General Motors Bldg., Charles M. Adell, Manager.....Madison 6366
Boston—Statler Bldg., Dana Baird, Manager.....Hubbard 5677
Hollywood—6253 Hollywood Blvd., Lincoln P. Simonds, Manager.....Hillside 8611
San Francisco—Mark Hopkins Hotel, Lincoln P. Simonds, Manager.....Yukon 1899
Stations—KSFO, San Francisco, Calif.; WTIC, Hartford, Conn.; WWDC, Washington, D. C.; WMBR, Jacksonville, Fla.; WSUN, St. Petersburg, Fla.; WSOY, Decatur, Ill.; WTAX, Springfield, Ill.; WHBU, Anderson, Ind.; WEOA, Evansville, Ind.; WGBF, Evansville, Ind.; WHOT, South Bend, Ind.; WBOW, Terre Haute, Ind.; KGLO, Mason City, Ia.; KGGF, Coffeyville,

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David F. Crosier, Manager; W. S. Clark.

Hollywood—6362 Hollywood Blvd., Homer O. Griffith. Granite 6113

San Francisco—681 Market St., E. Olson, Mgr. Garfield 5512

Seattle—318 Douglas Bldg., R. G. Chastain, Mgr. Elliott 3300

Portland (Ore.)—Studio Bldg., James McLoughlin, Mgr. Beacon 4107

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Robert S. Russell, Manager; Dorothy Warner, Secretary.

Stations—CKLW, Detroit, Mich.; CKX, Brandon, Man., Canada; CHML, Hamilton, Ont.; CJAD, Montreal, Que.; CKAC, Montreal, Que.; CFRB, Toronto, Ont.; CHUM, Toronto, Ont.; CJOR, Vancouver, B. C.; CKY, Winnipeg, Man.



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 ABP . . . Associated Business Papers
 ANPA . . . American Newspaper Publishers' Association
 APA . . . Agricultural Publishers' Association
 FAAG . . . First Advertising Agency Group
 NOAB . . . National Outdoor Advertising Bureau
 OAAA . . . Outdoor Advertising Association of America, Inc.
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TrafficJean Gose
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Branch Office

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Phone Raymond 0845

ManagerWalter Winius
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Asst. Radio Dir.....Rita White Hennessy
Radio Accounts Placed—Falls City Brew-
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macher & Co. (national spot), Dry Dock
Savings Institution (local).

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Pineapple Co., Dr. Hess & Clark, Illinois
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Radio Producer.....J. F. Higgins
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Radio Accounts Placed—Dr. W. L. Wilson, Seidlitz Paint & Varnish Co., Diesel Power Engineering School, Manor Baking Co., Chevrolet Dealers of Kansas City, The Sodiphene Co., Pla-Mor Amusement Co., Kansas City Public Service Co., W. B. Duke Beverage Co., C. H. Stein-Mans Mfg. Co., National Protective Insurance Co., Nourse Oil Co., Sweeney Trade Schools, Inc., Nourse Oil Co., Mid-West Wool Co-op.

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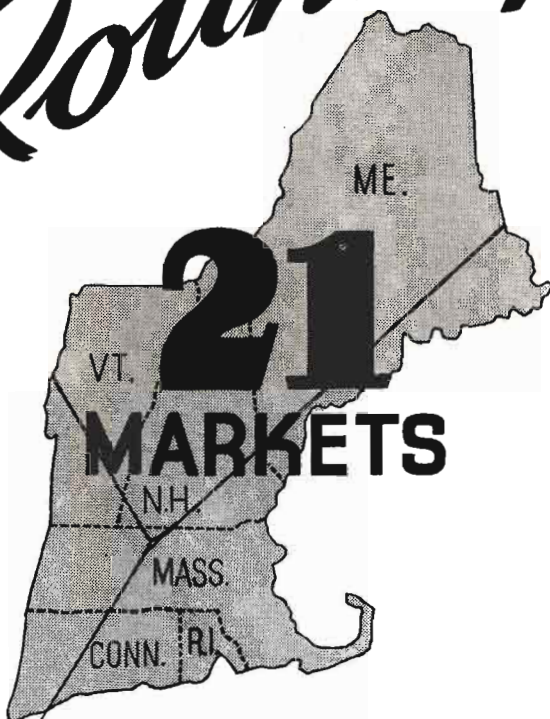
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Assistant Treasurer.....Carlos Justiz
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Vice-President & Treasurer..F. R. Feland
Chairman of Board.....Alex Osborn
General Manager & Vice-President,

B. C. Duffy
Executive Vice-President for Western Offices
John C. Cornelius
Vice-President-Director of Radio,

Arthur Pryor, Jr.
Asst. Director of Radio...Oliver M. Presbrey
Radio Research.....Harry I. Woodworth
Radio Merchandising.....Jack Moore
Local Radio Mgr.....Gertrude Scanlan
Chief Story Editor.....George Kondolf

Radio Producers and Writers:
David White, Kenneth Webb, Edwin
Marshall, Walter Tibbals, Russell Am-
bruster, Gladys Franklin, Robt. La Bour,
Chet Gierlach, Josephine Lyons, Ted
Long, Ann Bastow.

Business Manager,
Radio Dept.....Frank Silvernail
Time Buyers.....Jim Moore,
Elenore Scanlan, Robert Milan, Kath-
erine V. Winn

Publicity.....Wm. Maloney
Television.....F. A. Long

Branch Offices

919 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 9200

Vice-President.....R. B. Barton
Rand Bldg., Buffalo 3, N. Y.
Phone Cleveland 7915

Vice-President.....Stanley P. Irvin
Grant Bldg., Pittsburgh 19, Pa.
Phone Grant 8060

Vice-President.....Leon D. Hansen
20 Providence St., Boston 16, Mass.
Phone Hubbard 0430

Vice-President.....Francis W. Hatch
Northwestern Bank Bldg., Minneapolis 2,
Minn.
Phone Bridgeport 8881

Vice-President.....H. H. Haupt
Executive Vice-President...John C. Cornelius
1515 Terminal Tower, Cleveland 13, Ohio
Phone Prospect 3621

Vice-President.....C. L. Davis
1680 N. Vine St., Hollywood 28, Calif.
Phone Hollywood 7337

Vice-President.....Wayne Tiss
Russ Bldg., San Francisco 4, Calif.
Phone Garfield 1017

Vice-President.....Charles H. Ferguson
Pacific Mutual Bldg., Los Angeles 14, Calif.
Phone Michigan 1354

Vice-President.....W. B. Geissinger
New Center Bldg., Detroit 2, Mich.
Phone Madison 4816

Manager.....F. Plummer Whipple

Radio Accounts Placed—American Steel &
Wire Co., Armstrong Cork Co., Boston Edi-
son Co., The Boston Globe, Corning Glass
Works, Cream of Wheat Corp., Cresta Blanca
Wine Co., Dubonnet Corp., E. I. du Pont
de Nemours & Co., Ethyl Corp., First Na-
tional Bank of Boston, Fort Pitt Brewing
Co., Gamble Stores, General Baking Co.,
General Electric Co., Golden State Co., Ltd.,
B. F. Goodrich Co., Hart Schaffner & Marx,
Hoffman Beverage Co., Household Finance
Corp., Lyon Van & Storage, Marine Trust
Co. of Buffalo, Minneapolis Brewing Co.,
Murine Co., Nehi Corp., North American
Aviation, Inc., North Star Woolen Mills,
Northwest Airlines, Inc., Northwestern Bell
Telephone Co., N. Y. Telephone Co., Par-T-
Pak, Penick & Ford, Ltd., Reader's Digest
Assn., F. & M. Schaefer Brewing Co., E. R.
Squibb & Sons, Serval, Inc., Southern New
England Telephone Co., Standard Oil Co.
of Calif., Tennessee Coal, Iron & R. R. Co.,
United Fruit Co., William Underwood Co.,
Wildroot Co., Western Auto Supply Co.,
Waitt & Bond.

Television Accounts Placed—The William
Carter Co., Reader's Digest Assn., Liberty
Mutual Ins. Co.

BENNETT, WALTHER & MENADIER, INC.

69 Newbury St., Boston, Mass.
Phone Kenmore 3820

Officers

PresidentNelson Bennett
Vice-President.....Frederick P. Walther, Jr.
Treasurer.....Royal W. Leith
SecretaryDorothy Dodge

Radio Accounts Placed—Washburn Candy
Co., Hudson Coal Co.

BENTON AND BOWLES, INC.

444 Madison Ave., New York 22, N. Y.
Phone Wickersham 2-0400
AAAA—ANPA—PPA—ABP

Officers

Chairman of Board.....Atherton W. Hobler
President.....Clarence B. Goshorn
Executive Vice-Pres....William R. Baker, Jr.
Secy..Treas.....Edward R. Beach

Radio Dept.

Vice-Pres. in Charge of Radio..Walter Craig
Adm. Assistant.....Marion Connolly
Business Manager.....Charles Gannon
Supervisor of Daytime Radio..Kirby Hawkes
Script Editor.....Roy Bailey
Casting Director.....Rita Dugan
Vice-Pres..Media.....H. H. Dobberteen
Time Buyer.....Roland Van Nostrand

FOR QUALITY
AP!

• • • **ADVERTISING AGENCIES** • • •

Spot Time Buyer.....Ruth Jones
 ProducersDon Cope,
 Leslie Harris, Keith MacLeod, Tom Mc-
 Dermott, Dodie Yates, Hugh Hole
 (Spots, hitchhikes, etc.)

Television Dept.

DirectorHerb Leder
Branch Office
 6253 Hollywood Blvd., Hollywood 28, Calif.
 Phone Hillside 9151

West Coast Representative.....Al Kaye
 Business Manager.....Betty Buckler
Radio Accounts Placed—General Foods
 Corp. (Maxwell House Coffee, Diamond
 Crystal Salt, Baker's Chocolate, Post Toasties,
 Certo, Log Cabin Syrup, Sure-Jell, Post's
 40% Bran Flakes, Post's Raisin Bran, Gaines
 Dog Food), Prudential Insurance Co., Pro-
 cter & Gamble Co. (Iory Snow, P. & G. White
 Laundry Soap).

**BERMINGHAM, CASTLEMAN &
 PIERCE, INC.**

136 East 38th St., New York 16, N. Y.
 Phone Lexington 2-7550
 ABP—ANPA—PPA—NOAB—APA—
 AAAA—PPA

Officers

PresidentArch Bermingham
 Executive Vice-President.....Stewart Wark
 Secretary-Treasurer.....Winston H. Hagen
 Radio Director.....George C. Castleman
 Television Dept.....Paul Wing
Radio Accounts Placed—Griffin Manufac-
 turing Co., Inc., Conti Products Corp., Frank
 H. Lee Co., Berst-Forster-Dixfield Co., E.
 Pritchard, Inc.

FRANK BEST & CO., INC.

9 Rockefeller Pl., New York, N. Y.
 Phone Circle 7-6760
 ABP—ANPA—PPA—PRB

Officers

PresidentFrank Best
 Vice-Presidents.....I. Marks, W. Taegen
 SecretaryV. R. Best
 Time Buyer.....A. H. Van Buren
Radio Accounts Placed—Geo. W. Helme
 Co., Prince George Hotel, C.O-Two Fire
 Equip. Co., Union News Co., Nassau Smelting
 & Refining Co.

THE BIOW CO., INC.

9 Rockefeller Plaza, New York 20, N. Y.
 Phone Circle 6-9300

Officers

President and Treasurer...Milton H. Biow
 Secretary.....Richard M. Biow
 Vice-President.....E. J. K. Bannart
 Vice-President.....L. W. Thomas
 Asst. to the President.....C. H. Wolfe

Radio Dept.

501 Madison Ave.

Business Manager.....Frank C. Barton, Sr.
 Director of Production.....Stanley Joseloff*
 Eastern Production Manager...Walter Lurie
 Talent Buyer.....Lucille Webster
 Time Buyer.....Maria White
 Bulova Station Relations.....C. A. Snyder
 Special Program Writer.....Edith Oliver
 Asst. to Business Mgr.....Stanley Pulver
 Program Coordinators....Betty Mandeville,
 Elizabeth Ready, Alfred Klingler
 Producers.....Harry Spears,
 Max Marcin, Hal Block

* Joined from Blue Network, March 15.

Hollywood Office

6111 Sunset Blvd., Hollywood, Calif.
 Chief of Radio Production (New York and
 Hollywood).....H. Calvin Kuhl
 Office Manager.....Maxine Anderson
 ProducersWilliam Spier,
 William Lawrence, Alton Rinker

San Francisco Office

485 California St., San Francisco, Calif
 ManagerJohn Alden
Radio Accounts Placed—The Procter and
 Gamble Co., Bulova Watch Co., Hillman
 Periodicals, Inc., Hills Brothers Co., Schen-
 ley Corp., Hunt Brothers Packing Co., San-
 Nap-Pak Co., Inc., M. & M. Candy Ltd.,
 Philip Morris & Co. Ltd., Inc., Lady Esther
 Co., Ltd., Eversharp, Inc.

THE BLACKSTONE COMPANY

221 W. 57th St., New York 19, N. Y.
 Phone Circle 7-7827

Officers

OwnerMilton Blackstone
 AssociateJack Steiner
 Manager.....Gladys B. Berju
 Copy Director.....Homer Millard
 Art Director.....Edward M. Hawkins
 Production Manager.....Harry Dobrin
 Space Buyer.....Belle Appelbaum
 Account Executives.....Charles Kondla,
 Robert Towers, Mortimer Curtis, Jean
 Epstein

Radio Dept.

Director of Radio.....Wm. T. Cavanagh
 Script Writers.....Jesse Sandler,
 Paul Zousmer

Time Buyer.....Sally Cavanagh
 Producer.....Wm. T. Cavanagh

Television Dept.

Note: Television activity under direction
 of William T. Cavanagh.

Radio Accounts Placed—The Brass Rail,
 Century Theatre Circuit, Copacabana, Fabri-
 kant Brothers (diamonds), Pedro & Olga
 Dance Studios, Rogers' Corner, Steuben
 Tavern, Crossroads, Zanzibar, Eureka Ship-

building Corp., Bernarr Macfadden Foundation, Hotels of Sullivan County, Unicorn Press.

THE BLAINE THOMPSON CO.

234 W. 44th St., New York 18, N. Y.
Phone, BRyant 9-2480
ANPA—PPA

Officers

President-Treasurer.....Myer Lesser
Vice-President.....John J. Shubert, Jr.
Vice-President.....Marlo Lewis
Radio Director.....Richard Ash
Copy Chief.....Budd Getschal

**W. EARL BOTHWELL
ADVERTISING AGENCY**

Standard Life Bldg., Pittsburgh 22, Pa.
Phone Court 6565
AAAA—ABP—ANPA—PPA

Officers

President.....W. Earl Bothwell
Secretary-Treasurer.....A. A. Logan
Radio Director.....H. B. Trautman
Time Buyer.....T. H. Black, Jr.
Asst. Radio Director.....Emily Wilson
Radio Accounts Placed—P. Duff & Sons,
Inc. (Duff's Baking Mixes).

**BOTSFORD, CONSTANTINE &
GARDNER**

115 SW 4th, Portland 4, Oregon
Phone Atwater 9541
AAAA — ANPA — PPA — ABP
SNPA—NOAB

Officers

President.....David M. Botsford
Treasurer.....Merle W. Manly
Secretary.....Frankie Coykendall
Vice-President.....C. P. Constantine

Branch Offices

Central Bldg., Seattle 4, Wash.
Phone Elliott 3523

Vice-President.....C. P. Constantine
Russ Bldg., San Francisco 4, Cal.
Phone Exbrook 7565

Vice-President.....Stanley G. Swanberg
629 So. Hope St., Los Angeles 14, Cal.
Phone Michigan 1427

Vice-President.....Hassel W. Smith
Empire State Bldg., New York 1, N. Y.
Phone PENnsylvania 6-7871

Radio Accounts Placed—Tillamook County
Creamery Assn.

STANLEY G. BOYNTON AGENCY

410-11 Fisher Bldg., Detroit 2, Mich.
Phone TRinity 1-2552
ABP—ANPA—PPA

President.....Stanley G. Boynton
Vice-President.....L. C. Boynton
Secretary.....V. V. Cory
Treasurer.....C. Taylor
Program Director, Asst. to Mr. Boynton,
Larry Payne

Traffic Manager.....Ruth Grinnewald
Radio Producer.....Larry Payne

Branch Offices

17 East 42nd St., New York, N. Y.
Phone MUrray Hill 2-0086

Radio Accounts Placed—Radio Bible Class,
Wesley Radio League, American Society of
Industrial Engineers, Old Fashioned Church
of the Air, Calvary Hour, Your Fellowship
Hour, First Church of the Nazarene—De-
troit, New World Coming, Highland Park
Baptist Church, Devotional Hour, Your Wor-
ship Hour, Chicago Evangelistic Institute,
Michigan Conference Seventh Day Adven-
tists, National Tennis Matches.

**THE J. CARSON BRANTLEY
ADVERTISING AGENCY**

O-N Building, Salisbury, N. C.
Phone 900

Officers

General Manager.....J. Carson Brantley
Treasurer.....Robt. C. Lyerly
Time Buyer.....A. N. Cheney
Radio Accounts Placed—Stanback Co., R. J.
Reynolds Tobacco Co. (Brown's Mule Plug
Tobacco), Duke Power Co., Owen Drug Co.

R. C. BRETH, INC.

310 Pine St., Green Bay, Wisc.
Phone Howard 134
ABP—ANPA—PPA

President.....R. C. Breth
Radio Accounts Placed—Home Mutuals In-
surance Co., Western States Mutual Auto Ins,
Co., Brillion Iron Works, Inc.

**BRISACHER, VAN NORDEN
& STAFF**

310 Crocker Bldg., San Francisco 4, Calif.
Phone Garfield 0276
ANPA—APA—PPA—NOAB

Officers

President.....Emil Brisacher
Vice-President.....R. T. Van Norden
Account Executive.....Charles H. Gabriel
Radio Time Buyer.....Marie Eaton
Radio Producers.....Gene Goldsmith,
Walton Purdom

Branch Offices

Petroleum Bldg., Los Angeles, Cal.
Phone Prospect 9368
250 Park Ave., New York, N. Y.
Phone, Plaza 8-1634

Vice-President.....R. T. Van Norden
Radio Accounts Placed—Acme Breweries,
West Coast Soap Co., Peter Paul, Inc.,
Moore's Clothing Co., Par Soap Co., The
Shasta Water Co., Sunset Magazine, Par-T-
Pak, Golden Grain Macaroni Co., S. & W.
Fine Foods, Nicholas Johnson (Photog-
raphers), Robert Wallace Furs.

ADVERTISING AGENCIES

BRESNICK & SOLOMONT

216 Tremont St., Boston 16, Mass.
 Phone Liberty 4732
 ABP—ANPA—PPA
Officers

Principal.....Oscar Bresnick
 Principal.....Chester L. Solomont
 Account Executives.....Joseph Blue,
 Arthur Cohen, George J. M. Riseman.
Radio Accounts Placed—Federal Savings &
 Loan Assn. of New England, Dawson's
 Brewery, Inc., M. Hoffman & Co.

BROADCASTING ADVERTISING CO.

3055 Wilshire Blvd., Los Angeles 5, Calif.
 Phone, EXposition 1339
Officers

Owners.....Van C. Newkirk
 Office Manager.....Betty Culbert
Radio Accounts Placed—Crew of Good
 Ship Grace, Inc., Floyd B. Johnson, Grace
 Dotson, Calvary Assembly.

BROOKS ADVERTISING AGENCY

416 W. 8th St., Los Angeles 14, Calif.
 Phone TRinity 0558
 ANPA—PPA
Officers

General Manager.....A. R. Brooks
 Secretary.....B. Brausberg
 Time Buyer.....A. R. Brooks
 Copy Chief.....Anne Miller
 Production.....M. Jackson
 Art Director.....A. L. Lee
 Acct. Exec.....Frank McMahon
 Copy.....Rose Kandell
Radio Accounts Placed—Bekins Moving &
 Storage, Citizens Nat'l Trust & Savings Bank,
 Bekins Van & Storage Co., Everest & Jen-
 nings, Golden West Products Co., Roland J.
 Laupel Co.

**BROOKE, SMITH, FRENCH &
 DORRANCE, INC.**

82 Hancock Ave., East, Detroit 1, Mich.
 Phone Columbia 0860
 52 Vanderbilt Ave., New York 17, N. Y.
 Phone Murray Hill 6-1800
 AAAA — ANPA — PPA — ABP
 APA — NOAB
Officers

Chairman of Board.....Sturges Dorrance
 President.....Willard S. French
 Secretary-Treasurer.....Guy C. Smith
 Vice-President.....Charles W. Brooke
 Vice-Presidents.....H. M. Overstreet,
 Henry E. Pengel, Jr., C. C. Wilmot, J. G.
 Williams, Walter C. Ayers, Blount Slade
 Manager, Media Dept.....Herbert R. Bayle
 Director of Research.....Walter C. Ayers

Director of Radio.....H. R. Bayle
Radio Accounts Placed—Detroit; Goebel
 Brewing Co., Hudson Motor Car Co., New
 York; State of Maine, Church & Dwight,
 Christmas Club.

D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit 2, Mich.
 Phone Trinity 2-8250
 AAAA—ANPA—ABP—NOAB
Officers

President-Treasurer.....D. P. Brother
 Vice-President.....C. Hatch, Jr.
 Secretary.....E. M. Reitz
 Director of Media.....Carl Georgi, Jr.
Radio Accounts Placed—AC Spark Plug &
 Oldsmobile Division of General Motors Sales
 Corp.

**FRANKLIN BRUCK ADVERTISING
 CORP.**

RKO Bldg., Rockefeller Center,
 New York, N. Y.
 Phone Circle 7-7661
 ANPA — PPA — APA
Officers

President.....Franklin Bruck
 Secretary and Radio
 Director.....M. J. Kleinfeld
 Vice-President.....Mort Heineman
 Radio Time Buyer.....Rae Elbroch
 Radio Traffic.....Milton Jurin
 Radio Production.....Howard Blake
 Research Director.....Jules Nathan
Radio Accounts Placed—North American
 Accident Insurance Co., Manhattan Soap
 Company, Johnson Candy Co., Fashion
 Frocks.

CHARLES BRUNELLE ADV. AGENCY

15 Lewis St., Hartford, Conn.
Officer

President.....Charles Brunelle
Radio Account Placed—Sage-Allen & Co.,
 Inc.

BUCHANAN & COMPANY, INC.

1501 Broadway, New York 18, N. Y.
 Phone MEdallion 3-3380
 AAAA — ANPA — PPA — ABP — SNPA
Officers

Chairman of Board, Treas....John Hertz, Jr.
 President.....T. S. Buchanan
 Vice-President.....Arthur Ramsdell
 Secretary.....A. Grace Barrett
 Dir. of Radio & Television...Martin Jones
 Assistant to Radio Dir.....Elise Bonnet
 Business Manager.....Nat Strom
 Television Dept.....Martin Jones,
 Patricia Sears

Branch Offices

919 No. Michigan Ave., Chicago 11, Ill.
Phone Superior 3047

Vice-President.....George Enzinger
427 West 5th St., Los Angeles 13, Cal.
Phone Mutual 6316

Vice-President.....Fred M. Jordan
155 Montgomery St., San Francisco 4, Calif.
Phone Yukon 2802

Manager.....Ray Randall
Radio Accounts Placed—The Texas Co.,
Paramount Pictures, Inc., Rainier Brewing
Co., Adam Hats.

**BUCHANAN-THOMAS
ADVERTISING CO.**

412 So. 19th St., Omaha 2, Nebraska
Phone AT 2125
ABP—ANPA—PPA

Officers

Partner.....C. C. Buchanan
Partner.....L. H. Thomas
Radio DirectorAdam Reinemund

LEO BURNETT COMPANY, INC.

360 North Michigan Ave., Chicago 1, Ill.
Phone Central 5959
AAAA—ANPA—PPA—ABP—SNPA

Officers

President.....Leo Burnett
Executive Vice-President.....R. N. Heath
SecretaryNaomi Burnett
Treasurer.....E. Ross Gamble
Vice-President.....DeWitt O'Kieffe
Vice-President.....John Olson
Vice-Pres.-Radio.....Frank W. Ferrin
Time Buyer.....Pauline Watros
Radio Producers.....Harry Eldred,
Arthur Jacobson, Don Bernard, Fred
Jacky

Radio Accounts Placed—Network: Pure
Oil Co., American Meat Institute, Jacques
Mfg. Co.; National Spot: Lumbermen's Mu-
tual Casualty Co., Brown Shoe Co., Pure
Oil Co., The Chicago Sun.

BERT BUTTERWORTH AGENCY

1606 N. Highland Ave.
Hollywood 28, California
Phone Hollywood 7263

BYER & BOWMAN

203 East Broad St., Columbus, Ohio
Phone Main 3276
ABP—ANPA—PPA

PartnersHerbert Byer,
Gus K. Bowman, Joel M. Burghalter

Radio Accounts Placed—The Skidoo Co.,
Ohio Laboratories, Inc., Berlou Mfg. Co.,
Budd & Co., War Finance Committee.

HAROLD CABOT & CO., INC.

24 Milk St., Boston 9, Mass.
Phone HANcock 7690
AAAA—ANPA—APA

Officers

President-Treasurer.....Harold Cabot
Executive Vice-President Henry W. Patterson
Vice-President.....Donald D. Douglass
Vice-President.....John E. Kennedy
Vice-President-Art Director George R. Griffin
Time Buyer.....Jacqueline Adams
Radio Accounts Placed—H. P. Hood &
Sons, Boston & Maine Railroad, The James
Hanley Co., Douglas Shoe Co.

CAHN-MILLER, INC.

413 N. Charles St., Baltimore 1, Md.
Phone Saratoga 4466-7

PPA
Officers

PresidentLouis F. Cahn
Vice-President.....C. LeRoy Miller
Account Exec.....George Gettman
Retail Dept.....Miss Hilda Stern

CALKINS & HOLDEN

247 Park Ave., New York, N. Y.
Phone Wickersham 2-6900
AAAA—ABP—ANPA—PPA—
PRB—SAAA—SNPA

Officers

Secretary-Treasurer.....R. P. Clayberger
Radio Program Mgr.....C. H. Miller
Asst. Manager.....T. H. Young

Branch Office

333 No. Michigan Ave., Chicago, Ill.
Radio Dept. Manager.....R. A. Washburn
Radio Accounts Placed—Van Camp's, Inc.,
Oakite Products, Inc.

**CAMPBELL-EWALD CO., INC.
(Eastern Division)**

10 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 7-6383
AAAA—ABP—ANPA—PPA—NOAB

Officers

President & Gen. Mgr.....F. D. Richards
Exec. Vice-President.....W. E. Blodgett
Vice-Presidents.....Duane W. Beurmann,
L. B. Dudley, T. Park Hay, J. L. Spencer,
Elmo Ecker, E. A. Elliott, W. A. McNabb
Space & Time Buyer.....E. A. Elliott
Radio Director.....R. F. Hackenger
Art Director.....W. A. McNabb
Research Director.....J. L. Spencer
Copy Director.....Sherwood King
Publicity Director.....Joseph A. Bond

Television Dept.

Chairman of Committee.....Elmo Ecker
Radio Accounts Placed—United States
Rubber Co., Vita Var Corp.

• • • **ADVERTISING AGENCIES** • • •

CAMPBELL-EWALD CO.

General Motors Bldg., Detroit 2, Mich.
 Phone Trinity 2-6200
 AAAA—ANPA—ABP—PPA—PRB—
 APA—ABC

Officers

President.....Henry T. Ewald
 Vice-Pres. & Gen. Mgr.....H. G. Little
 Radio Director.....M. A. Hollinshead
 Vice President-Media Director..J. J. Hartigan

Branch Offices

230 N. Michigan Ave.,
 Central 1946, Chicago, Ill.
 Vice-Pres. & Gen. Mgr.....E. W. Clements
 714 W. Olympic Blvd.
 Los Angeles, Cal.
 Richmond 6204

Vice-Pres.-Manager.....R. H. Crooker
Radio Accounts Placed—General Motors Corp., Consolidated Royal Chemical, Fould's Macaroni.

CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.
 Minneapolis 2, Minn.
 Phone ATlantic 3231

ANPA—PPA—APB—AAAA—SNPA—
 SAAA—PRB

Radio Dept.

Radio Director.....Louis M. Knopp
 Time Buyer.....Arthur H. Lund

Branch Office

1024 Palmolive Bldg.
 Chicago 11, Ill.
 Delaware 7553
Radio Dept.

Radio Director.....Wm. Ballinger
 Radio Copy.....Donald Gardner

THE CAPLES COMPANY

535 Fifth Ave., New York 17, N. Y.
 Phone LExington 2-0850
 ANPA—PPA—APA—NOAB

Officers

President.....R. C. Caples
 Vice-President.....Lynn B. Clarke
Radio Dept.

Director of Radio.....Maxine Keith
 Time Buyer.....Ruth D. Folster
 Producer.....Maxine Keith
Television Dept.

Director of Television.....Maxine Keith
Branch Offices
 225 East Erie St., Chicago, Ill.
 Phone Superior 6016

Vice-President.....R. N. Hartsing
 1504 Dodge St., Omaha, Nebr.
 Phone Jackson 1107
 Radio Department Head....Russell Rullman
 412 West Sixth St., Los Angeles, Calif.
 Phone Mutual 4143

Manager.....Arthur Caron
Radio Accounts Placed — American Express; Union Pacific Railroad; Chicago & North Western Railway; Railway Express Illinois Central.

CARTER ADV. AGENCY, INC.

609 Minnesota Ave., Kansas City, Kansas
 NAAN

Officers

President.....Charles W. Carter
 Vice-President.....Wm. G. Rowe
 Secy.-Treas.....Josephine Dahlin

Branch Office

912 Baltimore Ave., Kansas City, Mo.
Radio Accounts Placed—Helzberg's Jewelers), Rushton Baking Co., Marshall's Auto Stores, Inter-State Bldg. & Loan Association.

R. H. CARY, INC.

(formerly Cary-Ainsworth, Inc.)
 908-10 Liberty Bldg., Des Moines 9, Iowa
 Phone 4-0375

ABP—ANPA—PPA—APA

Officers

President.....R. H. Cary
 Secretary.....Evonne Kordick
 Treasurer.....R. H. Cary
 Art Dir. & Prod. Mgr.....R. M. Williamson
 Account Executive.....A. W. Little

Radio Dept.

Radio Director.....Fred A. Reed
 Chief Time Buyer.....R. H. Cary
 Time Buyer.....Evonne Kordick
Radio Accounts Placed—Chamberlain Sales Corp., Oelwein Chemical Co., Thompson Hybrid Corn Co., Tidy House Products Co., Hawkeye Casualty Co.

CASANAVE & PEARSON, INC.

1600 Broadway, New York 19, N. Y.
 Phone Circle 6-1647

Officers

President.....Chas. Casanave
 Vice-President.....Edward P. Casanave
 Vice-Pres. & Radio Dir.....C. H. Pearson
Radio Account Placed—Cooper Safety Razor Co.

CECIL & PRESBREY, INC.

247 Park Ave., New York 17, N. Y.
 Phone Wickersham 2-8200

ANPA—AAAA—PPA—APA—NOAB

Officers

Ch. Bd.....Chas. Presbrey
 Dir. of Radio, Tele., Public Relations,
 T. G. Sabin
Radio Accounts Placed—Block Dubb, G. Washington Instant Broth, Oyster Shell.

COWAN & DENGLER, INC.

527 Fifth Ave., New York 17, N. Y.
Phone MURray Hill 2-0940
ANPA — PPA — NOAB — APA

Officers

President.....Stuart D. Cowan
V.P., Secretary-Treasurer.....H. W. Dengler
Media Director-Time Buyer,
Miss A. Marie Maus
Office Manager.....William Erichs
Radio Accounts Placed—American Agricultural Chemical Co., Ebo Aircraft Corp., Isbrandsten-Boler Co., Inc.

THE CHERNOW COMPANY

350 Fifth Ave., New York 1, N. Y.
Phone, PENnsylvania 6-7037

NELSON CHESMAN COMPANY

Hamilton Trust Bldg., Chattanooga 8, Tenn.
Phone 6-4942
SNPA
Officers

Pres. & Treas.....Henry Tritschler
Vice-Pres.....John E. Fontaine
Time Buyer.....H. Tritschler
Radio Accounts Placed—The Chattanooga Medicine Co., Fleetwood Coffee Co., Southern Agriculturist.

THE CLEMENTS COMPANY, INC.

1601 Chestnut St., Philadelphia, Pa.
Phone RITTENhouse 0236

Officers

President-Treasurer.....I. W. Clements
Vice-President-Secretary...E. D. Masterman
Director of Radio.....Alice Clements
Radio Accounts Placed—Network: Modern Food Process Co., F. G. Vogt & Sons, Pharmaco, Inc., Hudson Coal Co., Horn & Hardart, Certified Milk Assn.

RUSSELL C. COMER ADVERTISING CO.

Land Bank Building, Kansas City, Mo.
Phone HARRison 3964
APA

Officers

President.....Russell C. Comer
Vice-President.....John C. Fehlandt
Secretary.....A. M. Rockie
Treasurer.....Cecil W. Trapp
Recording Engn.....F. Ries

THE CONNOR COMPANY

116 New Montgomery St.,
San Francisco 5, Cal.
Phone, YUKon 0196
APA—ABP

Officers

President.....Edward W. Connor
Exec. Vice-Pres.....Robert W. Conley
Treasurer.....Denis Muir

Production Manager.....Joan McAuliffe
Account Executives.....E. W. Connor,
Robert W. Conley, Denis Muir, Robert Kornfeld

COOLIDGE ADVERTISING CO.

308-311 Insurance Exchange, Des Moines, Ia.
Phone 2-0221

AAAA — ABP — ANPA — PPA — APA
Officers

President.....Paul Blakemore
Vice-President.....Henry Kroeger
Production Manager.....N. E. deReus

DON COUPER

441 Lexington Ave.
Phone, MURray Hill 2-2109

CRITCHFIELD & COMPANY

720 North Michigan Ave., Chicago 11, Ill.
Phone Superior 3061

ANPA — APA — PPA — NAOB
Officers

President.....Scott S. Smith
Secretary.....R. C. Scrymiger
Vice-President.....E. P. Nesbitt
Radio Director.....M. E. Blackburn
Radio Accounts Placed—Wheeling Steel Corp.

HERBERT CHASON COMPANY

232 Madison Ave., New York 16, N. Y.
MURray Hill 3-6336-7

ABP

Officers

President.....Herbert S. Chason
Radio Account Placed—Mack Drug Co.

C. P. CLARK, INC.

2411 West End Ave., Nashville, Tenn.
Phone 7-6602

ABP — ANPA — PPA — SNPA — NOAB
First Advertising Agency Group

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Secretary-Treasurer.....D. G. Goodwin

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630 Fifth Ave., New York 20, N. Y.
Phone CIRCLE 6-2800

SNPA

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Casting Director.....Isabel Olmstead
Publicity Director.....Virginia Travers

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 Radio Time Buyers.....Fred Apt,
 Harriet BeLille, Henry Clochessy, Jean
 Lawler
 Business Manager.....Helen Shervey
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 Asst. Television Directors....James Manilla,
 Jose Di Donato

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 Manager.....L. O. Holmberg
 New Center Bldg, Detroit, Mich.
 Manager.....R. W. Heizer
 Bryant Bldg., Kansas City, Mo.
 ManagerMerrell Boyce
 Gwynne Bldg., Cincinnati, O.
 ManagerRobert Marsh
 411 E. Mason St., Milwaukee, Wis.
 ManagerHarry Scott
 6253 Hollywood Blvd., Hollywood, Cal.
 ManagerMurray Bolen
Radio Accounts Placed—Procter & Gam-
 ble Co. (Ivory Soap, Ivory Flakes, Crisco,
 Barsalou Soap, Duz), Wheatena Corp., So-
 cony-Vacuum Oil Co., American Home
 Products Co., Krueger Brewing Co., Allis
 Chalmers Co., Goodyear, U. S. Time Corp.

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733 N. Van Buren St., Milwaukee 2, Wis.
 Phone Daly 3500
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 C. W. Faude
 Director of Media.....L. H. Ness
 Time Buyer.....Loretta Mahar
 Radio Director.....J. S. Stolzoff
 Chief Continuity Writer....Elizabeth Taft
Radio Accounts Placed—Plankinton Pack-
 ing Co., John Graf Co., The Massey-Harris
 Co., Country Gardens, Victor Stamm & Asso-
 ciates, Ed Schuster & Co., Amity Leather Co.,
 Milwaukee Co., Milwaukee Gas Co., Sperry
 Candy Co., McConnon & Co.

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CRUTTENDEN & EGER

64 E. Lake St., Chicago 1, Ill.
 Phone Central 7830
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Owner.....Edmond I. Eger

Acct. Exec.....Patrick Shannan
Radio Account Placed—Admiral Corpora-
 tion.

•
D'ARCY ADVERTISING COMPANY

Missouri Pacific Bldg., St. Louis 3, Mo.
 Phone Central 6700
 AAAA — ANPA — PPA — ABP — PRB —
 SAAA—SNPA—NOAB

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Branch Offices

515 Madison Ave., New York 22, N. Y.
 Phone Eldorado 5-5435
 Vice-President in Charge of
 Radio.....Alfred N. Steele
 Radio Dept.....J. T. Irvine
 Wallace Pflueger
 Terminal Bldg., Cleveland, Ohio
 Phone Cherry 0158
 Stanley Seward, H. M. Cooper
 P. O. Box 1734, Atlanta, Ga.
 Phone Vernon 0021
 J. H. Kinsella
 90 Broadview Ave., Toronto, Canada
 Gramont Altenbernd
Radio Account Placed—The Coca-Cola Co.

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JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis, Mo.
 Phone Main 0790-0791
 ABP — PPA

Officers

President-Time Buyer..James M. Daugherty
 Service Director.....Joseph E. Schmitt
Radio Accounts Placed—Pepsi-Cola Bot-
 tlers of St. Louis, Meyer Bros. Drug Co.,
 St. Louis Dairy Co.

•
DANCER-FITZGERALD-SAMPLE

221 No. La Salle St., Chicago 1, Ill.
 Phone State 3800
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 James L. Moloney

Radio Dept.

Radio Dir.....Roy Winsor
 Radio Acct. Exec.....Carl Stanton
 Radio Supervisors.....George Stellman,
 James West, H. Y. Bingham, Philip Bow-
 man
 Dir. Radio Contracts.....James J. Neale

Branch Offices

247 Park Ave., New York 17, N. Y.
Phone Wickersham 2-2700

Partner.....H. M. Dancer
Acct. Execs.....Frank A. Kearney,
Robert A. McNell, Joseph I. Palistrant,
A. W. Spence, George G. Tormey, Henry
W. Doyle, James Duffy, E. J. Fitzgerald,
Walter Holt
Radio Acct. Exec.....Carl Stanton
Room 1014, Taft Building, 1680 Vine St.,
Hollywood, Calif.
Phone Hempstead 0716

ManagerCraig Maudsley
Radio Talent.....Ann Parks,
Eugene Powers, Suzanne Black

Radio Accounts Placed—Affiliated Prod-
ucts, Inc., Alba Chemical Company, Anacin
Company, Bayer Company, Bi-So-Dol Com-
pany, A. S. Boyle Company, Continental
Illinois National Bank & Trust Co., Falstaff
Brewing Corp., General Mills, Inc., Kilmer
& Co., Inc., Knowlton Dandrine Co., Koly-
nos Company, Inc., Larned Corp., The Mid-
way Chemical Company, Mystic Laboratories,
Chas. H. Phillips Chemical Co., Procter &
Gamble Company, Sterling Products Com-
pany, Valmont of Canada, R. L. Watkins Co.,
Whitehall Pharmacal Co.

BEN DEAN ADVERTISING AGENCY

207 Houseman Bldg., Grand Rapids, Mich.
Phone 8-0666
APA—ABP

Owner.....Ben Dean
Asst.....Mildred Juneau

**DOE-ANDERSON ADVERTISING
AGENCY**

308 Martin Brown Bldg., Louisville 2, Ky.
Phone Wabash 3193
ANPA—PPA—SNPA—ABP—SAAA

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Account Executive.....Warwick Anderson

DOREMUS & CO.

120 Broadway, New York 5, N. Y.
Phone REctor 2-1600
ANPA—PPA—APA—ABP—NOAB

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Exec. Vice-Pres.....W. H. Burnham
Treasurer.....R. E. Williams

JOHN C. DOWD, INC.

Park Square Bldg., Boston, Mass.
Phone Hubbard 8050

Officers

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Executive Vice-President.....E. D. Parent

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SHENFIELD INC.**

350 Fifth Avenue, New York 1, N. Y.
BRyant 9-3140
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Radio Dept.

Radio Director.....Chester MacCracken
Head of Comm. Writing Dept...John Mullen
Radio Time Buyer.....Helen Wilbur
Publicity Director.....Robert H. King
Producers.....Chester MacCracken,
Myron Dutton
Radio Account Placed—Bristol-Myers Co.

**THE RALPH L. DOMBROWER CO.,
INC.**

Dombrower Bldg., Richmond 19, Va.
Phone 3-111-3
ABP—ANPA—PPA—SNPA

Officers

Radio Director.....J. H. Fulmer
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Acct. Exec.....Malcolm B. Dombrower

Branch Office

Colorado Bldg., Washington, D. C.
Manager.....Philip Rosenfeld
Radio Accounts Placed—E. P. Murphy &
Son, Inc., L. Bromm Baking Co., Inc., Pamp-
lin Smoking Pipe & Mfg. Co., Inc., Sorbtex
Foundation, Inc., Planters Peanut Oil &
Fertilizer Co., Elars Medicine Corp., Little
Oil Co.

DONAHUE AND COE, INC.

1270 Sixth Ave., New York 20, N. Y.
Phone Columbus 5-4252
ANPA—PPA—ABP—PRB—SNPA

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Secretary.....O. A. Kingsbury
Radio Dir. & V.-President..Edw. J. Fitzgerald
Time Buyer.....Joe Lincoln
Script Chief.....Latham Owens
Production.....Robert Monroe

Branch Office

411 Hurt Bldg., Atlanta, Ga.
Phone Main 5662

Manager & Vice-Pres.....H. L. Morrill, Jr.
Radio Accounts Placed—Scholl Mfg. Co.,
Metro-Goldwyn-Mayer, Grove's Labs, Beau-
mont Co., Goldwyn Productions, Republic
Pictures, Cagney Productions, N. Y. Herald

ADVERTISING AGENCIES

Tribune, Atlantic Beer, Radio City Music Hall, Southland Coffee Co.

L. J. DuMAHAUT ADV. AGENCY

827 David Stott Bldg., Detroit 26, Mich.
Phone, RANdolph 9480

Officers

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730 Fifth Ave., New York 19, N. Y.
Phone, CIRCLE 6-1400
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Radio Director.....Charles H. Furey
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Branch Offices

333 No. Michigan Ave., Chicago 1, Ill.
Manager.....Ellis Travers
Carew Tower, Cincinnati 2, O.
Phone, Cherry 0032
Manager.....Frederic Kammann
Charge of Art & Prod.....Philip Goyert

ELLIS ADVERTISING CO.

15 Genesee Street, Buffalo 3, New York
ABP—ANPA

Officers

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LONgacre 5-1567
John W. Culiner
74 King St. E, Toronto 1, Canada
Waverly 3438
Abbey A. Muter

ERWIN, WASEY & CO., INC.

Graybar Bldg., 420 Lexington Ave.,
New York 17, N. Y.
Phone MOhawk 4-8700
AAAA—ABP—ANPA—PPA—
SNPA—NOAB—OAAA

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Vice-President-General Manager,
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Asst. Radio Director.....Joe Brattain
Woman's Program....Peggy de Gripenberg
Time Buyer.....Frank Haas
Traffic Mgr.....O. Morley Tanney

Television Dept.

C. H. Cottington

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Erwin Wasey & Co. of Minnesota
Rand Tower, Minneapolis, Minn.
Phone Atlantic 1223

President.....Mac Martin
Erwin Wasey & Co. of the Pacific Coast
333 Montgomery St., San Francisco, Calif.
Phone Exbrook 7004

Vice-President.....S. R. Hutton
Louis Honig
714 W. Olympic Blvd., Los Angeles, Calif.
Phone Prospect 5317

Vice-President.....H. A. Stebbins
Skinner Bldg., Seattle, Wash.
Phone Maine 6435

Vice-President.....W. E. Kraft
Radio Accounts Placed—Lydia E. Pinkham
Medicine Co., Musterole Co., The Barbasol
Co., Consolidated Cigar Co., Carnation Co.,
R. B. Semler, Inc., Zonite Products Co.,
Primrose House, Inc., Seeck & Kade, S. C.
Johnson & Son, Inc., National Lead Co., Les-
lie Salt Co., Langendorf United Bakers, Inc.,
Schuckl Rancho Soup, Nash Coffee Co., Sali-
sbury & Saterlee Co., House of Herbs, Inc.,
Hillman Periodicals, Inc., Southwestern
Brewing Corp., Oklahoma City Federal Sav-
ings & Loan Assn., Central Dairy Products
Corp., Long-Bell Lumber Co., National Life
Assurance Co., E. R. Ledbetter Co., Ander-
son-Pritchard Oil Corp., Minneapolis, St.
Paul & Sault Ste. Marie R.R. Co., Telex Pro-
ducts Co., Centennial Flour Mills Co., Cres-
cent Mfg. Co., Brown & Haley, S. A. Moffett Co.,
I. F. Laucks, Inc., Ghirardelli Co., Hotel Mark
Hopkins, Newell Gutrad & Co., Planters Nut
& Chocolate Co., Tea Garden Products Co.,
Gloria Bristol Cosmetics, Dr. Hiss Shoe
Clinic, Schalk Chemical Co.

SHERMAN K. ELLIS & CO.

247 Park Ave., New York 17, N. Y.
Phone PLaza 5-7711
AAAA—ANPA—PPA—APA

Officers

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Exec. Vice-President.....C. E. Staudinger

Vice-Presidents.....E. S. Pratt,
John F. Price

Radio Time Buyer.....Harry Torp

Branch Offices

141 W. Jackson Blvd., Chicago, Ill.
Phone Harrison 8612

Radio Executive.....Palmer Clark

Radio Accounts Placed—Quaker Oats Co.,
Jules B. Singer, Joseph Beck, Kenneth
Plumb, C. G. Wright, Donald Parsons,
Macgregor Armiston

Chop Stick Co.

WILLIAM ESTY & COMPANY

100 East 42nd St., New York 17, N. Y.
Phone Caledonia 5-1900

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Director of Radio.....Thos. D. Luckenbill

Time Buyers.....John C. Esty,
Richard Grahl.

Radio ProducersDon Bernard,
Phil Cohan, Al Foster, Helen Phillips,
Kenneth MacGregor, Tom Wallace, John
Clarke.

Television Dept.

Kendall Foster, Kenneth MacGregor

Radio Accounts Placed—R. J. Reynolds
Tobacco Co., Lehn & Fink Products, Inc.,
Pacquin's Hand Cream, Thomas Leeming &
Co., Colgate-Palmolive-Peet Co., Piel Bros.,
Tea Bureau, Inc.

**FEDERAL ADVERTISING AGENCY,
INC.**

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Phone Eldorado 5-6400

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Giddings, Hugh I. Connet, Laura E.
Carson, John S. Davidson, Dr. W. W.
Wulfeck

Treas. & Secty.....George Dietrich

Radio Director.....J. S. Davidson

Radio Time Buyer.....Penelope Simmons

Radio Accounts Placed—American Safety
Razor Corp. (Gem); Joseph Dixon Crucible
Co. (Ticonderoga Pencils), J. F. Trommer
Co., Inc. (White Label), General Cigar Co.
(Van Dyck), National Biscuit Co. (Shred-
dies), Rockwood & Co. (Chocolate Bits),
Durkee Famous Foods (Durkee's Dressing),
Lily of France Corset Co. (Lilees Bras).

FURMAN & FEINER CO., INC.

117 W. 46th St., New York, N. Y.
Phone, BRyant 9-2927

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Secretary.....Nathan Rothenberg
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ROBERT G. FIELDS & CO.

1100 Warner Bldg., Nashville, Tenn.
Phone 6-1977

PPA — SNPA — ABP

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Secretary.....R. H. Lane

FOLEY ADVERTISING AGENCY

1012 NBC Bldg., Cleveland 14, Ohio
Phone Cherry 1490

Officers

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Secretary-Treas.....Helen M. Little

Acct. Exec.....L. M. Robertson

Radio Director.....Robert B. Foley

Radio Accounts Placed—I. J. Fox, Inc.,
The Bing Co., Ohio Floor Covering Co.,
Perry Auto Stores.

FORT & COMPANY

Wilder Bldg., Charlotte 1, N. C.
Phone 4-7122

APA — SNPA

Officers

President.....John L. Fort

Radio Accounts Placed—Union National
Bank, Citizens Bank, Z. A. Hovis & Son (all
local accounts).

CURT FREIBERGER & CO.

Cooper Building, Denver, Colo.
Keystone 0487

ABP—APA

Officers

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Copy Chief.....R. Torgerson

Radio Director.....V. Foss

Art Director.....B. Naylor

Secretary.....N. J. Charon

Bookkeeper.....L. A. Gaiman

Acct. Exec.....J. M. Henderson

ArtistM. Brown

Radio Accounts Placed—Tivoli-Union Co.,
Brecht Candy Co., Securities Credit Corp.,
Stone-Hall Brokerage, Toner's Inc., Cooper
Coal Co., Central Bank & Trust Co.

FOOTE, CONE & BELDING

247 Park Ave., New York 17, N. Y.
Phone Wickersham 2-6600

AAAA—ANPA—ABP—PPA—APA—ABC

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Chairman, Executive Comm....Fairfax Cone

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Director of Radio and Television

Paul Rickenbacher

Manager of Radio Department.Lec Strahorn

Radio Time Buyer.....Lillian Selb

CHICAGO OFFICE

919 N. Michigan Ave., Chicago 11, Ill.

Phone Superior 4800

Chairman, Executive Comm....Fairfax Cone

Secretary-Treasurer.....William R. Sachse

Director of Radio.....Stuart Dawson

Radio Time Buyer....Genevieve M. Lemper

LOS ANGELES OFFICE

601 W. Fifth St., Los Angeles 13, Calif.

Phone Michigan 7651

Chairman of the Board.....Don Belding

Radio Time Buyer.....(See San Francisco Office)

HOLLYWOOD OFFICE

6117 Sunset Blvd., Hollywood 28, Calif.

Phone Hollywood 6265

Vice-Pres. & Manager..Edmund L. Cashman

Radio Production Managers....Vic Hunter,

Larry Berns, Albert Capstaff, Jack Meakin,

Arnold G. Maguire, Jack Johnstone, T. Freebairn Smith.

Radio Time Buyer.....(See San Francisco Office)

SAN FRANCISCO OFFICE

235 Montgomery St., San Francisco 4, Calif.

Phone Sutter 2355

Vice-Pres. & Manager.....E. I. Harrington

Radio Time Buyer.....Jane Sullivan

(For Los Angeles and Hollywood offices also.)

Radio Accounts Placed—The American Tobacco Company, The Cities Service Oil Company, Campbell Soup Company, Armour and Company, Albers Milling Company, Ben Hur Products, Inc., Bourjois, Inc., California Fruit Growers Exchange, Hall Bros., Inc., Lockheed Aircraft Corporation, Pepsodent Division of Lever Brothers Co., RKO Radio Pictures, Inc., Safeway Stores, Inc., Southern Pacific Company, Union Oil Company, Peralta Wine Co., Purex Corp. Ltd., Selznick International and Walt Disney Productions.

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131 Cedar St., New York, N. Y.

Phone COrtlandt 7-5060

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Radio Department.....John V. McAdams

Branch Offices

Post Office Square, Boston, Mass.

Phone Hancock 5900

Packard Bldg., Philadelphia, Pa.

Phone Rittenhouse 3915

1 La Salle St., Chicago, Ill.

Phone Dearborn 8910

155 Sansome St., San Francisco, Calif.

Phone EXbrook 3484

**HARRY FEIGENBAUM
ADVERTISING AGENCY**

1420 Walnut St., Philadelphia, Pa.

Phone Pennypacker 3623

ANPA — PPA

Officers

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Radio Dept. Manager.....David Wermen

Radio Director & Talent.....Ralph A. Hart

FERRY-HANLY COMPANY

3200 Fidelity Bldg., Kansas City 6, Mo.

Phone HArrison 4890

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H. M. Montgomery, C. L. Collette

Secretary-Treasurer.....O. P. Luther

New York Office

500 Fifth Ave., New York 18, N. Y.

Phone LOngacre 5-5000

Manager.....H. M. Montgomery

Chicago Office

430 N. Michigan Ave., Chicago 11, Ill.

Phone CEntral 8333

Manager.....C. L. Collette

Radio Accounts Placed—Skinner Mfg. Co., Nutrena Mills, Inc., Faultless Starch Co., Johnson & Johnson (TEK toothbrushes).

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.

Phone MUrray Hill 4-3300

ABP—ANPA—PPA—APA—NOAB

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Radio Director.....Henry Bretzfeld

Radio Accounts Placed — Smith-Douglass Co., Inc.

**FITZGERALD ADVERTISING
AGENCY, INC.**

202 Southern Bldg., 833 Howard Ave.,
New Orleans 13, La.
Phone Raymond 5194

AAAA — ANPA — PPA — SNPA
APA — ABP — NOAB

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V.P. and Time Buyer.....Leonard Gessner
Secretary-Treasurer.....Roy M. Schwarz
Radio Director.....Martha Dulin
Radio Account Placed—Wesson Oil &
Snowdrift Sales Co.

FLACK ADVERTISING AGENCY

Hills Bldg., Syracuse 2, N. Y.
Phone 2-3129

ABP — ANPA — PPA — APA

Officers

Owner.....John B. Flack
Radio Account Executive
Richard H. Wickham

Radio Accounts Placed—Netherland Dairy,
Keepsake Diamond Rings, Napteen Labs,
Bardeen's, Inc.

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
Phone LIBerty 0813-45

ANPA—PPA

President.....Karl M. Frost
Treasurer.....Harry M. Frost
Production Manager.....Harold E. Bessom
Secretary.....Harvey P. Newcomb
Radio Director & Time Buyer
Harvey P. Newcomb

Branch Offices

Lynn, Mass.

Radio Accounts Placed — Durkee-Mower,
Inc., CeLect Baking Co., Cold Spring Brew-
ing Co., Eastern Racing Assn., Eldred &
Barbo, National Bakers' Service, Shubert
Theaters, Supreme Wine Co.

FULLER & SMITH & ROSS, INC.

71 Vanderbilt Ave., New York 17, N. Y.
Phone MUrray Hill 6-5600

1501 Euclid Ave., Cleveland, Ohio
Phone Cherry 6700

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APA—ABC—NOAB

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Radio Dir. (N. Y.).....Lee Williams
Time Buyer (N. Y.).....G. L. Trimble
Time Buyer (Cleveland).....W. J. Staab
Research Dir. (N. Y.).....Milton Decker

Television Dept.

Director (N. Y.).....Lee Williams
Art Director (N. Y.).....R. S. Chenault
Movie Director (Cleveland)
Reed Drummond

Radio Accounts Placed—Commonwealth
Shoe & Leather Co., Westminster, Ltd.,
Stouffer Restaurants, Cleveland National
Bank, Westinghouse Elec. & Mfg. Co. (Lamp
Division).

AD FRIED ADVERTISING AGENCY

201 Easton Bldg., Oakland, Calif.
Phone Higate 6580

Officers

Radio Director.....Ad Fried
Copy Director.....Tom Doyle
Format Manager.....William Morgan
Publicity Director.....Millie Adler
Program Manager.....Elaine Trigger

Television Dept.

No commercial television is yet available
in the San Francisco Bay Area, but we have
two clients interested in being the first spon-
sors of such broadcasts. At present Ad Fried,
owner, has covered this field.

Radio Accounts Placed—Darling Shops,
Delanes Jewelers, Tasch Furriers, Oakland &
San Jose Offices of Postal Union Life Insur-
ance Co., Oakland Pro Football Association,
Alameda Democratic County Central Com-
mittee (Election & Political Rallies), Dynan
Finance Co.

Radio Producers—Ad Fried, Elaine Trig-
ger, Tom Doyle.

GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.
Phone Garfield 2915

AAAA

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Secretary.....E. A. W. Schulenburg
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Vice-Pres. & Director of Radio (St. Louis)
C. E. Claggett

Branch Offices

9 Rockefeller Plaza, New York, N. Y.
Phone Columbus 5-2000

Vice-President in Charge of Radio,
Roland Martini

Radio Accounts Placed—Pet Milk Co.
(Saturday Night Serenade, Mary Lee Taylor),
Ralston Purina Co. (Tom Mix), Purina Mills
(Grand Ole Opry), Hyde Park Beer.

• • • **ADVERTISING AGENCIES** • • •

GARFIELD & GUILD ADVERTISING AGENCY

660 Market St., San Francisco, Calif.
 Phone EXbrook 3420
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 Radio Time Buyer.....M. Amundsen
 Radio Publicity Dir.....Frank King
 Production Dir.....David Bascom
 Radio Producers.....Walter Guild,
 David Bascom, Ted Dahl
Radio Accounts Placed—Brite-Ize, Brody's,
 Capwell, Sullivan & Furth, El Dorado Oil
 Co., Euclid Candy Co., Alice Frock, Haskins
 Bros., Hurley Marine Works, Good Foods,
 Inc., Gravem-Inglis Baking Co., Kay Jewel-
 ers, Valley Church of the Air, Smith's, No-
 Doz Awakeners, Northrup King & Co., Remar
 Baking Co., Rosefield Packing Co., Hunt
 Brothers Packing Co., Chemicals, Inc., South-
 west Food Products, Betty Lou Foods,
 O'Rourke of California, Gulhard Chocolate
 Co., Louis Milani Foods, Hunt Brothers Pack-
 ing Co.

W. W. GARRISON & COMPANY

400 N. Michigan Ave., Chicago 11, Ill.
 Phone Superior 8191
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Officers

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 Vice-Presidents.....Brooks Middleton,
 Earl Lines
 Secretary & Time Buyer.....G. P. Schill
Radio Accounts Placed—Florida Citrus ex-
 change, W. A. Sheaffer Pen Co. (foreign),
 Gibson Refrigerator Co., Radar-Radio Indus-
 tries.

GERTH-PACIFIC ADV. AGENCY

68 Post St., San Francisco 4, Cal.
 Phone, GARfield 1081
 AAAA—APA—ABP
Officers

Owner.....Edwin P. Gerth
 Account Executives.....Richard Sleight,
 J. R. Pitsker
 Art Director.....Dan Adair
Branch Office
 219 W. 7th St., Los Angeles 14, Cal.
 Phone, TUcker 4769
 Manager.....David R. Showalter

GEYER, CORNELL & NEWELL, INC.

745 Fifth Ave., New York 22, N. Y.
 Phone Wickersham 2-5400
 AAAA—PPA—ANPA—PRB—ABF
Officers

PresidentBertram B. Geyer

Exec. Vice-President.....H. W. Newell
 Exec. Comm. Chairman.....Joe M. Dawson
 Vice-Presidents.....R. M. Ganger,
 J. W. Bertch, H. M. Hempstead, A. A.
 Surin, Vernon M. Welsh, R. E. Tuttle
Radio Dept.

Directors.....Donald S. Shaw,
 Eleanor L. Larsen
 Publicity Dir.....Edward F. Thomas
Television Dept.

Director.....Donald S. Shaw
 Prod. Supervisor.....Eleanor L. Larsen

Branch Offices

U. B. Bldg., Dayton, O.
 Phone Fulton 4145

Manager.....E. G. Frost
 14250 Plymouth Rd., Detroit 22, Mich.
 Phone, Hogarth 5520

Exec. Contacts.....H. M. Hempstead,
 R. E. Tuttle

Radio Accounts Placed—Nash-Kelvinator
 Corp.
Television Account Placed—Knox & Dun-
 lap Hats for Men and Women.

GILLHAM ADVERTISING AGENCY

Continental Bank Bldg.,
 Salt Lake City, Utah
 Phone 4-5516
 ANPA — APA — ABP

Officers

President & Treasurer.....M. C. Nelson
 Vice-Presidents.....J. Y. Tipton,
 Lon Richardson
 Secretary.....Virginia Murray
 Asst. Radio Dir.....Mary Lou Ritchie
 Acct. Exec., Radio Dir. & Producer,
 Victor V. Bell
 Art Dir. & Prod. Mgr.....Dan Leahy
Radio Accounts Placed—Sego Milk Pro-
 ducts Co., Utah Oil Refining Co., Exceleis
 Products Co., Mountain Fuel Supply Co.,
 Royal Baking Co., Walker Bank & Trust Co.,
 Sweet Candy Co., Cloverleaf Dairy, Tracy
 Loan & Trust Co., Utah Power & Light Co.,
 Utah State Fed. of Labor, Fisher Brewing
 Co., J. A. Hogle & Co., Porter Scarpelli Maca-
 roni Co. (Salt Lake City), Utah Lumber Co.,
 Utah Copper Co.

GLASER ADVERTISING, INC.

Stalder Bldg., Boston 16, Mass.
 Phone Hubbard 7188
 AAAA — ABP — ANPA — PPA — APA

Officers

President.....Louis Glaser
 Radio Director.....M. B. Collins
 Production Manager Thomas F. Eccleston, Jr.
Radio Accounts Placed—Hathaway Baker
 ies, Inc., Rose-Derry Co.

GLASSER-GAILEY & CO.

3275 Wilshire Blvd., Los Angeles 5, Calif.
Phone Fl. 2141

Officers

Partner.....G. F. Glasser
Radio Director.....P. E. Gailey
Time Buyer.....K. C. Jones

RAY K. GLENN ADVERTISING

1366 First Natl. Bldg., Oklahoma City 2, Okla.
Phone 3-5439

ABP—ANPA—SAAA—SNPA—NOAB

Officers

General Manager.....Ray K. Glenn
Radio Director.....Lowe Runkle

Branch Offices

1342 Liberty Bank Bldg., Dallas, Texas
Phone CEntral 3334

Manager.....T. A. Workman
1615 Fort Worth Natl. Bank Bldg.,
Fort Worth, Texas
Phone 2-2575

Manager.....Duke Burger, Jr.
Radio Accounts Placed—The Frito Co.,
Globe Laboratories, Bewley Mills, William-
son-Dickey Mfg. Co., Producers Creamery
Co., Cains Coffee Co., Hardeman-King Co.

MAX GOLDBERG ADV. AGENCY

611 Railway Exchange Bldg.
Denver, Colorado
Phone: CH 5533
ANPA—APA

Personnel

Radio Director.....Wes Battersea
Radio Continuity.....Mrs. Dorothy Lutz
Radio Continuity.....Mrs. Elizabeth Nixon
Radio Accounts Placed—Dave Cook Sport-
ing Goods Co., M. & O. Cigars, Ambrose &
Co. (Richelieu Wines, Jams & Jellies), State
of Colorado, Denver Jewelry Co., New York
Furniture Co., and Dundee Clothing Co.

GOODKIND, JOICE & MORGAN

919 North Michigan Ave., Chicago, Ill.
Phone Superior 6747

AAAA—ANPA—PPA—ABP

*Affiliated with Raymond R. Morgan Co.
Hollywood, Calif.*

Officers

President.....Clyde M. Joice
Vice President—Treasurer. M. Lewis Goodkind
Vice-President—Merchandising,

Harlow P. Roberts
Acct. Executive.....Charles O. Puffer
Copy Chief.....Garrick M. Taylor
Space Buyer.....Florence A. Neighbors

Radio Accounts Placed—Service Stores,
Inc., Planters Nut & Chocolate Co., Golden-
rod Ice Cream Co., Planters Edible Oil Co.,

Iowa Soap Co., Pine Forest Co., Hooker Glass
& Paint Co., Jewel Tea Co., Inc., Mid-Conti-
nent Airlines, Inc., Priebe & Sons, Inc.

GOTHAM ADVERTISING COMPANY

2 West 46th St., New York 19, N. Y.
Phone LOngaere 5-2616
APA—ABP—ANPA—PPA

Officers

President.....C. E. Harris
Radio & Tele. Director.....Arthur A. Kron
Executive & Vice-Pres.....D. D. Sutphen, Jr.
Sec. & Treas.....Arthur A. Kron
Radio Accounts Placed—Hartley's Marmalade,
Lutheran Hour.

GREY ADVERTISING AGENCY, INC.

166 West 32nd St., New York 1, N. Y.
Phone CHickering 4-3900

ABP—ANPA—PPA—NOAB—APA

Officers

President.....Lawrence Valenstein
Executive Vice-President.....Arthur C. Fatt
Supervisor of Radio.....Herschel Deutsch
Time Buyer.....Hermina Lukacsy
Radio Accounts Placed—Dif Corp., Lam-
bert Bros., Bucilla, Doughnut Corp., Easy-
Do, Van Heusen, Simplicity.

JULIAN GROSS ADVERTISING AGENCY

11 Asylum St., Hartford, Conn.
Phone 7-7179

Officers

President.....Julian Gross
Sec. & Radio Time Buyer..Geraldine K. Ray
Account Executive.....Robert Lewis

GLICKSMAN ADVERTISING CO., INC.

400 Madison Ave., New York, N. Y.
Phone PLaza 8-0716
ABP—ANPA—PPA

Officers

President.....Joseph Glicksman
Vice-President—Secretary. William Glicksman
Treasurer.....David Glicksman
Radio Director.....Jos. Glicksman
Radio Accounts Placed—Adam Hats, Portis
Bros. Hat Co.

GRACE & BEMENT, INC.

2866 Penobscot Bldg., Detroit 26, Mich.
Phone, Cherry 9400

ANPA—PPA—APA—NOAB

Officers

Pres. & Treas.....Edward R. Grace

• • • **ADVERTISING AGENCIES** • • •

Vice-President.....Austin F. Bement
 Vice-Pres. Chg. Research & Media;
 Radio Time Buyer.....L. C. Grace
 Secretary.....A. M. Ganoung
 Production Manager.....Thomas C. Bacon
 General Manager.....J. R. Bracken
 Art Director.....Judson Ross
 Account Executives.....Dean Leith,
 Richard Burke, J. R. Bracken

GRANT ADVERTISING, INC.

1313 Gulf States Bldg., Dallas, Texas
 Phone RIVERSIDE 8121
 ABP—ANPA—PPA—PRB—SNPA

Officers

President.....Will C. Grant
 Vice-Presidents.....Claude R. Miller,
 George C. Bayna, Eugene W. Cooper
 Radio Directors.....L. G. Harris,
 D. Lockhart

Branch Offices

919 N. Michigan Ave., Chicago 11, Ill.
 Phone SUPERIOR 9052

Radio Director.....James Whipple
 30 Rockefeller Plaza, New York 20, N. Y.
 Phone CIRCLE 5-4485

Radio Dept.....John C. Morrow,
 Perry Dickey, Jim McClain, Evelyn
 Elam
 Edif. Guardiola, Mexico City, Mexico
 Phone 6-1380

Padre Mier 474, Monterrey, Mexico
Radio Accounts Placed—Vick Chemical
 Co. (Vitamins Plus), Mars, Inc., Cudahy
 Packing Co., American Chicle Co. (Bee-
 man's).

GREEN-BRODIE, INC.

420 Madison Ave., New York 17, N. Y.
 Phone PLaza 3-9533
 ANPA—PPA

Officers

President.....Julian P. Brodie
 Secretary-Treasurer.....Alan Green
 Vice President-Art Director.Murray A. Levin
 Production Director.....Harold Lebow
 Radio Dept.....Julian P. Brodie
Radio Accounts Placed—Pieter deWitt Dia-
 monds, Ltd., Trade Bank & Trust Co.

GRISWOLD-ESHLEMAN

2700 Terminal Tower, Cleveland 13, Ohio
 Phone MAin 7626
 AAAA—ANPA—PPA—APA—APB—NOAB

Officers

President.....C. L. Eshleman
 Radio Director.....Earl R. Preble
Radio Accounts Placed—Fleetwing Corp.

GUILFORD ADVERTISING AGENCY

350 Fifth Ave., New York 1, N. Y.
 Phone, PENnsylvania 6-8518

Personnel

Frances G. Guilford
 Space Buyer.....Amelia Pronko

M. H. HACKETT CO.

9 Rockefeller Plaza, New York, N. Y.
 Phone CIRCLE 6-1950
 ABP—ANPA—PPA—NOAB

Officers

Partner.....Montague H. Hackett
 Members:.....Robt. D. Spahn,
 John Small, Henry C. Bainbridge, Louis
 Redmond, Aida Stearns.
Radio Accounts Placed—Riggio Tohacco
 Corp., Chatham Mfg. Co.

HART-CONWAY CO., INC.

Genesee Valley Trust Bldg., Rochester, N. Y.
 Phone Main 2073
 ANPA—APA

Officers

President.....H. Lyman Hart
 Secretary.....M. Brinkman Hart
 Vice President.....Harold E. Kennedy
 Radio Director.....John P. Street

GEORGE H. HARTMAN CO.

307 North Michigan Ave., Chicago 1, Ill.
 Phone State 0055
 ANPA—PPA—APA—ABP—NOAB

Officers

President.....George H. Hartman
 Secretary-Treasurer.....Frank R. Hartman
 Radio Director.....Thomas Kivlan
Radio Accounts Placed—Hartz Mountain
 Products, Nelson Bros. Co., Simoniz Co.,
 P. A. Starck Co., Sawyer Biscuit Co.

HENRI, HURST & McDONALD, INC.

520 N. Michigan Ave., Chicago 11, Ill.
 Phone SUPERIOR 3000
 ANPA—PPA—APA—ABP—NOAB

Officers

President.....W. B. Henri
 Secretary.....W. D. McDonald
 Treasurer.....J. F. Hurst
 Space Buyer.....Louis C. Paul
 Radio Director.....Wm. E. Jones
Radio Dept.

Assoc. Radio Dir.....David W. Dole
 Publicity Dir.....Russell M. Cunningham
Radio Accounts Placed—Network: Skelly
 Oil Co., John Morrell & Co., Acme White
 Lead and Color Works, Ballard & Ballard;
 National Spot: John Morrell & Co., Ballard
 & Ballard Co., Carolene Products Co., Bauer
 & Black (Blue Jay), Acme White Lead &
 Color Works.

HILL ADVERTISING

250 Park Ave., New York, N. Y.

Phone, PLaza 3-7800

PPA—ABP

Officers

President.....Weston Hill
Vice-President.....W. L. Ledwith
Secretary.....Joe Cesare
Radio Account Placed—Central Broadcast-
ing Corp.

HILLMAN-SHANE-BREYER, INC.

403 W. 8th St., Los Angeles, Calif.

Phone Trinity 1453

Officers

President.....David S. Hillman
Vice-Pres.....Donald A. Breyer
Gen. Mgr.....Hassel Smith

Radio Dept.

Director.....Charles F. Chaplin
Time Buyer.....Selma Schonfeld
Publicity Dir.....L. Moran
Producers.....C. Chaplin,
E. Braun, R. Ashby

Radio Accounts Placed—42 Oil Shampoo,
42 Hair Oil Tonic.

HIXON-O'DONNELL ADV., INC.

19 West 50th St., New York 20, N. Y.

Circle 5-6590

ANPA—PPA—APA—ABP—NOAB

Officers

President & Gen. Mgr.....S. M. Morey
Vice-President.....Thos. E. Orr
V.P. & Radio Director...L. B. Van Doren
Vice-President.....A. W. Humm
Secty. & Treas.....F. B. Hengge
Radio Time Buyer.....Kathryn Shanahan
Radio Accounts Placed—Richfield Oil
Corp., Robertshaw Thermostat Co., Sinclair
Refining Co.

WILLIAM F. HOLLAND AGENCY

Hotel Simon, Cincinnati, Ohio

Phone MAin 3450

Officers

Owner, Sales, Buyer....William F. Holland
Copy.....B. J. Holland
Art Director.....Dale Maxey
Research Director.....Jean Clark
Sales.....Clyde Hague
Continuity.....James Parson
Statistician.....Mack Fevria
Production.....Cress Meinhardt
Associate Mgr.....D. E. Holland
Merchandising.....C. J. Schuck

ROBERT HOLLEY ASSOCIATES

1270 Sixth Ave., New York, N. Y.

Phone, Circle 6-2850

ABP

Officers

Owner.....Robert Holley

Space Buyer.....Suzanne Hanson

Radio Accounts Placed—General Amuse-
ments, ASCAP.

CHARLES W. HOYT COMPANY, INC.

551 Fifth Ave., New York 17, N. Y.

Phone MURray Hill 2-0850

AAAA—ANPA—PPA—ABP

Officers

President and Treasurer...Everett W. Hoyt
Secretary.....C. B. Donovan
Vice-Presidents.....F. A. Whipple,
W. K. Dingleline
Director of Radio.....W. P. Smith
Time Buyer.....C. B. Donovan
Television Dir.....W. P. Smith

Branch Office

15 Lewis Street, Hartford, Conn.

Phone 5-6066

Vice-President.....F. A. Whipple
Radio Accounts Placed—B. C. Remedy
Co., Charles Gulden, Inc., Burnham & Mor-
rill, E. L. Knowles Co. (Rubine), W. A.
Taylor (Valliant Wine), The John G. Paton
Co. (Golden Blossom Honey).

THE H S G ADVERTISING AGENCY

19 East 53rd St., New York, N. Y.

Phone WICKersham 2-3338

Officers

President-Treasurer.....H. S. Goodman
Secretary.....H. Knuth
Vice-President.....Everett F. Goodman

Branch Office

206 S. Spring St., Los Angeles, Calif.

H. B. HUMPHREY CO.

1235 Statler Bldg., Boston 16, Mass.

Phone Liberty 4714

AAAA—ABP—ANPA—PPA

Officers

Vice-President & Radio Director,
Wm. H. Eynon
Asst. to Radio Dir.....Sally Larkin

Branch Office

420 Lexington Ave., New York, N. Y.

Vice-Pres.....H. B. Humphrey, Jr.
Radio Accounts Placed—Rumford Chemi-
cal Works, Christian Science Monitor, The
Employers' Group Insurance Companies,
Waltham Watch Co., Rustcraft Greeting
Cards (Christian program only), First Church
of Christ, Scientist.

HUTCHINS ADVERTISING COMPANY, INC.

Cutler Bldg., Rochester 4, N. Y.

Phone Main 3528

APA—ANPA—PPA—ABP—NOAB

Officers

President.....F. A. Hutchins
Secretary & Treas.....F. Irving Hutchins
Vice-Presidents.....J. P. McCarthy,
Mosher S. Hutchins

• • • **ADVERTISING AGENCIES** • • •

Director of Radio.....Raymond P. Weis
Branch Offices
 3701 N. Broad St., Phila. 40, Pa.
 Radcliff 1900

Vice-Pres. & Resident Mgr...Ernest B. Lo
 Vice-Pres. & Resident Mgr.,
 Ernest B. Loveman
 19 W. 44th St., New York 18, N. Y.
 MUrray Hill 2-0716

Vice-Pres. in Charge of Radio Broadcast &
 Television Programming (located in
 N. Y. office).....John E. McMillin
 1244 Dufferin St., Toronto, Canada
Radio Accounts Placed—Philco, Schuler's
 Potato Chips.

•

IVEY & ELLINGTON, INC.

535 Fifth Ave., New York 17, N. Y.
 MUrray Hill 2-5204
 ABP—ANPA—PPA

Officers

President.....Jesse T. Ellington
 Vice-Presidents.....T. S. Strong,
 T. M. Keresey, C. L. Landon, G. F. Mor-
 row

Radio Dept.

Media Director.....A. G. Graff
 Radio Production.....Hal James
Radio Accounts Placed—Bayuk Cigars Inc.,
 Sweets Company of America, General Baking
 Co., McKesson & Robbins Inc.

•

**JOSEPH JACOBS JEWISH MARKET
 ORGANIZATION**

6 East 46th St., New York 17, N. Y.
 Phone MUrray Hill 2-6995

President, Owner & Treas.....Joseph Jacobs
 Vice-President & Prod. Mgr...Morris Unger
 Time Buyer.....Joseph Jacobs
 Talent Buyer.....M. Keilson
 Radio Director.....Sholom Rubinstein
 Script.....J. I. Freedman
 Research.....Dorothy Osofsky

Radio Accounts Placed—Maxwell House
 Coffee, Diamond Crystal Salt, Bab-O, My-T-
 Fine Desserts, Premier Food Products, Ral-
 ston, Sanka Coffee, Grape-Nuts Wheat-Meal,
 Colgate Dental Cream, Anacin, "Junket"
 Rennet Products, Old English Household
 Products, Dugan Bros., H-O Oats, Bond
 Bread, Barbasol, Davis Baking Powder, Coco-
 malt, Cut-Rite Waxed Paper, San Fay Tissue,
 Florigold Oranges and Grapefruit, Pillsbury
 Enriched Farina, Heckers' Cream Farina,
 Hellmann's Mayonnaise, Whitehall Phar-
 macal Co. (New Hair Groom, Bi So Dol,
 Kolymos Tooth Paste & Powder), Aunt
 Polly's Soup Mix, Baker's DeLuxe Cocoa,
 Ry-Krisp, Shredded Ralston.

JESSOP ADVERTISING CO.

First Central Tower, Akron 8, Ohio
 Phone Franklin 3232

Officers

President.....M. K. Jessop
 Time Buyer.....Charles A. Jessop
 Radio Director.....R. Gilbert

•

THE RALPH H. JONES COMPANY

Carew Tower, Cincinnati, Ohio
 Phone Main 3351

AAAA — ABP — ANPA — PPA

Officers

President.....C. M. Robertson, Jr.
 Vice-Presidents.....Stanley A. Willer,
 James M. Nelson
 Secretary.....Elmer A. Vehr
 Time Buyer.....Kathryn M. Hardig
 Publicity.....M. MacPherson
 Space Buyer.....Wm. R. Frietsch, Jr.

Branch Office

580 Fifth Ave., New York City
 Phone Wisconsin 7-5500

Manager.....Philip Meek
Radio Accounts Placed—Dow Drug Co.,
 Kroger Grocery & Baking Co., Carter Coal
 Co., Miami Margarine, Ten-B-Low, Kutol
 Products Co., Fifth Third Union Trust Co.,
 Hotel Netherland Plaza.

•

**H. W. KASTOR & SONS
 ADVERTISING CO., INC.**

360 N. Michigan Ave., Chicago 1, Ill.
 Phone Central 5331

ANPA—PPA—ABP—SNPA

Officers

President.....Henry K. Kahn
 Exec. Vice-Pres.....V. T. Mertz
 Vice-Presidents.....J. H. Wright,
 Mrs. R. F. Farquhar, Harold Merillat
Radio Dept.

Director.....J. H. Wright
 Time Buyer.....George Duram
 Radio Traffic.....Marie McDonald
 Talent Buyer.....Joan Herron

Branch Offices

9 Rockefeller Plaza, New York
 Phone COLUMBUS 5-6135

Manager.....G. Brandt
 Arcade Bldg., St. Louis, Mo.
 Phone Central 6790

Manager.....Hermand Kastor
 6331 Hollywood Boulevard
 Hollywood, Calif.
 Phone Granite 1631

Coast Radio Dir.....Arthur Daly
Radio Accounts Placed—Procter & Gamble
 Co., Welch Grape Juice Co., Blackhawk
 Brewing Co., 8-In-1 Company.

THE JOSEPH KATZ COMPANY

444 Madison Ave., New York, N. Y.
Phone Wickersham 2-2740
AAAA—ANPA—PPA—ABP

Officers

President.....Joseph Katz
Vice-President.....Nat C. Wildman
Treasurer.....Charles M. Harrison
Director of Radio.....Allen J. de Castro
Radio Producers & Continuity Writers,
Nat C. Wildman, H. E. Hudgins, Alvan
Sommerfield

Branch Offices

8 South St., Baltimore, Md.
Phone Lexington 1500

Manager.....C. M. Harrison
Director of Radio.....Robert G. Swan

Radio Accounts Placed—American Oil Co.,
Maryland Pharmaceutical Co., Ex-Lax, Inc.,
Arrow Beer, Jests, Inc., Laco & Pompeian
Products, Inc., Gibbs & Company, Inc., Mary-
land Drydock, Gude's Pepto-Mangan.

•

HENRY J. KAUFMAN ADVERTISING

Homer Bldg., Washington 5, D. C.
Phone District 7400
ANPA—APA—ABP—PA—NAAN

Officers

Owner.....Henry J. Kaufman
Radio Director.....Jeffery A. Abel
Copy Chief.....William F. Sigmund
Space Buyer.....Betty D. Gwyer
Time Buyer.....Betty Ann Harper

•

KEELING & CO., INC.

1028 Chamber of Commerce Bldg.
Indianapolis 4, Ind.
Phone Riley 1478
ANPA—AAAA—PPA

Officers

Pres.Hal Keeling
Exec. Vice-Pres. & Time Buyer...Don Collins
Vice-Pres. & Sec.....Wm. Hutchinson
Radio Account Placed—Hastings Manufac-
turing Co., Casite Corp.

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JAN KENYON'S ADV. AGENCY

4432 Piedmont Avenue, Oakland 11, Calif.
Piedmont 4680

Officers

Manager & Director Publicist...Jan Kenyon
Assistant Director.....Lee Franco
Radio Producer.....Jan Kenyon
Radio Accounts Placed—Jean Mater, Inc.,
Johansson Massage Institute, Dolores Premier
School, Hank & Frank Bicycle Academy,
Sherman Clay Box Office (Oakland); Gann
Products Co., Cassou's French Bakeries. (All
local accounts.)

KAYTON-SPIERO CO., INC.

230 West 41st St., New York 18, N. Y.
Phone LOngacre 5-5090
AAAA—ABP—ANPA—PPA—PRB

Officers

President.....Gerald B. Spiero
Vice-President.....Morris Kinzler
Secretary-Treasurer.....Alvin J. Kayton
Time Buyer.....Herman Jacobs
Radio Account Placed—Twentieth Century-
Fox Film Corp.

•

KELLY, ZAHRNDT & KELLY, INC.

745 Cotton Belt Bldg., St. Louis 2, Mo.
Phone Garfield 0777

Officers

President.....C. F. Kelly, Jr.
Vice-Pres. and Treasurer...W. W. Zahrndt
Vice-Pres. and Secretary.....V. A. Kelly
Director of Radio.....C. F. Kelly, Jr.
Assistant Director.....W. W. Zahrndt
Radio Producers.....C. F. Kelly, Jr.,
V. A. Kelly
Radio Continuity Writers....C. F. Kelly, Jr.,
V. A. Kelly
Radio Accounts Placed—Tremis, Inc., Visit
St. Louis Committee.

•

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone PLaza 3-0700

AAAA — ANPA — PPA — ABP — APA

Officers

Chairman of Board.....Otis Allen Kenyon
President.....Thomas D'Arcy Brophy
Treasurer.....Charles Vasoll
Secretary.....Joseph A. Vessey
Vice-Pres. & Dir. of Radio.....Dwight Mills
Asst. Director of Radio.....Robert D. Wolf
Producers:.....John Hines,
Robt. Brillmayer
Writers:.....Helen Hinckley,
Peggy Holt, Davis Smith, John Mathews

Branch Office

135 S. La Salle St., Chicago 3, Ill.
Phone RAndolph 6470
Vice-President in charge...Chester A. Foust

Radio Accounts Placed—Network: Charles
B. Knox Gelatine Co., Standard Brands
(Fleischman's Foil Yeast), Richard Hudnut,
Wesson Oil & Snowdrift, Rock City, Bosco,
Spool Cotton, Kellogg Co. (All-Bran, Gro-
Pup, 40% Bran, Pep, Raisen 40% Bran),
Corn Flakes, Rice Krispies, Krumbles, Shred-
ded Wheat, Pepperidge Farm, Stetson Co.,
McHugh Bros. & Drummond, RCA, Savavins,
Inc., S. B. Thomas Inc., R. B. Davis Co.,
Borden Co.

ADVERTISING AGENCIES

H. M. KIESEWETTER ADVERTISING AGENCY, INC.

9 East 40th St., New York 16, N. Y.
 Phone Lexington 2-0025
 ANPA — PPA — ABP

Officers

President & Treasurer...E. T. Kieseewetter
 General Manager.....H. M. Kieseewetter
 Radio Dept. Manager.....Sammi S. Baker
 Radio Time Buyer.....Rhoda Kane Powers
Radio Accounts Placed—Penn Tobacco Co.,
 Bathasweet Corp., Lorr Laboratories, The
 Mennen Co.

KIRCHER, LYTLE, HELTON & COLLETT, INC.

321 West First St., Dayton 10, Ohio
 Phone 2151
 PPA—ABP—BPA

Officers

PresidentJ. Horace Lytle
 Vice-President.....R. C. Kircher
 Treasurer.....C. B. Helton
 Secretary.....Robert Collett
 Art Director.....Gustave Sigriz

KNOLLIN ADV. AGENCY

111 Sutter Bldg., San Francisco 4, Cal.
 Phone, SUTter 6110
 AAAA—APA—ABP

Officers

President.....James C. Knollin
 Art Director.....Norman Erickson
 Office Manager.....Alice Ernest
 Space Buyer.....Ina H. Hamman
 Account Executives.....Robert H. Knollin,
 Thomas J. McNamara

Branch Office

530 W. 6th St., Los Angeles 14, Cal.
 Phone, VAndike 4057

MERRILL KREMER, INC.

1711 Exchange Building, Memphis, Tenn.
 Phone 5-4343
 — ABP—SNPA—APA—PANY—NAAN—
 ANPA

Officers

President.....Merrill Kremer
 Secretary and Treasurer.....Ernest Lee
 Account Executives.....Merrill Kremer,
 Homer Gentry, Polly Cooper, Martha
 Haynil

Production Director.....Homer Gentry
 Time Buyer.....Polly Cooper

ABBOTT KIMBALL CO., INC.

250 Park Ave., New York, N. Y.
 Phone PLaza 3-9600
 AAAA—ABP—ANPA—PPA

Radio & Television Departments

Vice-President.....Cecil H. Hackett
 Time Buyer.....Miriam Traeger

Branch Offices

333 N. Michigan Ave., Chicago, Ill.
 Executive-in-ChargeGrant Chamberlain
 10 West 21st Street, Kansas City, Kans.
 Executive-in-ChargeDavid Mindlin
 3055 Wilshire Blvd., Los Angeles, Calif.
 Executive-in-ChargeHelen Hedstrom

Radio Accounts Placed—National Spot:
 Renoir Parfums, Ltd., Marshall Field & Co.,
 Bonne Bell Inc., Black, Starr & Gorham,
 Joe Lowe, Inc., Ann Haviland Laboratories.
Television Accounts Placed—Dobb Hats,
 Harper's Bazaar.

KLINGER ADVERTISING CORP.

119 W. 57th St., New York 19, N. Y.
 Phone Circle 6-2660

Officers

President-Radio Account Exec..A. A. Klinger
 Secretary, Treas. & Acct. Exec.....E. French

Radio Accounts Placed—Madison Long
 Island Personal Loan Co., Madison Finance
 Co. of N. J., Servus Clothes, Samuel Schloss-
 man & Sons, Inc., Stanback Co. Ltd., Bridge
 Apparel Shops, Smilin' Irishman, Kent Mo-
 tors, Ideal Motors, Price Motors, Superior
 Agencies, Inc.

KNOX REEVES ADVERTISING, INC.

600 First National Bank Bldg.
 Minneapolis 2, Minn.
 Phone Bridgeport 7701
 ANPA—PPA—APA

Officers

President.....E. E. Sylvestre
 Executive Vice-President.....Wayne Hunt
 Vice-Presidents.....J. H. Sarles,
 Elizabeth B. Reeves, Helen A. Brown
 Secretary & Treasurer.....C. L. Greenwood
 Radio Director.....Russell Ness
 Director of Media & Research,

Dr. A. R. Root
 Radio Program Production....H. K. Painter
 Radio Script.....E. B. Reeves
 Time Buyer.....Dr. A. R. Root

Branch Office

415 Chanin Bldg., New York 17, N. Y.
Phone MURray Hill 4-3982
625 Market St., San Francisco 5, Calif.
Phone SUTter 6744

Vice President.....R. W. Stafford
Radio Production Manager....Hal Burdick
Radio Account Placed — General Mills,
Inc.

ARTHUR KUDNER, INC.

630 Fifth Ave., New York 20, N. Y.
Phone Circle 6-3200
AAAA — ANPA — PPA — ABP

Officers

President.....J. H. S. Ellis
Vice-Presidents.....E. J. Owens,
Sam D. Fuson, Charles F. Gannon, Ken-
neth Collins
Director of Radio.....Myron P. Kirk
Script Buyer.....Alan Ward
Time Buyer.....Eleanore Manning
Production.....G. Bennett Larson

Branch Offices

New Center Bldg., Detroit, Mich.
Phone Madison 5315
Robert Copeland
Albee Bldg., Washington, D. C.
Phone National 5506
Frank Getty

Radio Accounts Placed—Network: U. S.
Tobacco Co., National Spot: Goodyear Tire
& Rubber, General Motors, Benson & Hedges.

**J. R. KUPSICK ADVERTISING
AGENCY, INC.**

122 East 42nd St., New York, N. Y.
Phone MURray Hill 5-9145
ANPA — ABP — PPA

Officers

President.....J. R. Kupsick
Vice President.....Saul Kampf
Radio Director.....Frank Powderly
Space Buyer.....E. M. Fordsman
Radio Accounts Placed—Arco Publ. Co.,
Hecht Co., N. Y. Auto Exchange, Greiner
Motor Sales, Maple Motors, Paul Kaskali,
Cascade Laundry, United Institute of Aero-
nautics, Ben Marden's Riviera.

LAKE-SPIRO-SHURMAN, INC.

2800 Sterick Tower, Memphis 3, Tenn.
Phone 5-1571
ABP—ANPA—PPA—SNPA

Officers

President.....Avron Spiro
Secretary-Treasurer.....M. M. Shurman
Radio Director.....Clark R. Brown
Radio Accounts Placed—Plough, Inc., The
Piso Co.

LAMBERT & FEASLEY, INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone COlumbus 5-3721
ANPA — PPA

Officers

PresidentJohn L. Johnston
Executive V-P.Gordon Seagrove
V-P-Radio DirectorMartin Horrell
General Manager.....Frank Mace
Radio Accounts Placed—Lambert Phar-
maceutical Co.; Propylactic Brush Co.; Phillips
Petroleum Co.

LANDSHEFT, INC.

810 Liberty Bank Bldg., Buffalo 2, N. Y.
CI-7260
ANPA—ABP

Officers

President.....A. Wm. Landsheft
Vice-President.....H. L. Barber
Production Mgr.....D. B. Weiss
Art Director.....N. Johnston

LAUSEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.
Phone SUPERior 0738
ABP — ANPA — PPA

Officers

President.....A. M. Salomon
Account Executive.....Wendell Walker

LEEFORD ADVERTISING AGENCY

315 Fourth Ave., New York 10, N. Y.
Phone STuyvesant 9-1742
PPA

Officers

President-Radio Director.....David D. Lee
TreasurerW. C. Hoyt
Radio Account Placed—Remington-Rand,
Inc., American Writing Machine Co.

LENNEN & MITCHELL, INC.

17 East 45th St., New York 17, N. Y.
Phone MURray Hill 2-9170
AAAA — ANPA — PPA — APA — NOAB

Officers

President.....Philip W. Lennen
Vice President-Treasurer.....Robert W. Orr
Secretary.....Arthur L. Lynn
Director of Radio.....S. James Andrews
Radio Producer.....Travis D. Wells
Radio Accounts Placed—John H. Wood-
bury, Inc., Andrew Jergens Co., P. Lorillard
Co., Inc., Tide Water Associated Oil Co.,
Parfums Schiaparelli, Inc., Lehn & Fink.

• • • **ADVERTISING AGENCIES** • • •

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, Ohio
Phone Main 6579
ANPA—ABP—PPA

Officers

President.....H. Jack Lang
Vice President-Secretary.....A. B. Fisher
Vice President-Treasurer...Fred P. Stashower
Production Manager.....George DeWitt
Radio Director.....A. B. Fisher
Radio Accounts Placed—Railley Corp.,
Bonne Bell, Inc., Yellow Cab Co.

AL PAUL LEFTON CO., INC.

1617 Penna. Blvd., Philadelphia 3, Pa.
Phone Rittenhouse 1500
ANPA—APA—NOAB

Officers

President.....A. P. Lefton
Vice-Presidents.....G. W. Wolfsten,
P. Brown, T. A. Ballantyne
Public Relations Dir.,
Andrew McLean Parker
Time Buyer.....H. B. Gotwals

Branch Offices

521 Fifth Ave., New York 17, N. Y.
Phone VANDerbilt 6-4340

Vice-Presidents.....R. J. Herts,
M. S. Gladstone, R. J. Misch
Radio Director.....Carl Mark

LEIGHTON & NELSON

202 State St., Schenectady 5, N. Y.
Phone 6-4202
ABP — PPA — ANPA

Officers

PartnersWinslow P. Leighton
and George R. Nelson
Radio Director.....George R. Nelson
Copy Director.....Cecil Woodland
Radio Assistant.....Marilyn Hermant
Radio Accounts Placed—Saratoga Racing
Assn., William W. Lee & Co., The Stanton
Brewery, Inc., Breslaw Bros. Furniture, Stan-
ton Brewery, Saratoga Vichy Spring Co.,
Rudolph Bros., D'Jimas Furs, Central Super
Markets, Colonial Ice Cream Co., Morris
Plan Bank, Wallace's Dept. Store.

TED LEVY ADVERTISING AGENCY

Temple Court Bldg., Denver 3, Colorado
Phone CHerry 4521-2
ABP — ANPA — APA

Officers

Owner.....Ted Levy
Production Manager.....William Robertson
Office Manager.....Elinor Herron

Radio Dept.

Copy Director.....Barbara D. Aiton
CopywritersEleanore Zaengle,
Gladys D. Kauffman

A. W. LEWIN CO., INC.

40 East 49th St., New York 17, N. Y.
ELdorado 5-3545
AAAA—ABP—ANPA—PPA

Officers

Partners.....A. W. Lewin,
S. M. Weiss
Traffic Mgr.....M. A. Cahill
Account Exec.....Maurice Marks

Branch Office

11 Commerce Street, Newark 2, N. J.
Mitchell 2-7244

Radio Accounts Placed—National Spot:
Harvel Watches, June Dairy Products Co.,
The Corsetorium.

ADDISON LEWIS & ASSOCIATES

1414 Foshay Tower, Minneapolis, Minn.
Phont AT 6235
ABP—ANPA—PPA—NOAB—APA

Officers

Owner.....Addison Lewis
Time Buyer.....Margie Anderson
Account Executives.....Edward Grubb,
Harvey Kruse, J. A. Quint, Arthur Grove,
Don Johnson

Radio Accounts Placed—Minneapolis-Hon-
eywell.

LEON LIVINGSTON ADVERTISING AGENCY

Mills Bldg., San Francisco, Calif.
Phone Sutter 7340

AAAA — ABP — ANPA — PPA — NOAB

Officers

President.....Leon G. Livingston
Vice-President.....W. C. Day
Radio Time Buyer.....Zonabelle Samson
Radio Accounts Placed—Colgate-Palmolive-
Peet (Peet's Granulated Soap), Simon Mat-
tress Mfg. Co., Nestle's Milk Products, Inc.,
Italian Swiss Colony, Haas Bros.

THE W. E. LONG COMPANY

155 North Clark St., Chicago 1, Ill.
Phone Randolph 4606
ANPA—NOAB

Officers

Director of Radio.....E. J. Sperry
Asst. Dir. of Radio.....Bob Struble

Supervisor of Syndicated Programs,
 Richard J. Slater
 Script.....James A. Armstrong
 Hollywood Producer.....Paul Quan
 New York Producer.....Irene Beasley
 Music Direction.....Delos Owen

Radio Accounts Placed—Agency is a specialist in wholesale baker advertising servicing hundreds from coast to coast on a transcribed syndicated basis.

•
LLOYD, CHESTER & DILLINGHAM, INC.

9 Rockefeller Plaza, New York 20, N. Y.
 Phone Circle 5-8800
 ANPA—PPA—NOAB

Officers

President.....Laurence M. Lloyd
 Vice-President.....Charles M. Pietsch
 Production Manager.....William T. Kaleb
 Media Director.....John J. Hagan

•
LOGAN & ARNOLD

621 S. Hope St., Los Angeles, Calif.
 ANPA—AAAA—PPA—APA—ABP

Officers

President.....Dudley L. Logan
 Exec. Vice-Pres.....J. C. Arnold
 Vice-President.....Van Davis

•
EARLE LUDGIN, INC.

121 West Wacker Drive, Chicago 1, Ill.
 Phone Franklin 1762
 ANPA — ABP — PPA — APA

Officers

Partners.....Earle Ludgin,
 V. R. Bliss, J. H. Caro, J. H. Willmarth
 Radio Director.....V. R. Bliss

•
JOSEPH MAXFIELD COMPANY

36 Exchange Place, Providence 3, R. I.
 Phone GASpee 4456
 ABP — ANPA

Officers

President.....Joseph M. Finkle
 Vice-President.....Archie M. Finkle
 Treasurer.....Bruno Sehnabel
 Executive Secretary.....Anne E. Woled
 Time Buyer.....Joseph M. Finkle
 Radio Director.....Dorothy M. Taipe

Radio Accounts Placed—Old Monastery Wine Co., Eclipse Food Products, Corp., Jack & Harry's Auto Stores, Candy Mart Stores.

MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria, Ill.
 Phone 7197
 ANPA—ABP—APA—NAAN

Officers

President.....J. F. Fellay
 Treas. & Radio Time Buyer.....Jay J. Keith
 Vice-President.....Robert J. Rice
 Radio Director.....Ann McNatt

Radio Accounts Placed—Keystone Steel & Wire Co., Consolidated Products Co., Schultz, Bausan & Co.

•
MALCOLM-HOWARD ADVERTISING AGENCY

20 East Jackson Blvd., Chicago, Ill.
 Phone Webster 2110
 ABP—APA—ANPA—PPA

Officers

Owner-Time Buyer.....Arthur M. Holland
 Radio Account Executive.....Max G. Holland
 Radio Director.....Maury Cliffer
 Radio Writers.....Hal Tate,
 Nikki Kaye, Ray Freedman, Eileen Rietz,
 Mauri Cliffer.

Radio Accounts Placed—Dad's Root Beer, Joy Candy Shoppes, Roller Derby, Alert Laundry, Holland Jewelers, Newart Co., Burde Cologne, Fij-Oil Shampoo, Rubin's Apparel, Roller Derby.

•
MacFARLAND, AVEYARD & CO.

333 North Michigan Ave., Chicago 1, Ill.
 Phone Randolph 9360
 ANPA — PPA — ABP — SNPA
 NOAB

Officers

President.....Hays MacFarland
 Vice-Presidents.....A. E. Aveyard,
 Malcolm A. Jennings, Allen B. Dicus,
 Harry M. Coleman
 Secretary-Treasurer.....B. G. Ruttingh
 General Manager.....Allen B. Dicus
 Radio Director & Producer.....Evelyn Stark
 Time Buyer.....Bergi Boe
 Production Manager.....Edwin C. Frank

Branch Office

RCA Bldg., New York, N. Y.
 Circle 6-2890

Radio Director.....H. C. Klein
 Vice-President-Gen. Mgr.....George MacGovern

Radio Accounts Placed—Network: Curtis Publishing Co., Nat'l Board of Fire Underwriters; National Spot: Omar, Inc., Burma-Vita Co., United Wallpaper, Inc., Curtis Publishing Co., Northwestern Yeast Co., Zenith Radio Corp.

**MacLAREN ADVERTISING CO.
LTD.**

372 Bay St., Toronto, Ont., Canada
Phone Elgin 0321
ANPA—CAAA—CDNA—CWNA—
CNN & PA

Officers

President-General Manager..J. A. MacLaren
Vice President-Assistant General
Manager.....E. V. Rechnitzer
Vice-President-Treasurer....I. E. Reynolds
Secretary.....G. T. Scroggie
DirectorJames Ferres

Radio Dept.

C. M. Pasmore, M. Rosenfeld,
H. H. O'Connor, Hugh Horler

Branch Offices

900 Dominion Square Bldg.,
Montreal, Que., Canada
Phone Plateau 9556

Office Manager.....E. H. H. Smith
911 Electric Ry. Chambers,
Winnipeg, Man., Canada
Phone 26-622

Office Manager.....E. P. Thompson
305 Province Bldg., Vancouver, B. C., Can.
Phone Marine 6268

Office Manager.....W. D. M. Patterson

Radio Accounts Placed—Network: Imper-
rial Oil, Ltd., Tuckett, Ltd., People's Credit
Jewelers, S. F. Lawrason Co., Dalglis (Ont.)
Ltd.; National Spot: Bulova Watch Co., Ltd.,
Canadian Life Underwriters, People's Credit
Jewelers, O'Cedar of Canada, Tuckett Ltd.

**DAVID MALKIEL ADVERTISING
AGENCY**

260 Tremont St., Boston, Mass.
Phone Liberty 1421
ANPA—ABP—PPA

Officers

OwnerDavid Malkiel
SecretaryMartha Brest
Radio Dept.....Harry Weinbaum,
Martin Kadis, Morey Schwartz, Harry
Lawrence

Radio Accounts Placed—I. J. Fox Co.,
Ace Vacuum Cleaners, Drive-In Theaters,
Inc., Paramount Baking Co., E. M. Loew's
Theaters, Greater Boston Theaters, Inc., RKO
Theaters, Steuben's Restaurant, Canadian
Ace Ale, Casa Manana, Elm Farm
Foods Co., Serta-White Cross Co., Freilicher
Kabtzen, Lithuanian Corp. Group, Rio Ca-
sino, Royal Crown Cola of Boston, Old
Monastery Wines, Ritter Dancing School,
Essex Hotel, Avery Hotel, Granada Vine-
yards, Inc., Glendale Coal Co., Racing Guide,

Ray Galvin, Kasanof's Bread, Rosoff's, Totem
Pole Ballroom, Belmont Furn., L. P. Rogers
& Son, Washington Jewelers, Babijuce Or-
anges, Corner House, Franklin Insulation Co.,
Freda's Restaurant, Artie Clothes, Richards
Clothing Co.

**MANSON-GOLD ADVERTISING
AGENCY**

1004 Marquette Ave., Minneapolis 2, Minn.
Phone GENEVA 9619
ABP—PPA—ANPA

Officers

Account Executive.....D. P. Nathanson
Account Executive.....Meyer Gold
Account Executive.....Jean Hadley
Account Executive.....Bruce Sielaff

Radio Dept.

Radio Director.....D. P. Nathanson
Time Buyer.....Jean Hadley
Talent Buyer.....Bruce Sielaff
Producers.....D. P. Nathanson,
Jean Hadley

Television Dept.

Director.....D. P. Nathanson

Branch Office

1520 Crossroads of the World,
Hollywood, Calif.

Branch Manager.....D. P. Nathanson

Radio Accounts Placed—Red Devil Soot
Remover, Snyder's Drug Stores, Janney Best
Paints, Pfunder's Tablets, Char-Tex.

JOSEPH MAXFIELD COMPANY

87 Weybosset St., Providence 3, R. I.
Phone GASPEE 4456-7
ABP—ANPA

Officers

President.....Joseph M. Finkle
Vice-Pres.....Archie M. Finkle
TreasurerBruno Schnabel
Exec. Sec.....Anne E. Wold
Time Buyer.....Joseph M. Finkle
Radio Dir.....Dorothy M. Taipe

Radio Accounts Placed—Candy Mart Stores,
Inc., Eclipse Food Products Corp., Inlaid
Optical Co., National Glass Co., R. I. Sales
Co., Shiloh Bottling Co., Metropolitan The-
aters.

MARSCHALK & PRATT COMPANY

535 Fifth Ave., New York 17, N. Y.
Phone VAnDerbilt 6-2022

ANPA — PPA — ABP — APA — ABC —
AAAA — NOAB

Officers

Partners.....Harry C. Marschalk,
G. A. Poetschke, S. H. Giellerup, S. L.
Meulendyke
Director of Radio.....Carlo De Angelo
Radio Continuity Writers...G. W. Freeman,
Bennett Kolb, Edmund Mitchell, John
R. Allen

Radio Account Placed—Standard Oil Co.
of N. J.

J. M. MATHES, INCORPORATED

122 East 42nd St., New York 17, N. Y.
Phone LEXington 2-7450

ABP—ANPA—PPA—SNPA

Officers

President.....J. M. Mathes
Treasurer.....A. E. Cox
Secretary.....Carle Rollins
Vice-Presidents..William B. Okie, Lester Loh
Vice-President-Director of Radio,
Wilfred S. King
Time Buyer.....Edna Cathcart

Radio Accounts Placed—Ludens, Inc.; National Carbon Co., Canada Dry Ginger Ale & Spur, Magazine Repeating Razor Co., International Salt Co., Bleachette, Pure Foods (Herbox), Pan-American Coffee Bureau, Burlington Mills.

MAXON, INC.

2761 E. Jefferson Ave., Detroit, Mich.
Phone Fitzroy 5710

ANPA—PPA—APA—AAAA—ABP
ABC—NOAB—TAB—CCA

Officers

Chairman of Board.....Lou R. Maxon
President.....T. K. Quinn
Vice-President.....Searle Hendee
Treasurer.....W. I. O'Neil
Secretary.....G. Reginald McKiel
Radio Department.....Ed Wilhelm,
P. R. Pumphrey

Branch Offices

570 Lexington Ave., New York, N. Y.
Phone Eldorado 5-2930

Vice-President In Charge....W. Ray Baker
955 Main St., Bridgeport, Conn.

Phone Bridgeport 6-2177

Vice-President In Charge....W. Ray Baker
919 N. Michigan Ave., Chicago, Ill.

Phone Delaware 3536

Vice-President.....L. J. Sholty

Radio Accounts Placed—Gillette Safety Razor Co., General Electric Co., Ford Motor

Co., Pfeiffer Brewing Co., H. J. Heinz Co., Griesedieck Brewery, Feigenspan Brewing Co., Dobler Brewing Co.

THE MAYERS COMPANY

1240 S. Main St., Los Angeles 27, Calif.

Phone PProspect 0101

ABP—ANPA—PRB—FAAG

Officers

Principals.....Henry Mayers,
J. R. Mayers, Arthur Mayers
Manager Radio Dept.....Gertrude Stark
Time Buyer.....Alden Weiss
Assistant.....Dean Simmons
Production.....Martin Weinstein,
Vern Davies

Radio Accounts Placed—Pennzoil Co., Sears Roebuck & Co., Southern Calif. Telephone Co., Gordon Bread Co., Dad's Root Beer, California Bank.

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 20, N. Y.

Phone Circle 5-7000

AAAA—ANPA—PPA—ABP—APA—NOAB

Officers

President.....H. K. McCann
Chairman of Exec. Comm...Harrison Atwood
Executive Vice-President...Carl B. Robbins
Vice-President and General Manager of
New York Office.....L. S. Briggs
Vice-Presidents.....Harrison Atwood,
L. E. Firth, J. L. Deane, C. A. Hoppock,
W. E. McKeachie, R. E. Thompson, E. F.
Wilson, Gordon E. Hyde, Myron C. Lechner,
E. D. Madden, J. J. McCarthy, Hugh
A. Mitchell, C. A. Posey, R. W. St. Hill
and Earl C. Donegan.

Secretary-Treasurer.....John L. Anderson
Director of Research.....L. D. H. Weld
Vice-Pres. & Gen. Mgr. of Research Dept.

Jackson Taylor

Vice-Pres. in charge of Radio
Lloyd O. Coulter
Associated with Mr. Coulter Arthur J. Kemp
Radio Producers.....Dorothy B. McCann,
Clarence Olmstead, Russ Johnston
Radio Time Buyer.....Wm. C. Dekker
Radio Research.....Marion Harper, Jr.

Branch Offices

910 S. Michigan Ave., Chicago, Ill.
Phone Webster 3701

Vice-President-Mgr.....Homer Havermale
Vice-President.....H. C. Smith
Vice-President.....J. H. Jameson

Guardian Bldg., Cleveland, O.

Phone Cherry 3490

Vice-President-Manager...Albert A. Sommer

• • • **ADVERTISING AGENCIES** • • •

Penobscot Bldg., Detroit, Mich.
 Phone Randolph 9710
 ManagerRena Johnson
 6331 Hollywood Blvd., Hollywood 28, Calif.
 Phone Hillside 8268
 Manager.....A. J. Bruhn
 448 S. Hill St., Los Angeles, Calif.
 Phone Michigan 4049
 Manager.....Burt Cochran
 Hodgson Bldg., Minneapolis, Minn.
 Vice-Pres. & Mgr.....R. B. Donnelly
 Vice-President.....Merrill Hutchinson
 114 Sansome St., San Francisco, Calif.
 Phone Douglas 5560
 Vice-President and Manager.....Henry Q. Hawes
 Vice-Presidents.....M. S. Achenbach,
 R. H. Cochran, F. H. McCrea, C. E.
 Persons, C. F. Ohliger
 Public Service Bldg., Portland, Ore.
 Phone Atwater 4305
 Manager.....R. B. Calkins

Radio Accounts Placed—New York: American Molasses Co., Axton-Fisher Tobacco Co., Chesebrough Manufacturing Co., Gruen Watch Co., Manufacturers Trust Co., James McCutcheon & Co., National Biscuit Co., Pacific Coast Borax Co., Stomberg-Carlson Co., Stanco, Inc., Westinghouse Electric and Manufacturing Co.

Chicago: Standard Oil Co. of Nebraska, Standard Oil Co. of Indiana, Milk Foundation, Inc.

Cleveland: Leisy Brewing Co., Richman Bros. Co., Standard Oil Co. of Ohio.

Detroit: Altes Brewing Co.

Los Angeles: Globe Mills Co., Southern California Gas Co. and Southern Counties Gas Co., The Squire Co.

Minneapolis: Pillsbury Flour Mills Co., Twin City Federal Savings & Loan Assn., Gluek Brewing Co., First National Bank, Northwest Scrap Dealers Assn.

Portland: Northwestern Electric Co., Pacific Power & Light Co., Portland Gas & Coke Co.

San Francisco: Anglo California National Bank of San Francisco, Associated Dental Supply Co., California Packing Corporation, California Walnut Growers Assn., Harold H. Clapp, Inc., Dwight Edwards Company, General Brewing Corporation, Hale Bros. Stores, Inc., Pacific Gas & Electric Co., Roma Wine Co.

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R. E. McCARTHY ADVERTISING AGENCY

1002 Tampa Theater Bldg., Tampa 2, Fla.
 Phone 2323
 PANY—SNPA

Officers

President.....R. E. McCarthy
 Secretary.....M. A. McCarthy

Treasurer.....M. C. Benito
 Time Buyer:.....R. E. McCarthy
 Continuity.....M. D. King

Radio Accounts Placed—Borden's-Poinsettia Dairy, Southern Brewing Co., Peninsular Telephone Co., Lenfestey Supply Co., Pioneer Tire Co.

•

THE McCORD COMPANY, INC.

1100 Hodgson Bldg., Minneapolis, Minn.
 Phone Bridgeport 1225
 APA—ANPA—PPA—NOAB

Officers

President & Treasurer.....R. D. McCord
 Vice-PresidentLouis Melamed
 Secretary.....C. F. Baker
 Director of Radio.....E. B. Grove
 Production Manager.....T. L. B. Campbell
 Radio Time Buyer.....Edith M. Knutsen

Radio Accounts Placed—W. H. Barber Co., Conrad Fur Co., Central Cooperative Livestock Assn., Furniture Exposition Mart, The Hilex Co., Chocolate Products Co., Goodman Bros., Jewelers, Minneapolis Gas Light Co., Minnesota Farm Bureau Federation, Griggs, Cooper & Co., Milk Foundation of Minneapolis, American Benefit Assn., Boutill's, Minnesota Farm Bureau Service, Anaconda Sales Co., Sanitary Food Mfg. Co.

•

McJUNKIN ADVERTISING CO.

228 N. LaSalle St., Chicago 1, Ill.
 Phone State 5060

Officers

President.....Gordon Best
 Vice-Presidents.....Roy M. Kirtland,
 Leroy A. Kling, Willard E. Stevens, Dade
 B. Epstein, James W. Egan, Hal R.
 Makelin
 Account Executives.....Joseph J. Klein,
 Donald B. Skinner
 Manager, Radio Dept.....Hal R. Makelin
 Media Dept. Manager.....Edwin A. Trizil
 Production Manager.....W. C. Mottershead

Radio Accounts Placed—Joseph Schlitz Brewing Co., Carey Salt Co., Florsheim Shoe Co., Chef Boiardi Food Products Co., Brenner Bros., Carson, Pirie, Scott & Co., Jewel Food Stores, Andes Candies.

McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia, Pa.
Phone Locust 4737
ANPA—PPA—APA—OAAA

Officers

President.....Roy J. McKee
Vice-President-Treasurer..David R. Albright
Vice President-Radio Director,
James A. McFadden
Radio Producer.....Robert L. Redd
Time Buyer.....E. R. Walmsley
Vice-President-Merchandising,
Howard H. Yaw
Secretary.....T. E. Libby

Branch Office

30 Rockefeller Plaza, New York 20, N. Y.
Phone COLUMBUS 5-2058
Equitable Bldg., Hollywood, Calif.
Phone Hollywood 8363
Radio Accounts Placed—Sealtest, Inc.

A. McKIM, LTD.

Dominion Square Bldg., Montreal, Que., Can.
Phone Lancaster 5192

Officers

President-General Manager.....C. T. Pearce
Radio Director.....E. W. Brodie
Secretary-Treasurer.....J. B. Stephens

Branch Offices

320 Bay St., Toronto, Ont., Canada
Phone Elgin 5351
Manager.....D. E. Longmore
Electric Railway Bldg., Winnipeg, Man.,
Canada
Manager.....A. A. Brown
514 Province Bldg.,
Vancouver, B. C., Canada
Manager.....H. S. Watson
376 Strand, W. C. 2, London, England
Manager.....H. Suffell

ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago, Ill.
Phone Delaware 7860
ANPA—PPA—AAAA—ABP

Officers

General Manager.....Arthur E. Meyerhoff
Financial Manager.....J. H. Hildebrandt
Director of Radio.....Nelson A. Shawn
Radio Space Buyers.....Mary Hauser,
Annette Kennelly
Copy Chief.....M. E. Chon
Acct. Executives.....R. J. Rosenthal,
John H. Black, John Lemmon, Andrew
M. Howe

Branch Office

759 N. Milwaukee St., Milwaukee, Wis.
Phone Marquette 3144
Manager.....George Grabin

DAN B. MINER CO.

Chamber of Commerce Bldg.
Los Angeles 15, Calif.
Phone Richmond 3101
AAAA—ANPA—ABP—NOAB
CAN—APA

Officers

President.....Dan B. Miner
Vice-Presidents.....John C. Morse,
Isabel Moses
Secretary-Treasurer.....M. R. Sweeney
Radio & Television Director....Neg Monett
Radio Producer.....Neg Monnett

Branch Offices

(Affiliated with Continental Agency Network)
Radio Accounts Placed—Interstate Bak-
eries, Forest Lawn Memorial Park, Bill Hay
Reads the Bible (66 station cooperative
show), Weber's Bread, Wilshire Oil; Na-
tional Spot: Roman Meal Bread.

C. L. MILLER COMPANY

521 Fifth Ave., New York 17, N. Y.
Phone MURRAY Hill 2-1010
ANPA—PPA—APA—NOAB

Officers

President.....C. L. Miller
Sec'y & Ass't Treasurer.....George Carhart
Radio Director.....Roger White

Branch Office

333 N. Michigan Ave., Chicago, Ill.
Phone Central 1640
Manager.....I. M. Tuteur
Radio Accounts Placed—Corn Products
Refining Co., Curtis Candy Co., Keeley Brew-
ing Co., Cooter Brokerage Co., Gordon Bak-
ing Co., Tastyeast, Inc.

EMIL MOGUL CO., INC.

250 West 57th St., New York, N. Y.
Phone. COLUMBUS 5-2482
ABP—ANPA

Officers

Radio Director.....Emil Mogul
Radio Time Buyer.....Helen Munroe
Radio Accounts Placed—Network: Tri-
mount Clipper Craft Clothes. National Spot:
Barney's Clothes, San Gabriel Wine Co., Na-
tional Shoe Stores.

MOSELLE & EISEN ADV. AGENCY

522 Fifth Ave., New York 18, N. Y.
Phone, MURRAY Hill 2-2651
PPA—APA

Officers

Partner.....Rose Moselle
Partner.....Henry Eisen
Space Buyer-Prod. Mgr.....D. Chilton
Art Director.....Frederick H. Cassens
Publicity & Radio.....Miss Margo
Account Executives.....Henry Eisen,
Rose Moselle, M. M. Semons