

Warwick & Legler, Inc.	Murray Hill	6-8585
Wm. H. Weintraub & Co., Inc.	Circle	7-4282
Ward Wheelock Co.	Plaza	3-7120
Young & Rubicam, Inc.	Ashland	4-8400

Publications

Advertising Age	Bryant	9-6431
Advertising & Selling	CAledonia	5-9770
The Billboard	MEdallion	3-1615
Broadcasting	Plaza	5-8355
Metronome	Plaza	3-7253
Printers' Ink	Murray Hill	3-6500
Radio Advertising (Rates and Data)	LExington	2-6611
Radio Craft	Rector	2-9690

RADIO DAILY

Wisconsin 7-6336

Radio & Television Mirror	LExington	2-9050
Radio Retailing—Today	Plaza	3-1340
Radio & Television Weekly	Walker	5-2576
Sales Management	MOhawk	4-1760
Standard Advertising Register	MEdallion	3-5850
Television, The	LOngacre	5-1683
Television	Plaza	3-5748
Tide	Murray Hill	3-7700
Tune-In	Circle	5-8425
Variety	Bryant	9-8153

News Associations

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

Talent Agencies

James S. Appell	Plaza	3-7840
Batchelor Enterprises, Inc.	Circle	6-4224
Columbia Concerts, Inc.	Circle	7-6900
Consolidated Radio Artists, Inc.	COLUMbus	5-3580
Frank Cooper Associates	VANDerbilt	6-5661
Wallace Downey, Inc.	Circle	6-6646
Evans & Salter	Circle	7-6900
Fanchon & Marco	CHICKering	4-3956
Frederick Bros. Artists Corp.	Circle	6-2144
Moe Gale	LOngacre	3-0350
General Amusement Corp.	Circle	7-7543
William Gernannt	VANDerbilt	6-1750
Spencer Hare	Murray Hill	2-0523
Hesse & McCaffrey	ELdorado	5-1076
Estella H. Karn	VANDerbilt	6-3860
Bob Kerr	COLUMbus	5-8051
Mark J. 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	Circle	7-2900
William Morris Agency, Inc.	Circle	7-2160
Music Corporation of America	WICKersham	2-8900
National Concert & Artists Corp.	Plaza	3-0820
James Peppe	Plaza	3-2636
Myron Selznick & James L. Saphier Co.	Circle	7-6200
Stix, Thos. L.	Circle	7-2690
Roy Wilson (Wilson, Powell & Hayward)	Plaza	9-4961
The Standford-Zucker Agency	Plaza	3-0163

Program Producers and Transcription and Recording Companies

Advertisers' Broadcasting Co.	BRYant	9-1176
Advertisers Recording Service	Circle	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	9-0845
Associated Radio & Television Prods.	LOngacre	5-3710
Audio-Scriptons, Inc.	Circle	7-7690
Basch Radio Productions	Murray Hill	2-8877
Broadcasting Program Service	BRYant	9-4324
Ted Collins	Circle	7-0094
Columbia Recording Corp.	Circle	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	Circle	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.	Circle	6-0141
C. D. Morris Associates	Plaza	3-4144
Muzak Transcriptions, Inc.	BRYant	9-1246
NBC Radio-Recording Division	Circle	7-8300
Lilian Okun, Inc.	TRafalgar	7-8916
Donald Peterson	Wisconsin	7-0069
Radio Events, Inc.	Murray Hill	6-3487
RCA Manufacturing Co.	ASHland	4-7605
Reeves Sound Studios, Inc.	Circle	6-6686
Rockhill Radio, Inc.	ELdorado	5-1860
Bernard L. Schubert, Inc.	Plaza	3-4670
Henry Souvaine, Inc.	Circle	7-5666
Standard Radio	Plaza	3-6690
Transamerican Broadcasting & Television Corp.	Plaza	5-9800
Transcribed Radio Shows, Inc.	LOngacre	5-3440
Thomas J. Valentino, Inc.	Circle	6-4675
Victor Recording Laboratory	Murray Hill	4-6200
Wolf Associates, Inc.	Plaza	5-7620
World Broadcasting System, Inc.	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.	CORtlant	7-3947
American Federation of Musicians	Plaza	8-0600
AFRA	VANDerbilt	6-1810
Army U. S., Information Service	WORTH	2-1882
ASCAP	COLUMbus	5-7464
American Television Society	VANDerbilt	6-0600
ANA	Murray Hill	5-9167
Broadcast Music, Inc.	PENnsylvania	6-5466
Coordinator of Inter-American Affairs	Circle	6-4400
Federal Communications Comm.	CANal	6-4000
Federal Trade Commission	WHItell	3-8000
Institute of Radio Engineers	MEdallion	3-5661
Music Publishers' Protective Association	Circle	6-3084
NAB—New York City	Murray Hill	2-1963
NAPA	Circle	7-8194
Professional Music Men, Inc.	COLUMbus	5-7362
Radio Writers Guild	Murray Hill	5-6930
SEAC, Inc.	Murray Hill	5-5365
Song Writers' Protective Association	COLUMbus	5-3758
Television Broadcasters Ass'n, Inc.	LACKawanna	4-4788
U. S. Navy, Radio Section	BRYant	9-1710
Women's National Radio Committee	Circle	7-4108
Writers' Board	BRYant	9-6937

Hotels

Algonquin	Murray Hill	2-0100
Ambassador	WICKersham	2-1000
Astor	Circle	6-6000
Biltmore	Murray Hill	9-7920
Commodore	Murray Hill	6-6000
Edison	Circle	6-5000
Lincoln	Circle	6-4500
Lombardy	Plaza	3-8600
New Weston	Plaza	3-4800
New Yorker	MEdallion	3-1000
Park Central	Circle	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	Circle	7-2700

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	CRAnford	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
WMAQ	SUPerior	8300
WMBI	MICHigan	1570
WMCA (Chicago office)	SUPerior	5072
WOR (Chicago office)	SUPerior	5110
WSBC	MONroe	9060
W51C	STATe	1357

National Networks

American Broadcasting 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 Foreman Co.	FRAnklin	2359
Free & Peters	FRAnklin	6373
Headley-Reed Co.	FRAnklin	4686
George P. Hollingbery	STATe	2898
Hal Holman Co.	FRAnklin	0016
The Kat Agency	CENtral	4006
Joseph Hershey McGillvra	STATe	5282
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	1742
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
BBDO	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	6500
Henri, Hurst & McDonald, Inc.	SUPerior	3000
H. W. Kastor Advertising Co., Inc.	CENtral	5331
W. E. Long Co.	RANdolph	4606
MacFarland, 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, & Brorby	STATe	5151
Presba, Fellers & Presba	CENtral	7683
L. W. Ramsey Co.	FRAnklin	8155
Rcche, Williams & Cleary	RANdolph	9760
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	0663
American Federation of Radio Artists	SUPerior	6517
Ascap	STATe	8289
Association For Education By Radio	DEARborn	7801
Radio Council	DEARborn	7801

IMPORTANT RADIO Telephone Numbers in LOS ANGELES



Radio Stations

KECA	Hillside	8231
KLAC	Fitzroy	1231
KFI	Fairfax	2121
KFOX	MUtual	2510
KFPY (L. A. Office)	HOLlywood	5408
KFVD	DRexel	2391
KFWB	Hempstead	5151
KGER	MAdison	2551
KGFJ	Hillside	0201
KGIR (L. A. Office)	HOLlywood	5408
KHJ	HOLlywood	8111
KIEV (Glendale)	CHapman	5-2388
KLAC	Hillside	1161
KMPC	HOLlywood	5341
KNX	HOLlywood	1212
KPRO (Riverside)	Rlverside	6290
KRKO	TUcker	7111
KSFO (L. A. Office)	HOLlywood	8282
KWKW (Pasadena)	RYan	1-6744
KXL (L. A. Office)	HOLlywood	5408
KXL (L. A. Office)	HOLlywood	5408
KXLA (Pasadena)	RYan	1-6991
XEMO	Olympia	7002

Networks

American Broadcasting Co.	Hillside	8231
Columbia Broadcasting System, Inc.	HOLlywood	1212
Between 11 P.M. and 8 A.M.	HOLlywood	7052
Don Lee Broadcasting System	HOLlywood	8111
Hispano Spanish Broadcasting Co.	Michigan	4433
Mutual Broadcasting System	HOLlywood	8111
National Broadcasting Co.	HOLlywood	6161
United-Pacific Network	EXposition	1339

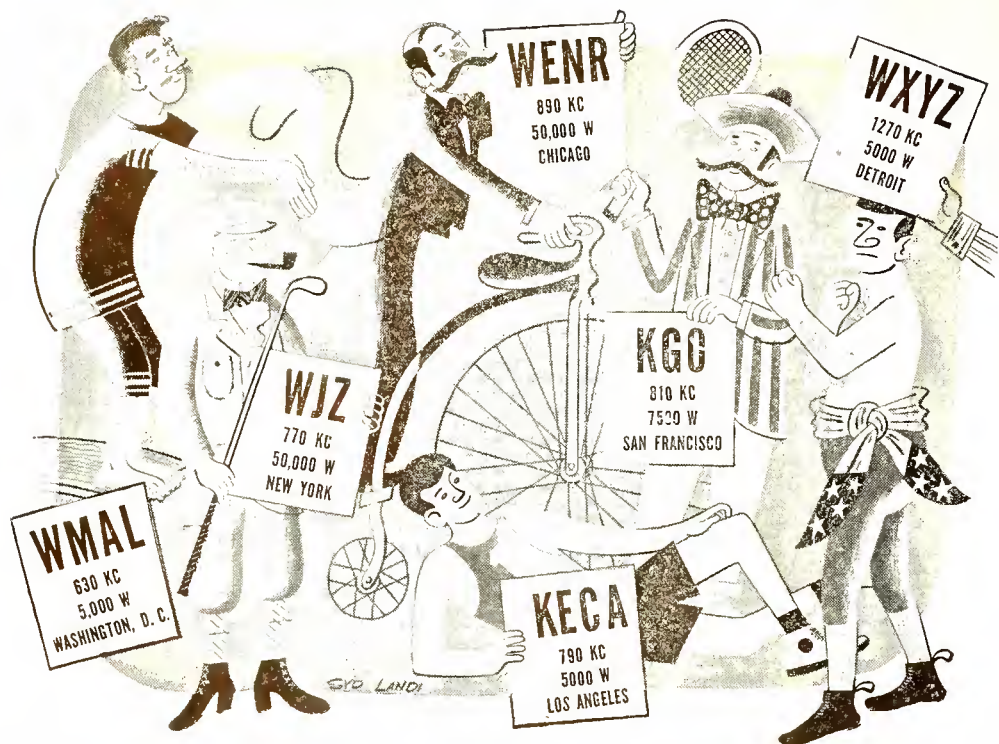
Station Representatives

Associated Recorded Program Service	HOLlywood	8318
Lewis H. Avery	TUcker	2095
Walter Biddick Co.	Richmond	6184
John Blair & Company	GRanite	6103
Howard C. Brown Company	HOLlywood	6045
Burn-Smith Co., Inc.	Richmond	6184
Crawford & Sons	Hillside	9211
Forjoe & Co.	VAAndyke	9885
Foster Advertising Service	TRinity	3419
Free & Peters	HOLlywood	2151
Gene Grant & Co.	GRanite	9596
W. S. Grant Co.	VAAndyke	6341
Homer Griffith Co.	HOLlywood	6281
Headley-Reed Company	VAAndyke	1725
Joseph Hershey McGilvra, Inc.	DRexel	4388
Katz Agency, Inc.	TUcker	3219
National Association of Broadcasters	GRanite	7166
John Pearson Co.	DRexel	4388
Edward Petry Company	Michigan	8729
Radio Advertisers Co.	HOLlywood	6281
Radio Sales	HOLlywood	1212
Wm. G. Rambeau Co.	MUtual	2317
Paul H. Raymer Co.	VAAndyke	1901
Universal Radio Sales	HOLlywood	8282
Walker Co.	FAirfax	3200
Weed & Company	Hillside	8611
Howard H. Wilson Co.	FAirfax	3200
Adam J. Young, Jr.	Michigan	6203

Advertising Agencies

Abbott-Kimball Co., Inc.	TRinity	7575
Adair & Associates	Hillside	8450
R. H. Alber	PRospect	3331
Advance Advertising Agency	HEmpstead	8560

Allen Adv. Agency	BRadshaw	2-3336
Allen-Marshall	DRexel	5163
Allied Adv. Agency	DRexel	7331
Thos. J. Andre	HOLlywood	3116
Associated Broadcast Adv. Co.	HOLlywood	1488
Atherton & Greshan	HOLlywood	7151
E. Emmett Atkinson	RYan	1-7162
N. W. Ayer & Sons, Inc.	Hempstead	4871
Ayres Agency	Hempstead	8171
Babcock Adv. Agency	BRadshaw	2-2205
Ted H. Ball	HOLlywood	7127
Bass-Luckoff of Hollywood	HOLlywood	6857
Ted Bates, Inc.	HOLlywood	2161
Batten, Barton, Durstine & Osborn (Hollywood Office)	HOLlywood	7337
(Los Angeles Office)	Michigan	1354
Benton & Bowles Inc.	Hillside	9151
The Biow Co.	Hempstead	2377
Botsford Constantine & Gardner	Michigan	1427
Brisacher, Van Norden & Staff	Michigan	8763
Broadcast Adv.	EXposition	1339
Buchanan & Co. Inc. (Beverly Hills)	BRadshaw	2-1162
(Los Angeles)	MUtual	6316
Bert Butterworth	HOLlywood	7263
Campbell-Ewald	Richmond	6204
The Caples Co.	MUtual	4143
Walter R. Carle	Hillside	7822
Ralph Carson	HOLlywood	8732
Connors & Co.	Hempstead	7101
Compton Adv. Inc.	HOLlywood	8107
Dancer, Fitzgerald, Sample	Hempstead	8166
D'Arcy Agency	HOLlywood	4994
Dunn-Fenwick & Company	DRexel	7305
ESB & Associates	HOLlywood	5827
Wm. Estey & Co.	Hillside	2183
Fishell, Gardner & Associates	Fitzroy	2568
Foote, Cone & Belding (Hollywood)	HOLlywood	6265
(Los Angeles)	Michigan	7651
John Freiburg & Co.	Michigan	8286
Garfield & Guild	DRexel	8131
General Adv. Agency	Hempstead	5129
Geyer, Cornell & Newell	GRanite	6141
Glasser-Galley & Co.	Fitzroy	2141
John Guedel Radio Prods.	Hempstead	5186
Guggenheim Enterprises	Hempstead	4133
M. C. Hill & Co.	GRanite	1582
Hillman-Shane	PRospect	4345
Sixson-O'Donnell	MUtual	8331
Honig-Cooper	PRospect	5317
Hollywood Adv. Agency	HOLlywood	3636
George C. Hoskin Associates	Hempstead	4153
Hovey Associates	Hempstead	8983
Jaffe & Jaffe	Fitzroy	3104
W. C. Jeffries Co.	Richmond	0992
Kaster, Farrell Chesley & Clifford, Inc.	HOLlywood	8148
Raymond Keane	TRinity	2915
Kemmerrer, Inc.	Hempstead	6795
Kenyon & Eckhardt	Hillside	8368
William Kester	Hempstead	5522
J. B. Kiefer	EXposition	3153
Lennon & Mitchell Co.	CRestview	1-7221
Lenz Adv. Agency	HOLlywood	3906
Billy Leyser	SUnset	10585
Lockwood.Shackelford (Hollywood)	GLadstone	6131
(Los Angeles)	TRinity	9801
McCann-Erickson (Hollywood)	Hillside	8268
(Los Angeles)	MUtual	1181
McKee-Albright	HOLlywood	8363
The Mayers Co.	PRospect	0101
Manson-Gold	Hillside	4275
Dan B. Miner	Richmond	3101
Raymond R. Morgan	Hempstead	4194
Needham, Louis & Broby	GRanite	7186
Mike Newman & Associates	GLadstone	6793
Paul E. Newman Co.	DRexel	5303



Remember these winners in '47

► *ABC's key stations are out to beat their record-breaking 1946 national spot sales billings...*

Last year was an exciting year for these ABC stations! The same step-up in national spot billings continued from '45. Figures over a ten months' period show a 21.3% increase in 1946... a clear indication that advertisers who want *more for less* are swinging to ABC.

Added highlights of the year: thanks to ABC programming and Spot Sales representation, American Pacific Network sales jumped 14.5% from 1945...

WMAL, the Washington Star's station in the nation's capital (which ABC Spot Sales represent), showed 22% increase over the past year.

And now ABC Spot Sales will open a new office in Detroit, on January 15, 1947. So you can see the new year will be bigger than ever for ABC. It's gratifying to know we're a "going" concern, but it's even more gratifying to realize that we've made so many new friends this past year. We'll do our level best to justify their confidence in us this coming year and make 1947 a record-breaker!

American Broadcasting Company

ABC KEY STATIONS REPRESENTED BY SPOT SALES OFFICES AT:

NEW YORK
33 West 42nd St.

CHICAGO
Civic Opera Bldg.

SAN FRANCISCO
155 Montgomery St.

LOS ANGELES
1440 N. Highland Ave.

DETROIT
Stroh Bldg.

IMPORTANT NUMBERS IN LOS ANGELES

Frank Oxarart Co.	Exposition	4191
Pacific Coast Adv.	Hempstead	5186
Pardee Cash & Associates	Hollywood	7201
Pedlar & Ryan, Inc.	Gladstone	1630
Porter & Associates	Hollywood	1488
Potts-Turnbull Co.	Mutual	6189
Ralph L. Power	Mutual	5277
Radio Sales	Hollywood	1212
Robert B. Raisbeck	Hollywood	4173
L. W. Ramsey Co.	Hollywood	3523
Frank Roche Associates	Hollywood	5363
A. James Rouse Co.	Bradshaw	2-1772
Ross, Gardner & White	DRexel	7211
Ruthrauff & Ryan	Hillside	7593
Ross Sawyer	WEBster	6275
Scholts Adv. Service	Michigan	2396
Russell M. Seeds Co.	Hempstead	5186
Michael Shore	GRanite	1138
Dean Simmons	OLympic	7002
Smith, Buff & McCreery	Hempstead	5671
Ralf M. Spangler	Hempstead	5129
Barton A. Stebbins	TRinity	8821
Sudler Culbreth Co.	TRinity	0709
Arthur W. Stowe	DRexel	8138
T. Walter Thompson Co. (Hollywood)	Hillside	7241
(Los Angeles)	MAIdison	2661
Thorsen-Hardin	Hillside	7147
The Tullis Co. (Los Angeles)	MUtual	6361
(Hollywood)	HOLLYwood	2701
Louis Victor	GRanite	5673
Ward Wheelock Co.	Hillside	9221
Warwick-Legler, Inc.	Hempstead	8163
R. W. Webster	TRinity	2153
Adolphe Wendland & Associates	FlITzroy	2568
Paul Winans	Michigan	3884
Wooley & Roman	HOLLYwood	8217
Young & Rubicam	HOLLYwood	2734

Program Producers and Transcription and Recording Companies

Air-Check Co.	GLadstone	2189
All Star Radio Prods.	GRanite	6196
Allied Mfg. Co.	HOLLYwood	5107
American Broadcasting Co.	Hillside	8231
Argonaut Productions, Inc.	GRanite	9703
Associated Recorded Program Service	HOLLYwood	8313
Associated Studios Broadcasting and Recording	Hillside	0191
Audio Products Co.	CHarleston	6-7477
Walter Biddick Co.	Richmond	6184
Anson Bond Prods.	CRestview	5-6151
Eddie Bracken Radio Prods.	CRestview	5-1116
Bride & Groom	DRexel	4391
Howard C. Brown	HOLLYwood	6045
Smiley Burnette Rancho Records	5Unset	1-1437
The Cardinal Company	Hempstead	1177
Capitol Transcriptions	HOLLYwood	8171
Edmund L. Cashman	GRanite	8332
C. & F. Radio Prods.	GRanite	3171
Cinesound	GLadstone	0158
Leslie Clucas	HOLLYwood	5111
Coleman-Maxwell-Stanley Prods.	HOLLYwood	4464
Command Radio Productions, Inc.	GRanite	7450
Columbia Recording Company	GRanite	4134
Columbia Pacific Network	HOLLYwood	1212
Continental Radio and Television Pro- ductions	Hempstead	8171
Commercial Radio Prods.	GLadstone	2915
Consolidated Broadcasting	WAlnut	5322
Frank Cooper	HOLLYwood	3737
Patrick Michael Cunning	Hillside	5915
Joan Davis Enterprises	CRestview	1-7249
Decca Recording Division	HOLLYwood	5191
Ken Dolan & Co.	HOLLYwood	3558
Hobart Donovan	Hempstead	4290
Draesemer, Isabelle	Hillside	1782
Dudley & Runions	GLadstone	0024
Eccles Disc Recordings	Hillside	8351
Eight-to-the-bar-Ranch	CRestview	6-3193
Electro-Vox Recording Studios	GLadstone	2189
F. W. Ferrin Company	HOLLYwood	3628
Arthur W. Field Radio Prods.	Hempstead	6879
Edward Forman Radio Prods.	Hempstead	7648
S. Clark Fulks	NOrmandie	2-0234

Galaxy Prods.	Hempstead	6879
Grace Gibson	GRanite	5543
Ted Gifford	Richmond	9587
Goddard Radio Prods.	EXposition	3882
Robert Gordon & Co.	YOрке	8111
John Guedel Radio Prods.	Hempstead	5186
Hispano Broadcasting	Michigan	4433
Hollywood Music Recording Studios	Hempstead	5407
Tom Hubbard & Associates	Hempstead	2339
International Artists, Inc.	HOLLYwood	9718
International Recording Studios	HOLLYwood	7391
Harry Jacobs Prods.	CRestview	5-2871
Sam Kerner, Inc.	Hillside	7239
Keystone Broadcasting Systems	HOLLYwood	5338
Arthur Kurlan	YOрке	7101
Lou Levy	CRestview	6-3193
Kenner Long	Hillside	0191
Life of Riley Prods.	Hillside	0963
C. P. MacGregor	FlITzroy	4191
Haven MacQuarrie	CRestview	6-7162
Marshall-More, Inc.	Hempstead	1354
Master Theatre Radio Prods.	BRadshaw	2-4070
Masteron-Reddy-Nelson	DRexel	4391
Hampton Mauvais	Hempstead	1177
Allan Meltzer, Inc.	CRestview	6-4134
Les Mitchel Prods., Inc.	CRestview	1-5275
Thos. Moody & Associates	FAirfax	1127
Raymond R. Morgan	Hempstead	4194
Music City-Glenn Wallichs	HOLLYwood	8211
NBC Radio-Recording Division	HOLLYwood	6161
Nyani Radio Productions	GRanite	1551
On-The-Air, Inc.	GRanite	3191
B. D. Prager	GLadstone	5013
Puett, Lampson & Puett	Hempstead	8443
Precision Recording Co.	WAlnut	8219
Radio Corp. of America RCA Victor Division	Hillside	5171
Radio Producers of Hollywood	HOLLYwood	6506
Rec-Art Studio	PROspect	9232
Radio & Television Arts Academy	EXposition	9395
Rancho Records (Smiley Burnette)	5Unset	1-1437
Radio Transcription Co. of America	HOLLYwood	8318
Jack Rourke Prods.	GRanite	1950
James L. Saphier	CRestview	1-7231
Saint Enterprises, Inc.	BRadshaw	2-3810
Six Thousand Sunset Radio Center	Hempstead	6811
Sound Services Inc.	Hempstead	1136
Stage No. 8	Hillside	5915
Stanley, Kramer, Lyon	Hempstead	4853
Standard Broadcasting Co.	HOLLYwood	6908
Standard Radio, Inc.	Hillside	0188
Studio & Artists Records	Hillside	8241
Swart-Carter	Hempstead	1337
Telecomics, Inc.	GLadstone	2591
Telefilms, Inc.	HOLLYwood	7205
Teleyays Radio Productions, Inc.	CRestview	6-7238
Trans-World Prods.	Hempstead	1354
Truth & Consequences	HOLLYwood	2901
Twentieth Century Recordings, Inc.	Hillside	9947
Twentieth Century Records, Inc.	GRanite	5191
Universal Radio Prods. of Hollywood, Inc.	HOLLYwood	8282
Universal Radio Prods.	CRestview	1-5275
Valle Vodra, Inc.	Hillside	8161
Vinson, Owen & Co.	NOrmandie	1-0654
Voice of Prophecy, Inc.	CHapman	5-2349
S. M. Williams	HOLLYwood	1568
Woodworth-White	CRestview	6-7055
World Broadcasting System	HOLLYwood	6321
Wright Carter Radio-Television Prods.	HOLLYwood	3636
Frederick W. Ziv Co.	Hempstead	3248

Radio Artists Agencies

Larry Allen, The	Hempstead	0421
American Federation of Radio Artists	Hillside	5125
Berg-Allenberg	CRestview	6-3131
Herman Bernie	CRestview	5-0117
Phil Bloom	CRestview	1-3353
Flo Brown-Jan Grippio	Hempstead	4879
Ralph Blum	CRestview	6-6909
Sue Carol & Associates	CRestview	1-8151
William B. Charney	HOLLYwood	1131
Hallam Cooley	CRestview	5-6161
Everett N. Crosby Ltd.	CRestview	1-1171
Ken Dolan & Company	HOLLYwood	3553
Donaldson-Middleton	CRestview	1-5181

*it seems
only
yesterday...*

THE NYLON LINE



TODAY—WE'RE BACK TO SELLING

Only yesterday they stood in line . . . triumphant if they could carry home a pair or two of nylons. Today, they look at gauge and denier and color. Today they look at brands. And not in nylons alone, but in *more and more kinds* of consumer products.

That's why we're back to advertising for sales' sake — to advertising that delivers the most coverage and impact for each dollar invested.

In network radio, the medium which delivers the most for the dollar is

Mutual—in coverage and cost per 1000.

Mutual's daytime coverage is over 28,750,000 — 84% of U.S. radio homes. Mutual does a great job in the major metropolitan areas and is dominant in more "one-station markets" than all other networks combined.

Mutual reaches and sells people where they live and earn and buy. That's why when you're buying to sell — Mutual is your best network buy. Ask for our story — "more for your advertising dollar."

YOUR BEST BUY TO SELL IS MUTUAL BROADCASTING SYSTEM

WORLD'S LARGEST NETWORK

**IMPORTANT PHONE
NUMBERS IN
Los Angeles**

E. A. Dupont Agency.....	CRestview	6-4168
Harry E. Edington.....	CRestview	1-6239
Maren Elwood.....	HEmpstead	9810
Famous Artists Corp.....	CRestview	1-5222
George Frank, Inc.....	Hillside	3188
Frederick Bros. Agency, Inc.....	CRestview	1-6244
Charles Garland.....	CRestview	1-7357
Bruce Gear.....	CRestview	5-3035
General Artists Corp.....	CRestview	1-8101
Nat Goldstone.....	CRestview	6-1071
Mitchell Hamilburg.....	CRestview	1-5108
Walter Herzbrug.....	CRestview	6-4157
Lou Irwin.....	CRestview	1-7131
Sam Jaffe.....	CRestview	6-6121
Walter Kane.....	CRestview	6-2396
Sam Kerner.....	Hillside	7239
M. C. Levee.....	CRestview	1-5781
A. & S. Lyons, Inc.....	CRestview	1-6131
MacQuarrie.....	CRestview	6-7162
Reg. D. Marshall.....	Hollywood	8238
John Mashio.....	CRestview	6-7015
MCA Artists, Ltd.....	CRestview	6-2001
Monter-Gray.....	CRestview	1-1191
Wm. Morris Agency.....	CRestview	1-6161
National Concert & Artists Corp.....	CRestview	1-7121
Orsatti Agency.....	CRestview	6-6241
Polan & Rosenberg.....	CRestview	6-4900
Art Rush, Inc.....	Hillside	5161
Louis Rantz.....	CRestview	6-1071
Harold Rose.....	CRestview	6-7049
Salkow Agency.....	CRestview	1-9134
David S. Samuels.....	Granite	3693
James L. Saphier.....	CRestview	1-7231
Philip M. Schiefer.....	CRestview	5-2844
Melville A. Shauer.....	CRestview	1-1103
Edward Sherman.....	CRestview	5-0186
Louis Shurr.....	CRestview	1-1116
Arthur Silber-Ray Cooper.....	Hillside	7219
The Small Co.....	Hollywood	2722
E. T. Somlyo.....	CRestview	6-2042
Stanley-Kramer-Lyon.....	HEmpstead	4853
Frank Stempel.....	CRestview	1-5121
John A. Stewart.....	YOrke	7191
Samuel H. Stiefel.....	CRestview	1-5691
Ullman-Gertz.....	CRestview	1-5669
Rudy Vallee Presents.....	Hillside	8161
Frank W. Vincent.....	CRestview	6-2042
A. George Volck.....	CRestview	6-3121
Charles Wendeling.....	CRestview	6-2348
Daniel M. Winkler.....	CRestview	1-7244
Wookey & Gwynn.....	Hillside	6828
Bill Woolfenden.....	CRestview	1-6244

Publications

Broadcasting Publications.....	GLadstone	7353
Contact Book.....	Hillside	9211
Hollywood Reporter.....	Hillside	7411
RADIO DAILY	GRanite	6607
Radio Life.....	HEmpstead	2025
Radio Artists Directory.....	Hillside	0101
Radio News (Pasadena).....	SYcamore	3-8139
(Radio Writers Guild).....	GLadstone	7128
Radio News Magazine.....	TUcker	9213
Radio-Television News.....	Hillside	7131
Variety.....	Hollywood	1141

Hotels

Ambassador.....	DRexel	7011
Bel Air.....	ARizona	9-3793
Beverly Hills.....	CRestview	1-8131
Beverly Wilshire.....	CRestview	6-7111
Biltmore.....	Mlchigan	1011
Drake.....	Hollywood	2241
Garden of Allah.....	Hollywood	3581
Hollywood Hotel.....	HEmpstead	4181
Hollywood Knickerbocker.....	GLadstone	3171
Hollywood Plaza.....	GLadstone	1131
Ravenswood Apt. Hotel.....	Hollywood	5391
Roosevelt.....	Hollywood	2442
The Town House.....	EXposition	1234

**IMPORTANT RADIO AND GOVERN-
MENT 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	8204
Post Office Department.....	DIstrict	5366
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
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
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

Non-Governmental

American Red Cross.....	REpublic	8300
Clear Channel Group.....	REpublic	3306
National Association of Broadcasters.....	NAtional	2080
National Press Club.....	REpublic	2500
Radio Correspondents' Galleries.....	NAtional	3120
RADIO DAILY	WIsconsin	3271
	HObart	7627
	NAtional	2292
Radio Manufacturers' Association.....	NAtional	4901

Radio Stations

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

Hotels

Carleton Hotel.....	MEtropolitan	2626
Mayflower Hotel.....	DIstrict	3008
Raleigh Hotel.....	NAtional	3810
Shoreham Hotel.....	AAdams	0700
Statler 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	6500
Union Station.....	EXecutive	7900

Penny Singleton

"BLONDIE"

Sundays

7:30 P.M. (E.S.T.)

4:30 P.M. (P.S.T.)

C B S

AFN—STILL BUILDING MORALE

By **BILL MURRAY**, *New Chief, American Forces Network*

THE portly gentleman who was Bishop T of Mainz, Germany, in the fourteenth century, commissioned his workmen to build him a strong castle—one that would last beyond his lifetime. But neither the Bishop nor any of the slaves who lifted the huge blocks into place six hundred years ago dreamed that the great castle would last long enough to become, in the twentieth century, the nerve center of one of the most powerful American radio networks in the world. But that is what it is today—the Bishop's castle along the River Main, just outside Frankfurt, is the key station and headquarters for the American Forces Network, bringing American radio personalities and American music to the men and women who make up the occupation forces in Germany.

From the ancient stone tower rising high above the slow German river are beamed American voices, twenty hours of every day. The crooning of Bing Crosby, the trumpet-wooing of Harry James, the sock of a bat against a ball in Yankee Stadium, and the solemn pronouncements of Harry S. Truman are carried from the castle in Frankfurt, and the other stations of the network, to all the Americans, in uniform and out, who are staying in Europe to see that the peace is secure. Through its powerful transmitters, AFN is heard by other peoples, also—in England, Ireland, Sweden, France, and Africa. Some of the programs, notably news coverage, are picked up and re-broadcast by smaller networks in Austria and in Italy. Request letters have come from as far away as Texas and China.

The American Forces Network is operated in Germany by the U. S. Army, and the men and women who staff the stations are soldiers, WACs, and War Department civilians. The parent organization is Armed Forces Radio Service, which operates a network also in Japan.

The project started the fourth of July, 1943, with a few small stations in England. Dozens of transmitters amplified the signals throughout the U.K. And when the Yanks landed on the continent in June of the next year, AFN announcers and engineers took over mobile broadcasting units and boxes of discs bearing

labels like "Jack Benny Show, half-hour" and "Music by Glenn Miller, quarter hour." And in the lulls between battles, American soldiers heard the encouraging words: "You are listening to the American Forces Network, United States Army."

Mobile units were attached to the First, Third, Ninth and Seventh Armies. As soon as possible in each area, AFN then set up studios and began live shows to supplement the AFRS discs. Newscasts kept the men informed on what was happening on other fronts, what was going on back home, what the world was thinking about, what songs the folks in Wisconsin were singing.

Then, as today, most of the broadcasting day was made up from platters pressed in the United States. This unquestionably vital morale-building project was made possible through the generous co-operation of the men and women who were keeping radio alive here in the U. S. Sponsors of coast-to-coast shows employing millions of dollars worth of talent agreed to let the Army record their broadcasts and ship them overseas, completely de-commercialized. Any mention of the sponsor's product, whether spot-announced or worked into a gag shot in comedy routine, had to be deleted, because the Army was not in commercial business. But the sponsors and the stars had the deep satisfaction of knowing they, too, were helping America to win.

By V-J Day, the network reached its peak of strength, with sixty-four stations scattered throughout Europe, and with a personnel roster of more than five-hundred men and women of the Army and the Navy. Since then, the operation has gradually been consolidated. Today, it consists of four big permanent stations, all in Germany—but by way of its powerful short-wave service, in addition to the regular medium-wave, it reaches as great, if not greater, an audience than ever before. Two of the transmitters are 100-thousand watts each.

The old castle of the Bishop of Mainz, just outside Frankfurt, houses the main studios and administrative offices of the network. There also is the AFN News Bureau, with a staff of a dozen newsmen who keep their listeners informed on

up-to-the-minute developments in U. S. politics, labor, sports, and entertainment, as well as in European and world news. Once each night, correspondents broadcast also from each of the other stations of the net in Berlin, Munich-Stuttgart and Bremen. Newsmen, announcers, writers, producers, spinners, engineers, actors, and administrative personnel bring the staff

side stations carry only programs of their own net AFN carries all the best programs of all the American networks.

The various stations of the network supplement AFRS discs with live dramatic productions of their own local disc-jockey shows, mike interviews with visiting celebrities, and special sports and news broadcasts. AFN special events men cov-



Headquarters of the AFN in Germany

in Frankfurt to well over one hundred men and women. The other stations have smaller staffs, but each contributes a share of programs to the entire net.

•
Most popular of the programs broadcast by AFN are the music, drama, and comedy shows that make top-notch radio entertainment in America. Through AFRS, AFN gets the cream of American radio entertainment. Discussion programs, provided they have a practical application to American life, have a wide listening audience. And the day's schedule reads much like that of any big station in the States with this exception: whereas state-

ered the recent Nuremberg trials, from a special booth in the courtroom, and broadcast direct the reading of the verdicts against Goering and his fellow-criminals, as well as the sentencing. Such happenings as the Peace Conference in Paris and the U-N meetings in London were covered by newscasters for the net.

•
The American Forces Network has come a long way since the first words went out from London on Independence Day, 1943. Experienced civilians now work side by side in the studios with the soldiers, and except for the flash of uniforms among the civilians in mufti.



Issues of the day on



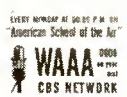
Ann Sothern



It all helps...

PEOPLE'S PLATFORM

pick the door and listen to...



THE ACADEMY AWARD THEATRE



Phone
Again
Finnegan



YOUR OLD FRIENDS ARE BACK
**IT
PAYS
TO
BE
IGNORANT**

This Friday at 10:00



WAAA INFORMATION
This Friday at 10:00
CBS NETWORK

Cresta Blanca

**"HOLLYWOOD
PLAYERS"**

the Orange Bowl Game

8

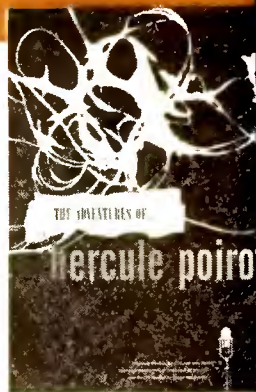
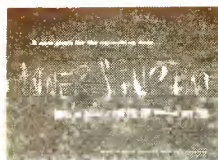
from CBS

Framing these four pages is a fractional picture of the promotional effort which Columbia puts behind the multitude of programs it broadcasts each week. It is a picture you have probably never seen before since it comes from behind the scenes. It is a phase of the vast complex of supporting network service that emerges finally as a radio program.

What you see is a portion of the 150 working kits that go out annually as advance agents to the network's 164 owned and affiliated stations. These

kits contain the staggering total of 24,000 mats of newspaper advertisements; 190,000 local announcements; 100,000 photographs and biographies of radio performers; 7500 recordings giving listeners a foretaste of the programs to come.

We picture them here because they symbolize swiftly and dramatically the character of Columbia's continuing service to its listeners, its stations and its advertisers. In terms of volume, variety and quality, this service is unmatched among broad-



**OPERATION
CROSSROADS**

See you now 10:00 to 11:00 p.m. on
powered by CBS





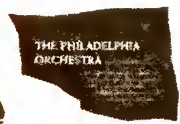
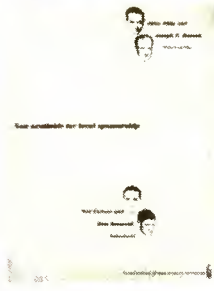
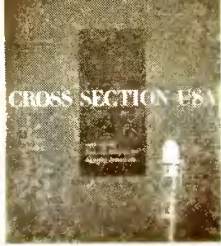
costers. Over a period of 19 years the network has developed research techniques and facilities which have become the working models for the industry. These techniques furnish the advertiser, for example, with the most comprehensive information about his audience—who they are, where they live, when and how much they listen... Similarly, Columbia provides an equivalent service for its

stations. And through its extensive press information activities, it builds increasing public interest in its programs and performers.

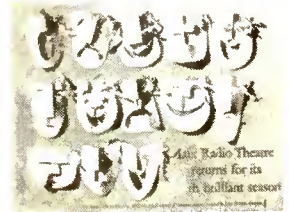
All of it helps. It helps the listener to select his radio fare more intelligently and thereby helps the station he is listening to. It tells the advertiser whom he is talking to and how they respond. What is more important, it helps make better radio.

COLUMBIA BROADCASTING SYSTEM





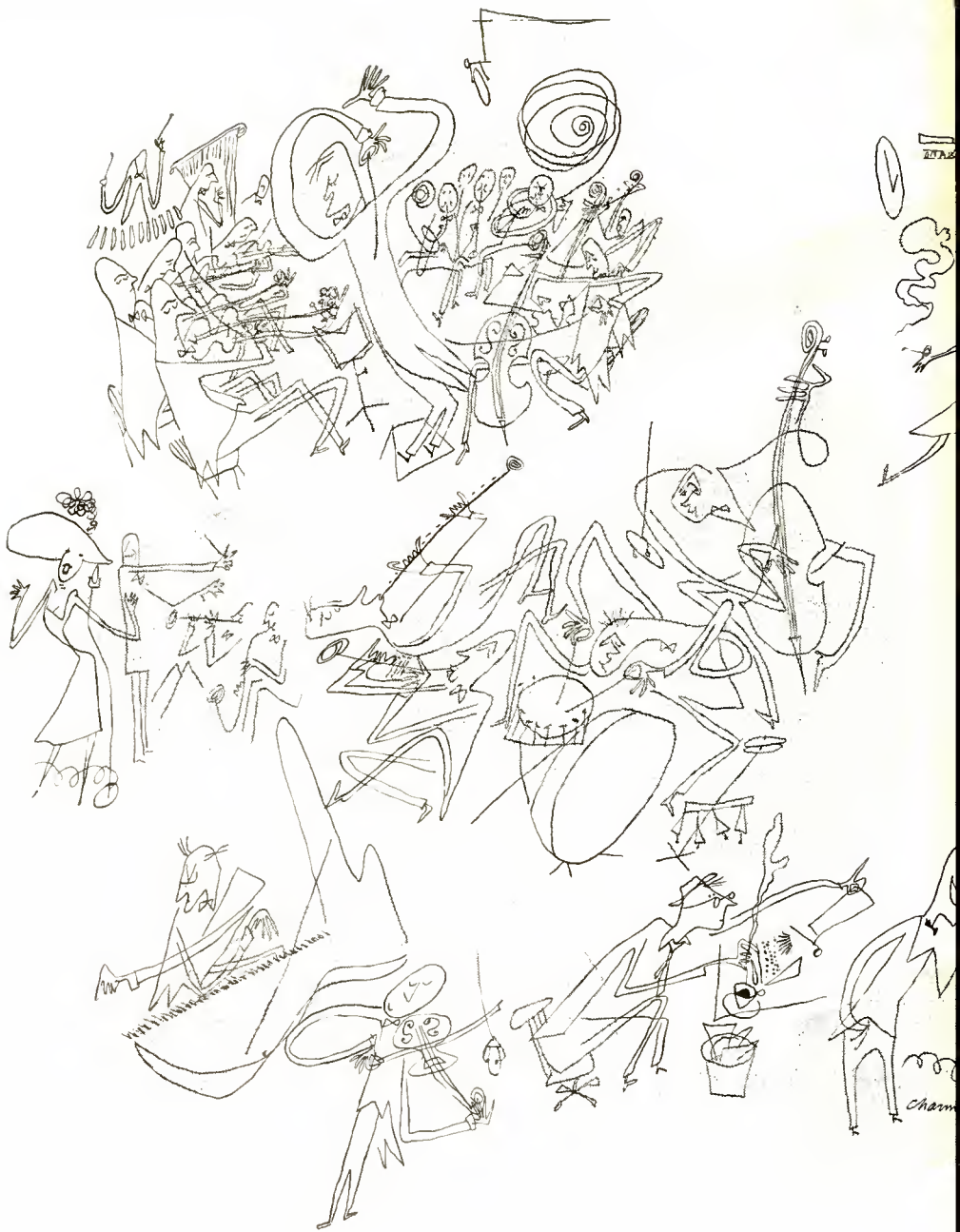
The best music of all types





FACSIMILE PREVIEWED

Facsimile stepped into the communications limelight at a luncheon meeting of the Advertising Club of New York on September 18, 1946, when 300 copies of the front page of Radio Daily were transmitted from the WOR-FM station to the club quarters. Eugene S. Thomas, president of the club, Theodore Streibert, president of WOR and John V. L. Hogan, president of Radio Inventions, Inc. (left to right), participated in the fax preview.





NBC Package Programs

Available for Sponsorship

The National Broadcasting Company offers to advertisers a complete package program service.

The unsurpassed production facilities of the nation's Number One Network are available for the creation of programs especially adapted to the requirements of the individual sponsor.

Programs now ready for sale include several which have already established substantial audiences, assuring listener acceptance from the very beginning of sponsorship.

Every type of program, from symphonic music to children's shows, is included in the list of available offerings. This wide and flexible range of material contains appeal to all groups of listeners. And NBC is prepared to build special programs to meet specific advertising problems.

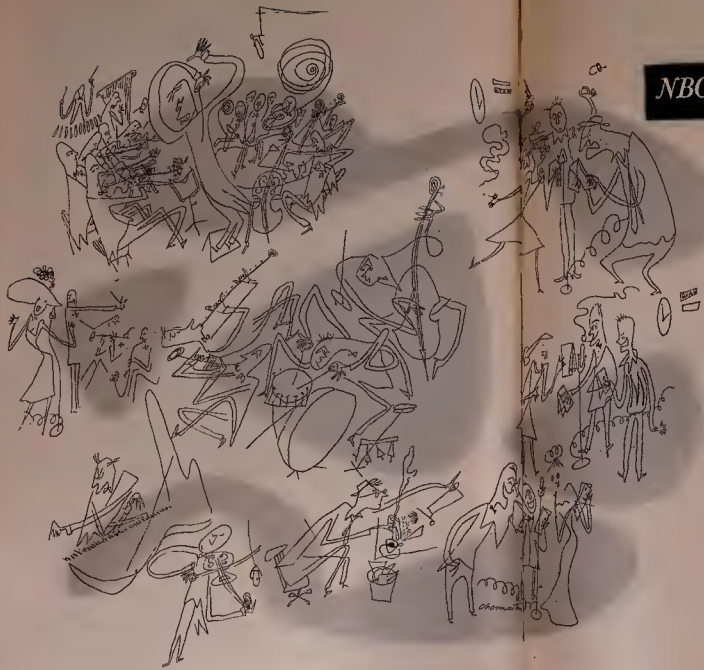
Astute advertisers will call the NBC's Sales Department without delay.

AMERICA'S NO. 1 NETWORK



National Broadcasting Company

A Service of Radio Corporation of America



NBC Package Programs

Available for Sponsorship

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Astute advertisers will call the NBC's Sales Department without delay.

AMERICA'S NO. 1 NETWORK

National Broadcasting Company



A Service of Radio Corporation of America

NBC Cooperative Programs

*Available for
Local Sponsorship*



KALTENBORN EDITS THE NEWS

7:45 to 8 p.m., New York time, Mon., Wed. and Fri.

H. V. Kaltenborn, Dean of Commentators, began his first series of weekly current events talks over WEAJ in 1924. Today his name is a household word throughout the United States. In radio news reporting, H. V. Kaltenborn has been, now is, and long will be tops.



ROBERT McCORMICK

1:45 to 2 p.m., New York time, Monday through Friday.

Robert McCormick began his career as a Washington newsman 16 years ago. His knowledge of capital affairs was gained during depression, New Deal years, war, and troubled peace. He enjoys official entry into the White House, and is at home in the State Department and in the offices of politicians, statesmen and legislators.



HARKNESS OF WASHINGTON

11:15 to 11:30 p.m., New York time, Monday through Friday.

Richard Harkness is a radio reporter who goes out and gets the news firsthand. He digs out facts and tells about the people behind those facts. Straight objective reporting and honest, uncolored interpretations make him outstanding among Washington newsmen. He knows Congress, the White House, and the State Department inside out.

AMERICA'S No. 1 NETWORK



WORLD NEWS ROUNDUP with James Stevenson

8 to 8:30 a.m., New York time, Monday through Saturday.

NBC's entire world-wide staff of reporters and correspondents is continuously on call to bring spot news to the WORLD NEWS ROUNDUP. James Stevenson, veteran commentator and overseas observer co-ordinates the program from the New York newsroom.



WORLD NEWS ROUNDUP with John MacVane

9 to 9:15 a.m., New York time, Sunday.

John MacVane, who takes over the Sunday stanza of WORLD NEWS ROUNDUP, was the first and only newsman on the Dieppe raid, the first radio reporter in Tunis and Paris. He is the only network correspondent permanently assigned full time to cover the United Nations.



NEWS OF THE WORLD with Morgan Beatty

7:15 to 7:30 p.m., New York time, Tuesday and Thursday.

In preparing material for his NEWS OF THE WORLD broadcasts, Morgan Beatty is able to draw liberally on his extensive knowledge gained through years of traveling and reporting. His commentary from the NBC newsroom is augmented by on-the-scene reports from NBC's seasoned news experts stationed throughout the world.



VETERANS' ADVISER, Lt. Comdr. Ty Krum

1:30 to 1:45 p.m., New York time, Saturday.

Commander Ty Krum, formerly of Navy Public Relations and Newsweek Magazine. His broadcasts bring to veterans the latest developments and rulings on veterans' legislation. The advantages to advertisers in identifying themselves with the VETERANS' ADVISER need no emphasis.



A Service of
Radio Corporation of America

... the National Broadcasting Company



THE UP TO THE MINUTE MAN*

Spotlight On America-M. C. — 10 P.M., Fridays, MBS

"Did Justice Triumph?"-M. C. — 10 P.M., Wed., MBS

Up To The Minute News— 1 P.M., Mon.-Fri., MBS
6 P.M., Mon.-Sat., WOR

News With George Carson Putnam—Sunday

8:30—10—11 A.M.

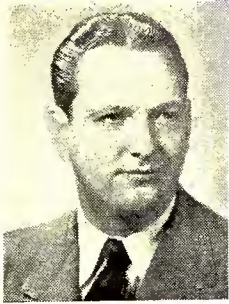
2:30—8:45 P.M., Mutual-WOR

"That's the up-to-the-minute news; up to the minute, that's all the news."

GEORGE CARSON PUTNAM

WHAT'S WRONG WITH TELE?

By LEONARD F. CRAMER, Executive V.P., Allen B. Du Mont Lab. Inc.



Leonard F. Cramer

WHEN will television become a commercial reality? When will television become self-supporting, like radio? And why is it that the industry is still crawling feebly when it should be walking upright?

The answer to all three questions is the chaos and disorganized thinking within

the industry itself. All are in agreement with the obvious conclusion that television is destined to become a great industry. But there agreement ends. Unity among those responsible for the success of television is conspicuous by its absence. And industry leadership is non-existent.

Why does this condition exist? Because with the exception of a few zealous pioneers, each exploiting its own plans, no strong industry front has been developed. I am not depreciating the well-intentioned efforts of the Television Broadcasters Association nor the American Television Society, but I must point out that it takes more than the formation of a society or association to accomplish the objectives and purposes set forth in its articles of incorporation. Their weaknesses lie in the fact that their members are influenced by the policies and self-interest of the companies they represent rather than the vital interests of the industry as a whole.

Generally, the television industry is considered to be one of the future which will provide profits to currently profitable industries which through their similarity feel they have a preferential right and a duty to take over at the propitious moment if and when it arrives. Meanwhile, they wait on the side lines, contributing nothing substantial to television.

Why has the propitious moment not arrived? Certainly not because of any technical imperfection in the state of the art.

Certainly not because of any shortcomings in television as an advertising medium. In fact, there is hardly a person connected with the advertising business who does not recognize the tremendous potentialities of television as an advertising medium. Going further, I would say they recognize its present immediate power, even if there were to be no further improvements in the art. One of the largest durable goods manufacturers in the country, a longheaded, farseeing business executive, is authority for the statement that television is the first advertising medium in our history really designed to sell durable goods effectively.

It is an obvious fact that the success of television will mean a decline in the very industries which seem to be charged with the responsibility of making television successful. We need only to look at the commercial potential of television as it has already been proved in a small way to know that as the public buy receivers they will listen to the radio less and less.

Who would listen to a boxing match on the radio if he were able to follow the blow-by-blow progress of the bout on television? This thought certainly does not tend to spark the enthusiasm of the successful radio broadcaster for television. To the motion picture industry, television is a threat of unknown proportions, and to what extent it will have an effect on box-office receipts is a matter not to be dismissed lightly. This same fear, however, existed in the early days of radio but time proved it to be without foundation. In a lesser degree perhaps, television may have an effect on the legitimate theater.

Generally speaking, no one, with perhaps a few well known exceptions is deliberately plotting to stop television, but the effect of doing nothing to help it adds up to about the same result.

This is television's third swing at the ball in addition to several foul tips, which only count as one strike. If we don't hit the television ball out of the park this time the boys who have been backing the show may head for the showers.

For Television Complete—Please Turn To Page 985

IN THE AIR

Wherever you go by air, the chances are that your flight will be timed by a Benrus watch, for BENRUS is the official watch of famous airlines and airports!

ON THE AIR

Over 100 stations — coast to coast — broadcast BENRUS time signals that reach approximately 23,000,000 radio homes daily. A salute to these stations!

BENRUS
Official Watch of Famous Airlines

Non-Commercial Educational Outlets

As Listed By The Federal Communications Commission, Jan. 1, 1947

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (Mc)</i>	<i>Power Emission</i>
Board of Education, City of Buffalo, Buffalo, N. Y.....	WCAH	42.9	1 kw Special (C. P. only)
Board of Education, City of Chicago, Chicago, Ill.	WBEZ	42.5	1 kw Special
Board of Education, City of New York, Brooklyn, N. Y.....	WNYE	42.1	1 kw Special
The Board of Education of Newark in the County of Essex Newark, N. J.....	WBGO	To be as- signed	1 kw Special (C. P. only)
Board of Education of the San Francisco Unified School District, San Francisco, Calif.....	KALW	42.1	1 kw Special
Cleveland City Board of Education, (Charles H. Lake, Superintendent) Cleveland, Ohio	WBOE	42.5	1 kw Special
The Regents of University of Michigan, Ann Arbor, Mich.....	WATX	42.1	50 kw Special
School District of Kansas City, Mo. Kansas City, Mo.....	KICR	To be as- signed by Chief En- gineer	1 kw Special (C. P. only)
The State University of Iowa Iowa City, Iowa.....	KSUI	42.7	1 kw Special (C. P. only)
University of Illinois, Urbana, Ill.	WIUC	42.9	250 w Special
University of Kentucky, Lexington, Ky.	WBKY	42.9	500 w Special
University of Southern California, Los Angeles, Calif.....	KUSC	42.9	1 kw Special (C. P. only)
Columbia University, New York, N. Y.....	WCUV	To be assigned	20 kw Special (C. P. only)



"HOLLYWOOD PLAYERS"



PAULETTE GODDARD



JOHN GARFIELD



CLAUDETTE COLBERT



GREGORY PECK



BETTE DAVIS



JOAN FONTAINE



JOSEPH COTTEN



GENE KELLY

Thanks to all the radio stations of the Columbia Broadcasting System that are giving such great promotional support to the *Cresta Blanca Hollywood Players*. We trust that you will continue to give us your fine cooperation in building larger radio audiences for our outstanding dramatic program.



EVERY WEDNESDAY EVENING
OVER CBS . . . presented by

CRESTA BLANCA WINES

COPYRIGHT 1947, CRESTA BLANCA WINE CO., INC., LIVERMORE, CALIFORNIA

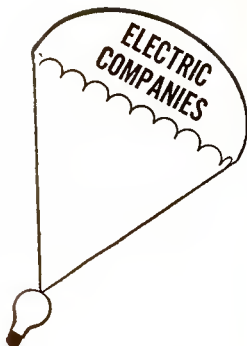
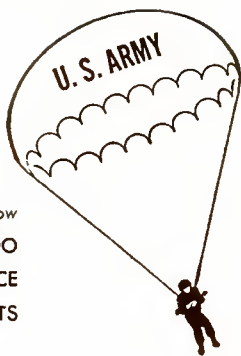
EDUCATIONAL OUTLETS

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (Mc)</i>	<i>Power Emission</i>
State University of Oklahoma, Norman, Okla.	KOKU	To be assigned	4.4 kw Special (C. P. only)
Board of Supervisors of Louisiana State University and Agricultural and Mechanical College, Baton Rouge, La.....	WLSU	To be assigned	5 kw Special (C. P. only)
Oklahoma Agricultural and Mechanical College, Stillwater, Okla....	KOAG	To be assigned	35.6 kw. Special (C. P. only)
Board of Education of the School District of the City of Detroit, Detroit, Mich.	To be assigned	To be assigned	2.6 kw Special (C. P. only)
State of Wisconsin State Radio Council, Madison, Wis. (T-Madison)....	To be assigned	To be assigned	9.3 kw Special (C. P. only)
State of Wisconsin State Radio Council, Madison, Wis. (T-Delafield).....	To be assigned	To be assigned	31.1 kw Special (C. P. only)
Sacramento City Unified School District, Sacramento, Calif.....	To be assigned	To be assigned	To be assigned (C. P. only)
The Independent School District of the City of El Paso, El Paso, Tex.....	To be assigned	To be assigned	To be assigned (C. P. only)
College of the Pacific, Stockton, Calif.	To be assigned	To be assigned	To be assigned (C. P. only)
Grant Union High School and Teachers College, Sacramento, Calif.....	To be assigned	To be assigned	To be assigned (C. P. only)
School District 4, Lane County, Ore.....	To be assigned	To be assigned	To be assigned (C. P. only)
Board of Education, Sewanhaka High School, Floral Park, Ill.....	To be assigned	To be assigned	To be assigned (C. P. only)
Providence Bible Institute, Providence, R. I.	To be assigned	To be assigned	To be assigned (C. P. only)

NON-COMMERCIAL TELEVISION OUTLETS

Iowa State College of Agriculture and Mechanical Arts, Ames, Iowa.....	To be assigned	Channel 4	13 kw 10.4 kw	Visual Aural
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SOUND OFF—with Mork Wornow
GUY LOMBARDO
WARRIORS OF PEACE
FOOTBALL BROADCASTS



HOUR OF CHARM
*Phil Spitalny and the
 All-Girl Chorus and Orchestra*



**THE
 REXALL DRUG RADIO SHOW**
*starring Jimmy Durante
 and Gorry Moore*

they're ayer-borne!



**GOODYEAR FOOTBALL
 TELECASTS**



HIRES SUNDAY PARTY
*Phil Honno, Louise Corlyle,
 Phil Davis' Orchestra*



**ATLANTIC FOOTBALL AND
 BASEBALL BROADCASTS
 AND TELECASTS**



THE TELEPHONE HOUR
*Donald Voorhees,
 the Bell Telephone Orchestra,
 and world-famous soloists*

n. w. ayer & son, inc.

*Philadelphia, New York, Chicago, Detroit
 San Francisco, Hollywood, Boston, Honolulu, London*

BUSINESS



Agency and Sponsor Network Billings



Station Representatives



News Services



Research Firms



Advertising Agencies



ALICE FAYE and PHIL HARRIS

**FITCH BANDWAGON
SUNDAY AFTERNOONS
N.B.C.**

THE BUSINESS SIDE OF RADIO

By M. H. SHAPIRO, *Managing Editor, RADIO DAILY*

BUSINESS of commercial broadcasting while not in the position of bearing the brunt of any specific industry's recession due to various upheavals and uncertainties, managed to weather a strong backwash and temporary wave of resultant pessimism. The latter was especially true during the summer season of 1946 when what appeared to be a concentrated number of national accounts cancelled further commitments.

Impact of the cancellations was not as great as some sources expected, yet one network was hit more so than others; actually the business of this network was off going into the first month of the year and continued until the final percentage was 8.6 per cent less gross revenue for 1946 than in 1945. Apart from this, each of the other major networks registered again. Thus National Broadcasting Co. passed the \$66,000,000 mark for an increase of 3.1 per cent; American Broadcasting Co. reached the \$40,604,000 mark for a gain of 1.4 per cent and Mutual Broadcasting System with gross billing of \$25,907,000 had an increase of 26.1 per cent. Adding the \$60,063,905 of the Columbia Broadcasting System which was 8.6 off from the year previous, the total gross of the four major networks exceeded \$193,000,000 for an overall increase of 1.2 per cent. August and December were the two months in each case in which three out of the four networks showed recessions. Due to absence of the excess profits tax, the net revenue for all webs was up.

Net times sales by the four major networks and ten key stations owned by some of the networks, totaled \$70,008,962 after payments to affiliated stations. This was an increase of two per cent over that reported for 1945. Combined network and station net time sales including 751 individual stations showed an overall increase of 7 per cent. The 751 stations involved, accounted for 97.7 per cent of the net time sales of all stations. Reports from three out of five regional networks indicate a 10 per cent decrease in net time sales.

The 751 stations mentioned above, on their own, indicate a possible increase of 9.2 per cent over net time sales in 1945.

This according to the FCC, is attributed to a 4.9 per cent increase in time sales to the networks and a 8.1 increase in time sales to non-network advertisers. Also revealed was a decrease of 9.2 per cent in commissions paid to various agencies. Along with revenue from sale of talent, etc., these 751 stations indicate an increase in total revenue of 8.9 per cent over 1945. Radio talent bill for all types of broadcasting was close to the \$60,000,000 mark.

Spot business, both national and local, had its jittery times, both from the station and station representative angle. But this is conceded to have quieted down shortly after the turn of 1947. Labor situation is held to be comparatively good, and partly attributed to the fear of adverse labor legislation. Labor itself affected the stations indirectly as to strikes. Radio itself signed new agreements with AFRA and in some cases with the AFM.

Most important thing is that the business of handling spot is past its day-to-day and month-to-month shadow-boxing with accounts. There are definitely more and firmer commitments. There were some gains and some decreases in spot business, but generally the gains were slight. It was not in the "grand manner" to which spot business had been accustomed in past years.

Expansion of the broadcasting industry however, continues apace, with hundreds of applications for construction permits having been granted the past year in the AM and FM fields. New outlets are springing up throughout the country. Television is still girding its loins for the final leap which shall once and for all place it on the map, literally. This is the year wherein it appears to be "now or never."

Manufacturers of radio equipment have a tremendous backlog to fill, one that will take years in seeking to supply the station equipment on order. Millions of receivers, both for the home and automobiles, have been manufactured and distributed to make up for the wartime deficiency when parts and repairs were not always available.

By and large the industry as a whole is optimistic as usual.

10%

Ten percent commission buys one hundred percent efficiency in the counseling and sale of talent and the development and production of radio programs that sell.

JAMES L. SAPHIER
AGENCY

9538 Brighton Way
Beverly Hills California

Agency and Sponsor Network Billings

American Broadcasting Co. 1946 Agency Gross Billings

Dancer-Fitzgerald-Sample, Inc.	\$ 1,076,892
J. Walter Thompson Co.	3,766,584
Batten, Barton, Durstine & Osborn, Inc.	3,367,199
Kenyon & Eckhardt, Inc.	2,993,995
Compton Advertising, Inc.	2,305,677
Wade Advertising Agency	1,965,231
Warwick & Legler, Inc.	1,780,427
Hutchins Advertising Company, Inc.	1,712,271
Benton & Bowles, Inc.	1,677,120
McCann-Erickson, Inc.	1,550,664
N. W. Ayer & Sons, Inc.	1,133,700
Schwimmer & Scott, Inc.	905,473
La Roche & Ellis, Inc.	901,856
Sherman & Marquette, Inc.	891,275
Maxon, Inc.	844,980
Young & Rubicam, Inc.	725,267
Doherty, Clifford & Shenfield, Inc.	692,427
Roche, Williams & Cleary, Inc.	687,638
Knox, Reeves Advertising, Inc.	652,845
Lennen & Mitchell, Inc.	642,758
Charles Dallas Reach Co.	531,969
William H. Weintraub & Company, Inc.	459,050
Hazard Advertising Company	455,010
Small & Seiffer, Inc.	400,905
Hill Blackett & Company	381,951
Keeling & Co., Incorporated	355,799
Tracy-Loeke, Inc.	342,976
The Joseph Katz Company	306,618
Buchanan & Company, Inc.	285,953
Grant Advertising, Inc.	284,632
Huber Hoge & Sons	254,316
MacFarland, Aveyard & Company	246,028
Foot, Cone & Belding, Inc.	205,799
Sullivan, Stauffer, Colwell & Bayles, Inc.	179,652
Gahagan, Turnbull & Company, Inc.	175,259
Erwin, Wasey & Co., Inc.	168,852
Ivey & Ellington, Inc.	148,320
Needham, Lewis & Brorby, Inc.	148,067
H. B. Humphrey Company	146,952
The Biow Company, Inc.	138,811
Pacific National Advertising Agency	138,659
A. W. Lewin Co.	115,497
Wiltman & Pratt, Inc.	100,124
Trade Development Corporation	92,809
Raymond Spector Company, Inc.	89,210
Roy S. Durstine, Inc.	88,211
M. H. Hackett Co.	86,438
Robert Rainbeck Advertising Agency	80,736
Alfred J. Silberstein-Bert Goldsmith, Inc.	71,744
Robert Orr & Associates	70,960
Aubrey, Moore & Wallace, Inc.	64,611
McManns, John & Adams, Inc.	60,911
Morse, International Agency	45,787
St. George's & Keyes	45,683
Elwood J. Robinson Advertising Agency	44,460
Brisacher, Van Norden & Staff	43,901
Brooks Advertising Agency	42,793
Donahue & Co., Inc.	41,323
Kudner Agency, Inc.	39,443
William Esty & Company, Inc.	38,481
Ewell & Thurber Associates	33,308
Barton A. Stebbins Advertising Agency	32,999

Russel M. Seeds Co.	32,379
Adolph Weiland & Associates	28,782
Charles Sheldon Advertising Agency	27,606
Mac Laren Advertising Agency	25,907
Alvin Wilder Advertising	24,180
Hugh A. Deadwyler Advertising	18,829
John Barnes & Associates	18,160
Smith, Bull & McCreery, Inc.	16,580
Ruthrauff & Ryan, Inc.	16,008
McJunkin Advertising Company	13,725
Raymond R. Morgan Company	10,314
The Blaine-Thompson Co., Inc.	10,217
Abbott Kimball Co., Inc.	8,600
Bruce Eldridge Advertising	7,766
Leckewood-Shackelford, Inc.	7,596
No. Agency	5,932
Green-Brodie, Inc.	5,834
Street & Finney, Inc.	4,784
Campbell-Mithun, Inc.	4,557
Firman, Feiner & Company, Inc.	3,840
Dudley L. Logan Advertising	3,820
Hixon-O'Donnell Advertising Agency	3,360
George Lynn Advertising Agency	2,910
Walter W. Wiley Advertising, Inc.	2,904
Duane Jones Company, Inc.	2,646
Howard G. Hanvy Co.	2,564
TOTAL	\$10,617,130

Columbia Broadcasting System 1946 Agency Gross Billings

Young & Rubicam	\$ 6,601,816
Dancer-Fitzgerald-Sample	6,544,748
Biow Co.	5,156,541
Ruthrauff & Ryan	4,139,431
J. Walter Thompson Co.	4,072,533
Foot, Cone & Belding	3,545,233
Compton Adv.	2,898,162
Benton & Bowles	2,497,559
Ward Wheelock Co.	2,451,403
BBDO	2,421,718
Wm. Esty & Co.	1,795,304
Duane Jones Co.	1,444,012
Geyer, Cornell & Newell	1,112,791
N. W. Ayer & Son	1,314,689
McCann-Erickson	1,268,213
Pedlar & Ryan	1,012,528
Gardner Adv. Co.	874,076
Buchanan & Co.	805,255
Lennen & Mitchell	790,422
Wm. H. Weintraub & Co.	785,698
Campbell-Ewald Co.	725,685
Ted Bates, Inc.	706,515
Sherman & Marquette	681,005
Kenyon & Eckhardt	530,029
Warwick & Legler	518,463
Grant Adv.	436,747
McJunkin Adv. Co.	405,110
Roche, Williams & Cleary	387,435
Arthur Meyerhoff & Co.	365,454
Lambert & Feasley	295,901
Sullivan, Stauffer, Colwell & Bayles	278,918
J. M. Mathes, Inc.	273,230
Shaw-Le Vally, Inc.	269,547

IT DOESN'T PAY TO IGNORE THE OUTSIDE AUDIENCE*

on the Pacific Coast, either!

* A C. E. HOOPER 276,019 coincidental telephone survey proves that only Don Lee covers the outside (as well as the inside) audience . . . the people living outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located, and who account for nearly half of the Pacific Coast retail sales.

JUNIOR will only get his trousers warmed for ignoring his outside audience—but you'll lose approximately half of the 12,117,584 population and \$9,038,433,000 retail sales if you turn your back radiowise on the important Pacific Coast outside audience. For only Don Lee gives complete coverage to the more than 3½ million radio families in the Pacific Coast area.

ONLY DON LEE has enough stations (41) to cover all the important mountain-surrounded markets.

ONLY DON LEE can deliver both the inside and outside market.

ONLY DON LEE can say, "More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of one of our network stations."

Any network can deliver the inside half of the market, but only Don Lee can deliver the whole market. Chalk that up on your blackboard when you're making up your next Pacific Coast radio budget.

The Nation's Greatest Regional Network



THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Mutual
DON LEE
BROADCASTING SYSTEM

*The William Morris Agency
has been the leading
talent agency in the
show world since 1898.*

*Its services to
advertising agencies
and their clients . . .
its roster of stars, actors,
directors and writers . . . have
maintained this leadership
since the inception of
radio, television
and transcriptions.*



ESTABLISHED 1898

WILLIAM MORRIS AGENCY, INC.

New York

Chicago

London

Beverly Hills

AGENCY—NETWORK—SPONSOR BILLINGS

C. L. Miller Co.....	257,091
Erwin Wasey & Co.....	213,305
Wallace-Ferry-Ilanly Co.....	206,953
Sorensen & Co.....	201,081
Morse International.....	127,436
Henri, Hurst & McDonald.....	116,908
MacManus, John & Adams.....	103,700
Elwood J. Robinson Adv.....	81,221
Platt-Forbes.....	78,338
Brisacher, Van Norden & Staff.....	74,532
Garfield & Guild Adv.....	71,320
Joseph Katz Co.....	70,630
Barton A. Stebbins Adv. Agency.....	62,559
Raymond R. Morgan Agency.....	51,809
Ronalds Adv. Agency.....	50,706
Maxon, Inc.....	48,028
Spitzer & Mills.....	46,638
Cockfield, Brown & Co.....	39,627
Brooks Adv. Agency.....	39,520
M-C-M Adv. Agency.....	38,220
Pacific National Adv. Agency.....	36,432
Hixson-O'Donnell Adv.....	29,801
W. Earl Bothwell Adv. Agency.....	28,876
Christiansen Adv. Agency.....	21,280
Rhoades & Davis.....	20,592
Smith & Drum.....	20,553
Long Adv. Service.....	20,498
Hillman-Shane.....	19,432
De Cora, Inc.....	16,927
Little & Co.....	16,491
Lockwood-Shackelford Co.....	15,798
Vickers & Benson.....	15,525
F. M. Hayhurst Co.....	12,300
Gllham Adv. Agency.....	10,920
Blaine-Thompson Co.....	10,805
Honig-Cooper Co.....	9,932
Frank Oxarart Co.....	7,905
Gabagan, Turnbull & Co.....	7,265
Abbott-Kimball Co.....	5,362
J. D. Tarcher & Co.....	4,611
Aitkin-Kynett Co.....	4,350
Emil Mogul Co.....	2,723
Milton Weinberg Adv. Co.....	2,150
Walsh Adv. Co.....	1,950
Smalley, Levitt & Smith.....	1,147
Manson-Gold Adv. Agency.....	1,101
Whitaker & Baxter.....	888
Furman, Feiner & Co.....	745
Eric Cullenward & Assoc.....	573
Mays & Bennett.....	430
Dorland-International & Pettingell & Fenton.....	287
Clarence B. Juneau Agency.....	287
TOTAL.....	\$60,063,905

Olan Advertising Co.....	494,524
L. W. Ramsey Co.....	449,883
Wm. H. Weintraub & Co.....	432,513
St. Georges & Keyes.....	429,170
Young & Rubicam, Inc.....	409,193
Birmingham, Castleman & Pierce, Inc.....	400,868
J. Walter Thompson Co.....	367,996
Grant Advertising, Inc.....	364,531
Aubrey, Moore & Wallace, Inc.....	343,588
Gotham Advertising Co. Inc.....	319,351
Stanley G. Boynton.....	305,212
Calkins & Holden.....	297,006
R. H. Alber Co.....	245,569
G. C. Hoskin Associates.....	239,762
Roche, Williams & Cleary, Inc.....	222,722
Sheldon, Quick & McElroy.....	220,662
Maxon, Inc.....	211,450
N. W. Ayer & Son, Inc.....	199,859
Cecil & Preshrey, Inc.....	168,258
Keeling & Co., Inc.....	160,335
Morse International, Inc.....	157,173
H. B. Humphrey Co.....	147,267
Geyer, Cornell & Newell.....	134,252
Batten, Barton, Durstine & Osborn, Inc.....	123,459
Makelim Associates.....	122,024
LaRoche & Ellis.....	114,138
Al Paul Lefton Co., Inc.....	112,275
Owens & Chappell, Inc.....	105,867
McJunkins Advertising Co.....	103,224
Hutchins Advertising Co., Inc.....	93,959
Newell-Emmett Co.....	92,339
Weiss & Geller, Inc.....	80,983
Raymond R. Morgan.....	75,453
MacFarland-Aveyard & Co.....	68,410
The Tullis Co.....	47,743
Ewell & Thurber Associates.....	42,543
Blaine-Thompson Co., Inc.....	39,164
Frederick-Clinton Co.....	30,020
Weston-Barnett, Inc.....	21,904
Lennen & Mitchell, Inc.....	20,265
Russel M. Seeds Co.....	17,191
Huber Hoge & Sons.....	16,278
Sterling Advertising Co.....	14,293
Roger Beane Advertising Agency.....	13,089
Gabagan, Turnbull Co., Inc.....	13,020
Henri, Hurst & McDonald, Inc.....	11,700
Brooke, Smith, French & Dorrance, Inc.....	7,576
Direct.....	7,019
Walker & Downing.....	5,681
Smith, Bull, McCreery.....	5,190
Green-Brodie.....	4,576
Emil Mogul Co., Inc.....	4,141
Peck Advertising Agency, Inc.....	1,422
Furman-Feiner Co., Inc.....	-507
TOTAL.....	\$25,907,220

Mutual Broadcasting System 1946 Agency Gross Billings

Erwin, Wasey Co., Inc.....	\$ 2,329,308
D'Arcy Advertising Co.....	2,011,405
Ruthrauff & Ryan, Inc.....	1,188,488
Gardner Advertising Co.....	1,471,133
Neal D. Ivey.....	1,220,280
Ted Bates, Inc.....	1,012,223
Wade Advertising Agency.....	1,027,978
Compton Advertising, Inc.....	1,000,661
Kenyon & Eckhardt.....	957,174
Roy S. Durstine, Inc.....	941,874
Kudner Agency, Inc.....	905,788
Dancer-Fitzgerald-Sample.....	753,016
Arthur Meyerhoff & Co.....	697,665
Hixson O'Donnell-Advertising.....	578,688
Benton & Bowles, Inc.....	575,647
Federal Advertising Agency.....	531,954
Hill Blackett & Co.....	528,351

National Broadcasting Company 1946 Agency Gross Billings Not Available

American Broadcasting Co. 1946 Sponsor Expenditures

General Mills, Inc.....	\$ 2,916,752
Procter & Gamble Co.....	2,401,091



Representing . . .

CAMERON ANDREWS . . . Versatile Actor

ARLO . . . Organist

BLUE FLAMES . . . Sensational Vocal Quartette

HERMAN CHITTISON TRIO . . . Makers of Custom Built Tunes

TOM COSTIGAN . . . Script Writer

PAUL DUBOV . . . Brilliant Young Actor

ELM CITY FOUR . . . Outstanding Vocal Group

PAUL GARDNER . . . Author and Script Writer

LANNY AND GINGER GREY . . . "Jingles That Don't Jangle"

JACKIE GRIMES . . . Talented Actor, Radio and Screen

HUGH JAMES . . . Announcer

CHARLES PAUL . . . Conductor—Composer

AMANDA RANDOLPH . . . Radio's "Aunt Jemima"

GLENN RIGGS . . . Announcer

SYLVAN & ALAN SHULMAN . . . Composer and
Conductor Arranger

MARY STUART . . . Brilliant lyric coloratura soprano

KENNETH SCHON . . . Dynamic baritone,
Metropolitan Opera Company

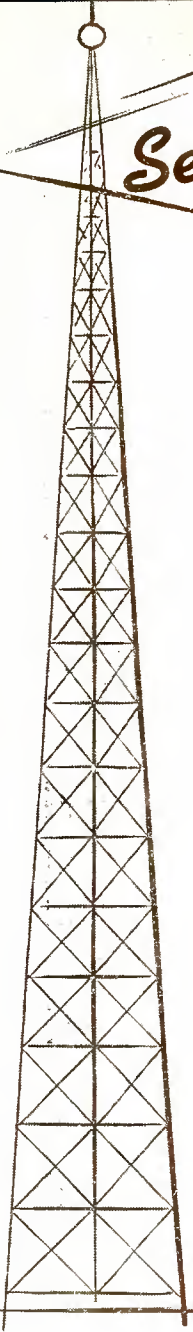
366 Madison Ave., New York 17, N. Y. VA. 6-3417

AGENCY—NETWORK—SPONSOR BILLINGS

Miles Laboratories, Inc.....	1,965,231	John H. Breck, Inc.....	27,606
Kellogg Company.....	1,834,793	Tide Water Associated Oil Co.....	25,188
Sterling Drug, Inc.....	1,812,985	Sealey Mattress Company.....	24,180
The Quaker Oats Co.....	1,799,131	Lance, Inc.....	18,829
Swift and Company.....	1,717,591	Zukor's, Inc.....	18,460
Phileo Corporation.....	1,712,271	H. Fendrich, Inc.....	16,008
Libby, McNeill & Libby.....	1,609,684	Joseph Schlitz Brewing Co.....	13,725
United States Steel Corporation of Delaware.....	1,167,110	Kerr Glass Manufacturing Co.....	10,314
Curtis Publishing Company.....	971,883	Hall Bros., Inc.....	9,675
Westinghouse Electric Corp.....	922,019	National Assn. of Mfrs.....	9,414
The Prudential Insurance Company of America.....	884,500	Union Pharmaceutical Company, Inc.....	8,600
Gillette Safety Razor Co.....	870,887	Gallenkamp Stores, Inc.....	7,266
Ford Motor Company.....	832,118	Stanley Home Products, Inc.....	5,932
The Andrew Jergens Co.....	713,718	Foster Milburn Co.....	4,784
Equitable Life Assurance Society of the U. S.....	699,380	American Dairy Association.....	4,557
Bristol-Myers Company.....	692,427	"12" Products, Ltd.....	4,472
Allis-Chalmers Mfg. Co.....	684,792	Germain Seed & Plant Company.....	3,820
Pacific Coast Borax Co.....	628,615	Washington Co-operative Egg & Poul- try Association.....	3,120
United States Army.....	583,722	Iodent Chemical Company.....	2,646
Carter Products, Inc.....	580,557	Communist Party.....	968
The Wildroot Co., Inc.....	578,404	Masters Mates & Pilots.....	812
General Foods Corporation.....	556,095		
The Charles E. Hires Co.....	549,978	TOTAL	\$40,617,130
I. E. Waterman Co.....	531,969		
The B. F. Goodrich Company.....	481,472		
Universal Match Corp.....	470,936		
Mail Pouch Tobacco Co.....	456,639		
American Cyanamid Company.....	455,010		
Raymond Laboratories, Inc.....	416,265		
Esquire, Inc.....	434,537		
Larus & Brother Company, Inc.....	404,731		
Kay Daumit.....	384,954		
Hastings Mfg. Co.....	355,799		
Dr. Pepper Company.....	342,916		
The Frank H. Lee Company.....	332,858		
The Southern Cotton Oil Co.....	327,084		
Ward Baking Company.....	385,203		
Amerlean Oil Company.....	306,618		
William H. Wise & Co., Inc.....	254,316		
The National Board of Fire Under- writers.....	246,028		
Mars, Incorporated.....	242,601		
The Texas Company.....	227,357		
Liberty Magazine, Inc.....	219,686		
Armour & Company.....	196,124		
Lewis Howe Company.....	181,911		
Hunt Foods, Inc.....	169,172		
R. B. Semler, Inc.....	168,852		
America's Future, Incorporated.....	162,223		
Sweets Co. of America, Inc.....	148,320		
Derby Foods, Inc.....	148,067		
The Christian Science Publishing Society	146,952		
Eversharp, Inc.....	138,841		
Fisher Flouring Mills Co.....	135,539		
Serutan Co.....	130,275		
Seeman Brothers, Inc.....	126,192		
Harvel Watch Co.....	115,497		
Congress of Industrial Organizations	100,124		
Club Aluminum Products Company.....	92,809		
Popular Home Products, Inc.....	89,210		
Wm. S. Scull Company.....	86,438		
Knox Company, Inc.....	80,736		
Betany Worsted Mills.....	71,744		
Pnificals.....	67,121		
Williamson Candy Co.....	61,641		
The D. L. Clark Co.....	63,852		
Champion Spark Plug Co.....	60,011		
G. N. Coughlan Co.....	59,477		
Safeway Stores, Inc.....	54,106		
Prince Matchabelli, Incorporated.....	45,787		
Benjamin Moore & Co.....	45,683		
American Iron & Steel Institute.....	44,478		
Lewis Food Company.....	44,460		
Bekins Van & Storage.....	42,793		
The Grove Laboratories, Inc.....	41,323		
Lear, Incorporated.....	39,443		
Peter Paul, Inc.....	39,432		
Lehn & Fink Products Corp.....	38,481		
Rainier Brewing Company.....	33,408		
Wilson Sporting Goods Co.....	33,308		
Signal Oil Company.....	32,999		
Brown & Williamson Tobacco Corp.....	32,379		
National Industries, Inc.....	28,782		
Procter & Gamble Co.....	\$ 6,414,551		
Lever Brothers Co.....	3,961,263		
American Home Products Corp.....	3,800,965		
General Foods Corp.....	3,713,323		
Campbell Soup Co.....	2,491,030		
Eversharp, Inc.....	1,715,931		
Colgate-Palmolive-Peet Co.....	1,516,931		
Philip Morris & Co.....	1,448,495		
Manhattan Soap Co.....	1,437,202		
Sterling Drug, Inc.....	1,432,413		
Borden Co.....	1,189,957		
General Electric Co.....	1,186,537		
American Tobacco Co.....	1,083,514		
R. J. Reynolds Tobacco Co.....	996,882		
Bourjois, Inc.....	596,779		
International Silver Co.....	572,983		
Gulf Oil Corp.....	567,488		
Roma Wine Co.....	513,279		
Electric Companies Advertising Pro- gram.....	539,034		
Hall Bros., Inc.....	535,318		
Prudential Insurance Co. of America.....	528,684		
Pabst Sales Co.....	518,463		
Cresta Blanca Wine Co.....	184,147		
Noxema Chemical Co.....	456,554		
Cudahy Packing Co.....	436,747		
Celanese Corp. of America.....	405,870		
Armstrong Cork Co.....	403,422		
Continental Can Co.....	389,436		
Lewis-Howe Co.....	368,792		
Pillsbury Mills.....	357,243		
J. B. Williams Co.....	346,547		
Chrysler Corp.....	336,672		
Cream of Wheat Corp.....	333,532		
Lamhart Co.....	295,901		
Household Finance Corp.....	269,547		
Curtis's Candy Co.....	257,091		
Wildroot Co.....	225,246		
Campana Sales Co.....	206,955		
Schenley Labs.....	205,243		
Bowey's, Inc.....	201,081		
Carnation Co.....	198,602		
Canada Dry Ginger Ale.....	197,453		
Quaker Oats Co.....	145,110		
Textron, Inc.....	131,166		
Peter Paul, Inc.....	130,434		
Ballard & Ballard Co.....	116,908		
Ferry-Morse Seed Co.....	103,700		
Prince Matchabelli, Inc.....	81,536		

Columbia Broadcasting System 1946 Sponsor Expenditures

*Serving Every Phase of
the Radio Industry*



M C A

LONDON · NEW YORK · CHICAGO · SAN FRANCISCO · BEVERLY HILLS · CLEVELAND · DALLAS · DETROIT



AGENCY—NETWORK—SPONSOR BILLINGS

Luden's, Inc.	75,777
American Oil Co.	70,630
Southern Cotton Oil Co.	61,760
Union Oil Co. of Calif.	63,378
Signal Oil Co.	62,559
Richard Hudnut Sales Co.	57,976
Elgin National Watch Co.	51,616
Loma Linda Food Co.	49,278
Toni, Inc.	49,120
Gillette Safety Razor Co.	48,028
Vick Chemical Co.	45,900
Bekins Van & Storage Co.	39,520
McMahan Furniture Stores.	38,220
Planters Nut & Chocolate Co.	36,911
Washington Cooperative Farmers' Assn. Chemicals, Inc.	36,132
Lyon Van & Storage Co.	33,630
Gulftard Chocolate Co.	32,852
Wilco Co.	32,226
Colonial Dames Pict-Sweet Foods	29,796
Metropolitan Life Insurance Co.	27,828
"42" Products	25,443
E. L. Bruce Co.	23,986
Yellow Cab Co.	22,476
General Petroleum Corp. of Calif.	21,280
Sunset Oil Co.	20,592
Barron-Gray Packing Co.	20,553
Studebaker Corp.	19,432
Industrial Management Corp.	19,202
Simoniz Co.	18,613
Kelite Products	18,592
Washington State Apple Adv. Comm.	16,927
Kerr Glass Mfg. Co.	16,494
R. B. Semler, Inc.	16,342
Soil-Of Mfg. Co.	14,893
Grove Labs.	14,893
S. A. Mollat Co.	11,703
R. M. Hollingshead Corp.	11,455
J. I. Fancy Frozen Foods Co.	11,451
Safeway Stores	9,932
House of Delicacies	4,350
Newell Guttrud Co.	3,360
California Prune & Apricot Growers. Asso.	3,010
H. H. Tanner & Co.	2,723
Political	2,104
TOTAL	\$60,063,905

Conti Products, Inc.	400,868
Petri Wine Co.	400,145
Helbros Watch Co.	392,979
Barbasol Co.	391,907
Seven-Up Bottling Co.	360,368
Richfield Oil Corp. of N. Y.	344,599
Williamson Candy Co.	343,588
Lutheran Laymen's League.	319,354
Stokley Bros. & Co., Inc.	297,006
Radio Bible Class.	255,115
Gospel Broadcasting Assoc. (Eff. 11/3/46 Dr. Fuller F'd'tions.	245,569
Voice of Prophecy.	239,762
Sinclair Refining Co.	234,089
Commercial Credit Co.	220,662
Gillette Safety Razor Co.	211,450
Young People's Church of the Air.	207,810
U. S. Army Recruiting Service.	199,859
National Economic Council, Inc.	180,788
Cudaby Packing Co.	169,841
Ronson Art Metal Works.	168,258
Hastings Mfg. Co.	160,335
Vick Chemical Co.	157,173
Employer's Group Insurance Co.	147,267
Berkshire Knitting Mills.	134,252
Gun Laboratories, Inc.	122,024
Murine Co., Inc.	121,659
Adam Hat Stores, Inc.	114,138
Triangle Publications, Inc.	112,275
American Transit Asso.	105,867
Carey Salt Co.	103,224
Phileo Corp.	93,059
Pepsi-Cola Co.	92,339
Delaware, Lackawanna & Western Coal Co.	87,834
Rensie Watch Co.	80,983
Knox Co.	75,453
National Board of Fire Underwriters.	68,440
Wesley Radio League.	50,097
Bible Institute of Los Angeles.	47,713
G. Barr & Co.	47,304
Politicals—Democrats	44,217
Trimout Clothing Co., Inc.	43,675
Wilson Sporting Goods Co.	42,543
G. N. Coughlan Mfg. Co.	41,934
All America Football Conference.	30,020
American Bird Products, Inc.	24,904
P. Lorillard & Co.	20,255
Grove Laboratories, Inc.	17,191
Wm. H. Wise & Co., Inc.	16,278
Horwitz & Dunberman.	14,239
Perfect Circle Co.	13,089
Politicals—Republicans	13,020
Lin X	11,700
Metropolitan Life Insurance Co.	9,048
H. C. Cole Milling Co.	7,628
Christmas Club.	7,576
National Association of Mfgs.	7,158
Cot, Inc.	7,158
Mail Pouch Tobacco Co.	5,681
Shipstad & Johnson.	5,099
Household Finance Corp.	1,800
I. J. Fox.	1,422
Ice Capades.	91
TOTAL	\$25,907,204

Mutual Broadcasting System 1945 Sponsor Expenditures

Coca-Cola Co.	\$ 2,011,405
Ralston Purina Co.	1,471,133
Bayuk Cigars, Inc.	1,220,280
Scrutan Co.	1,136,564
R. B. Semler, Inc.	1,047,723
Carter Products, Inc.	1,012,223
Miles Laboratories, Inc.	1,027,978
Procter & Gamble Co.	1,006,661
Kellogg Co.	957,174
General Motors Corp.	905,788
Whitehall Pharnaceal Co.	753,016
Zonite Products Corp.	681,868
Mutual Benefit Health & Accident. Asso.	650,361
Pharmaco, Inc.	619,189
General Foods Corp.	568,189
American Safety Razor Corp.	531,351
Wander Co.	528,351
Lewis-Howe Co.	491,524
Quaker Oats Co.	481,253
F. W. Fitch Co.	449,883
Revere Copper & Brass, Inc.	429,170

National Broadcasting Company 1946 Sponsor Expenditures Not Available



A. & S. LYONS
INC.

MANAGERS OF DISTINGUISHED ARTISTS

17

**YEARS
OF
RADIO
LEADERSHIP**

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HARRY G. OMMERLE
IRENE ETKIN
BEN PEARSON
HARRIET RHODAY

NEW YORK

515 Madison Avenue

BEVERLY HILLS

JOE C. DONOHUE
WYNN ROCAMORA
MARGARET KENT

BEVERLY HILLS

356 No. Camden Drive

**American Broadcasting Co.
1946 Agency Gross Billings**

January	\$3,708,963
February	3,318,135
March	3,659,331
April	3,411,558
May	3,470,158
June	3,336,572
July	3,237,134
August	3,132,393
September	3,265,806
October	3,301,218
November	3,323,056
December	3,422,806
TOTAL	\$10,617,130

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

**Columbia Broadcasting System
Industry Classifications**

Automotive	\$3,261,613
Building materials	861,329
Cigars, cigarettes, tobacco	1,319,313
Clothing & dry goods	537,036
Confectionery & soft drinks	1,522,421
Drugs & toilet goods	18,373,635
Financial & insurance	822,217
Food & food beverages	13,359,813
Garden	103,700
House furniture & furnishings	3,126,682
Jewelry & silverware	624,599
Laundry soaps & household supplies	5,991,502
Lubricants & fuel	1,660,001
Stationery & publishers	2,791,116
Travel	20,592
Wines & beers	1,545,889
Miscellaneous	1,100,142
Political	36,215
TOTAL	\$60,063,905

**Columbia Broadcasting System
Gross Monthly Billings**

MONTH	MONTHLY
January	\$5,650,986
February	5,072,287
March	5,197,509
April	5,161,951
May	5,275,270
June	4,931,216
July	4,075,278
August	4,223,137
September	4,475,239
October	5,195,499
November	5,111,235
December	5,360,998
TOTAL	\$60,063,905

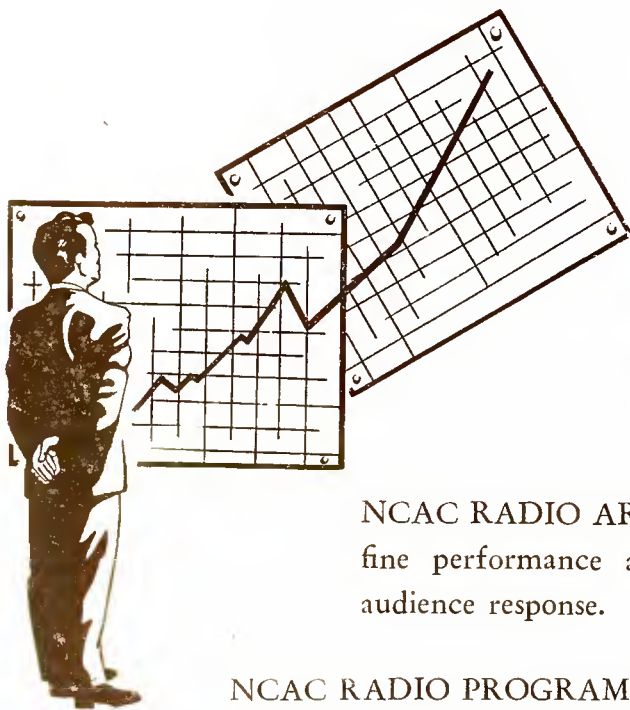
**American Broadcasting Co.
Industry Classifications**

Foods and food beverages	\$12,292,273
Drugs and toilet goods	9,483,782
Stationery and publishers	2,731,241
House furniture and furnishings	2,385,649
Laundry Soaps and Housekeepers Supplies	2,375,722
Confectionery and soft drinks	1,922,676
Financial and insurance	1,829,908
Automotive industry	1,729,400
Building materials	1,362,109
Miscellaneous	1,211,588
Cigars, cigarettes and Tobacco	909,748
Machinery, farm equipment and me- chanical supplies	681,792
Lubricants, petroleum products and fuel	592,162
Radios, phonographs and musical in- struments	502,055
Clothing and dry goods	351,318
Jewelry and silverware	115,497
Wines, beers and liquors	47,133
Paints and hardware	15,683
Sporting goods	33,308
Shoes and leather goods	7,266
Garden and field	3,820
TOTAL	\$40,617,130

**Mutual Broadcasting System
1946 Gross Monthly Billings**

MONTH	MONTHLY
January	\$2,369,521
February	2,130,879
March	2,442,141
April	2,244,614
May	2,267,233
June	2,102,569
July	1,821,204
August	1,644,847
September	2,010,615
October	2,373,610
November	2,236,485
December	2,263,484
TOTAL	\$25,907,202

NCAC RADIO ARTISTS and RADIO PROGRAMS WILL *BOOST* YOUR *SALES*



NCAC RADIO ARTISTS assure fine performance and favorable audience response.

NCAC RADIO PROGRAMS are designed to fill your needs . . . The BEST in value . . . The BEST in entertainment.

NCAC RADIO STAFF places its thorough knowledge of radio entertainment at your command to cooperate with you in solving your problems.

NATIONAL CONCERT AND ARTISTS CORPORATION

711 FIFTH AVENUE

ALFRED H. MORTON, President

NEW YORK 22, NEW YORK

PLaza 3-0820

Research Organizations

A. S. BENNETT ASSOCIATES

512 Fifth Avenue, New York 18, N. Y.
Phone: PEnnsylvania 6-0646

CALIFORNIA RESEARCH BUREAU

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: Ho. 5111

C. C. CHAPELLE COMPANY

188 W. Randolph St., Chicago 1, Ill.
Phone: Central 8814
233 Broadway, New York 7, N. Y.
Phone: REctor 2-5640

THE COOPERATIVE ANALYSIS OF BROADCASTING, INC.

11 West 42nd Street, New York, N. Y.
Phone: CIrcle 6-6100-1-2-3-4-5

CROSSLEY, INC.

330 W. 42nd St., New York 18, N. Y.
Phone: BRyant 9-5462
4 Mercer St., Princeton, N. J.

EGERT RESEARCH ASSO. INC.

595 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-1294

ELLIOTT-HAYNES, LTD. (Radio Research Division)

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Phone: GErrard 1144
Sun Life Bldg., Montreal, Que., Canada
Phone: PLateau 6494
51 East 42nd St., New York 17, N. Y.
Phone: VANDerbilt 6-2936

C. E. HOOPER, INC.

10 East 40th St., New York 16, N. Y.
Phone: LEXington 2-3000
230 N. Michigan Ave., Chicago 1, Ill.
Phone: RANDolph 8150
315 Equitable Bldg., 6253 Hollywood Blvd.
Hollywood 28, Calif.
Phone: HOLlywood 3553

INDUSTRIAL SURVEYS CO., INC.

292 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 3-0690
75 E. Wacker Drive, Chicago, Ill.

KNIGHT & PARKER

724 South Spring St., Los Angeles 14, Calif.
Phone: MADison 1196

McKINSEY & COMPANY

(Management Consultants)
60 East 42nd St., New York 17, N. Y.
Phone: VANDerbilt 6-5280

A. C. NIELSEN COMPANY

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NOBLE & SWARS, INC.

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Phone: MUrray Hill 2-7461

OFFICE OF RESEARCH, INC.

3470 Broadway, New York 31, N. Y.
Phone: AUdubon 3-2335

RALPH L. POWER

767 Castelar St., Los Angeles 12, Calif.
Phone: MUTual 5277

THE PULSE, INC.

110 Fulton St., New York 7, N. Y.
Phone: REctor 2-6863

RADIO COPY

162-25 Depot Road, Flushing, L. I., N. Y.
Phone: FLushing 9-7779

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220 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-6658

ELMO ROPER

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 6-7164

N. C. RORABAUGH CO.

347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 6-9186

ROSS FEDERAL RESEARCH CORP.

18 East 48th St., New York 17, N. Y.
Phone: PLaza 3-6500

SPOT RADIO SERVICE

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Phone: PLaza 5-9800

EVERY RADIO STATION HAS A *Problem*



We are better equipped to do a real selling job for those radio stations that should be doing more than one hundred thousand dollars per year in national spot business and are not doing it today. If you are the owner or manager of one of these stations let us show you our plan of operation.

Adam J. Young Jr.
INCORPORATED

RADIO STATION REPRESENTATIVE

11 West 42nd Street, New York 18, New York Longacre 3-1926
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO



★ Radio Station ★ Representatives

ADVERTISING TIME SALES CO.

<i>Dallas</i> —507 Texas Bank Bldg., Irl W. Brown, Manager.....	Central	9026
<i>New York</i> —60 East 42nd St., Lowell W. Brown, Manager.....	Murray Hill	6-1788
<i>Chicago</i> —360 N. Michigan Ave., John Alexander, Manager.....	Franklin	5241
<i>St. Louis</i> —915 Olive St., Fred J. Wright, Manager.....	Chestnut	1965

JAMES L. ALEXANDER

<i>Toronto</i> —Concourse Bldg., James L. Alexander, Manager.....	Adelaide	9594
<i>Montreal</i> —Drummond Bldg., Emil Genest, Manager.....	Harbour	6448
<i>Stations</i> —CKPC, Brantford, Ont.; CFJM, Brockville, Ont.; CKFI, Fort Frances, Ont.; CKDO, Oshawa, Ont.; CJIC, Sault Ste. Marie, Ont.; CHUM, Toronto, Ont.; CKNX, Wingham, Ont.; CHLP, Montreal, Que.; CJFX, Antigonish, N. S.; CFAB, Windsor, N. S.; CJCJ, Calgary, Alberta.		

ALL-CANADA RADIO FACILITIES LIMITED

<i>Calgary</i> —Southam Bldg.	M	7691
H. R. Carson, President-Mgr.-Dir.; A. R. Gibson, Secretary-Treasurer.		
<i>Montreal</i> —Dominion Square Bldg., B. Hall.....	Lancaster	6400
<i>Toronto</i> —Victory Bldg., G. F. Herbert.....	Elgin	2464
<i>Winnipeg</i> —Electric Railway Chambers, P. H. Gayner.....		96-861
<i>Vancouver</i> —198 W. Hastings St., J. E. Baldwin.....	Marine	9542
<i>Stations</i> —CJVI, Victoria, B. C.; CKWX, Vancouver, B. C.; CKPG, Prince George, B. C.; CHWK, Chilliwack, B. C.; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CFGP, Grande Prairie, Alta.; CJCA, Edmonton, Alta.; CFAC, Calgary, Alta.; CJOC, Lethbridge, Alta.; CHAT, Medicine Hat, Alta.; CKBI, Prince Albert, Sask.; CHAB, Moose Jaw, Sask.; CKRM, Regina, Sask.; CKCK, Regina, Sask.; CKRC, Winnipeg, Man.; CKSO, Sudbury, Ont.; CJCS, Stratford, Ont.; CKOC, Hamilton, Ont.; CFRB, Toronto, Ont.; CFCF, Montreal, P. Q.; CHNC, New Carlisle, P. Q.; CKNB, Campbellton, N. B.; CFNB, Fredericton, N. B.; CFBC, St. John, N. B.; CFCY, Charlottetown, P. E. I.; CJLS, Yarmouth, N. S.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; VONE, St. John's, Nfld.		

AMERICAN BROADCASTING COMPANY, INC.

(National Spot Sales Division)

<i>New York City</i> —33 W. 42nd St.,.....	Wisconsin	7-1737
Ralph E. Dennis, Manager; John W. Brooke, Eastern Sales Mgr.		
<i>Chicago</i> —20 N. Wacker Drive, Roy McLaughlin, Manager.....	Delaware	1900
<i>Hollywood</i> —1440 N. Highland Ave., Amos Baron, Manager.....	Hillside	8231
<i>Detroit</i> —1770 Stroh Bldg., Jack Donohue, Manager.....	Cherry	8321
<i>San Francisco</i> —155 Montgomery St., Kirk Torney, Manager.....	Exbrook	6544
<i>Pittsburgh</i> —1820 Oliver Bldg., Kent Patterson, Manager.....	Atlantic	8129
<i>Stations</i> —KGO, San Francisco, Calif.; KECA, Los Angeles, Calif.; WMAL, Washington, D. C.; WENR, Chicago, Ill.; WXYZ, Detroit, Mich.; WJZ, New York, N. Y.; American Pacific Network.		

ASSOCIATED BROADCASTING CO., LTD.

<i>Montreal</i> —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.		
<i>Toronto</i> —199 Bay St.	Adelaide	3248
M. R. Raymond, Mgr., K. H. Gregory, Sales Mgr.		

Joseph Hershey McGillvra, Inc.

Advertising Representatives for Radio Stations

ESTABLISHED 1933

The McGillvra selling formula of personal calls on prospects — aggressive mail follow-ups — and close selling cooperation with the station has brought enviable sales results for the broadcasters we represent. We can quote spot sales increase figures in markets varying from small to major for established network affiliates, independent outlets, and stations new to the air waves.

Write us for our success story on stations and markets parallel to yours.

Joseph Hershey McGillvra, Inc.

366 Madison Avenue

New York 17, N. Y.

MUrray Hill 2-8755

CHICAGO

LOS ANGELES

SAN FRANCISCO

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

AVERY-KNODEL, INC.

- New York* 17—565 Fifth Ave. Plaza 3-2622
 Lewis H. Avery, President; J. W. Knodel, Executive V.P.; B. P. Timothy, Secty.; Arthur H. McCoy, Treas.; David H. Sandeberg, Director.
- Chicago* 1—333 N. Michigan Ave. Andover 4710
 J. W. Knodel.
- San Francisco*—544 Market St. Douglas 5873
 D. H. Sandeberg.
- Los Angeles*—315 W. Ninth St. Trucker 2095
 Norman E. Noyes.
- Stations*—WGAC, Augusta; KERO, Bakersfield; WKBW, Buffalo; WHAN, Charleston; WJJD, Chicago; WSAI, Cincinnati; KDAL, Duluth; KFRE, Fresno; KILO, Grand Forks; WJEF, Grand Rapids; WFBC, Greenville; KULA, Honolulu; KHON, Honolulu; WKZO, Kalamazoo; WDGY, Minneapolis-St. Paul; KLO, Ogden; WPOR, Portland, Maine; KOIN, Portland, Oregon; WHBF, Rock Island, Ill. (Quad Cities); KROY, Sacramento; KALL, Salt Lake City; WDAR, Savannah; KJR, Seattle; KMA, Shenandoah; KXEL, Waterloo; The Intermountain Network; The Intercollegiate Broadcasting System.

BERTHA BANNAN

(*New England Representative**)

- Boston*—80 Boylston St., Bertha Bannan, Owner; Gertrude Sane, Sales. . . . Hubard 4370-4419
- 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.; WCAU, Philadelphia, Pa.; WJAR, Providence, R. I.; WDEV, Waterbury, Vt.; WCOU, Lewiston, Maine; WATR, Waterbury, Conn.; WNAB, Bridgeport, Conn.; WSRR, Stamford, Conn.; WKNB, New Britain, Conn.

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

WALTER BIDDICK COMPANY

- Los Angeles*—568 Chamber of Commerce Bldg. (24) Richmond 6184
 G. M. Biddick, President; M. Cornell, Vice-President; George Link, Salesman.
- 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.

JOHN BLAIR & COMPANY

- Chicago*—520 N. Michigan Ave. Superior 8659
 John P. Blair, President; Gale Blocki, Jr., Vice-President; Paul Ray; Charles Dilcher, Ward Ingram, Wells H. Barnett, Jr.
 E. Schuyler Ensell; Robert Eastman; Richard Gerken.
 Richard D. Buckley, Vice-President; William Weldon; Robert Hill Bolling;
- New York City*—341 Madison Avenue. Murray Hill 9-6084
- Los Angeles*—6331 Hollywood Blvd., Carleton E. Coveny; Holly Moyer. . . . Granite 6103
- San Francisco*—608 Russ Building, Lindsey Spight, Vice-President. Douglas 3188
- St. Louis*—1148 Paul Brown Building, J. Chris Hetherington. Chestnut 5688
- Detroit*—1114 Brook Building, Charles M. Adell. Randolph 5257
- Stations*—WFBR, Baltimore, Md.; WNBF, Binghamton, N. Y.; KFYZ, Bismark, N. D.; KIDO, Boise, Ia.; WHDH, Boston, Mass.; WLS, Chicago, Ill.; KFRU, Columbia, Mo.; WBNS, Columbus, O.; KFEL, Denver, Colo.; KIEM, Eureka, Cal.; WMMN, Fairmont, W. Va.; KFRE, Fresno, Cal.; WHP, Harrisburg, Pa.; KTRH, Houston, Texas; WIBC, Indianapolis, Ind.; WROL, Knoxville, Tenn.; KHJ, Los Angeles, Cal.; WLOL, Minneapolis, St. Paul; WDSU, New Orleans, La.; WNEW, New York, N. Y.; KODY, North Platte, Neb.;



In just One Year

We have proved that Aggressive Activity brings results . . .

On January 1, 1946, our newly formed organization represented just three radio stations.

Today that list includes many outstanding stations located in important markets throughout the United States as well as a rapidly growing regional network. Here they are:

EAST CENTRAL

WKBW Buffalo, N. Y.
WSAI Cincinnati, Ohio
WJEF Grand Rapids
WKZO Kalamazoo, Mich.
WPOR Portland, Maine

WEST CENTRAL

WJJD Chicago, Ill.
KDAL Duluth, Minn.
KILO Grand Forks, N. D.
WDGY Minneapolis-St. Paul
WHBF Rock Island, Ill.—Quad Cities
KMA Shenandoah, Ia.
KXEL Waterloo, Iowa

SOUTHEAST

WGAC Augusta, Ga.
WHAN Charleston, S. C.
WFBC Greenville, S. C.
WDAR Savannah, Ga.

ROCKY MOUNTAIN

KALL Salt Lake City
KLO Ogden, Utah
INTERMOUNTAIN NETWORK

WEST COAST

KERO Bakersfield, Calif.
KFRE Fresno, Calif.
KOIN Portland, Oregon
KROY Sacramento, Calif.
KJR Seattle, Wash.
KVPO Honolulu, Hawaii

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A year ago we said, "It is our aim and objective . . . to bring the business of station representation out of the doldrums of passivity into the realm of aggressive activity." We believe we are accomplishing this aim for the stations we represent. "Aggressive activity" has paid dividends and we believe it will continue to pay dividends for these important properties.

We will continue, in 1947 and the years to come, to give radio stations, advertising agencies and advertisers alike, service geared to the ever-increasing competitive situation.

Avery-Knodel, INC.

RADIO STATION REPRESENTATIVE

NEW YORK
565 Fifth Ave.
PLaza 3-2622

SAN FRANCISCO
544 Market Street
DOuglas 5873

LOS ANGELES
315 W. Ninth St.
TUcker 2095

CHICAGO
333 N. Michigan Ave.
ANDover 4710

STATION REPRESENTATIVES

WOW, Omaha, Neb.; KOY, Phoenix, Ariz.; KALE, Portland, Ore.; WMBG, Richmond, Va.; KXOK, St. Louis, Mo.; KDYL, Salt Lake City, Utah; KFXM, San Bernardino, Cal.; KGB, San Diego, Cal.; KFRC, San Francisco, Cal.; KDB, Santa Barbara, Cal.; WGBI, Scranton, Pa.; KGDM, Stockton, Cal.; KOL, Seattle, Wash.; WWVA, Wheeling, W. Va.; WHIZ, Zanesville, O.; KGMB, Honolulu, Hawaii; WJAX, Jacksonville, Fla.; WQAM, Miami, Fla.; WDBO, Orlando, Fla.; WFLA, Tampa, Fla.; Don Lee Broadcasting System (MBS) Arizona Network.

THE BOLLING CO. INC.

New York—480 Lexington Avenue..... PLaza 9-8150
George H. Bolling; Robert H. Bolling; E. Schuyler Ensell.
Chicago—360 No. Michigan Avenue..... DEarborn 5-2777
Station—WNBF, Binghamton, N. Y.

D. L. BOUFFORD

Toronto—112 Yonge St., 1..... AD. 7468
Stations—CKCH, Hull, Quebec.

THE BRANHAM COMPANY

New York—230 Park Avenue..... Murray Hill 6-1860
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Chicago—360 N. Michigan Avenue..... Central 5726
John Petrie, Chairman of the Board, Chicago; C. B. Peterson, Vice-President, Chicago; Manager radio department.
Detroit—General Motors Bldg., Harry Anderson..... Trinity 1-0440
Dallas—First National Bank Bldg., J. S. McCauley..... Central 8569
Atlanta—Rhodes Haverty Bldg., J. B. Keough..... Walnut 4851
St. Louis—Arcade Bldg., J. E. Nicholson..... Chestnut 6192
Kansas City—Board of Trade Bldg., G. F. Dillon..... Harrison 1023
San Francisco—5 Third St., George D. Close..... Garfield 6740
Los Angeles—George D. Close, Inc., L. A., 448 S. Hill St., Chet Doyle, L.A. Michigan 1269
Charlotte, N. C.—612 Commercial National Bank Bldg., H. L. Ralls..... Charlotte 8839
Memphis—1018 Sterick Bldg., Sidney L. Nichols, Memphis..... Memphis 8-2344
Stations—WLAY, Muscle Shoals, Ala.; WMOB, Mobile, Ala.; KTHS, Hot Springs, Ark.; KFMB, San Diego, Calif.; KWKH, Shreveport, La.; WCPO, Cincinnati, O.; WTJS, Jackson, Tenn.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; KRIC, Beaumont, Texas; KWBU, Corpus Christi, Texas; KRLD, Dallas, Texas; WCHS, Charleston, West Va.; WBLK, Clarksburg, West Va.; WSAZ, Huntington, West Va.; WPAR, Parkersburg, West Va.

BROADCAST SALES CO.

New York City—280 Madison Ave..... MUrray Hill 7-7422
Peggy Stone, Manager; Thomas Stone, Asst.
Chicago—360 N. Michigan Ave., George Roesler..... Randolph 9034
Hollywood—6362 Hollywood Blvd., Homer Griffith..... Granite 6113
San Francisco—681 Market St., David Williamson..... Douglas 4475
Stations—**WJIM, Lansing, Michigan; **WINN, Louisville, Kentucky; **WMAN, Mansfield, Ohio; **WMRN, Marion, Ohio; **WMPS, Memphis, Tennessee; New England Cupboard on *WNAC, Boston, Mass.

**American Affiliate. *Mutual Affiliate.

HOWARD C. BROWN COMPANY

Hollywood—6404 Sunset Blvd..... Hollywood 6045
H. C. Brown, In Charge; Helen V. Brown, Office Manager.
Wellington, New Zealand—P. O. Box 1359, B. T. Sheil.....
Johannesburg, South Africa—P. O. Box 7065, Charles Berman.....
Sydney, Australia—G.P.O. Box 6199, C. MacArthur.....
Stations—3XY, Melbourne, Australia; Eftee Network, Australia; XORA, Shanghai, China.

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China	Haiti	Peru
Colombia	Hawaii	Puerto Rico
Costa Rica	Honduras	South Africa
Cuba	Iceland	Uruguay
	Venezuela	

Pan American Broadcasting Co.

330 Madison Avenue

New York (17), N. Y.

In Chicago . . . Fred Jones, 228 No. LaSalle St.

In Hollywood . . . Homer Griffith, 6123 Selma Ave.

In Dallas . . . Walter S. Kline, 711 Construction Bldg.

In San Francisco . . . H. Wells, 381 Market St.

STATION REPRESENTATIVES

BURN-SMITH COMPANY, INC.

<i>Chicago</i>	1—307 N. Michigan Ave.....	Central	4437
	John A. Toothill, President & General Manager.		
<i>New York</i>	18—19 W. 44th St.....	Murray Hill	2-3124
	C. Stanley Bailey, V-P. & Eastern Manager.		
<i>Los Angeles</i>	15—568 Chamber of Commerce Bldg., Walter Biddick, Mgr..	Richmond	6184

Stations—KFOX, Long Beach, Calif.; WRUF, Gainesville, Fla.; WLOF, Orlando, Fla.; WALB, Albany, Ga.; WSUA, Bloomington, Ind.; WTRC, Elkhart, Ind.; KVFD, Fort Dodge, Iowa; KCBC, Des Moines, Iowa; WHAL, Greenfield, Mass.; WLBj, Bowling Green, Ky.; WHLN, Harlan, Ky.; WOMI, Owensboro, Ky.; WPAG, Ann Arbor, Mich.; WELL, Battle Creek, Mich.; WJLB, Detroit, Mich.; WLOU, Detroit, Mich. (FM); WFDF, Flint, Mich.; WCMA, Corinth, Miss; WISE, Asheville, N. C.; WCNC, Elizabeth City, N. C.; WHHT, Durham, N. C.; WGBG, Greensboro, N. C.; WMFR, High Point, N. C.; WFTC, Kinston, N. C.; WCBT, Roanoke Rapids, N. C.; WSTP, Salisbury, N. C.; WMFD, Wilmington, N. C.; WCMW, Canton, Ohio; KWJJ, Portland, Oreg.; WMRF, Lewistown, Pa.; WBAX, Wilkes-Barre, Pa.; WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn.; WFVA, Fredericksburg, Va.; WGH, Norfolk-Newport News, Va.; WNVA, Norton, Va.; WSSV, Petersburg, Va.; WJLS, Beckley, W. Va.; WEPM, Martinsburg, W. Va.; WMRC, Greenville, S. C.; WIBU, Madison-Poynette, Wis.; The Wisconsin Network; WJSW, Altoona, Pa.; WKBZ, Muskegon, Mich.; WKLA, Ludington, Mich.; WWXI, Peoria, Ill.

CANADIAN BROADCASTING CORPORATION

<i>Toronto</i>	—354 Jarvis Street.....	Midway	5481
	E. A. Weir, Commercial Manager; W. E. Powell, Asst. Commercial Mgr.		
<i>Montreal</i>	—1231 St. Catherine Street, West.....	Plateau	7161
	Omer Renaud, Commercial Manager—Quebec Division.		

Stations—CBA, Sackville, N. B.; CBH, Halifax, N. S.; CBM, Montreal, Que.; CBF, Montreal, Que.; CBJ, Chicoutimi, Que.; CBV, Quebec City, Que.; CBL, Toronto, Ont.; CJBC, Toronto, Ont.; CBO, Ottawa, Ont. CBK, Watrous, Sask.; CBR, Vancouver, B. C.

CAPPER PUBLICATIONS, INC.

<i>Topeka</i>	—1035 Topeka Blvd.,.....	Topeka	3-2377
	Ben Ludy, General Manager; Edna Hann, Ass't; Kathryn Young.		
<i>New York City</i>	—420 Lexington Avenue.....	Mohawk	4-3280
	William L. McKee.		
<i>Chicago</i>	—180 N. Michigan Avenue, Tom L. Greene,.....	Central	5977
<i>Kansas City, Mo.</i>	—300 Waltower Bldg., Joseph H. Story, Jr.....	Victor	3864
<i>San Francisco</i>	—1207 Russ Bldg., Fred Jameson, Kenneth Morris.....	Douglas	5220

Stations—KCKN, Kansas City, Mo.; WIBW, Topeka, Kans.

THOMAS F. CLARK CO., INC.

<i>New York</i>	—205 East 42nd St.....	Murray Hill	4-6317
	Thomas F. Clark, President; Miss Mary Dempsey, Manager.		
<i>Chicago</i>	—35 East Wacker Drive.....	Central	1112
	C. J. Anderson, Manager.		

Stations—WJRD, Tuscaloosa, Ala.; KIUP, Durango, Col.; KFKA, Greeley, Col.; KOKO, La Junta, Col.; KG EK, Sterling, Col.; WIRA, Fort Pierce, Fla.; WRHP, Tallahassee, Fla.; WMOG, Brunswick, Ga.; WMJM, Cordele, Ga.; WLAG, La Grange, Ga.; WMGA, Moultrie, Ga.; WRLC, Toccoa, Ga.; WFRP, Savannah, Ga.; WCAZ, Carthage, Ill.; WSNJ, Bridgeton, N. J.; WMBO, Auburn, N. Y.; WNBZ, Saranac, N. Y.; WWRL, Woodside, N. Y.; WEGO, Concord, N. C.; WBUY, Lexington, N. C.; WENC, Whiteville, N. C.; KWIL, Albany, Ore.; KMED, Medford, Ore.; KGFL, Roswell, New Mexico; KTNM, Tucumcari, New Mexico; KOCA, Kilgore, Texas; KPLT, Paris, Texas; KIUN, Pecos, Texas.

B. FRANK COOK

(Southeastern Representative)*

Atlanta, Ga.—1104-22 Marietta St. Bldg.....Walnut 1231

Stations—WALB, Albany, Ga.; WFBC, Greenville, S. C.

* Stations represented on a regional basis only.

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Philadelphia—Drexel BuildingLombard 3-1720
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New York—A. P. Cox, Executive in Charge, 285 Madison Avenue.....LExington 2-2450

Chicago—228 N. La Salle Street, J. C. Cox, Jr., Executive in Charge.....Franklin 2095

Stations—KELD, El Dorado, Ark.; KFFA, Helena, Ark.; WBLJ, Dalton, Ga.; WGNC, Gastonia, N. C.; WKPA, New Kensington, Pa.; WKOK, Sunbury, Pa.; WOLS, Florence, S. C.; WFIG, Sumter, S. C.; WJZM, Clarksville, Tenn.; KNEL, Brady, Texas; WCHV, Charlottesville, Va.; KIUL, Garden City, Kansas; KGFX, Pierre, S. D.; KRBA, Lufkin, Texas; KHAS, Hastings, Neb.; WAGM, Presque Isle, Me.; WMLT, Dublin, Ga.; WSGC, Elberton, Ga.

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New York City—205 East 42nd St.....Murray Hill 7-6958
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Thomas F. Clark, H. G. Wandless, Owners; S. A. Mann, Chg. Sales Promotion; Linda Efidi, Asst. Sales Promotion.

Chicago—35 East Wacker Drive, C. J. Anderson.....Cen 1112

Stations—ARGENTINA: LR3, LRY, and LRY1, "Radio Belgrano," Buenos Aires; And the Belgrano Network, "Primera Cadena Argentina de Broadcastings," which, in addition to "Radio Belgrano," includes: LT8, "Radio Rosario," Rosario; LRR and LRR1, "Radio Ovidio Lagos," Rosario; LV2, "Radio Central," Cordoba; LV10, "Radio de Cuyo," Mendoza; LV12, "Radio Aconquija," Tucman; LU2, "Radio Bahia Blanca," Bahia Blanca; LV1, "Radio Colon," San Juan; LV11, "Radio del Norte," Santiago del Estero; LT14, "Radio G. Urquiza," Parana; LT7, "Radio Provincia," Corrientes; LT15, "Radio Concordia," Concordia; LV4, "Radio San Rafael," San Rafael;



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STATION REPRESENTATIVES

LV13, "Radio San Luis," San Luis; LV14, "Radio La Rioja," La Rioja; LV9, "Radio Provincia," Salta; ZP5 and ZPA5, "Radio Encarnacion," Encarnacion, (Paraguay). COLOMBIA: HJCB and HJCD, "Emisora Nueva Granada," Bogota. COSTA RICA: TILS, "Radio Para Ti," San Jose. CUBA: The RHC-Cadena Azul network of the following stations: CMCY and COCY, Habana; CMHI and COHI, Santa Clara; CMAN, Pinar del Rio; CMJN, Camaguey; CMKV, Holguin; CMKN, Santiago. ECUADOR: HC2AN and HC2DC, "Radiodifusora Cenit," Guayaquil. PANAMA: HOA, HOB, and HP5G, "Radio Panamericana," Panama City. PERU: OAX4F and OAX4H, "Radio Mundial," Lima. URUGUAY: CX14 and CXA19, "Radio El Espectador," Montevideo; CX18, "Radio Libertad-Sport," Montevideo; And the Espectador network, "Cadena Uruguaya de Radiodifusion," which, in addition to "Radio Espectador," includes: CW1, "Radio Popular," Colonia; CW19, "Difusora Rochense," Rocha; CW23, "Radio Cultural," Salto; CW33, "Radio Florida," Florida; CW35, "Radio Paysandu," Paysandu; CW43, "Radio Lavalleja," Minas; CW45, "Difusora Treinta y Tres," Treinta y Tres; CW46A, "Difusora Zorrilla de San Martin," Tacuarembó; CW47A, "Radio Welcome," San Jose.

HARRY E. CUMMINGS
(Southeastern Representative*)

Jacksonville, Fla.—1306 Barnett National Bank Bldg. Jacksonville 3-0381
Stations—WJAX, Jacksonville, Fla.; WIOD, Miami, Fla.; WFLA, Tampa, Fla.; WDBO, Orlando, Fla.; Daniel Boone Network (WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn.; WISE, Asheville, N. C.); WHIO, Dayton, Ohio; WROL, Knoxville, Tenn.

*Stations represented on a regional basis in Southeastern United States only.

FORJOE & COMPANY

New York—19 W. 44th St., Vanderbilt 6-5080
Joseph Bloom, President; Jack Koste, Sales Mgr.
Chicago—360 N. Michigan Ave., Zang Golobe, Rep., State 5587
Philadelphia—1301 Widener Bldg., Charles Stahl, Rep., Rittenhouse 9698
Race 2050
Pittsburgh—Keystone Hotel, Thomas B. Price, Rep., Grant 5200
Los Angeles—403 W. 8th St., Larry Krasner, Rep., Vandike 9885
San Francisco—429 Russ Building, Miss Maude Ralph, Douglas 8587
Washington, D. C.—1000 Connecticut Ave., Ben Strouse, Rep., Nat. 7203

Stations—KARV, Mesa, Ariz.; KWKW, Los Angeles, Cal.; KKIN, Visalia, Cal.; WWDC, Washington, D. C.; WIBC, Chicago, Ill.; WFAU, Augusta, Me.; WCOU, Lewiston, Me.; WJOR, Bangor, Me.; *WORLD, Boston, Mass.; WBBC, Flint, Mich.; **WJBK, Detroit, Mich.; **WIBM, Jackson, Mich.; WMIN, Minneapolis-St. Paul, Minn.; KXLW, St. Louis, Mo.; KDRO, Sedalia, Mo.; WBNX, New York, N. Y.; WRRZ, Clinton, N. C.; WRRF, Washington, N. C.; WKAP, Allentown, Pa.; WISR, Butler, Pa.; WCHA, Chambersburg, Pa.; WLAN, Lancaster, Pa.; WNAR, Norristown, Pa.; WDAS, Philadelphia, Pa.; WWSW, Pittsburgh, Pa.; WHWL, Wilkes-Barre, Pa.; WAND, Anderson, S. C.; WHHM, Memphis, Tenn.; KVET, Austin, Tex.; KONO, San Antonio, Tex.; WLOW, Norfolk, Va.; WBRW, Welch, W. Va.; CKNW, New Westminster, B. C.

* Except in New York. ** Except in Chicago.

FREEMANTLE OVERSEAS RADIO LTD.

New York—660 Madison Avenue. Butterfield 8-8505
Stations—Radio Andorra (Andorra); Radio Africa (Tangier, Morocco); HJDK-KJDE, Medellin, Colombia. ITALIAN NETWORKS, Blue Network (Italy); Milano 1 (Milan); Torino 1 (Turin); Genova 1 (Genoa); Bologna 11 (Bologna); Venezia (Venice); Verona (Verona); Padova (Padua); Bolzano (Bolzano); Firenze 1 (Florence); Roma 11 (Rome); Napoli 11 (Naples) and Bari 11 (Bari). Red Network: Roma 1 (Rome); Bari 1 (Bari); Napoli 1 (Naples); Firenze 11 (Florence); Catania (Catania); Palermo (Palermo); San Remo (San Remo); Torino 11 (Turin); Genova 11 (Genoa); Milano 11 (Milan); Bologna 1 (Bologna); Ancona (Ancona); Messina (Messina) and Cagliari (Sardegna) (Independent).

FREE & PETERS, INC.

<i>New York</i> —444 Madison Avenue.....	Plaza	5-4130
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<i>Chicago</i> —180 North Michigan Avenue.....	Franklin	6373
Russel Woodward, Executive Vice-President; John A. Cory, Vice-President; Lloyd Griffin, Vice-President; Ray Neihengen, Joseph W. Evans.		
<i>Detroit</i> —645 Griswold Street, William W. Bryan, Manager.....	Cadillac	4255
<i>Atlanta</i> —322 Palmer Building, James M. Wade, Manager.....	Main	5667
<i>Hollywood</i> —6331 Hollywood Blvd.....	Hollywood	2151
James L. Free, Chairman; Hal W. Hoag, Manager.		
<i>San Francisco</i> —58 Sutter Street, A. Leo Bowman, Manager.....	Sutter	4353
<i>Stations</i> —KOB, Albuquerque, N. M.; WCBM, Baltimore, Md.; KFDM, Beaumont, Tex.; KDSH, Boise, Idaho; WMCA, N. Y., N. Y.; KFAB, Omaha, Neb.; KEX, Portland, Ore.; WGR, Buffalo, N. Y.; WCSC, Charleston, S. C.; WCKY, Cincinnati, Ohio; WIS, Columbia, S. C.; KRIS, Corpus Christi, Tex.; WOC, Davenport, Iowa; WHO, Des Moines, Iowa; WDSM, Duluth-Superior, Wisc.; WDAY, Fargo, N. D.; KXYZ, Houston, Tex.; WISH, Indianapolis, Ind.; KMBC, Kansas City, Mo.; WAVE, Louisville, Ky.; WTCN, Minneapolis-St. Paul, Minn.; KOMA, Oklahoma City, Okla.; WMBD-WDZ, Peoria-Tuscola, Ill.; WPTF, Raleigh, N. C.; WDBJ, Roanoke, Va.; KSDJ, San Diego, Calif.; KSD, St. Louis, Mo.; KIRO, Seattle, Wash.; WFBL, Syracuse, N. Y.; KTUL, Tulsa, Okla.; WBAP, Fort Worth, Tex.		

ROMIG C. FULLER & ASSOCIATES

(Northwest Representative*)

<i>Seattle</i> —2939 Fourth Ave., South.....	Main	0110
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*Stations represented on a regional basis only.

W. S. GRANT COMPANY, INC.

<i>San Francisco</i> —Room 313, Central Tower Bldg.....	Exbrook	6685
703 Market St., W. S. Grant, General Mgr., Jack Q. Hall, Mgr., San Francisco Office, Frances Weyer, Secretary.		
<i>Los Angeles</i> —412 W. 6th St., David S. Ballou, Manager.....	Vandick	6314
<i>New York</i> —33 West 42nd St., Bernard Howard, Manager.....	BRyant	9-1374
<i>Chicago</i> —180 N. Michigan Ave., Frank Back, Manager.....	Dearborn	7869
<i>Stations</i> —WLAR, Athens, Tenn.; KBKR, Baker, Oregon; KPMC, Bakersfield, Calif.; KHSL, Chico, Calif.; KUGN, Eugene, Oregon; KUIN, Grants Pass, Ore.; KEJI, Klamath Falls, Ore.; KLBM, La Grande, Oregon; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KTRB, Modesto, Calif.; KSRV, Ontario, Ore.; KCMJ, Palm Springs, Calif.; KPRL, Paso Robles, Calif.; KVCV, Redding, Calif.; KATO, Reno, Nevada; KSJO, San Jose, Calif.; KVEC, San Luis Obispo, Cal.; KVOE, Santa Ana, Calif.; KSRO, Santa Rosa, Calif.; KTKC, Visalia, Calif.; KWVB, Walla Walla, Wash.; KHUB, Warsonville, Calif.; KTYW, Yakima, Wash.		

HOMER GRIFFITH CO., INC.

<i>Hollywood</i> 28—6123 Selma.....	Hollywood	6281
Homer Griffith, Pres. & Mgr.; David A. Williamson, V.-P. & Gen. Sales Mgr.; Gladys Macreys, Auditor & Traffic Mgr.		
<i>New York City</i> —500 Fifth Ave.....	MUrray Hill	6-4080
John Livingston, V.-P. & Eastern Div. Mgr.		
<i>Chicago</i> —612 N. Michigan Ave., Al Halus, V.-P. & Central Div. Mgr.....	Superior	8177
<i>Dallas</i> —611 Construction Bldg.....	Riverside	2675
Walter Kline, V.-P. & Mid-South Divv. Mgr.		
<i>San Francisco</i> —681 Market St.....	Douglas	4475
H. G. "Hi" Wells, Northwest Div. Mgr.		
<i>Stations</i> —KLOK, Phoenix, Ariz.; KCVR, Lodi, Calif.; KAFY, Bakersfield, Calif.; KLX, Oakland, Calif.; KLOK, San Jose, Calif.; KSMA, Santa Maria, Calif.; KCOK, Tulare, Calif.; KIUP, Durango, Colo.; KFXJ, Grand Junction, Colo.; KGEM, Boise, Idaho; KBIO, Burley, Idaho; KRIC, Lewiston, Idaho; KEIO, Pocatello, Idaho; *—Idaho Falls, Idaho; KLIX, Twin Falls, Idaho; KFNE, Shenandoah, Iowa; KWHK, Hutchinson, Kans.; WINN, Louisville,		

STATION REPRESENTATIVES

Ky.; KBMY, Billings, Montana; KGEZ, Kalispell, Montana; KGFV, Kearney, Neb.; KENO, Las Vegas, Nev.; KOAT, Albuquerque, N. M.; KGAK, Gallup, New Mex.; KFUN, Las Vegas, New Mex.; KTRC, Santa Fe, N. M.; WFIL, Findlay, O.; KWIL, Albany, Ore.; KBND, Bend, Ore.; KOOS, Coos Bay, Ore.; KODL, The Dalles, Ore.; KORE, Eugene, Ore.; GFLW, Kalmuth Falls, Ore.; KRNR, Roseburg, Ore.; KSLM, Salem, Ore.; WKOK, Sunbury, Pennsylvania; KIUN, Pecos, Texas; KNAK, Salt Lake City, Utah; KXRO, Aberdeen, Wash.; KVOS, Bellingham, Wash.; KELA, Centralia, Wash.; KWLK, Longview, Wash.; KGY, Olympia, Wash.; KVAN, Vancouver, Wash.; KUJ, Walla Walla, Wash.; KPQ, Wenatchee, Wash.; KBLF, Red Bluff, Calif.; Alaska Network: KINY, Juneau; KTKN, Ketchikan, KFQD, Anchorage; Pan American Broadcasting Company; Pacific Coast Representative; Radio Advertising Co. (Pacific Coast rep.).

* call letters not assigned.

MELCHOR GUZMAN COMPANY, INC.

(Latin American Representative)

New York—45 Rockefeller Plaza, (20).....Circle 7-0624
Melchor Guzman, President; A. M. Martinez, Vice-President.

ARTHUR H. HAGG & ASSOCIATES, INC.

Chicago—360 N. Michigan Ave, Arthur H. Hagg, Pres.....Central 7553
New York—366 Madison Ave., P. A. Broderick.....Murray Hill 2-8865
Omaha—320 S. 27th St., H. W. Harvey.....Jackson 2620
Denver—509 Mercantile Bldg., R. L. Bowers.....Tabor 4523
Kansas City 6, Mo.—6 E. 11th St., K. W. Hagg.....Har. 7859
Stations—KGNO, Dodge City, Kans.

FORJOE & COMPANY

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NATIONAL

W—RADIO STATION—E
REPRESENTATIVES

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FORJOE OFFICES

- New York*—19 W. 44 St.
Vanderbilt 6-5080
- Chicago*—360 No. Michigan Ave.
State 5587
- Los Angeles*—403 W. 8 St.
Vandike 9885
- San Francisco*—429 Russ Building
Douglas 8587
- Philadelphia*—1301 Widener Bldg.
Rittenhouse 9698
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National 7203
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Grant 5200

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AP

HEADLEY-REED COMPANY

<i>New York</i> —405 Lexington Ave.....	Murray Hill	3-5470
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<i>Chicago</i> —180 N. Michigan Ave., (1).....	Franklin	4686
Dwight S. Reed, Vice-President; Paul R. Weeks, John Wrath, John W. Davis.		
<i>Detroit</i> —2019 Penobscot Bldg., H. V. Barrett.....	Randolph	9615
<i>Los Angeles</i> —210 W. 7th St., H. Lindley.....	Vandyke	1725
<i>Atlanta 3</i> —Glenn Bldg., Eli W. Sweatman, Jr.....	Cypress	4311
<i>San Francisco</i> —300 Montgomery St., (4), Ralph W. Mitchell, Vice-President... Yukon		1265
<i>Stations</i> —WSGN, Birmingham, Ala.; WAGF, Dothan, Ala.; WALA, Mobile, Ala.; WSFA, Montgomery, Ala.; KJBS, San Francisco, Cal.; WELI, New Haven, Conn.; WINX, Washington, D. C.; WAGA, Atlanta, Ga.; WGAC, Augusta, Ga.; WDAK, Columbus, Ga.; WROK, Rockford, Ill.; WGL, Fort Wayne, Ind.; KSO, Des Moines, Ia.; WITH, Baltimore, Md.; WSAR, Fall River, Mass.; WSAM, Saginaw, Mich.; KFEQ, St. Joseph, Mo.; KMMJ, Grand Island, Neb.; WKNE, Keene, N. H.; WBAB, At. City, N. J.; WINR, Binghamton, N. Y.; WHLD, Niagara Falls, N. Y.; WKIP, Poughkeepsie, N. Y.; WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WFAS, White Plains, N. Y.; WSOC, Charlotte, N. C.; WSJS, Winston-Salem, N. C.; WJW, Cleveland, O.; WCOL, Columbus, O.; WLOK, Lima, O.; WFMJ, Youngstown, O.; SAN, Allentown, Pa.; WFBG, Altoona, Pa.; WJAC, Johnstown, Pa.; WPEN-FM—WPEN, Philadelphia, Pa.; WAPO, Chattanooga, Tenn.; WLEE, Richmond, Va.		

HOMER HOGAN & CO.

<i>Chicago</i> —410 N. Michigan Ave., Homer Hogan, General Manager.....	Whitehall	4488
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HAL HOLMAN CO.

<i>Chicago</i> —260 N. Michigan Ave.....	State	5262
Hal Holman, Owner.		
<i>New York</i> —551 Fifth Avenue.....	Murray Hill	2-7986
<i>Stations</i> —WJBK, Detroit, Mich.; WIBM, Jackson, Mich.		

GEORGE P. HOLLINGBERY CO.

<i>Chicago</i> —307 N. Michigan Avenue (1).....	Andover	2636
George P. Hollingbery, Owner; M. W. Harms, Jr., Frank E. McCarthy, Harry H. Wise, Jr., Salesmen.		
<i>New York City</i> —420 Lexington Avenue (17).....	Murray Hill	3-9447
F. E. Spencer, Jr., Manager.		
<i>Atlanta</i> —223 Peachtree St., Fred F. Hague, Manager.....	Cypress	1489
<i>San Francisco</i> —300 Montgomery St. (4), R. J. Birch, Manager.....	Douglas	4393
<i>Los Angeles</i> —411 W. Fifth St., J. V. Fisler, Manager.....	Madison	6-3633
<i>Stations</i> —WADC, Akron, Ohio; WBCM, Bay City, Mich.; WAAF, Chicago, Ill.; WHIO, Dayton, Ohio; WWJ, Detroit, Mich.; WEBC, Duluth, Minn.; WEAU, Eau Claire, Wis.; KTSM, El Paso, Texas; WREN, Lawrence, Kan.; KOWH, Omaha, Neb.; WIP, Philadelphia, Pa.; WEEU, Reading, Pa.; WHAM, Rochester, N. Y.; WARM, Scranton, Pa.; KSCJ, Sioux City, Ia.; WSPA, Springfield, Mass.; KGBX, Springfield, Mo.; KVI, Seattle/Tacoma; KFBI, Wichita, Kan.; WATL, Atlanta, Ga.; WRDW, Augusta, Ga.; WJBO, Baton Rouge, La.; WTNB, Birmingham, Ala.; WTMA, Charleston, S. C.; WRBL, Columbus, Ga.; WBIG, Greensboro, N. C.; WJDX, Jackson, Miss.; WIOD, Miami, Fla.; WSAV, Savannah, Ga.; WSPA, Spartanburg, S. C.; Rebel Network—WJDX, Jackson, Miss.; WFOR, Hattiesburg, Miss.; WAML, Laurel, Miss.; Arrowhead Network—WEBC, Duluth; WMFG, Hibbing; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis.; Georgia Broadcasting System—WRBL, Columbus, Ga.; WATL, Atlanta, Ga.; WGPC, Albany, Ga.		

THE KATZ AGENCY, INC.

<i>New York City 18</i> —500 Fifth Avenue.....	Wisconsin	7-8620
G. R. Katz, Pres.; Eugene Katz, Exec. V.P.; G. W. Brett, V.P. & Sales Mgr.; S. L. Katz, V.P.; A. Doris, V.P.; Lowell Jackson, V.P.; M. J. Beck, Treas.; T. E. Kruglak, Secty.		

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

<i>Chicago</i> 1—307 N. Michigan Ave.	Central	4006
Gerald H. Gunst, Mgr.; David H. Decker, Lowell E. Jackson, William W. Joyce, Sidney L. Katz, Fiske Lochridge, Roy Miller.		
<i>Detroit</i> 2—General Motors Bldg.	Trinity	2-7685
Ralph Bateman, Mgr.; Arthur J. Underwood, Jr.		
<i>Kansas City</i> 6—Bryant Bldg.	Victor	7095
Thomas Flanagan, Mgr.		
<i>Atlanta</i> 3—22 Marietta St. Bldg.	Walnut	4795
Fred M. Bell, Mgr.; Marvin Smith.		
<i>Dallas</i> 1—Republic Bank Bldg.	Central	7936
Frank Brimm, Mgr.		
<i>San Francisco</i> 5—Monadnock Bldg.	Sutter	7434
Richard S. Railton, Mgr.		
<i>Los Angeles</i> 14—530 W. 6th St.	Tucker	3219
Stanley J. Reulman, Mgr.		
<i>Stations</i> —KLRA, Little Rock, Ark.; KVOR, Colorado Springs, Colo.; KLZ, Denver, Colo.; WOL, Washington, D. C.; WPDQ, Jacksonville, Fla.; WGBS, Miami, Fla.; WDAE, Tampa, Fla.; *WGST, Atlanta, Ga.; *WMAZ, Macon, Ga.; *WTOG, Savannah, Ga.; KGU, Honolulu, Hawaii; WCFL, Chicago, Ill.; WEEK, Peoria, Ill.; WTAD, Quincy, Ill.; WFBM, Indianapolis, Ind.; **WMT, Cedar Rapids-Waterloo, Iowa; **KRNT, Des Moines, Iowa; **WNAX, Sioux City, Iowa-Yankton, S. D.; WWL, New Orleans, La.; WCOP, Boston, Mass.; KGHL, Billings, Mont.; WFEA, Manchester, N. H.; WHOM, New York, N. Y.-Jersey City, N. J.; WWNC, Asheville, N. C.; WKRC, Cincinnati, Ohio; WSPD, Toledo, Ohio; WKY, Oklahoma City, Okla.; WFIL, Philadelphia, Pa.; WCAE, Pittsburgh, Pa.; WFCI, Providence-Pawtucket, R. I.; WREC, Memphis, Tenn.; WSIX, Nashville, Tenn.; KUTA, Salt Lake City, Utah; KHQ, Spokane, Wash.; WISN, Milwaukee, Wis.		
* The Georgia Major Market Trio; ** The Mid-States Group.		

JOHN KEATING

<i>Portland</i> 5—919 Taylor St.	Beacon	4107
J. D. Keating, Lee P. Bishop.		
<i>Seattle</i> 1—2nd & Pine Bldg., James McLoughlin, Mgr.	Elliott	6520
<i>San Francisco</i> —Fairmont Hotel, Vincent Francis.	Ga.	8300
<i>Stations</i> —KWIN, Ashland, Ore.; KWIL, Albany, Ore.; KAST, Astoria, Ore.; KBKR, Baker, Ore.; KBND, Bend, Ore.; KOOS, Coos Bay, Ore.; KORE, Eugene, Ore.; KUIN, Grants Pass, Ore.; KFJI, Klamath Falls, Ore.; KLBM, La Grande, Ore.; KMED, Medford, Ore.; KWRC, Pendleton, Ore.; KALE, Portland, Ore.; KRNR, Roseburg, Ore.; KSLM, Salem, Ore.; KODL, The Dalles, Ore.; KSRV, Ontario, Ore.; KRLC, Lewiston, Idaho; KTFI, Twin Falls, Idaho; KBIO, Burley, Idaho; KFXD, Boise, Idaho; KXRO, Aberdeen, Wash.; KVOS, Bellingham, Wash.; KELA, Centralia, Wash.; KRKO, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympia, Wash.; KONP, Port Angeles, Wash.; KOL, Seattle, Wash.; KGA, Spokane, Wash.; KVAN, Vancouver, Wash.; KIJ, Walla Walla, Wash.; KIT, Yakima, Wash.; KCOW, Ellensburg, Wash.		

JOSEPH HERSHEY McGILLVRA, INC.

<i>New York</i> —366 Madison Avenue (17).	Murray Hill	2-8755
Joseph H. McGillvra, President; James LeBaron, V. P.-General Sales Manager; Jack Kelly, Harry C. Folts.		
<i>Chicago</i> —35 East Wacker Drive (1).	State	5282
Walter Beadell, Manager; William Sauerstrom		
<i>Los Angeles</i> —684 So. Lafayette Pk. Pl.	Drexel	4388
Robert W. Walker, Manager; John A. Nelson.		
<i>San Francisco</i> —68 Post St., Rogers P. Parrett, Manager; Reba M. Stanley.	Sutter	5568
<i>Stations</i> —KXLR, Little Rock, Ark.; KGER, Long Beach, Calif.; KIST, Santa Barbara, Calif.; KVOD, Denver, Colo.; KGHE, Pueblo, Colo.; WBRY, Waterbury, Conn.; WILM, Wilmington, Del.; WPIK, Alexandria, Va.; WBAY, Coral Gables, Fla.; WWPG, Palm Beach, Fla.; WBBQ, Augusta,		

Ga.; WBML, Macon, Ga.; WJOL, Joliet, Ill.; WJOB, Hammond, Ind.; WASK, Lafayette, Ind.; WLCS, Baton Rouge, La.; KVOL, Lafayette, La.; KNOE, Monroe, La.; WNOE, New Orleans, La.; WLAV, Grand Rapids, Mich.; WKLA, Ludington, Mich.; WKBZ, Muskegon, Mich.; WFPG, Atlantic City, N. J.; WTTM, Trenton, N. J.; WKNY, Kingston, N. Y.; WMFF, Plattsburg, N. Y.; WSAY, Rochester, N. Y.; WLOE, Leaksville, No. Car.; WGNI, Wilmington, No. Car.; WSTV, Steubenville, Ohio; WRRN, Warren, Ohio; WCED, DuBois, Pa.; WEDO, McKeesport, Pa.; WKRZ, Oil City, Pa.; WJPA, Washington, Pa.; WDSC, Dillon, So. Car.; KPAB, Laredo, Tex.; KMAC, San Antonio, Tex.; KVNU, Logan, Utah; WJOY, Burlington, Vt.; WSYB, Rutland, Vt.; WCYB, Bristol, Va.; WSAP, Portsmouth, Va.; WWNR, Beckley, W. Va.; WGKV, Charleston, W. Va.; WHAR, Clarksburg, W. Va.; WRON, Ronceverte, W. Va.; WFOX, Milwaukee, Wis.; KFOJ, Spokane, Wash.; KMO, Tacoma, Wash.; KPQ, Wenatchee, Wash.; KIT, Yakima, Wash.; CFCO, Chatham, Ont.; CFPL, London, Ont.; CHGB, Ste-Anne-de-la-Pocatiere, Quebec; CHLP, Montreal, Quebec; CHNC, New Carlisle, Quebec; CJCH, Halifax, Nova Scotia; CJCJ, Calgary, Alberta; CJIC, Sault Ste. Marie, Ont.; CKCO, Ottawa, Ont.; KCKW, Moncton, N. B.; CKNX, Wingham, Ont.; CKSF, Cornwall, Ont.; CKTB, St. Catherines, Ont.

J. P. McKINNEY & SON

New York City—30 Rockefeller Plaza, Max M. Everett, Mgr. Circle 7-1178
Chicago—400 N. Michigan Avenue, John Schulz, Chicago. Superior 9866
San Francisco—681 Market St., R. J. Bidwell. Garfield 5512
Stations—WTHH, 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 BROADCAST SALES

Toronto—25 King St., West. Ad. 8895
 Jack M. Davidson, Mgr.; Norman D. Brown, R. A. S. Munro, Cliff Wingrove, Salesmen; Paul Mulvihill, Sales Promotion.
Montreal—660 St. Catherines St., West. Harbour 3051
 R. A. Leslie, Manager.
Stations—CKWS, Kingston, Ont.; CKGB, Timmins, Ont.; CFCH, North Bay, Ont.; CJAD, Montreal, Que.; CKRN, Rouyn, Que.; CHAD, Amos, Que.; CHEX, Peterborough, Ont.; CJKL, Kirkland Lake, Ont.; CKTB, St. Catharines, Ont.; SFPA, Port Arthur, Ont.; CKVD, Val d'Or, Que.; CHGB, Ste. Anne de la Pocatiere, Que.; CHOK, Sarnia, Ont.; CVKEY, Toronto (Montreal, Que. only).

NATIONAL BROADCASTING COMPANY, INC.

(National Spot and Local Sales Division)

New York City 20—30 Rockefeller Plaza. Circle 7-8300
 James V. McConnell, Dir.; W. C. Roux, Mgr.
Boston 16—Hotel Bradford, John Dodge, Rep. Hancock 4329
Cleveland—NBC Bldg., Don Stratton, Rep. Cherry 0942
Washington 5, D. C.—Trans Lux Bldg., Mahlon Glascock, Rep. Republic 4000
Chicago 54—Merchandise Mart, Oliver Morton, Mgr. Superior 8300
Denver 2—1625 California St., James McPherson, Rep. Maine 6211
San Francisco 2—NBC Bldg., Taylor & O'Farrell Sts. Greystone 8700
 Carl Nielsen, Rep.
Hollywood 28—NBC Bldg., Sunset & Vine Sts. Hollywood 6161
 Lathrop Mack, Mgr.
Stations—KPO, San Francisco, Calif.; KOA, Denver, Colo.; WRC, Washington, D. C.; WMAQ, Chicago, Ill.; WOWO, Fort Wayne, Ind.; WBZ-WBZA, Boston-Springfield, Mass.; WEFW, New York, N. Y.; WGY, Schenectady, N. Y.; WTAM, Cleveland, Ohio; KYW, Philadelphia, Pa.; KDKA, Pittsburgh, Pa.; KZRH, Manila, P. I.

NORTHWEST RADIO ADVERTISING CO.

Seattle—American Bldg. Elliot 5488
 Edwin A. Kraft, General Manager; W. L. Paul, Assistant Manager.
Stations—KINY, Juneau, Alaska; KTKN, Ketchikan., Alaska.

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

PAN AMERICAN BROADCASTING COMPANY

(Latin-American and Foreign Station Representative)

<i>New York</i> 17—330 Madison Ave.....	Murray Hill	2-0810
E. Bernald, Mgr.; Arthur Gordon, Asst. Mgr.		
<i>Chicago</i> —228 No. LaSalle St., F. R. Jones, Mgr.....	State	5096
<i>Hollywood</i> 28—6123 Selma Ave., Homer Griffith.....	Hollywood	6281
<i>Dallas</i> —711 Construction Bldg., Walter S. Kline.....	Riverside	6051
<i>San Francisco</i> —681 Market St., H. Wells.....	Douglas	4475
<i>Stations</i> —The Alaska Broadcasting System of: KFQD, Anchorage; KTKN, Ketchikan; KINY, Juneau; Radio Mozambique, South Africa; ZFY, Georgetown, British Guiana; WIAC, San Juan, Puerto Rico; WKAQ, San Juan, Puerto Rico; HP5J-HP6J, Panama City, Panama; TIPG-TINBC, San Jose, Costa Rica; HOL-HOLA, Colon, Panamwa; HHBM-HHCM-HHGM, Port-au-Prince, Haiti; HHW, Port-au-Prince, Haiti; HIN-HI-N, Ciudad Trujillo, D. R.; La Cadena Azul, with 6 stations in: Portoviejo, Ecuador; Guayaquil, Ecuador; Cuenca, Ecuador; Ibarra, Ecuador; Quito, Ecuador; Ambato—Emisoras Atlantico and Emisoras Unidas of Barranquilla, Colo.; Radiodifusora Venezuela, Radio Caracas, Ondas Populares, of Caracas, Venezuela; The Radios La Cooperativa, Vitlicia network of 8 stations in Chile: Valparaiso, Santiago, Valdivia, Temuco, Puerto Montt, Punta Arenas; Radio Cristal, Bogota, Colo., La Voz Del Valle, Cali, Colo., La Voz De Antioquia, Medellin, TGW, Guatemala City, Guatemala; HRN, Tegucigalpa, Honduras; Rikisutvarpid, Raykjavik; YNPS, Managua, Nicaragua; ZP9, Asuncion, Paraguay; ZP5, Encarnacion, Paraguay; Ecos Del Zulia, Maracaibo; YSO-YSN, San Salvador, E.S.; The El Expectador Network of 10 stations in Uruguay; The Peruvian Network of 9 stations, XOAR, Shanghai, China; FJV, Suva, Fiji Islands; The Patagonia Network of Argentina; Radio Popular, Maracaibo; AVROS, Paramaribo, Dutch Guiana.		

JOHN E. PEARSON COMPANY

<i>Chicago</i> 1—360 N. Michigan.....	Franklin	2539
John E. Pearson, Owner; William L. Wallace, Mid-West Sales Mgr.; Kay Fisher, Sales; Sue Masterson, Financial Secty.; Agnes A. Terrace, Secty.		
<i>New York</i> 17—250 Park Ave., Hines H. Hatchett, Mgr.....	PLaza	8-2255
<i>Kansas City</i> 6—1112 Dierks Bldg., Owen H. Balch, Mgr.....	Grand	2144
<i>St. Louis</i> 1—915 Olive St., Ralph Schulenburg, Mgr.....	Garfield	6865
<i>Los Angeles</i> 5—685 S. Lafayette Park Place, Robert W. Walker, Mgr.....	Drexel	4388
<i>San Francisco</i> 4—68 Post St., Rogers P. Parratt, Mgr.....	Sutter	5568
<i>Stations</i> —KLCN, Blytheville, Ark.; KPRO, Riverside-San Bernardino, Calif.; KROP, Brawley-El Centro, Calif.; KREO, Indio-Palm Springs, Calif.; WINK, Ft. Myers, Fla.; WLAK, Lakeland, Fla.; WSPB, Sarasota, Fla.; WTSP, St. Petersburg-Tampa, Fla.; WKRO, Cairo, Ill.; WIND, Chicago, Ill.; WJPF, Herrin, Ill.; WIRE, Indianapolis, Ind.; WAOV, Vincennes, Ind.; KOAM, Pittsburg, Kan.; KSAL, Salina, Kan.; KVGB, Great Bend, Kan.; WCMI, Ashland, Ky.; WLAP, Lexington, Ky.; KATE, Albert Lea, Minn.; KYSM, Mankato, Minn.; KWNO, Winona, Minn.; KWLM, Willmar, Minn.; KROC, Rochester, Minn.; KMHL, Marshall, Minn.; WCAR, Pontiac, Mich.; KCMO, Kansas City, Mo.; KHMO, Hannibal, Mo.; KFVS, Cape Girardeau, Mo.; KWOC, Poplar Bluff, Mo.; WEW, St. Louis, Mo.; KWTO, Springfield, Mo.; WOV, New York, N. Y.; WDUK, Durham, N. C.; KELO, Sioux Falls, S. D.; WJHL, Johnson City, Tenn.; WBIR, Knoxville, Tenn.; KRBC, Abilene, Texas; KFDA, Amarillo, Texas; KBST, Big Spring, Texas; KGKL, San Angelo, Texas; KGKB, Tyler, Texas. NETWORKS: Florida West Coast Network—(WINK, WLAK, WSPB, WTSP); West Texas Network—(KRBC, KGKL, KBST).		

JOHN H. PERRY ASSOCIATES

<i>New York</i> 17—310 East 45th St.	Murray Hill	4-1647
William K. Dorman, Gen. Mgr.; W. T. Kelly, R. S. Mandeville, Salesmen.		
<i>Chicago</i> 3—122 S. Michigan Ave., F. W. Thurnau, Mgr.	Harrison	8085
<i>Detroit</i> 2—7338 Woodward Ave., J. J. Higgins, Mgr.	Madison	0790
<i>Atlanta</i> 3—1220 Rhodes-Haverty Bldg., Mrs. Alice S. Grant, Mgr.	Walnut	1334
<i>Philadelphia</i> 7—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.; WTAL, Tallahassee, Fla.; WDHL, Bradenton, Fla		

EDWARD PETRY & COMPANY, INC.

<i>New York</i> 17—17 East 42nd Street.	Murray Hill	2-4400
Edward Petry, President; Henry Christal, Secretary-Treasurer; Henry Ringgold, Albert Young, Jr., Mason McGuire, Lloyd George Venard, Volney F. Righter, John Harrington, James O. Parsons, Jr., Lawrence Field, Irvin Gross, George Klayer.		
<i>Chicago</i> 11—400 N. Michigan Avenue.	Delaware	8600
Edward Voynow, Vice-President; John Ashenhurst, Louis A. Smith, James L. Thompson, Buell Herman.		
<i>Detroit</i> 2—General Motors Bldg.	Madison	1035
William Cartwright.		
<i>San Francisco</i> 4—Russ Bldg., Earle H. Smith, King Harris.	Garfield	4082
<i>Los Angeles</i> 13—601 W. 5th Street, Chester Matson.	Michigan	8729
<i>St. Louis</i> 3—Shell Bldg., George Kercher.	Chestnut	7191
<i>Boston</i> 16—Statler Bldg., 20 Province St., James G. Sandison.	Hubbard	6342
<i>Atlanta</i> 3—New Palmer Bldg., Marietta St. at Forsythe.	Jackson	7983
<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.; KOIL, Omaha, Neb.; 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, Tex.; KPRC, Houston, Tex.; WOAI, San Antonio, Tex.; KSL, Salt Lake City, Utah; WTAR, Norfolk, Va.; WRNL, Richmond, Va.; KOMO, Seattle, Wash.; KGA, Spokane, Wash.; WTMJ, Milwaukee, Wisc.; KFOR, Lincoln, Neb.; KTBS, Shreveport, La.; WONS, Hartford, Conn.; Northwest Network, Texas Quality Network, Yankee Network; KPOA, Honolulu, Hawaii; WMTW, Portland, Me.; WWCO, Waterbury, Conn.		

RALPH L. POWER

(Australian Representative)

<i>Los Angeles</i> —767 Castelar (12), Eugene Parker.	Mutual	5277
210 W. 7th St. (14), R. L. Power.		
<i>Station</i> —Representation of stations in Australia, New Zealand and South Africa.	Madison	4221

RADIO ADVERTISING CO.

<i>New York</i> 17—521 Fifth Avenue.	Murray Hill	2-2170-1
Robert D. C. Meeker, Gen. Mgr.; Louis J. F. Moore, Mgr.		
<i>Chicago</i> 1—333 N. Michigan Avenue.	Central	1742-3
R. L. Swats, Jr., Manager.		
<i>Detroit</i> —28 W. Adams Ave. (26), Robert Rains, Mgr.	Cherry	8321
<i>San Francisco</i> 5—681 Market St., H. G. Wells, Mgr.	Douglas	4475
<i>Dallas</i> —711 Construction Bldg., Walter Kline, Mgr.	Riverside	2673
<i>Hollywood</i> 28—6123 Selma Ave., David A. Williamson, Mgr.	Hollywood	6281
<i>Stations</i> —WMGY, Montgomery, Ala.; WJNO, West Palm Beach, Fla.; WEST, Easton, Pa.; WGAL, Lancaster, Pa.; WMBS, Uniontown, Pa.;		

. . . STATION REPRESENTATIVES . . .

WDEL, Wilmington, Del.; WTVL, Waterville, Me.; WKBO, Harrisburg, Pa.; WLBR, Lebanon, Pa.; WORK, York, Pa.; WKAT, Miami Beach, Fla.; WAAT, Newark, N. J.; WAZL, Hazleton, Pa.; WRAW, Reading, Pa.; HOX-HOXA-HOXB-HOXD, Panama (Republic of Panama).

RADIO CENTRE LIMITED

Toronto—64 Wellington St., West. W A verly 2036
D. Spencer Grow, Manager.

RADIO REPRESENTATIVES, LTD.

Toronto 1—4 Albert St. W A verly 6151
J. O. Slatter, Gen. Mgr.; S. Lancaster, Sales Mgr.; W. Slatter, Salesman.

Montreal—337 Dominion Square Bldg., W. Dippie, Mgr. H A rbour 7011

Winnipeg—Lindsay Bldg., A. J. Messner, Mgr. 96374

Stations—CHGS, Summerside, P. E. I.; CKTS, Sherbrooke, P. Q.; CJOB, Winnipeg, Man.; CFRN, Edmonton, Atl;a. CJAV, Port Alberni, B. C.; KCKV, Quebec, P. Q.; CKCH, Hull, P. Q.; CFQC, Saskatoon, Sask.; CKNW, New Westminster, B. C.; CJSO, Sorel, P. Q.; CKPR, Fort William, Ont.; CFCN, Calgary, Alta.; CKMO, Vancouver, B. C.

RADIO SALES

(The SPOT Broadcasting Division of the Columbia Broadcasting System)

New York 22—485 Madison Avenue. W ickersham 2-2000
J. L. Van Volkenburg, General Sales Manager; Herbert A. Carlborg, Eastern Sales Manager; Howard Stanley, Sales Promotion Director; E. J. Heerdt, Sales Service Manager; Richard F. Hess, Supervisor of Research; Alice Santri, Manager Clearance Department; G. R. Dunham, Jr., A. H. Flaten, Eldon Hazard, Ed Larkin, Roy F. Shults, Dave Sutton, Dick Wright.

Chicago 11—410 North Michigan Avenue. W hitehall 6000
Wilbur S. Edwards, Western Sales Manager; Charles Compton, Gordon Hayes, Ted McLoney, William Ogden, Ted Swift.

Atlanta 3—101 Marietta Street. J ackson 5960
H. H. Holtshouser, Southeastern Sales Manager.

San Francisco 5—Palace Hotel. Y ukon 1700
Jack Brumback, Sales Manager for Northern California and the Northwest.

Los Angeles 28—Columbia Square. H ollywood 1212
L. D. Larimer, 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.; WCB, New York, N. Y.; WBT, Charlotte, N. C.; Columbia California Network; Columbia New England Network; Columbia Pacific Network.

WILLIAM G. RAMBEAU COMPANY

Chicago—360 N. Michigan Ave. A ndover 5566
William G. Rambeau, Owner; Mary A. Rambeau, Treas.; Mary S. Rudd, Secty.; Carl L. Baker, Jack V. Porter, Salesmen; Mary Moore.

New York 17—Chanin Bldg. L exington 2-1820
William M. Wilson, Exec. V.P.; John S. Stewart.

Los Angeles 5—672 S. Lafayette Pk. Pl., Jack V. Porter, Manager. M utual 2317

Stations—WMEX, Boston, Mass.; WNAB, Bridgeport, Conn.; WHBC, Canton, O.; WOCB, Cape Cod, Mass.; WHJB, Greensburg, Pa.; WJTN, Jamestown, N. Y.; WNBH, New Bedford, Mass.; WNHC, New Haven, Conn.; WHN, New York City; WJAS, Pittsburgh, Pa.; WPAY, Portsmouth, O.; WATR, Waterbury, Conn.; WAGC, Chattanooga, Tenn.; KLUF, Galveston, Texas; WGRM, Greenwood, Miss.; WJXN, Jackson, Miss.; WLAU, Laurel, Miss.; WHBQ, Memphis, Tenn.; WMIS, Natchez, Miss.; WJBW, New Orleans, La.; WORD, Spartanburg, S. C.; KVAK, Atchison, Kas.;

WCLO, Janesville, Wisc.; KSWM, Joplin, Mo.; WKBV, Richmond, Ind.;
 WIL, St. Louis, Mo.; KFBC, Cheyenne, Wyo.; KMYR, Denver, Colo.; KTKC,
 Visalia, Calif.; KFVB, Los Angeles, Calif.; KWBR, Oakland, Calif.; KSN,
 San Francisco, Calif.; KEVR, Seattle, Wash.; WHOB, Gardner, Mass.

PAUL H. RAYMER COMPANY

<i>Chicago</i> 11—435 N. Michigan Avenue.....	Superior	4473
Richard F. Kopf, Garfield C. Packard, M. R. Tennerstedt, Raph H. Patt, Jr.		
<i>New York</i> 17—366 Madison Avenue.....	MURray Hill	7-6540
Paul H. Raymer, Fred C. Brokaw, Peirce L. Romaine, Paul Tiemer, Charles A. Hammarstrom, Ralph E. McKinnie.		
<i>Boston</i> 16—507 Starler Office Bldg., Robert C. Foster.....	Hubbard	3225
<i>Detroit</i> 26—1264 Penobscot Bldg., Robert B. Rains.....	Cherry	0764
<i>Atlanta</i> 3—804 Candler Bldg., Royal E. Penny.....	Jackson	5026
<i>San Francisco</i> 4—Russ Bldg., L. Ray Rhodes.....	Douglas	8909
<i>Los Angeles</i> 14—707 South Hill St., J. Leslie Fox, John D. Gale.....	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.; WSBT, South Bend, Indiana; WGAN, Portland, Me.; WCAO, Baltimore, Md.; WTAG, Worcester, Mass.; WOOD, Grand Rapids, Mich.; KWK, St. Louis, Mo.; KOH, Reno, Nev.; WNDR, Syracuse, N. Y.; WHKK, Akron, Ohio; WHK, Cleveland, Ohio; WHKC, Columbus, Ohio; WTOL, Toledo, Ohio; WKBN, Youngstown, Ohio; WPRO, Providence, R. I.; WDOD, Chattanooga, Tenn.; WLAC, Nashville, Tenn.; KWFT, Wichita Falls, Tex.; WRVA, Richmond, Va.; WCAU, Philadelphia, Pa. (Pacific); Arizona Broadcasting System; McClatchy Beeline.		

VIRGIL REITER & CO.

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

SEARS & AYER, INC.

<i>Chicago</i> 11—612 N. Michigan Ave.....	Superior	8177-8
B. H. Sears, President; A. T. Sears, Secretary-Treasurer.		
<i>New York City</i> —295 Madison Ave.....	LExington	2-0772
P. Joseph Bogner, Jack Martin, Robert C. Whitehead, Jr.		
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<i>San Francisco</i> —703 Market St., Jack Hall.....	Douglas	4475
<i>Los Angeles</i> —412 W. 6th St., Davis S. Ballou.....	Van Dike	6314
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<i>Winnipeg</i> —608 Manitoba Telephone System Bldg.....	Winnipeg	92-191
W. G. Carpenter, Mgr.		
<i>Stations</i> —CJCH, Halifax, N. S.; CHSJ, Saint John, N. B.; CKCW, Moncton, N. B.; CJEM, Edmundston, N. B.; CJBR, Rimouski, Que.; CKSF, Cornwall, Ont.; CJBQ, Belleville, Ont.; CHOV, Pembroke, Ont.; CFOR, Orillia, Ont.; CFOS, Owen Sound, Ont.; CKLW, Windsor, Ont.; CJRL, Kenora, Ont.; CKY, Winnipeg, Man.; CKX, Brandon, Man.; CFAR, Flin Flon, Man.; CJGX, Yorkton, Saskatchewan; CKLN, Nelson, B. C.; CJOR, Vancouver, B. C.; CFPR, Prince Rupert, B. C.; CHML, Hamilton, Ont. (Montreal and Winnipeg only); CFPL, London, Ont. (Montreal and Winnipeg only).		

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<i>Dallas 1</i> —806 Tower Petroleum Bldg., C. Melville, Mgr.....	Riverside	5663
<i>New York 18</i> —500 Fifth Ave.....	PE	6-6857
Roy Cowan, Mgr.; Arthur Poppenberg, Asst. Mgr.		
<i>Hollywood 28</i> —6123 Selma Ave., Homer Griffith.....	Hollywood	6281
<i>San Francisco</i> —681 Market St., H. G. Wells.....	Douglas	4475
<i>Stations</i> —KGGM, Albuquerque, N. M.; KVSE, Santa Fe, N. M.; KSIL, Silver City, N. M.; KAVE, Carlsbad, N. M.; KSFT, Trinidad, Colo.; KROD, El Paso, Texas; KTBC, Austin, Texas; KEYS, Corpus Christi, Texas; KTSA, San Antonio, Texas; KFYO, Lubbock, Texas; KGNC, Amarillo, Texas; KRGV, Weslaco, Texas; KRMD, Shreveport, La.; KPLC, Lake Charles, La.; KCMC, Texarkana, Texas; KTOK, Oklahoma City, Okla.; KBIX, Muskogee, Okla.; KGFF, Shawnee, Okla.; KADA, Ada, Okla.; KVSO, Ardmore, Okla.; KCRC, Enid, Okla.; KOMA, Tulsa, Okla.; KTMC, McAlester, Okla.; KANS, Wichita, Kan.; Oklahoma Network; KSWO, Lawton, Okla.		

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<i>Stations</i> —Representing The Walker C.o. (List of Stations); Sears & Ayer, Inc. (List of Stations).		

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<i>San Francisco</i> —Russ Bldg., Edward S. Townsend, Owner.....	Exbrook	2164
<i>Station</i> —WOR, New York, N. Y.		

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<i>Lynchburg, Va.</i> —Allied Arts Bldg., Philip P. Allen, General Manager.....	Lynchburg	3032
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<i>San Francisco 6</i> —1 Nob Hill Circle, Barry Keit.....	Exbrook	4567
<i>Hollywood 28</i> —6757 Hollywood Blvd., John Gordon.....	Hollywood	8282
<i>Seattle</i> —Fourth & Pike Sts., Rod. McArdle.....	Seneca	1000
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Chicago—360 North Michigan Ave., Martin McGeehan.State 5262

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San Francisco—1085 Monadhock Bldg., Lester Meek.Douglas 4475

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Business Manager.....William B. Goode
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- ABC . . . Audit Bureau of Circulation
- 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.
- PPA . . . Periodical Publishers' Association
- PRB . . . Pacific Recognition Bureau
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- SNPA . . . Southern Newspaper Publishers' Association

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Radio Account Placed—WINX, Wash-
ton, D. C.

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Bernard Rubinstein
Continuity Chief.....Jacob I. Freedman

Program Planning.....David M. Hausdorff

Radio Accounts Placed—Foreign Language
Programs: General Foods Corp. (Maxwell
House Coffee, Instant Maxwell House, Dia-
mond Crystal Salt, Sanka Coffee, Instant
Sanka, Baker's Cocoa, Yuban Coffee); Horo-
witz-Margaretten; I. Rokeach & Sons, Inc.;
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nialt); Colgate-Palmolive-Peet Co. (Colgate
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cin); The Best Foods, Inc. (Heckers' Cream
Farina, H-O Oats, Hellmann's Real Mayon-
naise); Ralston-Purina Co. (Ralston, Instant
Ralston, Shredded Ralston, Ry-Krisp);
Duffy-Mott Co. (Sunsweet Prune Juice, Mott's
Apple Juice); Pepsi-Cola Co. ("Evervess"
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sion (Florida Canned Grapefruit Juice,
Florida Canned Blended Juice); The Bar-
basol Company (Barbasol); Penick & Ford,
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Carter Products, Inc. (Carter's Little Liver
Pills); "The 'Junket' Folks" ("Junket"
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(Florigold Oranges and Grapefruit); The
S.O.S. Company (S.O.S.); Cudahy Packing
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logg's Raisin Bran); Pet Milk Sales Corp.
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Madrid, Jarwood, Inc., Strand Hotel, Prod-
ucts Dist. Corp., Gilmores Restaurant, Essex
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Nebraska Power Co., Byron Reed Co., Hill
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San Francisco 3, Cal.
Phone, Douglas 7018

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353 Henry Bldg.
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Phone, Elliott 0936
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let Co., Star Stores, Inc., West Pico Furni-
ture, Inc., Gilmore Stadium, Inc., Dr. F. E.
Campbell, Flamingo Sales, Trimal Lab.,
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dium, E. W. Taylor, Calif. Music House,
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 Vice-PresidentLester Stone

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 Treasurer.....H. P. Francis
 Time Buyer.....Wm. T. Tieman
 Program Director.....J. Dennis Molnar

Branch Office

100 Adelaide St., Toronto, Ont., Canada

Radio Accounts Placed — Cuticura, Humphreys, Enno, North American Dye Corp., Scott's Emulsion, "Brylcreem," Phelps Dodge Refining Corp.

•

ATHERTON & GRESHAN

6000 Sunset Blvd., Hollywood 28, Calif.

Phone Hollywood 7151

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 Partner.....M. H. Greshan
 Account Executives.....Dick Fishell,
 Will Orlean

Production Manager.....Sanford Woolf
Radio Accounts Placed—Desmonds, Community Laundry, Crib Diaper Service, Aladdin Recordings, "Up In Central Park," (Michael Todd Productions), Modern Realty Associates, Motel Supplies, Inc., Eddie Meyer, La Nacion Newspaper, El Monte Legion Stadium, Weaver Jackson Salons, Roxas For President Club, David Jones Radios, Riverside Rancho, Amos Carr Photographers, Excelo Mfg. Co., Honest John (Used Cars), Million Dollar Theatre, Campus Theatres, C. L. Merrill Co., Vita Squash Growers.

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Phone Raudolph 0830

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Radio Time Buyer-Production. John H. North

Radio Accounts Placed—International Harvester Co., McIlhenney Co. (Tabasco), Old Colony Beverages, Orange-Crush Co., Williamson Candy Co. (Oh Henry), Tent Canned Meats, McKenzie Pancake Flour, Dubuque Hams & Bacon, Kelling Double Kay Nuts.

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Branch Offices

30 Rockefeller Plaza, New York 20, New York
 Phone Circle 6-0200

Radio Department

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H. L. McClinton
ManagerRobert Collins
Radio PlansJames E. Hanna
Business Manager.....T. J. McDermott
Time Buyer.....John W. Purves
Time Buyer.....Richard S. Bunbury
Time Buyer.....Paul F. Kizenberger
Manager Radio Production,

Joseph R. Stauffer
TalentMarge Kerr
Copy Chief.....Philip A. Young
Publicity Manager.....Wauhillaun LaHay
Assistant Pub. Manager.....Dorothy Doran
Director of Television.....Don McClure
ProducersRichard Dunn,
Wallace Magill, Charles A. Herbert,
Robert Mortenson, Henry Hull, Jr.,
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Ripley, Jean Bouillet, Sam Hunsaker,
John Caldwell, Helen Whitmore, John
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Phone Hempstead 4871

ManagerGlenhall Taylor
135 South LaSalle Street, Chicago 3, Illinois
Phone Randolph 3456

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235 Montgomery Street, San Francisco 4,
California

Phone Sutters 2534

Vice President.....Carl Zachrisson
Penobscot Building, Detroit 26, Michigan
Phone Randolph 3800

Manager.....Thomas Jack Henry
231 Dillingham Bldg., Honolulu 16, Hawaii
ManagerAvery McBee
39 St. James Street, London SW 1, England
ManagerPeter Nevile

Radio Accounts Placed—Admiral Farragut
Naval Camp, The Atlantic Refining Com-
pany, The Bell Telephone System, Ches-
apeake and Potomac Telephone Company,
Chrysler Corporation, Plymouth Division—
Chrysler Corporation, Cliquot Club Com-
pany, The Detroit and Ebling Creameries,
Electric Companies Advertising Program,
The Hawaiian Pineapple Company, Ltd., Dr.
Hess and Clark, Inc., Charles E. Hires Com-
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Johnson and Johnson, The Kellogg Com-
pany, Kentucky Dairies, Kerr Chickeries,
Inc., Michigan Bell Telephone Company,
The Philadelphia National League Baseball
Club, Sheffield Farms Company, Inc., Supplee
Wills Jones Milk Company, United Air
Lines, United Rexall Drug Company, United
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Television Accounts Placed—The Atlantic
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Radio Time Dept.....G. Schubert,
M. H. Missing

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Washington 6854
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Treasurer.....Kenneth Strachan
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Radio Producers.....James E. Corbett,
Jean Schantz, Joseph Radder, Kay Burkhardt.

Radio Accounts Placed—Maritime Milling Co., Sears Roehuck Co., Iroquois Beverage Corp., Erie Savings & Loan, S. R. Gerber Sausage Co., O'Rourke Baking Co., Kobler & Miller Furniture, Red and White Stores, Hambleton Terminal Corp., General Ice Cream Corp., International Railway Co., Buffalo Industrial Bank, Crystal Beach Co., Inc., First Federal Savings & Loan Assoc., Ettoh Products, Thomas Products, Joseph Strauss Co., Inc.

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Secretary.....E. C. Watkins
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EMOTIONAL, STRAIGHT**

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Jitterbugs
Wise-cracking babes
Our Tawn Emilies
Meanies
Dumb Doras
Slavies
Farm girls
Small town society girl
Sweet parts

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LE 2-1100

VOICE RANGE: "17" an "Helen Trent" to "30" an "The Fat Man."

**CHARACTER, LEADS,
COMEDY, STRAIGHTS**

TYPES:

Wives
Neuratics
Other women
Exotics
Taughs
Secretaries
Reparters
Spitfires
Nurses
Eccentrics

ELAINE ROST

LE 2-1100

VOICE RANGE: "16" an "Rosemary" to "28" an "Editor's Daughter."

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LEAD, LIGHT COMEDY**

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Brats
Callege girls
Yaung wives
Blase shap girls
Smart alecks
Sharpies
Innocent victims
Sulkers
Divarcees
Sarcastics

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LE 2-1100

VOICE RANGE: "16" an "Up to Yauth" to "30" an "Hallywaad Story."

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STRAIGHT, INGENUE**

TYPES:

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Sirens
Wives
Menaces
Ca-eds
Hussies
Society girls
Neuratics
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Ramantic

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Phone Franklin 7771
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Account Executives.....Norman Foster,
Mark Moore, M. B. Posner, Robert Fling
Radio Director.....Ted Burrell
Time Buyer.....Ted Burrell

Branch Office

1121 South Hill St., Los Angeles 15, Calif.
Phone PRospect 4118

Radio Accounts Placed—Qualitee Dairy,
Electric Railway Co., San Diego Union, San
Diego Tribune-Sun, Security Bank, Pepsi-
Cola Co., Jessop's Jewelers, Frazee's Paint,
Waytrol, Whitney's, Bay Shore Motors,
United Furniture Co., Ferer Sales, Inc.,
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Floyd L. Doan, John Harvey.
Radio Dept.....H. W. Godfrey,
Frank H. Little, John Harvey.

Radio Accounts Placed—Seidlitz Paint Co.,
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phene, Aptitude Research Lab., Ararat Shrine
Circuit, Ball Clinic.

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Phone Circle 6-9700
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Jay Clark, Alan Dingwall, Jr.

Branch Office

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Phone Hollywood 2161-23

Vice-Pres. in Charge Radio Prod.,
Austin Peterson
Producers.....Harry Saz, Frank O'Connor
Radio Accounts Placed—Colgate-Palmolive-
Peeet Co. (Palmolive Shaving Creams, Palm-
olive Soap, Colgate Dental Cream, Halo
Shampoo through Sherman & Marquette),

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V.P. in Chg. Radio (Hollywood) Wayne Tiss
Asst. Dir. Radio in Chg. Television,

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Business Manager.....Leonard Erikson
In Chg. Radio Commercials.Frank Silvernail
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Chief Story Editor.....George Kondolf
Mgr. Radio Promotion & Merchandising,
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Phone Cleveland 7915

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Radio Accounts Placed—Gum Products Co., Wesco Waterpaints, Inc., The Beacon Co.

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Branch Offices

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Phone Hillside 9151

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Office Manager..... Mary Edith Stahl
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326 East Main Street, Lakeland, Fla.
Phone LAKeland 2-4571

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Radio Accounts Placed—General Foods Corporation, The Prudential Insurance Company of America, The Procter and Gamble Company, The Best Foods, Inc., Labrofacts, Incorporated, Florida Citrus Commission.

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Radio Dept.

Director of Radio.....Jack Steiner

Radio Accounts Placed—Brass Rail, Rogers Corner, Smith Bros. Ice Cream, Grossinger Hotel & Country Club.

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Asst. Radio Director..Mrs. Barbara Hendel

Account Executives...William R. Dablman,

Gordon Arnold

Media Director.....Howard Black

Branch Offices

101 Park Ave., New York 16, N. Y.

Phone LEX. 2-1845

Acting Radio Director.....H. B. Trautman

1624 N. Hudson St., Hollywood 28, Calif.

Phone Hillside 0209

Radio Director.....Natlan A. Tufts

Radio Accounts Placed—American Home

Products Corp. (American Home Foods

Inc.), (Duff's Baking Mix, Div.), Boyle-Mid-

way Inc., Frank & Seder Dept. Store, Chef

Paulin Poultry Prods., Allegheny County

Democratic Committee, John M. Roberts

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Phone Eliot 3523

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 Vice-PresidentElizabeth Eyerly
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 General Paint Corp., Lucky Stores, National
 Biscuit Co. (West Coast), Olympiã Brewing
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 Peck & Company.

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 Program Director, Asst. to Mr. Boynton,
 Larry Payne
 Traffic Manager.....R. M. Wilson
 Radio Producer.....Larry Payne
Radio Accounts Placed—Radio Bible Class,
 Wesley Radio League, American Society of
 Industrial Engineers, Calvary Hour, New
 World Coming, Highland Park Baptist
 Church, Devotional Hour, National Tennis
 Matches, Zoller Gospel Tabernacle.

BRESNICK & SOLOMONT

216 Tremont St., Boston 16, Mass.
 Phone Liberty 7751
 ABP — ANPA — PPA — APA

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

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 Treasurer.....A. R. Monroe
 Production.....Nancy Boyd Payne
 Time Buyer.....A. N. Cheney
 Radio Dir. & Prod.....J. Carson Brantley
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 Tobacco), Duke Power Co., Owen Drug Co.,
 Dixie Rub Co., Salisbury Post, Juvare Co.,
 The Anissa Co., The Banna Co.

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 Phone Howard 134

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 Secretary.....A. W. August
 Treasurer.....T. H. Shreve
 Account Executive.....Arthur Ohlsson
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 Mutual Casualty Co., WTAQ.

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Branch Offices
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 Phone Michigan 8763
 Vice-President.....R. T. Van Norden
 Radio Director.....Charles Chaplin
 140 East 39th St., New York 16, N. Y.
 Phone Plaza 8-1634

Manager.....James P. Derum
Radio Accounts Placed—Acme Breweries,
 Bohemian Distributing Co., Franzia Bros.
 Winery, Standard Beverages, Davi Miracle
 Foam, M-Dee Products, 42 Products, Ltd.,
 Monogram Pictures Corp.

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

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 Production Manager.....John G. Fryer
 Office Manager.....Betty Culbert
Radio Accounts Placed—Crew of Good
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 Dotson, Calvary Assembly, Know Your Bible,
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 Boit, Dalton & Church, Samuel Cahot, Inc.,
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Television Accounts Placed—U. S. Rubber
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Phone Rittenhouse 0236

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Radio Accounts Placed—Network: Modern Food Process Co., F. G. Vogt & Sons, Pharmaco, Inc., Hudson Coal Co., Horn & Hardart, Certified Milk Assn.

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Radio Accounts Placed — Mason-Dixon
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Television Account Placed—Admiral Corp.

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 Phone Hempstead 8166

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 Phone Adelaide 2851

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 Stanley Seward

90 Broadview Ave., Toronto, Canada
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 Phone Main 0790-0791

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Radio Time Buyer.....Helen Wilbur

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Reid's Ice Cream.

Television Accounts Placed — Bristol-
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Phone Republic 1420

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Radio Accounts Placed—Southernland Wine
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Stores Co., Inc. (GRIP-ON Waterproofing
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Phone Hubbard 8050

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Atlantic Coal Co., Britex Co., Clinton Cloth-
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L. J. DuMAHAUT ADV. AGENCY

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

President.....L. Jerome DuMahaut
Production Mgr.....Theresa Savin

ROY S. DURSTINE, INC.

730 Fifth Ave., New York 19, N. Y.
Phone, CIrcle 6-1400

PPA-NOAB-ANPA-APA-SNPA-ABC

President.....Roy S. Durstine
Vice-Pres-Secretary.....Arch T. Gardiner
Vice-Presidents.....William E. Dempster,
Robert D. Spahn, Roy U. Gordon.

Treasurer.....T. Arnold Rau
Prod. Traffic Mgr....David R. Margaretten
Art Director.....Harvey A. Spooner
Assoc. Radio Directors.Richard L. Eastland,
Maurice Condon, John T. Martin.

ADVERTISING AGENCIES

Radio Time Buyer.....Bergliette Boe
 Radio Producers.....Richard L. Eastland,
 Maurice Condon, John T. Martin.

Branch Offices

333 No. Michigan Ave., Chicago 1, Ill.
 V.P.-ManagerEllis Travers
 719 Enquirer Bldg., Cincinnati 2, O.
 Phone, Cherry 0032

V.P.-ManagerFrederic Kammann
 Charge of Art Dept.....Philip Goyert

ELLIS ADVERTISING CO.

Rand Bldg., Buffalo 3, New York
 Phone Cleveland 0422

ABP—ANPA—NOAB—APA

Partners...Michael F. Ellis, Jerome R. Ellis
Radio Dept.

Caesarina Cardarelli

Branch Offices

33 W. 42nd St., New York 18, N. Y.

L'ongacre 5-1567

Michael F. Ellis, Jr.

74 King St. E, Toronto 1, Canada

Waverly 3438

Abbey A. Muter

ROBERT J. ENDERS ADVERTISING

Atlantic Bldg., Washington 4, D. C.

Phone Executive 5834

President.....Robert J. Enders
 Radio Director.....Robert L. Howard
 Script & Continuity Mgr.....Shelia Ryan
 Production Manager.....Charles Warren
 Chief Time Buyer.....John Barnes

Radio Accounts Placed—Columbia Wholesale-
 salers, Inc., Guthrie Lithograph Co., Mary-
 land Airlines, Georges Radio Co., Govern-
 ment Services, Inc., Kopy Kat Stores, Acousti-
 con-Orrison Hearing Aids, Miami Sea-Hawks
 Pro Football, President's Cup Regatta, Na-
 tional Electronic Laboratories, News Digest
 Publications.

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

President.....Louis R. Wasey
 Vice-Pres.-Gen. Mgr....Howard D. Williams
 Exec. V.P.....Ray C. Jenkins
 Treasurer.....James F. O'Connor
 Director of Radio.....C. H. Cottington
 Asst. Radio Director.....Joe Brattain
 Time Buyer.....Keith Shaffer
 Business Manager...Archibald Douglass, Jr.
 Radio Producers.....Charles F. Lowe,
 John Halpern

Television Dept.

C. H. Cottington

Branch Offices

Erwin Wasey & Co., Ltd.

230 N. Michigan Ave., Chicago, Ill.
 Phone Randolph 4952

Vice-President.....L. R. Northrup
 Rand Tower, Minneapolis, Minn.
 Phone Atlantic 1223

Vice-President.....Mac Martin
 First Nat'l. Bank Bldg., Oklahoma City, Okla.
 Okla. City 2-0603

Vice-President.....Harold Halsell
 White-Henry-Stuart Bldg., Seattle, Wash.
 Elliott 8250

Vice-President.....Miller Munson
 749 Yonge St., Toronto, Canada
 Randolph 5187

Vice-President.....Ralph Lawson

Radio Accounts Placed—Lydia E. Pinkham
 Medicine Co., Musterole Co., The Barbasol
 Co., Consolidated Cigar Co., Carnation Co.,
 Acme Flour Mills Co., Albers Milling Co.,
 Peter Fox Brewing Co., Zonite Products
 Corp., Primrose House, Inc., S. C. Johnson
 & Sons, Inc., Nash Coffee Co., Salisbury &
 Saterlee Co., House of Herbs, Inc., Anderson-
 Pritchard Oil Corp., Kreml Hair Tonic &
 Shampoo, K-R-O Co., Pertussin, Jacob Riess
 Bottling Works, Inc.

WILLIAM ESTY & COMPANY

100 East 42nd St., New York 17, N. Y.

Phone Caledonia 5-1900

1537 Vine St., Hollywood, Calif.

Phone Hillside 2183

President and Treasurer.....William Esty
 Secretary.....E. H. Cummings
 Director of Radio.....Thos. D. Luckenbill
 Time Buyers.....John C. Esty,
 Richard Grahl.

Radio ProducersDon Bernard,
 Kendall Foster, George Zachry, Helen
 Phillips, Charles White

Television Department.....Kendall Foster

Radio Accounts Placed — Colgate-Palm-
 olive-Peet Co., Thomas Leening & Co., Inc.,
 National Carbon Co., Inc., Piel Bros., Pacquin
 Inc., R. J. Reynolds Tobacco Co., Tea Bureau,
 Inc.

EVANS ADVERTISING AGENCY

322½ South Sixth St., Springfield, Ill.

Phone 2-2090

ANPA—AAAA

Owner & Manager.....Clarence R. Evans
 Treasurer.....Velma Evans
 Art Director.....John Robert Work
 Continuity Director.....Jo Otwell
 Radio Producer.....Velma Evans
Radio Accounts Played—Gold Coast Beer,

The Bootery (Springfield, Champaign, Bloomington), Rolans (Lane Bryant), Springfield Dry Goods Co., Frank A. Bridge Jewelers, Collins Jewelers, Springfield Refinoid Co., Lloyds Cleaners, Kennedy Laundry & Dry Cleaners, Fink's Cleaners, Capital City Motors, Herndon Dept. Store, Home Appliances, S. A. Barker Co., Sweet & Canterbury (Purina Dlr.), Matthew Transfer Co., Senate Theater, Strongs Cafeteria, Buddes Cafe, Y-B Food Market, Franklin Life Insurance, Mutual Benefit Health & Accident, Hennessey's Florists, Lake Club, Farm, Lober's Shoes, Bergs, Howard's Paint & Wallpaper.

FEDERAL ADVERTISING AGENCY, INC.

385 Madison Ave., New York 17, N. Y.
Phone Eldorado 5-6400
AAAA-ANPA-PPA-ABP-APA-NOAB
-FAAG

President.....Gordon E. Hyde
Vice-Presidents.....James F. O'Brien,
Jules B. Singer, Don Parsons, Kenneth
W. Plumb, Charles G. Wright, Laura E.
Carson, John S. Davidson, Thomas P.
McMahon.

Vice-Pres.-Dir. of Research,
Dr. Wallace H. Wulfeck
Secretary & Treasurer...George G. Dietrich
Vice-Pres. & Copy Chief...Joseph Leopold
Vice-Pres. & Art Dir...MacGregor Ormiston
Radio Dir.....Francis C. Barton, Jr.
Radio Space Buyer.....Penelope Simmons
Radio Producer.....Thomas Hicks
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), B. Barbizon Corp., Rockwood
& Co. (Chocolate Bits), Durkee Famous
Foods (Durkee's Dressing), Lily of France
Corset Co. (Lilees Bras).

**HARRY FEIGENBAUM
ADVERTISING AGENCY**

1420 Walnut St., Philadelphia, Pa.
Phone Pennypacker 3623
ANPA-PPA-NOAB

President.....Harry Feigenbaum
Radio Dept. Manager.....David Wermen
Radio Director & Talent.....Ralph A. Hart

HANLY, HICKS & MONTGOMERY

500 Fifth Ave., New York 18, N. Y.
Phone LOngacre 5-5000

AAAA-ABP-ANPA-PPA-APA-NOAB
Board Chairman.....C. P. Hanly
President.....H. M. Montgomery
Secretary-Treasurer.....H. E. Lehman

Chicago Office

WALLACE-FERRY-HANLY CO., INC.

430 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 4462

Manager.....C. L. Collette
Radio Accounts Placed—Johnson & John-
son (TEK toothbrushes).

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.
Phone MURray Hill 4-3300
ANPA-PPA-APA-NOAB

President & Treasurer.....Lawrence Fertig
Radio Director.....Henry Bretzfield
Radio Accounts Placed—David L. Loew
Productions, Farrell Publishing Co.

ROBERT G. FIELDS & CO.

1100 Warner Bldg., Nashville 3, Tenn.
Phone 6-1977
PPA-SNPA

President-Treasurer.....Robert G. Fields
Secretary.....R. H. Lane

**FITZGERALD ADVERTISING
AGENCY**

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

AAAA - ANPA - PPA - SNPA
APA - ABP - NOAB

Partner.....Joe L. Killen
Partner.....Joseph H. Epstein
Partner-Time Buyer.....Leonard Gessner
Partner-Copy Chief.....Roy M. Schwarz
Partner-Art Dir.....E. W. R. Wootten
Partner-Prod. Mgr.....Warren G. Posey
Continuity.....Mildred Thomas
Radio Account Placed—Wesson Oil &
Snowdrift Sales Co., Blue Plate Foods, Inc.,
Dixie Brewing Co.

**FLACK ADVERTISING AGENCY,
INC.**

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

ABP-ANPA-PPA-APA-AAAA-NAAN
President.....John B. Flack
Vice-President.....Richard H. Wickham
Secretary.....Florence O. Miller
Tres. & Time Buyer.....J. K. Bowman
Consultant.....Kenneth G. Bartlett
Copy...Richard H. Wickham, Claire Evans
Radio Accounts Placed—Keepsake Dia-
mond Rings, Bardeen's, Inc., First Trust &
Deposit Co.

FOLEY ADVERTISING AGENCY

1012 NBC Bldg., Cleveland 14, Ohio
Phone Cherry 1490
ANPA-NOAB

President.....Robert B. Foley

Secretary-Treas.....Helen M. Little
 Acct. Exec.....L. M. Robertson
 Mgr. & Time Buyer.....Robert B. Foley
Radio Accounts Placed—I. J. Fox, Inc.,
 The Stearn Co., Thistledown Racing Assn.,
 Inc., Arena Attractions, Roller Derby.

FOOTE, CONE & BELDING

247 Park Ave., New York 17, N. Y.

Phone Wickersham 2-6600

AAAA—ANPA—ABP—PPA—APA—OAAA

Chairman of the Board.....Don Belding
 PresidentEmerson Foote
 Chairman, Executive Comm...Fairfax Cone
 Secretary-Treasurer.....William R. Sachse

NEW YORK OFFICE

PresidentEmerson Foote
 V.P. & Gen. Business Mgr.. M. P. Franceschi
 V.P.-National Radio Director
 Hubbell Robinson, Jr.
 Manager of Radio Department

Douglas Coulter
 Radio Time Buyer.....Lillian Selb

CHICAGO OFFICE

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

Phone Superior 4800

Chairman, Executive Com...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
 V.P.-Manager.....Wm. J. Pringle
 Radio Time Buyer.....Eugene Duckwall

HOLLYWOOD OFFICE

6117 Sunset Blvd., Hollywood 28, Calif.

Phone Hollywood 6265

General Mgr.-Treas.....C. Burt Oliver
 Production Dir.....A. L. Capstaff
 Talent Director.....Victor Hunter
 Regional Program Dir.....David Taylor

SAN FRANCISCO OFFICE

235 Montgomery St., San Francisco 4, Calif.

Phone Sutter 2355

Vice-Pres. & Manager.....E. I. Harrington
 Time Buyer & Media Dir....Stuart Harding
 Radio Director.....Charles Trieschman
Radio Accounts Placed—The American
 Tobacco Company, The Cities Service Oil
 Company, Armour and Company, Alhers
 Milling Company, Ben Hur Products, Inc.,
 Bourjois, Inc., California Fruit Growers Ex-
 change, Hall Bros., Inc., 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.

FORT & COMPANY

Wilder Bldg., Charlotte 1, N. C.

Phone 4-7122

APA—SNPA

President.....John L. Fort
 Production Manager.....Jean Dunham
Radio Accounts Placed—Citizens Bank
 (Local); Coble Dairy Products (Regional).

**ALBERT FRANK-GUENTHER LAW,
 INC.**

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

Phone Cortlandt 7-5060

ANPA—PPA—ABP—NOAB—APA

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 President.....Frank J. Reynolds
 First Vice-President & Treasurer
 Victor J. Cevalasco
 Vice-Chairman-General Mgr.

Harold E. Maples
 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 Dearhorn 3910

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

Phone LExington 2-4537

V.P.....William F. Adler
 235 Montgomery St., San Francisco, Calif.
 Phone Exbrook 3484

Acct. Exec.....Lucrezia Kemper
Radio Accounts Placed—Merrill, Lynch,
 Pierce, Fenner & Beane.

CURT FREIBERGER & CO.

314 Cooper Building, Denver 2, Colo.

KEystone 0487

ANPA—ABP—APA—NAAN

President.....C. J. Freiburger
 Treas. & Asst. Sec.....Lucille A. Seger
 Production Manager..Robert A. McCutcheon
 Art Director.....A. Cizek
 Illustrator.....G. Ellis
 Cartoonist.....J. Reed
 Industrial Artist.....J. T. Preucil
 Account Executive.....J. M. Henderson
 Bookkeeper.....N. J. Charon
 Secretary.....D. Hahn
 Artist.....Barbara Weiss
 Accountant Executives.....Gene Blish,
 Vern Ewing, Kim Barnes.
 Radio Director.....Ruth L. Torgerson
Radio Accounts Placed—Tivoli Union
 Co., Brecht Candy Co., Securities Credit
 Corp., Stone-Hall Brokerage Co., Toner's Inc.,
 Central Bank & Trust Co., Bell Tailors,
 Clayton Coal Co., Colorado Potato Flake Co.,

A. Carbone & Co., Gart Bros., Gus Butter-
maid Bake Shop, Service Supply Co., Ute
Chief Mineral Water Co., Jack Wehner,
Realtor, O. K. Rubber Welding System.

AD FRIED ADVERTISING AGENCY

208-209 Easton Bldg., Oakland 12, Calif.
Phone Higate 6580

Owner & Tele-Radio Director.....Ad Fried
Copy & Continuity.....Dr. James A. Scott
Radio Time Buyer.....Elaine McCune
Research Director.....Scott B. Anderson
Format Manager.....Leland Morgan
Publicity Director.....Scott B. Anderson
Program Manager.....Elaine Trigger
Radio Producers.....Ad Fried,
James A. Scott, Jr., Elaine Trigger, Scott
B. Anderson

Television Producer.....Ad Fried
Radio Accounts Placed—Advance Products
Co., Bodies Trailer Co., Darling Shops (Pac-
ific Coast), Fox Theaters (Oakland only),
Gould-Pacific Co., Home Supply Co., Nutri-
sol Fertilizer, Oakland Pro-Football Assn.,
Paramount Pest Control, Sunset Venetian
Blind Co., Dr. DeGloria-Dr. Revelli, Swan's
Markets, West Coast Soap Co. (Powow),
Arcraft Leather Co., Dr. Citron Dental Of-
fices, Eb Wells Pontiac Dealer, Fred Benioff
Himself, Gross Bros., Heidt Equipment Co.,
Office Appliance Co., Oakland Federal Sav-
ings & Loan Assn., Coast Millinery Co., Royal
Art Galleries, Hobbyland, Rainbow Hybridiz-
ing Gardens, Bigelow Films, Crompton Adv.
Specialties, Miracle Foam (H. R. Davi Co.),
Foster Insurance Co., G. H. Holman Co.,
Magazine Service Bureau, Oakland Frame &
Axle Co., Panda Room, Tash Furriers,
Travel Service Inc., W. F. Barton Co., Linn
Company.

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
Phone Liberty 0813-45
ANPA—PPA—APA

President.....Karl M. Frost
Exec. V.P.-Treasurer.....Harry M. Frost
Asst. Treas.....Florence A. Dondero
Secretary.....Harvey P. Newcomb
Pro. Mgr. & Space Buyer..Harold E. Bessom
Radio Director & Time Buyer,
Harvey P. Newcomb

Branch Offices

Lynn, Mass.; Worcester, Mass.

Radio Accounts Placed—Durkee Mower,
Inc., Supreme Wine Co., Eastern Racing
Assn., Eldred & Barbo, Arabian Coffee Co.,
Shubert Theatres, Campbell Fairbanks Ex-
positions, Genoa Packing Co., Boston Yanks,
Boston Braves.

FULLER & SMITH & ROSS, INC.

71 Vanderbilt Ave., New York 17, N. Y.
Phone MURray Hill 6-5600
AAAA — ANPA — PPA — ABP
APA—NOAB

President.....Allen Billingsley
Chairman of the Board.....John Wiley
Executive Vice-Pres.....E. L. Andrew
Sec.-Treas.....C. C. Reidenbaugh

New York Office

Chairman of the Board.....John Wiley
Radio Director.....Lee Williams
Radio Time Buyer.....George Trimble

Cleveland Office

1501 Euclid Ave., Cleveland, O.
Phone Cherry 6700

President.....Allen Billingsley
Exec. Vice-Pres.....E. L. Andrew
Radio Department.....M. M. Scott
Radio Time Buyer.....W. J. Staab

Chicago Office

29 South LaSalle St., Chicago, Ill.

Vice-President.....Ed Lauesen
Radio Accounts Placed—Burkhardt Brew-
ing Co., Pennzoil, Dougherty Lumber Co.,
Climalene, Commonwealth Shoe & Leather
Co., Westinghouse Electric Co. (Lamp &
Radio Divisions), Harry Ferguson, Inc., Cen-
tral National Bank.

FURMAN, FEINER & CO., INC.

117 W. 46th St., New York 19, N. Y.
Phone, BRyant 9-2927

President.....Norman Furman
Secretary.....Nathan Rothenberg
Vice-President.....Irving Gottlieb
Time Buyer.....Joyce Grubard
Radio Producer.....John O'Rourke

GAHAGAN-TURNBULL CO., INC.

270 Park Ave., New York 17, N. Y.
Phone EL 5-7779

AAAA—ABP—ANPA—PANYC

Partner.....Andrew Gahagan
Partner.....Henry R. Turnbull
Radio Director.....George DuPue, Jr.
Time Buyer.....Barbara L. Smith
Radio Accounts Placed—America's Fu-
ture, Inc., Monticello Drug Co., Republican
State Comm., Clairol, Inc.

GARDNER ADVERTISING CO.

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

ANPA—PPA—NOAB—ABC—AAAA—
ABP—SNPA—APA

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President.....E. G. Marshutz
Executive Vice-Presidents...S. M. Ballard,
Miss B. Adams
Vice-Presidents.....J. F. Kircher,
L. C. MacGlashan, C. P. Michels.
Vice-Pres. & Art Director.....R. Czufin
Vice-Pres. & Dir. of Radio (St. Louis),
C. E. Claggett
Vice-Pres. & Dir. of Media,
E. A. W. Schulenburg
Secretary-Treasurer.....J. V. Kirchhoff

ADVERTISING AGENCIES

Branch Offices

9 Rockefeller Plaza, New York 20, N. Y.
 Phone Columbus 5-2000
 V.-P. in Charge of Radio....Roland Martini
Radio Accounts Placed—Pet Milk Co.
 Ralston Purina Co., Purina Mills, Hyde Park
 Beer, N. Y. Stock Exchange, Union Electric,
 St. Louis Ind. Packing Co., St. Louis Public
 Service Co., Lion Oil Co., H. D. Lee Co.,
 Sutho Suds, Inc., Wabash Railroad.

GARFIELD & GUILD

660 Market St., San Francisco 4, Calif.
 Phone EXbrook 3420
 PPA—ANPA—NOAB—ABP
 NAAN—AAAA

President.....Sidney Garfield
 Vice-Pres. (Exec.).....Walter Guild
 Vice-President.....Bernard B. Schnitzer
 Radio Director.....William A. Morrison
 Radio Time Buyer.....Sally Paul
 Production Dir.....Stanley Kerk
 Radio Producers.....Walter Guild,
 David Bascom, Wm. A. Morrison.
 Res. Mgr.....Lee Ringer
Radio Accounts Placed—Capwell, Sullivan
 & Furth, El Dorado Oil Co., Alice Frock,
 Hurley Marine Works, Good Foods, Inc.,
 Gravem-Ingليس Baking Co., Kay Jewelers,
 Valley Church of the Air, Smith's, No-Doz
 Awakeners, Northrup King & Co., Remar
 Baking Co., Chemicals, Inc., Southwest Food
 Products, Betty Lou Foods, O'Rourke of
 California, Guitard Chocolate Co., Frontier
 Foods, Grace Bros. Brewing Co., John Han-
 son Co., Newell Gutradt Co., HQZ Hair
 Preparations, Servicycle Co., J. I. Fancy
 Frozen Foods, Alta Vineyards Co, O'Brien's
 Candy Co., California Magazine, H & L
 Block Co.

W. W. GARRISON & COMPANY

400 N. Michigan Ave., Chicago 11, Ill.
 Phone Superior 8388
 APA—ANPA—PPA—NOAB

President.....W. W. Garrison
 Vice-President.....Brooks Middleton
 Secretary & Time Buyer.....G. P. Schill
 Vice-Pres. in Charge Radio....Tim Morrow
 Continuity Dir.....Nancy Goodwin
 Prod. Supervisor.....Kathryn Stark

Branch Office

190 Monroe Ave., N. W., Grand Rapids 2,
 Mich.
 Phone 9-4485

Manager.....George A. Baldwin
Radio Accounts Placed—Florida Citrus ex-
 change, W. A. Sheaffer Pen Co. (foreign),
 Gihson Refrigerator Co., Dante Candy Co.,
 Joseph Triner Corp., Hamilton Foods, Inc.,
 Falcon Camera Co.

GERTH-PACIFIC ADV. AGENCY

68 Post St., San Francisco 4, Cal.
 Phone, GARfield 1081

AAAA—APA—ABP—ANPA—NOAB

Owner.....E. P. Gerth
 Account Exec.....J. R. Pitsker
 Media Mgr.....D. W. Ryder
 Office Mgr.....E. J. Thomas
 Prod. Mgr.....J. W. Clark

Branch Office

412 W. 6th St., Los Angeles 14, Cal.
 Phone, TUcker 1455

Co-managers.....Orson Hunter,
 B. S. Stivers.

Radio Accounts Placed—Rockmont En-
 velope, Plant-Chem, Inc., David D. Bohannon
 Org., Moss Stores.

GEYER, NEWELL & GANGER, INC.

745 Fifth Ave., New York 22, N. Y.
 Phone Wickersham 2-5400

AAAA—PPA—ANPA—APA—ABP—NOAB

President.....Bertram 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,
 C. A. Brocker, F. P. Reynolds, Jr., D. S.
 Shaw, E. F. Thomas

Publicity Dir.....Edward F. Thomas
Radio Dept.

Director.....Donald S. Shaw
 Production Manager.....Frederick A. Long
Television Dept.

Director.....Donald S. Shaw
 Prod. Manager.....Frederick A. Long
Branch Offices

Third Nat'l 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
 6605 Hollywood Blvd., Hollywood, Calif.
 Phone Granite 6141

Manager.....Ed Cashman
Radio Accounts Placed—Nash-Kelvinator
 Corp., E. R. Squibb & Sons.

J. J. GIBBONS LIMITED

200 Bay St., Toronto, Ont., Canada
 Phone Elgin 2111

CAAA

President.....Mrs. J. J. Gibbons
 Vice-Pres. & Gen. Mgr.....H. M. Tedman
 Vice-Pres. & Asst. Gen. Mgr. R. B. Pattison
 Vice-Presidents....R. A. Stapells, W. Kiehn
 Secretary-Treasurer.....W. H. Hoare
 Radio Director.....Don Bassett

Branch Offices

924 Dominion Square Bldg., Montreal, Que.
 Vice-Pres. & Mgr.....H. M. Reid
 Radio Director.....L. D. Cox
 272 Scott Block, Winnipeg, Manitoba
 Vice-Pres. & Mgr.....E. G. MacPherson
 204 Leader Bldg., Regina, Saskatchewan
 Manager.....Stanley Wayte
 Renfrew Bldg., Calgary, Alberta
 Vice-Pres. & Mgr.....R. G. Smith
 McDougall Court, Edmonton, Alberta
 Manager.....J. H. Fulton
 609 Province Bldg., Vancouver, B. C.
 Manager.....Leander Manley
 Radio Director.....Gordon Rowntree

Branch Offices

690 Market St., San Francisco, Calif.
 Phone Exbrook 6469
 Manager.....Robert O. Davis
 32 E. 57th St., New York 22, N. Y.
 Phone PLaza 5-2887
 Manager.....Margaret Macy
Radio Accounts Placed — Bu-Tay Products,
 Ltd., Austin Studios, Mystic Foam Co., Court-
 ley Ltd., Dixie Fry Co., J. Bird Moyer Co.,
 Beckman Furs, Olson Bread Co., Kern
 Food Co., Home-Maker's Club, Sontag Drug
 Stores, Pacific Macaroni Co., L. B. Labora-
 tories, Inc., Mode O'Day Corp., Huggins-
 Young Coffee Co.

GILLHAM ADVERTISING AGENCY

Continental Bank Bldg.,
 Salt Lake City 1, Utah
 Phone 4-5516

ANPA — APA — ABP

President & Treasurer.....M. C. Nelson
 Vice-Pres. & Acct. Execs.....J. Y. Tipton,
 Lon Richardson
 Acct. Exec. & Radio Dir.....Victor V. Bell
Radio Accounts Placed—Sego Milk Prod-
 ucts Co., Utah Oil Refining Co., Mountain
 Fuel Supply Co., Royal Baking Co., Walker
 Bank & Trust Co., Sweet Candy Co., Clover-
 leaf Dairy, Tracy-Collins Trust Co., Utah
 Power & Light Co., Fisher Brewing Co., J.
 A. Hogle & Co., Porter Scarpelli Macaroni
 Co. (Salt Lake City), Jesse M. Chase, Ex-
 celcis Beauty Products Co., Excelcis Beauty
 Salons, W. A. Fuller Co., Pony Express
 Stages, American Packing & Prov. Co., First
 Federal Savings & Loan, Lagoon Amusement
 Park.

GLASER ADVERTISING, INC.

Statler Bldg., Boston 16, Mass.
 Phone Hubbard 7188

AAAA — ABP — ANPA — PPA — APA

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 & COMPANY

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

PPA

Partner.....P. E. Gailey
 Partner.....G. F. Glasser
 Fashion Director.....Joyce Contini
 Comptroller.....Howard Gambrell
 Production Manager.....King Richardson
 Copy Chief.....Jane O'Leary
 Time Buyer.....J. G. Mitchell

GLICKSMAN ADVERTISING CO., INC.

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

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

MAX GOLDBERG ADV. AGENCY

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

ANPA

Radio Director.....Wes Battersea
 Exec. V.P.-Radio Director....Wes Battersea
 Treasurer.....Doris Fitmier
 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.

GOLDMAN & WALTER ADVERTISING AGENCY

75 State St., Albany 7, N. Y.
 Phone 5-8864-5

ABP—APA

President.....Harry L. Goldman
 Vice-President....Eleanor Chatham Walter
 Secretary.....Louise Benay
 Radio Director.....Louise Benay
 Asst. Director.....Robert W. Snyder
Radio Accounts Placed — John G. Mcyers
 Dept. Store, Seven-Up Bottling Co. of Troy,
 N. Y., David's Women Apparel, Roxy Clean-
 ers & Dyers, Stone's Liquor Dist., Albany
 Garage Co., & Appliance Dist., Drive-In Auto
 Theatres, Green's Stationers, Standard Fur-
 niture Co. (Kingston-Troy).
Television Accounts Placed—David's.

GOODKIND, JOICE & MORGAN

919 North Michigan Ave., Chicago 11, Ill.
Phone Superior 6746

AAAA—ANPA—PPA—ABP

President.....Clyde M. Joice
Vice-President-Merchandising,

Harlow P. Roberts
Acct. Executive.....Charles O. Puffer
Copy Chief.....Garrick M. Taylor
Media Director.....Florence A. Neighbors
Production Mgr.....George B. Frank
Account Executive.....Jay C. William

Radio Accounts Placed—Service Stores, Inc., Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., Hooker Glass & Paint Co., Jewel Tea Co., Inc., Mid-Continent Airlines, Inc.

GOTHAM ADVERTISING COMPANY

2 West 46th St., New York 19, N. Y.
Phone Longacre 5-2616

APA—ABP—ANPA—PPA

Chairman of Board.....G. E. Harris
President.....D. D. Sutphen, Jr.
Radio & Tele. Director.....Arthur A. Kron
Exec. Vice-Pres. & Treas....Arthur A. Kron
Secretary.....Chester A. Priest

Radio Accounts Placed—Hartley's Marmalade, Lutheran Hour, R. L. Swain Tobacco Co.

GRANT ADVERTISING, INC.

919 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 6500

ANPA—PPA—APA—ABP—SNPA—NOAB

President.....Will C. Grant
Executive Vice-Pres.....Edward J. Jordan
Vice-Presidents.....Claude R. Miller,
George C. Bayna, W. Robert Watson.
Exec. Vice-Pres. & Central Creative Staff,

Howard A. Jones
Secretary.....Mary Waller Grant
Vice-Pres. & Art Dir. (all offices),

Loren C. Moore
Copy Chief.....Robert Crane
Research Dir. (all offices)....Kay Sheldon
Office Manager.....Ralph E. Ellis
General Radio Dir. (all offices),

Lloyd G. Harris
Media Dir. (all offices)....George McGivern
Radio Dir.....Harry Holcombe
Asst. Radio Dir. (Dr. I. Q.)...Lew Valentine
Asst. Radio Dir.....Jane Baker
Staff Announcer.....Allen C. Anthony
Mgr. Radio Script Dept.....Evelyn Elam
Continuity Editor.....Myron Golden
Production.....Harry White

Branch Offices

350 Fifth Ave., New York, N. Y.
Phone BR 9-6100

Office Mgr.....Carl B. Wheeler
2866 Penobscott Bldg., Detroit 26, Mich.
Phone Cherry 9400

Vice-Pres. in Charge Det. Office,
Edward R. Grace
1313 Gulf States Bldg., Dallas 1, Tex.

Phone Riverside 8121
Vice-Pres. in Charge...Samuel W. Hepworth
113 West 4th St., Weslaco, Tex.
Phone Weslaco 175

Vice-Pres. in Charge..Samuel W. Hepworth
1438 DuPont Bldg., Miami 32, Fla.
Phone 3-0733

Vice-Pres. in Charge of Caribbean Opera.,
John A. Dey

6513 Hollywood Blvd., Hollywood, Calif.
Phone Gladstone 7136

Vice-Pres. in Charge.....Frank Carter
Offices in South America, Mexico, Canada,
Cuba, England

GREEN-BRODIE

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

ANPA — PPA

Partner.....Julian P. Brodie
Partner.....Alan Green
Art Director.....Cecil Baumgarten
Production Director.....Sidney Sawyer
Radio Dept.....Julian P. Brodie

Radio Accounts Placed — Pieter deWitt, Inc., Trade Bank & Trust Co., The Viking Press, The New School.

GREY ADVERTISING AGENCY, INC.

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

ABP—ANPA—PPA—NOAB—APA—AAAA

President.....Lawrence Valenstein
Executive Vice-President....Arthur C. Fatt
Radio-Television Director...Marvin Corwin
Time Buyer.....Harriet Belille

Radio Accounts Placed—Dif Corp., Lambert Bros., Bucilla, Doughnut Corp., Easy-Do, Van Heusen, Simplicity, Tussy, LeLong, Hat Research Foundation, Hollander Furs & Hollander Corp., Kreisler Jewelry, Consolidated Razor Blade Co., Grolier Society Inc., BBD Corp., American Silk Mills, Mojud Hosiery, Miles Shoes, Orbachs, Macys.

GRISWOLD-ESHLEMAN

2700 Terminal Tower, Cleveland 13, Ohio
Phone Main 9484

AAAA—ANPA—PPA—APA—APB—NOAB
ABC—ABP

President.....Kenneth W. Akers
Radio Director.....Earl R. Preble
Radio Accounts Placed—Fleetwing Corp.,
B. F. Goodrich Farm Service Tires.

JULIAN GROSS ADVERTISING AGENCY, INC.

11 Asylum St., Hartford 3, Conn.
Phone 7.7179

President-Treasurer.....Julian Gross
Exec. V.P.-Radio Time Buyer
Erwin B. Needles
Prod. Mgr.....Samuel R. Jacobs
Copy Chief.....Benton Barman
Research Dir.....Leonard A. Bass

GUILFORD ADVERTISING AGENCY

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

Owner.....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

Montague H. Hackett
General Manager.....John P. Gilbert
Time Buyer.....Aida Stearns
Radio Accounts Placed—Riggio Tobacco
Corp., Chatham Mfg. Co., William S. Scull
(Boscul Tea).

HART-CONWAY CO., INC.

Genesee Valley Trust Bldg., 45 Exchange St.,
Rochester, N. Y.
Phone Main 2073

ANPA—APA—PPA

President.....H. Lyman Hart
Vice President.....Harold E. Kennedy
Secretary.....M. Brinkman Hart
Radio Director.....John P. Street
Radio Producer.....Joseph P. Brown
Radio Accounts Placed—Blue Boy Canned
Goods, Veteran Brand Coffee, Bickford Bros.
Co., Inc., Goutremout, Inc., Wegman Super
Markets, Levis Music Stores, B. Forman Co.,
Standard Brewing Co., Blue Bus Lines,
Gulf Oil Corp., Blue Boy Dairies, Crescent-
Puritan Laundry, Boller-Clark Co., Frank-
lin Chemical Co., Anderson Beverage Co.,
Security Trust Co., Wolk Bros. Co., Sherat-
on Hotel, Rochester Transit Corp., Qualtop

Beverages, Inc., Genesee Valley Trust Co.,
Gioia Macaroni Co., Inc.

HAZARD ADVERTISING CO.

295 Madison Ave., New York 17, N. Y.

Phone MURray Hill 7-7880

ABP—ANPA—PPA—APA

President.....Herbert Peck
Vice Presidents.....Joseph L. Boland,
Donald B. Foresman

Space Buyer.....Mrs. A. Hunt
Publicity Director.....H. P. Quadland
Production Manager.....Raymond Lynch
Art Director.....Mitchell Havemeyer
Radio Director.....Garrett E. Hollihan, Jr.
Radio Accounts Placed—Lederle Labora-
tories, American Cyanamid Co., Bridgeport
Brass Co.

GEORGE H. HARTMAN CO.

307 North Michigan Ave., Chicago 1, Ill.
Phone State 0055

ANPA — PPA — APA — ABP — NOAB

President.....George H. Hartman
Vice-President.....Edwin Cahn
Secretary-Treasurer.....Frank R. Hartman
Radio Director.....Thomas Kivlan
Radio Accounts Placed—Sifers Chocolate
Syrup Co., M. J. Lanahan, Neumode Hosiery
Co., Nash-Underwood, Goldberg Fashion
Forum, Chicago Tribune.

HENRI HURST & McDONALD, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone SUPERior 3009

ANPA—PPA—APA—ABP—NOAB—ABC

Chairman of Board of Dir. W. D. McDonald
President.....W. B. Henri
Secretary.....A. M. Semones
Treasurer.....R. H. Eaton
Space Buyer.....Louis C. Paul
Radio Director.....Wm. E. Jones

Radio Dept.

Assoc. Radio Dir.....David W. Dole
Publicity Dir.....Frazier E. Noonan
Radio Accounts Placed—Ballard & Bal-
lard Co., Inc., Skelly Oil Co., The Perfect
Circle Companies, F. W. Amend Co., Caro-
lene Products Co., John Morrell & Co., The
Sherwin-Williams Co. (Weed-No-More).

HILL ADVERTISING

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

Phone, PLaza 3-7800

PPA—ABP

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