

## Columbia Broadcasting System 1941 Sponsor Expenditures

General Foods Corp.....	\$1,530,421
Campbell Soup Co.....	1,316,450
Lever Brothers Co.....	3,792,812
Colgate-Palmolive-Peet Co.....	3,774,514
Procter & Gamble Co.....	2,866,532
Liggett & Myers Tobacco Co.....	1,657,108
William Wrigley, Jr., Co.....	1,453,366
R. J. Reynolds Tobacco Co.....	1,176,236
Chrysler Corp.....	1,147,710
The Texas Co.....	1,120,705
Philip Morris & Co., Ltd., Inc.....	1,114,125
American Home Products Corp.....	1,075,501
American Tobacco Co.....	974,333
Sterling Products, Inc.....	971,541
Ford Motor Co.....	900,518
General Mills, Inc.....	876,466
Pet Milk Sales Corp.....	768,736
E. R. Squibb & Sons.....	658,362
Prudential Insurance Co. of America.....	647,945
Coca-Cola Co.....	587,056
Eversharp, Inc.....	574,660
Brown & Williamson Tobacco Corp.....	545,260
Lady Esther Co.....	537,048
Gulf Oil Corp.....	505,070
Thomas J. Lipton, Inc.....	498,465
American Oil Co.....	483,263
Chesebrough Manufacturing Co.....	474,457
California Fruit Growers Exchange.....	452,206
United States Tobacco Co.....	441,228
Continental Baking Co., Inc.....	430,364
Armour & Co.....	404,593
Campana Sales Co.....	377,288
International Silver Co.....	315,817
Florida Citrus Commission.....	271,145
Commercial Credit Co.....	268,676
Magazine Repeating Razor Co.....	264,498
Pacific Coast Borax Co.....	258,846
Luxor, Ltd.....	248,515
Emerson Drug Co.....	235,663
Johnson & Johnson.....	215,441
Penn Tobacco Co.....	215,428
Best Foods, Inc.....	204,415
Bowey's, Inc.....	185,410
Gillette Safety Razor Co.....	152,105
Curtiss Candy Co.....	136,872
Los Angeles Soap Co.....	121,765
Libbey-Owens-Ford Glass Co.....	96,580
Cudahy Packing Co.....	91,872
Armstrong Cork Co.....	91,801
Mennen Co.....	90,528
Travel & Publicity Bur. of Ontario Govt.....	88,285
Vlek Chemical Co.....	75,214
Johns-Manville Corp.....	73,945
Planters Nut & Chocolate Co.....	72,396
American Chicle Co.....	56,056
General Petroleum Corp. of Calif.....	47,956
International Cellulose Products Co.....	46,022
Elgin National Watch Co.....	44,468
P. Lorillard Co.....	44,114
Richard Hudnut.....	40,920
National Lead Co.....	35,757
Macfadden Publications, Inc.....	32,873
Peter Paul, Inc.....	31,650
Art Metal Works.....	25,974
Union Oil Co.....	25,344
Smith Brothers.....	21,643
C. F. Mueller Co.....	20,699
Soft-Off Manufacturing Co.....	20,217
Bathasweet Corp.....	20,176
Knox Gelatine Co., Inc.....	19,602
Breakfast Club Coffee.....	16,690
Albers Brothers Milling Co.....	16,224
Colonial Dames, Inc.....	16,054
Senside Oil Co.....	15,701
Wilmington Transportation Co.....	13,737
Atlantic Refining Co.....	11,265
Alexander Smith & Sons Carpet Co.....	10,569
Bekins Van & Storage Co.....	7,881
General Motors Corp.....	6,431
Luden's, Inc.....	6,137
Nestle's Milk Products, Inc.....	5,597

Gallenkamp Stores Co.....	4,413
Tayton Co.....	4,152
Shell Oil Co.....	3,556
Eagle Oil & Refining Co.....	2,384
Vultee Aircraft Corp.....	531
<b>TOTAL</b> .....	<b>\$44,584,378</b>

## Mutual Broadcasting System 1941 Sponsor Expenditures

Bayuk Cigars, Inc.....	5786,315.20
General Mills, Inc.....	662,273.92
Gospel Broadcasting Association.....	653,025.50
General Cigar Company.....	155,406.77
Wander Company.....	115,252.84
*Pharmaco, Inc.....	353,568.62
American Safety Razor Corp.....	314,513.25
Coca-Cola Company.....	201,857.28
Gillette Safety Razor Co.....	281,620.25
R. B. Semler, Inc.....	274,791.24
Anacin Company.....	227,365.50
Whitehall Pharrnacal Co.....	227,165.50
**Richfield Oil Corp. of New York.....	224,003.44
Lutheran Laymen's League.....	157,390.39
Wheeling Steel Corporation.....	127,138.90
Axtou-Fisher Tobacco Co.....	104,190.44
P. Ballantine & Sons.....	91,806.25
Zonite Products, Inc.....	90,046.00
American Can Company.....	87,591.00
Barbasol Company.....	87,327.00
Delaware, Lackawanna & Western Coal Co.....	78,564.00
Young People's Church of the Air.....	71,293.95
Howard Clothes, Inc.....	69,685.00
Marrow's, Inc.....	64,053.20
Piel Brothers.....	58,178.94
Macfadden Publications.....	44,924.00
Parker Pen Company.....	40,447.00
Iglehart Brothers.....	40,127.32
American Economic Foundation.....	35,513.00
Detroit Bible Class.....	33,184.18
Griffin Manufacturing Company.....	32,795.00
Studebaker Corporation.....	32,795.00
Illinois Meat Company.....	31,900.00
Cudahy Packing Company.....	29,610.00
Hecker Products Corp.....	29,560.00
Land O'Lakes Creameries, Inc.....	28,739.72
Chrysler Sales Division.....	24,832.00
V. LaRosa & Sons, Inc.....	24,365.16
Peter Paul, Inc.....	22,375.00
American Bird Products, Inc.....	17,999.50
Paul F. Beich Co.....	16,464.50
Tayton Company.....	14,786.00
United Air Lines, Inc.....	12,644.73
Charles B. Knox Gelatine Co.....	11,939.57
Paramount Pictures Corp.....	7,069.50
Roma Wine Company.....	5,864.40
Pabst Sales Company.....	4,842.29
Hebrew Evangelization Society.....	4,548.50
Shrine East-West Football Game.....	3,592.00
Cessna Aircraft, Inc.....	3,217.00
National Fellowship for Prayer and Evangelism.....	2,066.00
Walter Wanger Productions.....	1,537.88
John B. Canepa Co.....	935.00
El Paso Board of Development.....	856.75

\$6,854,985.38

Locally sponsored (Co-Op. Clients) 445,970.64

**GRAND TOTAL**.....\$7,300,956.02

\*Includes billing for White Laboratories.

\*\*Includes billing for Sherwood Brothers.

## National Broadcasting Co. 1941 Sponsor Expenditures Not Available

# TEAM-WORK IN RADIO SELLING

*By Frank E. Pellegrin, NAB Director of Broadcast Advertising*

"LET'S make it easier to buy radio!" That was the rallying cry of sales managers at the 1941 convention of the National Association of Broadcasters. There was plenty of eloquence—and cold, hard facts—to support the plea. Attending the convention were about 200 radio sales managers, and station managers in charge of sales. Most of these had some incident or example to cite. Also attending were national station sales representatives, who were faced with the problem unceasingly in their daily contacts with buyers of radio advertising. And also in attendance were some of the leading agency time buyers of the country—men and women whose sympathies were with radio, but who, through hard experience, had learned that radio of all media is most difficult to buy.

Out of the breakfast meetings, the round-table discussions and the general sessions of that convention came the conviction that the major aim of the NAB Department of Broadcast Advertising for the year would be "to make it easier for more advertisers to buy more time on more stations."

## Committee Set-up

The department lost no time in going to work. The new Sales Managers' Executive Committee was quickly appointed, along the lines authorized last spring by the NAB Board of Directors. This new committee is headed by a chairman, chosen at large—Eugene Carr, Assistant Manager of WGAR, Cleveland, a veteran in NAB sales work. On the committee are representatives of small, medium and large stations; Dietrich Dirks of KTRI, Sioux City, Ia.; E. Y. Flanigan of WSPD, Toledo, and John Outler of WSB, Atlanta. Also on the committee are representatives of the three networks: George Frey of the National Broadcasting Co., New York; Arthur Hull Hayes of the Columbia Broadcasting System and WABC, New York; and Linus Travers of the Mutual-affiliated Yankee and Colonial networks and WAAB, Boston.

In each of the 17 NAB Districts a Sales Managers' chairman is appointed by the NAB District director. These 17 serve as a General Committee for the department and assist in the conduct of sales managers' meetings in their respective districts. Calls were sent out for a series of fall (1941) meetings, one in each district. Meantime, the Executive Commit-

tee called a meeting in New York, and invited the Radio Executives Club of New York to send its own committee to work on joint problems. National station sales representatives, who are also associate members of the NAB, were likewise invited. They came, and found that radio sales problems, hitherto confined largely to meetings of NAB sales managers, were likewise their own problems. Out of this and subsequent joint meetings, plus a constant exchange of ideas in personal calls and by correspondence, came a new spirit of team-work—a spirit of give-and-take and mutual understanding on the part of sales managers and agency time buyers.

## Accomplishments

Throughout, the emphasis was placed on definite, concrete action. Consequently when we attended the fall series of NAB District Meetings to report on industry sales problems, it was possible to take along a series of definite proposals, specific recommendations, evidence of work already accomplished, and an outline of new problems to be solved. For example, buyers of radio time had long complained that radio rates were difficult to apply to any given campaign. All stations publish a rate card, and *Radio Advertising Rates and Data* carries the published rates of all stations. Yet, the time buyers pointed out that because of lack of standardization and lack of uniformity as to frequencies allowed, discounts, etc., it was extremely annoying and actually difficult to make up a station list for presentation to a client. Therefore they made two specific requests: that stations extend all rates to show the net under each frequency, and that frequency discounts be established on the basis of frequent use, such as 13, 26, 52, 104 and 260. When this one problem, fairly simple in itself and yet a part of the whole job of "making it easier to buy radio," was discussed at the district meetings, broadcasters throughout the country were quick to express their willingness to cooperate. Similarly helpful proposals were made and adopted on such items as weekly program schedules; station coverage maps and surveys; standard contract forms; local and national rates, and many others.

Extensive work was done by the NAB in building a list of manufacturers with dealer-co-operative advertising policies,

believed to be the only such list in existence. Definite steps were taken with agencies to curtail the free-time and pre-inquiry abuses, and to establish the industry-wide policies in this respect that had long ago been adopted by the broadcasters. "The Broadcast Advertising Record," produced jointly by the NAB Department of Research and Department of Broadcast Advertising, was fully explained to the industry as radio's media record, and also as a definite selling tool.

### Industry Cooperation

Because of information gained through the new program of cooperation with time buyers and others interested in radio, it was possible to focus the industry's serious attention on the implied and direct threats aimed at the medium by recently formed radio "checking services," and to make these expensive services unnecessary to clients by putting into effect, wherever needed, self-checking systems that would be complete, accurate and thoroughly reliable. A nationwide survey on merchandising policies and practices was conducted and released to the industry. These and many other special activities high-lighted the accelerated program of the Department of Broadcast Advertising during the last nine months

of 1941. Trade studies were published and distributed; a national clearing-house for radio case histories of all types was instituted; numerous special manuals and bulletins were released; helpful speeches and articles on radio advertising were gathered and printed, and "summary tables" on a variety of account classifications, giving factual data never before available, were released to members as an aid to increased sales.

New and pressing problems in radio selling, brought about by the first war period to be faced by American broadcasters, were given searching consideration. Numerous phases of these problems were explored and courses of action were recommended. Of particular significance and value was a special study on "The Effect of Priorities on Radio Advertising," combining the known experiences of England and Canada with the best American thought on the subject.

Sales managers were urged to realize as never before that, despite the many grave problems facing American broadcasters—problems related to the war as well as others totally unrelated to it—the most basic and fundamental problem of all is that of maintaining station revenue, in order that the free American system of broadcasting may be preserved.

## RADIO COVERAGE REPORTS SALUTE THE TIME BUYER

**T**O MOST people, broadcasting is music, entertainers, familiar voices. It is laughter and song, the great American political arena, the world of sports, drama, orchestra and quiz.

But these are only the outer facets of a complex structure of skills and instruments. There is an essential though hidden world of engineers who distribute radio features and the advertising accompanying them.

Of late years, the allocation engineer has been able to produce a dozen radio stations where but one appeared before. He has produced fantastic coverage patterns, suppressing here and expanding there. He has discovered many queer nooks and crannies for new additions to station lists. And, in this process, familiar stations have been rivalled or displaced by new sources of good service or have been eliminated entirely from the listener's visiting list by interference, bringing a new alignment of service to the listener in every population concentration of the land.

The time buyer has dealt patiently and understandingly with this world of increasing confusion and has done his part to keep broadcasting useful and profitable to the advertiser. Although an essential link to successful broadcasting, his work is largely taken for granted by agency clients and often by agency executives themselves. The time buyer's task has hundredfolded in complexity in ten years. In some agencies, time buying staffs are decidedly underpaid and undermanned.

Radio Coverage Reports are the only comprehensive, comparable and uniform source of information on broadcasting distribution for all important communities and for all stations, regardless of affiliation. No agency, conscientious in its service to its clients, up-to-date in its thinking and methods and prepared to meet the even greater confusion and complexity of the coverage situation of the immediate future, operates its radio department without Radio Coverage Reports and a staff experienced and competent to use them. Some of the largest users of radio advertising would not entrust the servicing of their account to any agency which does not have Radio Coverage Reports. They are as essential to the time buyer as the microphone is to the program director.

EDGAR FELIX, *Director*, RADIO COVERAGE REPORTS  
18 East 48th Street New York, N. Y.

# CHECK-LIST FOR SPOT BUYING AND SELLING

*By N. Charles Rorabaugh, President, National Radio Records*

## **A. Coverage**

1. Power and Frequency.
2. Directional—if so, what it proves (B).
3. Significance of FCC classification relative to competition.
4. Soil conductivity.
5. Unusual interference situations due to foreign cross channel or other interference.
6. Day vs. night distinctions and differences.
7. Cost per 1000 homes (F).
8. Organization of coverage maps.
9. Comparative importance of markets served vs. other neighboring stations.
10. Coverage statistics relative to population, retail sales, radio homes, farm facts, etc.

## **B. Facilities**

1. Date and make of transmitter.
2. Directional equipment and what it proves (A).
3. Studios—make and condition and location as to public attendance, also seating capacity.
4. Remote equipment permanently maintained (D).
5. Transcription equipment.

## **C. Affiliations**

1. Newspaper or Farm paper.
2. Local organizations of prestige.
3. Is competitor affiliated with any organization tending to limit or bias his operation?
4. With other stations tending to improve management.
5. Importance of individual owner in community.
6. With colleges, universities, boards of trade, government agencies, etc.—indicating excellence of operation (D).
7. History of station and events leading up to and securing its audience acceptance.

## **D. Programs**

1. Network affiliation.
2. Number of network hours.
3. Exclusivity of network in area or duplication of competitors' network area.
4. Surveys and what they say: CAB, Hooper, and others.
5. Various station awards.
6. Outstanding local shows—the names of them and the results from them.
7. Audience mail.

8. Remote hookups permanently maintained: where and what (B).
9. Size of orchestra and production staff.
10. Program and production personnel—who are they and what do they mean locally?
11. Community cooperation and tangible recognition thereof by local authorities.
12. Dominance in any particular type of program; news, sports, etc.
13. Relation of station to accepted outlets in Chicago and New York.
14. Kind of news service and organization of news programs.
15. Special program events or packages to be sold.
16. Special programs appealing to a particular group.
17. Programs produced for networks.

## **E. Results and Accounts**

1. Local prestige accounts.
2. National prestige accounts.
3. Result stories of especial import.
4. Commercial mail—geographic distribution and also by programs (D).

## **F. Rates**

1. Rate card analysis.
2. Competitive advantages in rate card.
3. Are service features packaged separately with package rates?
4. Cost per M homes.
5. Spot vs. network costs.
6. Special combination rates available.
7. Retail and/or National differentials.

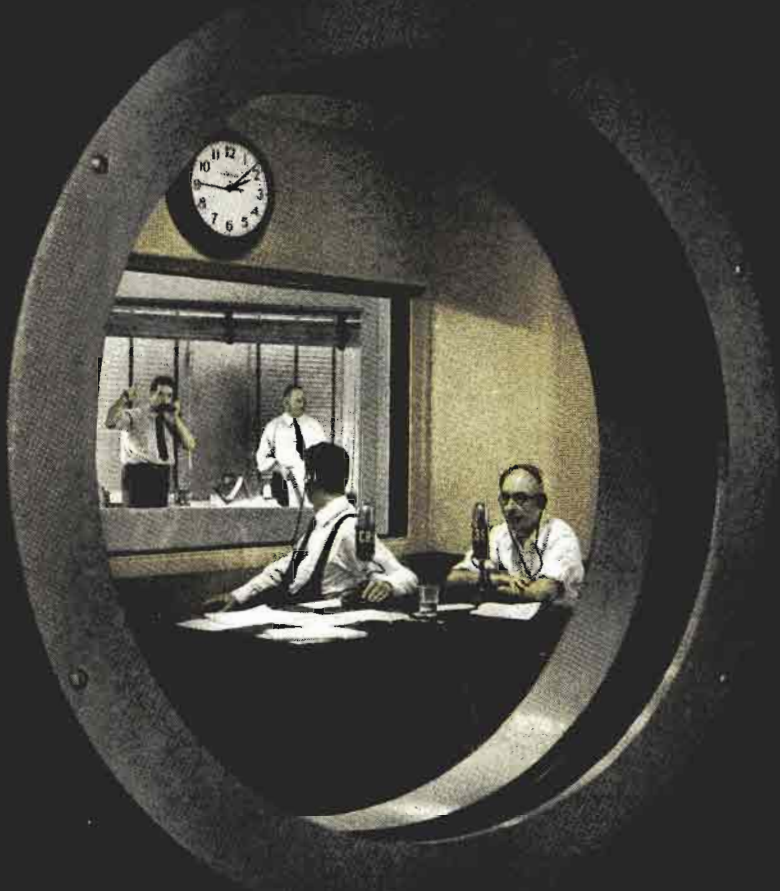
## **G. Promotion and Merchandising**

Nature of merchandising service maintained by station:

1. Newspaper promotion.
2. Taxicab covers or signs.
3. Street car and bus posters.
4. Movie trailers.
5. Point of sale promotion.
6. Package stuffers.
7. Pre-Announcements.
8. Letters to trade.
9. Window displays.
10. Theatre displays.
11. Calls on trade.
12. Survey work.

## **H. Criticism**

1. Of Representative:  
Standing, etc.  
Nearby conflicts.  
Character of list out of keeping with a given station.
2. Of Station's sales effort: Promotion.



**This is London... Ankara... Singapore...**

SINGAPORE

STOCKHOLM

HONOLULU

SANTIAGO

HONGKONG

SYDNEY

BOGOTA

VICHY

LA PAZ

ROME

LIMA

BERNE

REYKJAVIK

CAIRO

HAYANA

TEHERAN

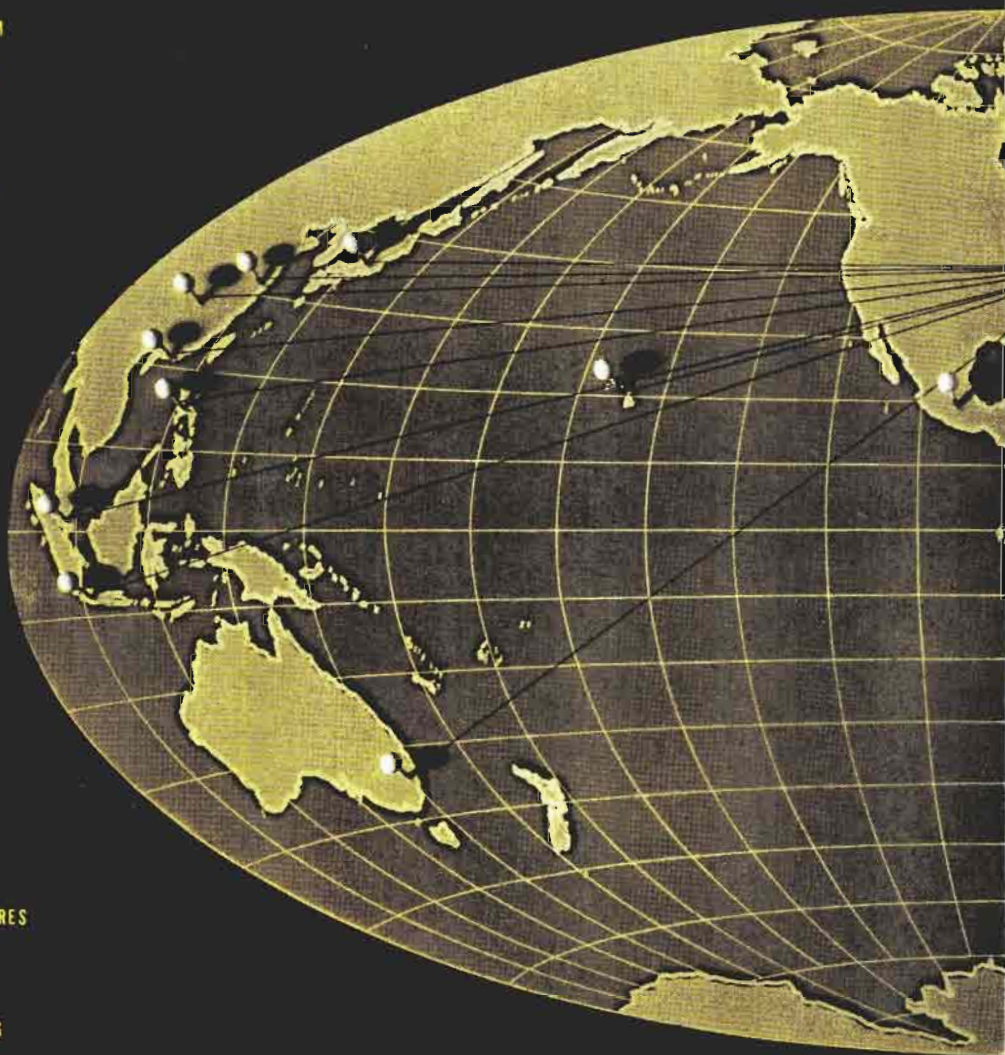
KUIBYSHEV

BUENOS AIRES

BELGRADE

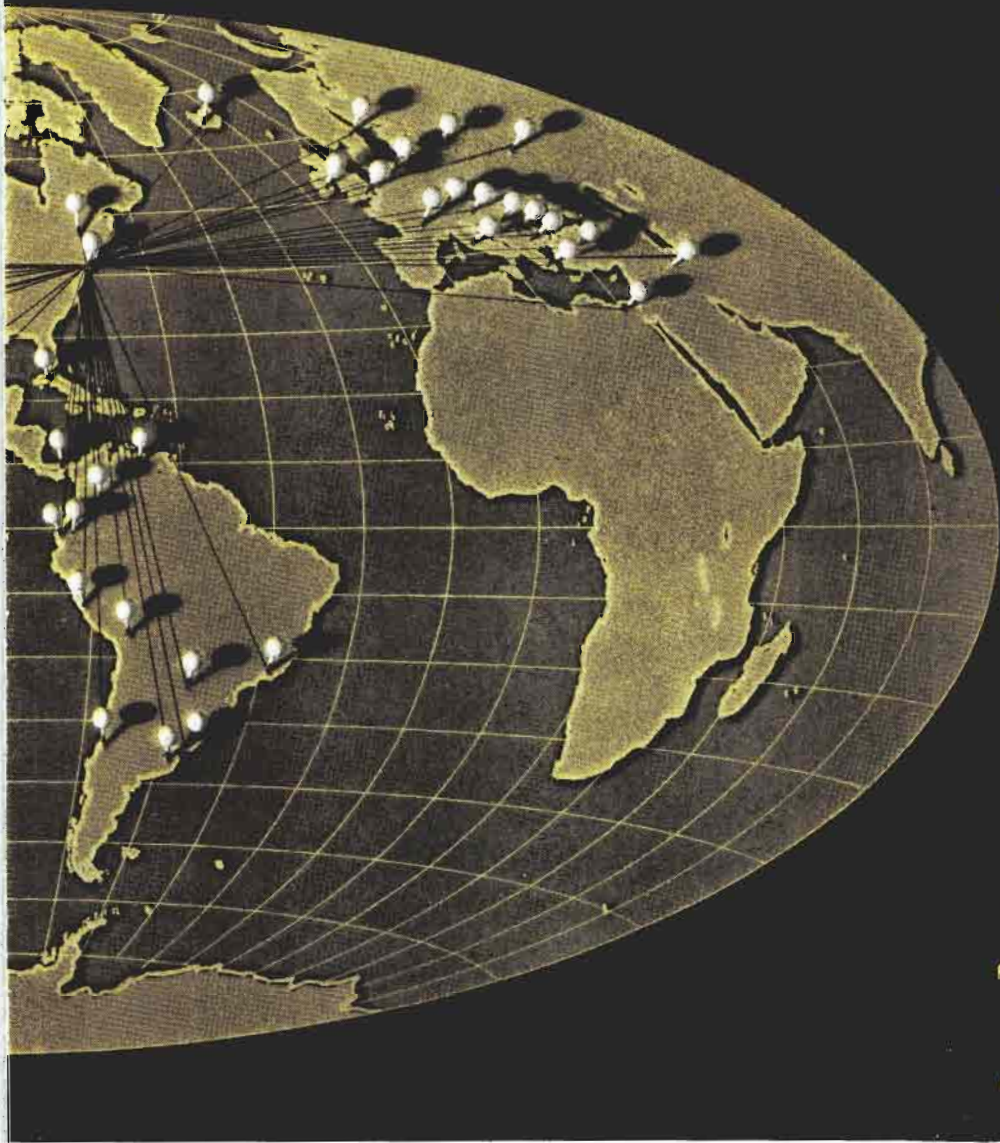
CHUNGKING

RIO DE JANEIRO



## Through Studio 9 flows the news of the world

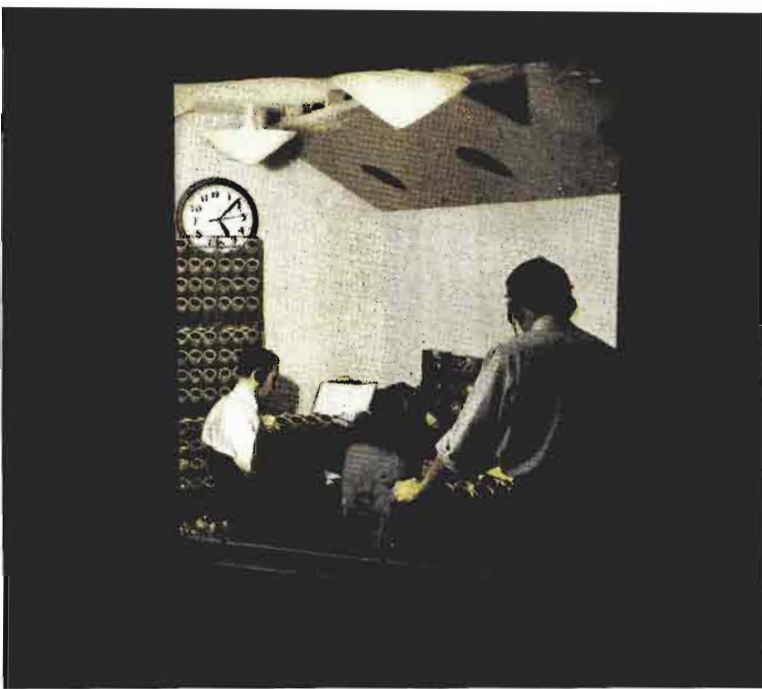
Center of a newsgathering organization whose outposts span the meridians, Studio 9 never sleeps. Day and night, over the CBS network, it reports the news to all America—the news that heartens when it is good, that renews determination when it is bad.



- SHANGHAI
- MOSCOW
- MONTREAL
- ANKARA
- GUAYAQUIL
- BATAVIA
- ASCUNCION
- BUDAPEST
- LONDON
- BERLIN
- QUITO
- SOFIA
- TOKYO
- DUBLIN
- ATHENS
- CARACAS
- MANILA
- MONTEVIDEO
- PANAMA CITY
- BUCHAREST
- MEXICO CITY

From Ankara to Sydney, from Buenos Aires to Moscow, from San Francisco to Singapore, CBS reporters are *there* when it happens. From 56 foreign cities in 1941, CBS broadcast a thousand first hand accounts of world developments. And today, at strategic news points all over the world, CBS men are telling their stories into distant microphones, or reporting their news to general headquarters back in New York.





## **In twenty-one languages...**

the CBS "listening post" plucks from the air the news of the world—news in Japanese, German, Italian, Spanish, Portuguese and Russian and fifteen others. Wherever and whenever news is being made, it is heard and recorded at the CBS listening post.

Out of radio has been born this kind of journalism unknown to past wars. And under the direction of one of the world's great editors, CBS has played an important role—perhaps the major one—in bringing radio journalism to maturity. CBS news men have been called the greatest reporters of our time. Davis, Murrow, Shirer, Brown, Trout, Daly—are names well in the forefront among radio's newsmen. And through them—CBS upholds its now traditional standing as the prime radio news source for the American people.

## **The Columbia Broadcasting System**



# RADIO IS BUILDING MORALE

*By Major Jean V. Grombach, 165th Infantry (69th N. Y.)  
Morale Officer, 27th Division*

**P**SYCHIATRY approaches its problem by extremes. Therefore psychiatric consideration of morale begins with the study of demoralized people on the road to panic, terror, and the "nuthouse." Morale outside of psychiatry has a simple and non-lunatic meaning. Morale is "guts." However, in an age of the sound-track and the carrier-wave there can be no courage without conviction.

Morale is mental and vital because modern wars are no longer won—they are lost. Infantry assault is prepared by dive-bombers at six hundred miles per hour. But dive-bombers are preceded by words at 186,000 miles per second.

Today psychiatrist, soldier, and showman agree that morale means conviction, inspiration, confidence, and relaxation.

## **Powerful Medium**

Radio is the most powerful medium, if properly used, to convince every individual through the many millions of radio sets in the continental limits of the United States of his place, responsibility, and rewards, and the like conviction of his fellow-citizens.

Radio is an artistic medium for the inspiration of the individual and all groups in the principles and purposes of Democracy and Democracy's ability to cope with the economic problems of the world more fairly and more effectively than either Communism or Fascism.

Radio is an intimate medium which can teach millions of individuals and hundreds of groups confidence in themselves, in their neighbors, in their leaders, and in their country.

Radio is the entertainment medium that can reach the "mostest" people to relax the individuals and groups from the crises imposed on them by the war and war's responsibilities and sacrifices.

Commercial radio has aided the morale of the Nation through entertainment, the sugar-coating for the messages of everything from soup to nuts and from laxatives to locomotives. Now it can continue to do that as well as convincing and inspiring.

The statement that we are fighting to

make the world safe for Democracy may no longer suffice. The fact that we are not fighting to preserve capital or private monopoly against Socialism or government dictatorship must be actually dealt with on the radio and handled as cleverly and carefully as Germany sold National Socialism in Europe and advertisers sold their products in America.

## **Army Morale**

Radio has been of tremendous importance in Army morale, and in civilian morale which is the greatest single factor influencing military morale. It will not be long, in the writer's opinion, before the government begins programs through the Coordinator of Information aimed to convince and inspire the mass radio audience while other programs of pure entertainment already relax and give confidence. Also, within another year the Army, through the Special Services Branch, should have a program employing the commercial broadcasting principles of cumulative interest, identity through sameness of pattern and effectiveness through entertainment and craftsmanship. These programs will be professional in their presentation and national and international in their scope.

## **Conclusion**

So far Army radio programs have done much locally, but because they are sporadic and radio is cumulative, and because they have bordered on education while radio concentrates on entertainment, none have ever gotten an audience rating of 1.5 per cent nor even a listening audience in the camp from which they initiated of more than 5 per cent.

Now with an entertainment vehicle and with attention to cumulative power and regular days and times of broadcast, an Army program will command real audiences and increase its specific value to Army morale.

Radio in general will probably prove itself before this war is over the greatest single factor in morale throughout the world. From the Arctic to the Antipodes and from Cathay to the Caribbean, it will inspire all to greater effort.

☆ ☆ ☆ *Radio In Defense* ☆ ☆ ☆



# *Esther Ralston*

as

## **"WOMAN OF COURAGE"**

exclusively for Colgate-Palmolive-Peet

*Ted Bates, Inc.*

CBS—Mon. thru Fri.—10:45 A.M., EWT. (Repeat broadcast: 3:45 P.M., EWT.)

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Ken Dolan & Co.  
New York-Hollywood

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# NEWS SERVICES

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## ***International News Service***

New York—235 East 45th Street.....MUrray Hill 2-0131

### Executives

President.....Joseph V. Connolly  
Editor-In-Chief.....Barry Faris  
News Editor.....Leo Dolan  
Business Manager.....Walter E. Moss  
Sales Manager.....John A. Brogan, Jr.

## ***Press Association, Inc. (Associated Press)***

New York—50 Rockefeller Plaza.....Circle 7-1357

### Executives

General Manager.....William J. McCambridge  
Assistant General Manager.....Oliver Gramling  
Radio News Editor.....Tom O'Neil

## ***Radio News Association***

New York—521 Fifth Avenue.....MUrray Hill 2-4341

### Executive

President.....Frederick M. Harmon

## ***Transradio Press Service, Inc.***

New York—521 Fifth Avenue.....MUrray Hill 2-4053-4

### Executives

President.....Herbert Moore  
Vice-President-Editor.....Dixon Stewart  
V-P and General Sales Manager.....Sims Guckenheimer

## ***United Press Associations***

New York—220 East 42nd Street.....MUrray Hill 2-0400

### Executives

President.....Hugh Baillie  
Vice-President-General Sales Manager.....E. M. Williams  
Radio News Manager.....A. L. Bradford  
Radio Sales Manager.....A. F. Harrison

# Spot Shot!

NOW AVAILABLE ON

**SPOT  
SALES**  
INCORPORATED

20 EAST 57th STREET  
NEW YORK

## OFFICERS of SPOT SALES, Inc.

**JAMES D. SHOUSE, President**

**LOREN L. WATSON, Executive  
Vice-President and General  
Manager**

**WILLIAM B. DOLPH, Vice-Presi-  
dent and Treasurer**

**ROBERT DUNVILLE, Vice-President**

**E. M. (Peggy) STONE, Secretary**

### IN NEW YORK

**Loren Watson, Sales  
Peggy Stone, Sales**

### IN CHICAGO

**Petersen Kurtzer, Sales**

### IN SAN FRANCISCO

**John Livingston, Sales**

# ★ RADIO STATION REPRESENTATIVES ★

*Radio station representatives have been responsible in no small measure for the phenomenal growth of broadcasting in the past two decades. Their cumulative efforts in selling both spot and network time to national and regional advertisers, in servicing agencies and in supplying pertinent information, availabilities and other data, have contributed much to the industry which, because of its national characteristics, depends on the station representative to perform a most valuable and indispensable service.*

## ADAMS & ADAMS

*New York*—11 East 44th St. . . . . MURRAY HILL 2-6148  
 John T. Adams.  
*Stations*—KFOX, Long Beach, Calif.; WTAL, Tallahassee, Fla.; WMBO, Auburn, N. Y.; WGNC, Gastonia-Charlotte, N. C.; WHBQ, Memphis, Tenn.; KVNU, Logan, Utah.

## JAMES L. ALEXANDER

*Toronto*—Concourse Bldg., James L. Alexander, Manager . . . . . Adelaide 9594  
*Montreal*—Drummond Bldg., James Lafarro, Manager . . . . . MR 5838  
*Stations*—CKPC, Brantford, Ont.; CFRC, Kingston, Ont.; CJIC, Sault Ste. Marie, Ont.; CKNX, Wingham, Ont.; CHLP, Montreal, Que.

## ALL AMERICAN NEWSPAPER REPRESENTATIVES, INC.

*(Latin American Representative)*

*New York*—420 Lexington Ave. . . . . MURRAY HILL 5-6515  
 Edwin Seymour, Vice-President.  
*Bogota, Colombia*—Calle 13, No. 9-63, Apartado Aereo 4248.  
 M. Garcia Pena, President; Bernard Jennings, Program Producer.  
*Stations*—All stations in Colombia, South America.

## ALL-CANADA RADIO FACILITIES LIMITED

*Calgary*—Southam Bldg. . . . . M 7691  
 H. R. Carson, President-Managing Director; A. R. Gibson, Secretary-Treasurer.  
*Montreal*—Dominion Square Bldg., B. Hall . . . . . Lancaster 6400  
*Toronto*—Victory Bldg., G. F. Herbert . . . . . Elgin 2464  
*Winnipeg*—Free Press Bldg., P. H. Gayner . . . . . 8-466  
*Vancouver*—543 Seymour St., J. E. Baldwin . . . . . Marine 3344  
*Stations*—CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOE, Lethbridge, Alta.; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJVI, Victoria, B. C.; CJRC, Winnipeg, Man.; CKNB, Campbellton, N. B.; CFNB, Fredericton, N. B.; CHNS, Halifax, N.S.; CJCW, Sydney, N. S.; CKOC, Hamilton, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CJCS, Stratford, Ont.; CKSO, Sudbury, Ont.; CKGB, Timmins, Ont.; CFRB, Toronto, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHNC, New Carlisle, Que.; CKVD, Val D'Or, Que.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CJRM, Regina, Sask.; CHAB, Moose Jaw, Sask.; VONF, St. Johns, Newfoundland.

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

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<i>San Francisco</i> —673 Monadnock Bldg., R. J. Bidwell, Manager.....	Garfield	0947
<i>Stations</i> —WSGN, Birmingham, Ala.; KIEV, Glendale, Calif.; KFOX, Long Beach, Calif.; KTRB, Modesto, Calif.; KLX, Oakland, Calif.; KROY, Sacramento, Calif.; KTKC, Visalia, Calif.; KHUB, Watsonville, Calif.; KFXD, Nampa, Ida.; WJJD, Chicago, Ill.; WIBW, Topeka, Kans.; WGRC, Louisville, Ky.; KFBB, Great Falls, Mont.; KORN, Fremont, Nebr.; KENO, Las Vegas, Nevada; WIBX, Utica, N. Y.; KAST, Astoria, Ore.; KBKR, Baker, Ore.; KBND, Bend, Ore.; KODL, The Dalles, Ore.; KLBM, La Grande, Ore.; KOOS, Marshfield, Ore.; KXRO, Aberdeen, Wash.; KDFN, Casper, Wyo.; KPOW, Powell, Wyo.		

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<i>Los Angeles</i> —1031 South Broadway.....	Prospect	3746

**JOHN BLAIR & COMPANY**

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<i>New York City</i> —341 Madison Avenue.....	Murray Hill	9-6084
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<i>Detroit</i> —New Center Bldg., R. H. Bolling.....	Madison	7889
<i>Los Angeles</i> —438 Chamber of Commerce Bldg., Carleton E. Coveny.....	Prospect	3584
<i>San Francisco</i> —608 Russ Bldg., Lindsey Spight, Vice-President.....	Douglas	3188
<i>St. Louis</i> —350 Paul Brown Bldg., J. Chris Hetherington.....	Chestnut	5688
<i>Stations</i> —KOY, Phoenix, Ariz.; KTHS, Hot Springs, Ark.; KHJ, Los Angeles, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KDB, Santa Barbara, Calif.; KFEL, Denver, Colo.; WJAX, Jacksonville, Fla.; WQAM, Miami, Fla.; WFLA, Tampa, Fla.; WAGA, Atlanta, Ga.; KIDO, Boise, Ida.; WLS, Chicago, Ill.; WFBR, Baltimore, Md.; WOW, Omaha, Nebr.; WNBF, Binghamton, N. Y.; WNEW, New York, N. Y.; KFYR, Bismarck, N. D.; WBNS, Columbus, Ohio; WHP, Harrisburg, Pa.; WGBI, Scranton, Pa.; WROL, Knoxville, Tenn.; KTRH, Houston, Texas; KTSA, San Antonio, Texas; KDYL, Salt Lake City, Utah; WMBG, Richmond, Va.; WMMN, Fairmont, W. Va.; Wheeling, W. Va.; KMO, Tacoma, Wash.; KIT, Yakima, Wash.; KGMB-KHBC, Honolulu, T. H.; Don Lee Network.		

**BOGNER & MARTIN**

<i>New York</i> —295 Madison Ave.....	Ashland	4-6698
P. Joseph Bogner, John P. Martin.		
<i>Chicago</i> —540 N. Michigan Ave., Frank R. Buck, Manager.....	Delaware	1055
<i>Stations</i> —WHDF, Calumet, Mich.; WJMS, Ironwood, Mich.; WBTA, Batavia, N. Y.; WATW, Ashland, Wisc.; WIGM, Medford, Wisc.		

**THE BRANHAM COMPANY**

<i>New York</i> —230 Park Avenue.....	Murray Hill	6-1860
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<i>Chicago</i> —360 N. Michigan Avenue.....	Central	5726
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<i>Detroit</i> —General Motors Bldg., Harry Anderson.....	Trinity	1-0440
<i>Dallas</i> —Texas Bank Bldg., A. J. Putman.....	Dallas	2-8569
<i>Atlanta</i> —Rhodes Haverty Bldg., J. B. Keough.....	Walnut	4851
<i>St. Louis</i> —Arcade Bldg., Sloane McCauley.....	Chestnut	6192
<i>Kansas City</i> —Board of Trade Bldg., G. F. Dillon.....	Harrison	1023
<i>San Francisco</i> —5 Third St., George D. Close.....	Garfield	6740
<i>Los Angeles</i> —448 S. Hill St., J. H. Hornung.....	Michigan	1269
<i>Seattle</i> —1004 Second Ave., A. G. Neitz.....	Melrose	9193

*Charlotte, N. C.*—612 Commercial National Bank Bldg., H. L. Ralls . . . . .Charlotte 8839  
*Stations*—KWKH, Shreveport, La.; KTBS, Shreveport, La.; WCPO, Cincinnati, Ohio; KBIX, Muskogee, Okla.; WTJS, Jackson, Tenn.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; KRIC, Beaumont, Texas; KRLD, Dallas, Texas; KXYZ, Houston, Texas; KRIS, Corpus Christi, Texas; West Virginia Network (WCHS, Charleston, WPAR, Parkersburg; WBLK, Clarksburg).

**BRITISH BROADCASTING CORPORATION**

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 L. Wellington, North American Director.

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*(New England Representative\*)*

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 J. E. Murley, President-Treasurer; J. J. Manning, Office Manager-Space Buyer.  
*Stations*—WTIC, Hartford, Conn.; WCSH, Portland, Me.; WORC, Worcester, Mass.; WJAR, Providence, R. I.; The Marjorie Mills Hour (program). /Stations represented on a regional basis in New England only for the Marjorie Mills Hour.

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*Chicago*—228 N. La Salle Street, Victor Caplin..... Franklin 2095  
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*Chicago*—180 N. Michigan Ave., W. J. Fitzpatrick, Manager; E. Fernau . . . . . Dearborn 8108  
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*Richmond, Va.*—304 East Main St., Jess L. Sears, Manager . . . . . Richmond 2-7403  
*Atlanta, Ga.*—Forsythe Bld., J. L. Wilson, Manager . . . . . Atlanta 7727  
*Stations*—WSLB, Ogdensburg, N. Y.

### DOMINION BROADCASTING CO.

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 field, Ill.; WCBM, Baltimore, Md.; WCAR, Pontiac, Mich.; KATE, Albert  
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 cago, Ill.; WSBC, Chicago, Ill.; WLBC, Muncie, Ind.; WCOU, Lewiston, Me.;  
 WJBK, Detroit, Mich.; WIBM, Jackson, Mich.; WCAP, Asbury Park, N. J.;  
 WBRB, Red Bank, N. J.; KICA, Clovis, N. M.; WPEN, Philadelphia, Pa.;  
 KPAB, Laredo, Texas; KPDN, Pampa, Texas; KONO, San Antonio, Texas;  
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 WNBH, New Bedford, Mass.; WBRK, Pittsfield, Mass.; WESX, Salem,  
 Mass.; WORC, Worcester, Mass.; WMUR, Manchester, N. H.; WNEW,  
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 WSYB, Rutland, Vt.  
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*Atlanta*—322 Palmer Bldg., James M. Wade . . . . . Main 5667  
*San Francisco*—111 Sutter Street, A. Leo Bowman . . . . . Sutter 4353  
*Detroit*—New Center Bldg., Charles G. Burke . . . . . Trinity 2-8444  
*Los Angeles*—1512 N. Gordon St., Hal W. Hoag . . . . . Gladstone 3949  
*Stations*—KARM, Fresno, Calif.; KECA, Los Angeles, Calif.; KROW, San  
 Francisco-Oakland, Calif.; WMBD, Peoria, Ill.; WISH, Indianapolis, Ind.;  
 WOC, Davenport, Ia.; WHO, Des Moines, Ia.; KMA, Shenandoah, Ia.;  
 WAVE, Louisville, Ky.; WKZO, Kalamazoo, Mich.; KDAL, Duluth, Minn.;  
 WTCN, Minneapolis, Minn.; KMBC, Kansas City, Mo.; KSD, St. Louis,  
 Mo.; WGR-WKBW, Buffalo, N. Y.; WFBL, Syracuse, N. Y.; WPTF, Raleigh,  
 N. C.; WDBJ, Roanoke, N. C.; WDAY, Fargo, N. D.; WCKY, Cincinnati,

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\*Stations represented on a regional basis only.

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Los Angeles—Hellman Bldg., H. H. Conger . . . . .

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 Homer Griffith.

San Francisco—681 Market St., Slayton Polleys LaDue . . . . . DOuglas 7404

Seattle—White Bldg., Hal Pearce . . . . . Eliot 6662

*Stations*—KPHO, Phoenix, Ariz.; KFMB, San Diego, Calif.; KID, Idaho Falls, Ida.; KSEI, Pocatello, Ida.; KTFI, Twin Falls, Ida.; KBKR, Baker, Ore.; KWJJ, Portland, Ore.; KELA, Centralia, Wash.; KWYO, Sheridan, Wyo.; KFQD, Anchorage, Alaska; KTOH, Lihue, T. H.; *Stations* on The Walker Co. and Howard H. Wilson Co. lists functioning as the west coast division for both firms.

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(Latin American Representative)

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*Stations*—Argentina: LR1, LRX & LRU, Buenos Aires; Blue & White Network: LU2, Bahia Blanca; LU4, C. Rivadavia; LV2, Cordoba; LV10, Mendoza; LT5, Resistencia; LU12, Rio Gallegos; LT3, Rosario; LV9, Salta; LV5, San Juan; LT9, Santa Fe; LV7, Tucuman.

Bolivia: CP3, CP38 & CP2, La Paz.

Brazil: 75 stations.

Chile: CB57 & CB1180, Santiago; CB90, Valparaiso; RADIO Nacional de Agricultura Network: CA141, Antofagasta; CC58, Concepcion; CA63, Iquique; CD113, Magallanes; CD101, Puerto Montt; CD69 & CD1190, Valdivia.

Colombia: HJAN-B, Barranquilla; HJCZ-X, Bogota; HJGB-K, Bucaramanga; HJEB-D, Cali; HJAE-F, & HJAD, Cartagena; HJBB-C, Cucuta; HJFX & HJFD-D, Manizales; HJFA-E, Pereira.

Costa Rica: TIPG & TIGPH, San Jose.

Cuba: CMCK-COCO & CMQ-COCQ, Havana; CMQ Network: CMJL & CMJK, Camaguey; CMKJ & CMKF, Holguin; CMHQ, Santa Clara; CMKU, Santiago; CMGE, Cardenas; CMKW, CMKG & COKG, Santiago.

Dominican Republic: HIZ-HI1Z, C. Trujillo.

Ecuador: MCRB, Guayaquil, HCJB, Quito.

Guatemala: TGW, TGWB, TGWC & TGWA, Guatemala City.

Honduras: HRN, Tegucigalpa.

Mexico: XEFQ, Cananea; XEFI, Chihuahua; XED-XEDQ, Guadalajara; XEDR, Guaymas; XEDS, Mazatlan; XEZ, Merida; XEW-XEWW, & XEQ-XEQQ, Mexico City; XET-XETA, Monterrey; XEGL, Navajoa; XEFW-XETW, Tampico; XETB, Torreos.

Nicaragua: YNRS & YNPH, Managua.

Panama: HP5K-HOK, Colon; HP5A & HOC, Panama City.

Peru: OAX6B, Arequipa; OAX1A, Chicayo; OAX5B-C, Ica; OAX4A-T-Z, Lima.

Puerto Rico: WIAC & WKAQ, San Juan.  
 El Salvador: YSR, San Salvador.  
 Venezuela: YV6RA-U, C. Bolivar; YV5RA-N, Caracas; YV1RF-X, Maracaibo.

**ARTHUR H. HAGG & ASSOCIATES, INC.**

<i>Chicago</i> —360 N. Michigan Ave.....	Central	7553
Arthur Hagg, President; Myrtle Luhnaw, Secretary.		
<i>New York</i> —366 Madison Ave., Phil A. Broderick, Manager.....	Murray Hill	2-8865
<i>Kansas City, Mo.</i> —P. O. Box 5908, West Port Station, George W. Bauer.....		
<i>Denver</i> —1863 Wazee St., Jack Perry, Manager.....	Keystone	2371
<i>Omaha</i> —300 Brandeis Theatre Bldg., Frank P. Samuels, Manager.....	Jackson	7319
<i>Oklahoma City</i> —2715 N. W. 12th St., Ted McCorkhill, Manager.....		5-7272
<i>Stations</i> —KGNO, Dodge City, Kans.; Oklahoma Network; KADA, Ada, Okla.; KVSQ, Ardmore, Okla.; KCRC, Enid, Okla.; KBIX, Muskogee, Okla.; KTOK, Oklahoma City, Okla.; KGFF, Shawnee, Okla.; KOME, Tulsa, Okla.		

**HEADLEY-REED COMPANY**

<i>New York</i> —420 Lexington Ave.....	Murray Hill	3-5470
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<i>Chicago</i> —180 N. Michigan Ave.....	Franklin	4686
Dwight S. Reed, Vice-President; John W. Davis.		
<i>Detroit</i> —New Center Bldg., Harry H. Walsh.....	Madison	4675
<i>Atlanta</i> —Glenn Bldg., Gregory Murphy, Jr.....	Walnut	1636
<i>Stations</i> —WSGN, Birmingham, Ala.; WSFA, Montgomery, Ala.; WNBC, New Britain-Hartford, Conn.; WGAC, Augusta, Ga.; WROK, Rockford, Ill.; KANS, Wichita, Kans.; WITH, Baltimore, Md.; WCOP, Boston, Mass.; KFEQ, St. Joseph, Mo.; KMMJ, Grand Island, Nebr.; WBAB, Atlantic City, N. J.; WGNV, Newburgh, N. Y.; WHLD, Niagara Falls, N. Y.; WKIP, Poughkeepsie, N. Y.; WFAS, White Plains, N. Y.; WSOC, Charlotte, N. C.; WSJS, Winston-Salem, N. C.; WJW, Akron, Ohio; WFMJ, Youngstown, Ohio; WFBG, Altoona, Pa.; WJAC, Johnstown, Pa.; WFCI, Pawtucket, R. I.; WAPO, Chattanooga, Tenn.; WSIX, Nashville, Tenn..		

**HOMER HOGAN**

<i>Chicago</i> —410 N. Michigan Ave., Homer Hogan.....	Whitehall	4488
<i>Dallas</i> —912 Commerce St.....	Dallas	2-8868
Carr P. Collins.		
<i>Stations</i> —XEAW, Reynosa, Mexico.		

**GEORGE P. HOLLINGBERY CO.**

<i>Chicago</i> —307 N. Michigan Avenue.....	State	2898
George P. Hollingbery, President; Walter S. Holden, Fred F. Hague, Paul J. Senft.		
<i>New York City</i> —420 Lexington Avenue.....	Murray Hill	3-9447
F. E. Spencer, Jr., Manager; Robert Davies, Donald A. Donahue, Harry Betteridge.		
<i>Detroit</i> —Park & Adams Street, Fred F. Hague, Manager.....	Cherry	5200
<i>Atlanta</i> —Walton Bldg., G. M. Kohn, Jr.....	Walnut	4039
<i>San Francisco</i> —155 Sansome St., R. J. Birch, Manager.....	Douglas	4393
<i>Los Angeles</i> —607 S. Hill St., J. V. Fisler, Manager.....	Van Dyke	7386
<i>Stations</i> —WIOD, Miami, Fla.; WSAV, Savannah, Ga.; WAAF, Chicago, Ill.; WIRE, Indianapolis, Ind.; KSCJ, Sioux City, Ia.; WJBO, Baton Rouge, La.; WSPR, Springfield, Mass.; WBCM, Bay City, Mich.; WWJ, Detroit, Mich.; WEBC, Duluth, Minn.; WJDX, Jackson, Miss.; WREN, Lawrence, Kans.; Kansas City, Mo.; KOWH, Omaha, Nebr.; WHAM, Rochester, N. Y.; WNBZ, Saranac, N. Y.; WBIG, Greensboro, N. C.; WADC, Akron, Ohio; WHIO, Dayton, Ohio; KQV, Pittsburgh, Pa.; WEEU, Reading, Pa.; WTMA, Charleston, S. C.; WORD-WSPA, Spartanburg, S. C.; KTSM, El Paso, Texas; KLO, Ogden, Utah; KVI, Taccma, Wash.; WEAU, Eau Claire, Wisc.		

**GEORGE T. HOPEWELL**

<i>New York</i> —101 Park Ave., George T. Hopewell.....	LExington	2-3783
<i>Chicago</i> —75 E. Wacker Drive, E. J. Powers, Manager.....	Central	4461
<i>Stations</i> —WHYN, Holyoke, Mass.		

**INLAND BROADCASTING SERVICE**

<i>Winnipeg, Man.</i> —171 McDermot Ave.....		92531
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• • • **STATION REPRESENTATIVES** • • •

Dawson Richardson, President; L. J. Ham, Secretary-Treasurer; R. H. Elleker, Manager.

*Stations*—CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CKPR, Fort William, Ont.; CFQC, Saskatoon, Sask.; CJGX, Yorkton, Sask.

**INTERCOLLEGIATE BROADCASTING STATION REPRESENTATIVES**

- New York*—507 Fifth Ave. . . . . Vanderbilt 6-6075  
 George Abraham, President; Louis M. Bloch, Jr., Business Manager; David W. Borst, Technical Manager; Jean MacInnis, Executive Secretary; Lawrence Lader, Director of Programs and Production.
- Schenectady*—720 State St., David W. Borst. . . . .  
*College Stations*—Brown University, Providence, R. I.; Colorado College of Education; Columbia University, New York, N. Y.; Cornell University, Ithaca, N. Y.; Georgetown University, Washington, D. C.; Knox College, Galesbury, Ill.; Princeton University, Princeton, N. J.; Rhode Island State College, Kingston, R. I.; Union College, Schenectady, N. Y.; University of California, Berkeley, Calif.; University of California at Los Angeles, Los Angeles, Calif.; University of Connecticut, Storrs, Conn.; Wesleyan University, Middletown, Conn.; Williams College, Williamstown, Mass.; Yale University, New Haven, Conn.

**THE KATZ AGENCY, INC.**

- New York City*—500 Fifth Avenue. . . . . Longacre 5-4594  
 G. R. Katz, President; S. L. Katz, Vice-President; Eugene Katz, Secretary; M. J. Beck, Treasurer; G. W. Brett, Vice-President & Sales Manager; A. Doris, S. R. Rintoul, M. O'Mara, M. S. Kellner, D. H. Denenholz, Ted Kruglak, M. J. Flynn, H. R. Goldberg, Martin Beck.
- Chicago*—307 N. Michigan Avenue. . . . . Central 4238  
 G. H. Gunst, Vice-President & Manager; Sidney L. Katz, Lowell E. Jackson, Stanley Reulman, Buell Herman, Earl Hodgson, David H. Decker.
- Detroit*—General Motors Bldg. . . . . Trinity 2-7685  
 Ralph Bateman, Manager; Joseph T. Ott.
- Kansas City*—Bryant Bldg. . . . . Victor 7095  
 Gordon Gray, Manager; Thomas J. Flanagan, Jr.
- Atlanta*—22 Marietta Street Bldg., . . . . . Walnut 4795  
 Fred M. Bell, Manager; Marvin Smith.
- Dallas*—Republic Bank Bldg., Frank Brimm. . . . . Dallas 2-7936
- San Francisco*—Monadnock Bldg. . . . . Sutter 7498  
 Richard S. Railton, Manager; Thomas M. Ray.  
*Stations*—KLRA, Little Rock, Ark.; KVOR, Colorado Springs, Colo.; KLZ, Denver, Colo.; WDAE, Tampa, Fla.; WGST, Atlanta, Ga.; WMAZ, Macon, Ga.; WTOG, Savannah, KGU, Honolulu, Hawaii; WCFL, Chicago, Ill.; WTAD, Quincy, Ill.; WFBM, Indianapolis, Ind.; WMT, Cedar Rapids, Ia.; KRNT, Des Moines, Ia.; KSO, Des Moines, Ia.; WWL, New Orleans, La.; WLAW, Lawrence, Mass.; KGHL, Billings, Mont.; KOB, Albuquerque, N. M.; WKRC, Cincinnati, Ohio; WSPD, Toledo, Ohio; WKY, Oklahoma City, Okla.; WFIL, Philadelphia, Pa.; WCAE, Pittsburgh, Pa.; WNAX, Yankton, S. D.; WREC, Memphis, Tenn.; KEPY, Spokane, Wash.; WISN, Milwaukee, Wisc.

**JOHN KEATING**

- Portland, Ore.*—Studio Bldg. . . . . BEacon 1009  
 John Keating, Manager; James McLoughlin, Assistant Manager.  
*\*Stations*—KIDO, Boise, Ida.; KRLC, Lewiston, Ida.; KTFI, Twin Falls, Ida.; KWIL, Albany, Ore.; KAST, Astoria, Ore.; KBKR, Baker, Ore.; KBND, Bend, Ore.; KODL, The Dalles, Ore.; KORE, Eugene, Ore.; KUIN, Grants Pass, Ore.; KFJI, Klamath Falls, Ore.; KLBM, La Grande, Ore.; KOOS, Marshfield, Ore.; KMED, Medford, Ore.; KRNR, Roseberg, Ore.; KSLM, Salem, Ore.; KXRO, Aberdeen, Wash.; KVOS, Bellingham, Wash.; KELA, Centralia, Wash.; KGY, Olympia, Wash.; KMO, Tacoma, Wash.; KUJ, Walla Walla, Wash.; KPQ, Wenatchee, Wash.; KIT, Yakima, Wash.

\*Represented on regional accounts only.

**JOSEPH HERSHEY MCGILLVRA**

- New York*—366 Madison Avenue (Main Office) . . . . . Murray Hill 2-8755

Joseph H. McGillvra, Owner; Adam J. Young, Jr., Sales Manager; James W. LeBaron, George J. Arkedis.

*Chicago*—919 North Michigan Avenue.....Superior 3444  
 Allen R. Koehler, Joseph R. Spadea.

*Los Angeles*—445 Western Pacific Bldg., Philip Bissell, Manager.....Prospect 5319

*San Francisco*—627 Mills Building, Duncan A. Scott, Manager.....Sutter 1393

*Stations*—KELD, El Dorado, Ark.; KLX, Oakland, Calif.; WBRY, Waterbury, Conn.; WTSP, St. Petersburg, Fla.; WRLC, Toacca, Ga.; WMEX, Boston, Mass.; WHAI, Greenfield, Mass.; WSOO, Sault Ste. Marie, Mich.; KVOX, Moorhead, Minn.; WLNH, Laconia, N. H.; WHEB, Portsmouth, N. H.; WTNJ, Trenton, N. J.; WHCU, Ithaca, N. Y.; WSAY, Rochester, N. Y.; KRMC, Jamestown, N. D.; North Central Broadcasting System; KINY, Juneau, Alaska; WNEL, San Juan, Puerto Rico; CJCJ, Calgary, Alta.; CJOR, Vancouver, B. C.; CKX, Brandon, Man.; CKY, Winnipeg, Man.; CKNB, Campbellton, N. B.; CKCW, Moncton, N. B.; CHSJ, Saint John, N. B.; CKPR, Ft. William, Ont.; CHML, Hamilton, Ont.; CFPL, London, Ont.; CKCO, Ottawa, Ont.; CFOS, Owen Sound, Ont.; CFRB, Toronto, Ont.; CKCL, Toronto, Ont.; CKLW, Windsor, Ont.; CHLP, Montreal, Que.; CKAC, Montreal, Que.; CHNC, New Carlisle, Que.; CHRC, Quebec, Que.; CJBR, Rimouski, Que.; CHGB, Ste. Anne de la Pocatiere, Que.; CJRM, Regina, Sask.; CJGX, Yorkton, Sask.; XEW-XEQ, Mexico City, Mexico.

**J. P. McKINNEY & SON, SPECIAL AGENT**

*New York City*—30 Rockefeller Plaza, N. L. O'Brien.....Circle 7-1178

*Chicago*—400 N. Michigan Avenue, C. W. Erwin.....Superior 9866

*San Francisco*—681 Market St., R. J. Bidwell.....Sutter 5333

*Stations*—WTHT, Hartford, Conn.; WDAN, Danville, Ill.; WOKO, Albany, N. Y.; WABY, Albany, N. Y.; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WHEC, Rochester, N. Y.; WRAK, Williamsport, Pa.

**MIDNIGHT SUN BROADCASTING CO.**

*Seattle*—1011 American Bldg., Gilbert A. Wellington, Manager.....Eliot 3933

*Stations*—KFAR, Fairbanks, Alaska.

**NATIONAL BROADCASTING COMPANY**

*(National Spot and Local Sales Division)*

*New York City*—30 Rockefeller Plaza.....Circle 7-8300  
 James V. McConnell, National Spot and Local Sales Manager; W. O. Tilenius, Assistant Manager.

*Boston*—Bradford Hotel, E. Kettell.....Hancock 4261

*Cleveland*—815 Superior Ave., N. E., Donald G. Stratton.....Cherry 0942

*Chicago*—Merchandise Mart.....Superior 8300  
 Maurice M. Boyd, Manager; Oliver Morton.

*Denver*—1625 California Street, James MacPherson.....Main 6211

*Hollywood*—Sunset Blvd. & Vine St., Sidney Dixon.....Hollywood 6161

*San Francisco*—111 Sutter Street, William B. Ryan.....Sutter 1920

*Washington, D. C.*—Trans-Lux Bldg., John Dodge.....Republic 4000

*Stations*—KPO, San Francisco, Calif.; KOA, Denver, Colo.; WRC, Washington, D. C.; WMAQ, Chicago, Ill.; WOWO, Fort Wayne, Ind.; WBZ-WBZA, Boston-Springfield, Mass.; WEAf, New York, N. Y.; WGY, Schenectady, N. Y.; WTAM, Cleveland, Ohio; KYW, Philadelphia, Pa.; KDKA, Pittsburgh, Pa.

**NORTHERN BROADCASTING & PUBLISHING, LTD.**

*Timmins, Ont.*—Thomson Bldg.....Timmins 1500  
 Roy Thomson, President; Jack K. Cooke, General Manager of Broadcasting Division; S. Chapman, Secretary-Treasurer; F. Darling, Manager of Production Department.

*Toronto*—307 Victory Bldg., G. E. Tonkin, Manager.....Elgin 2464

*Montreal*—310 Keefer Bldg., R. A. Leslie, Manager.....HA 3051

*Stations*—CKWS, Kingston, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CKGB, Timmins, Ont.; CKRN, Rouyn-Noranda, Que.; CKVD, Val D'Or, Que.

**NORTHWEST RADIO ADVERTISING CO., INC.**

*Seattle*—American Bldg.....Elliot 5488  
 Edwin A. Kraft, President-General Manager; W. L. Paul, Assistant Manager.  
*Station*—KINY, Juneau, Alaska.

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

**PAN AMERICAN BROADCASTING COMPANY**

*(Latin-American and Philippine Station Representative)*

<i>New York City</i> —330 Madison Avenue, E. Bernald, Manager.....	Murray Hill	2-0811
<i>Chicago</i> —228 North La Salle St., F. R. Jones, Manager.....	State	5096
<i>Cleveland</i> —1635 East Twenty-Fifth St., Alonzo Hawley.....	Prospect	2922
<i>Hollywood</i> —6362 Hollywood Blvd., H. O. Griffith.....	Granite	1726
<i>San Francisco</i> —681 Market St., S. P. DaDue.....	Douglas	4475
<i>Seattle</i> —White Bldg., Hal Pearce.....	Main	6626
<i>Stations</i> —Columbia: HJCS, Bogota; HJAN, Barranquilla; HJEE, Calif.; HJBB, Cucuta; HJFA, Pereira. Costa Rica: TIPG, San Jose. Chile: CB96, Coquimbo; CB78, Santiago; CC67, Talca; CB76, Valpariso. Dominican Republic: HIN-HIIN, Ciudad Trujillo. Ecuador: HCJB, Quito; HCRB, Quayaquil. El Salvador: YSP, San Salvador. Guatemala: TGW, Guatemala City. Haiti: HH3W, Port-au-Prince. Honduras: HRN, Tegucigalpa. Nicaragua: YNPR, Managua. Mexico: XEW, Mexico City; 28-station network throughout Mexico. Panama: HP5G-HOA-HOP, Panama City. Paraguay: ZP9, Asuncion; Peru: OAX4A-OAX4T-OAX4Z, Lima; OAX7, Cuzco. Philippines: KZRM-KZRF, Manila. Uruguay: CX16, Montevideo. Venezuela: YV5RA, Caracas; YVIRA, Maracaibo.		

**JOHN E. PEARSON**

<i>Chicago</i> —360 N. Michigan Avenue.....	Franklin	2359
John E. Pearson, Owner; Shirley Hollender, Secretary.		
<i>Stations</i> —KDTH, Dubuque, Ia.; KFVS, Cape Girardeau, Mo.; KHMO, Hannibal, Mo.; KCMO, Kansas City, Mo.; KWOC, Poplar Bluff, Mo.; WEW, St. Louis, Mo.; KDRO, Sedalia, Mo.; KGBX, Springfield, Mo.; KWTO, Springfield, Mo.		

**JOHN H. PERRY ASSOCIATES**

<i>New York</i> —310 East 45th St.....	Murray Hill	4-1647
William K. Dorman, Manager; W. T. Kelly, H. H. Hachette.		
<i>Chicago</i> —122 S. Michigan Avenue, O. J. Ranft, Manager.....	Harrison	8085
<i>Detroit</i> —7338 Woodward Avenue, J. J. Higgins, Manager.....	Madison	0790
<i>Atlanta</i> —201-101 Marietta St. Bldg., R. S. Kendrick, Manager.....	Walnut	3443
<i>Philadelphia</i> —1506 Chestnut St., Robert Hitchings, Manager.....	Rittenhouse	7290
<i>Stations</i> —WALA, Mobile, Ala.; WMFJ, Daytona Beach, Fla.; WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLP, Panama City, Fla.; WCOA, Pensacola, Fla.; WCMI, Ashland, Ky.; WLAP, Lexington, Ky.		

**EDWARD PETRY & COMPANY, INC.**

<i>New York City</i> —17 East 42nd Street.....	Murray Hill	2-4401
Edward Petry, President; Henry Christal, Secretary-Treasurer; Lawrence Field, Henry Ringgold, Albert Young, Jr., Mason McGuire, Norman Prouty, Lloyd George Venard, Volney F. Righter, Francis Conrad, John Harrington.		
<i>Chicago</i> —400 N. Michigan Avenue.....	Delaware	8600
Edward Voynow, Vice-President; John Ashenurst, Robert Boncil, James L. Thompson, A. K. Bucholz.		
<i>Detroit</i> —General Motors Bldg.....	Madison	1035
William Cartwright, John W. Brooke.		
<i>San Francisco</i> —111 Sutter Street, Earle H. Smith.....	Garfield	4010
<i>Los Angeles</i> —601 W. 5th Street, Chester Matson.....	Michigan	8729
<i>St. Louis</i> —Shell Bldg., George Kercher.....	Chestnut	7191
<i>Stations</i> —KARK, Little Rock, Ark.; 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.; WAAB, Boston, Mass.; WNAC, Boston, Mass.; WLLH, Lowell, Mass.; WMAS, Springfield, Mass.; WTAG, Worcester, Mass.; WJR, Detroit, Mich.; KSTP, St. Paul, Minn.; WDAF, Kansas City, Mo.; KFAB, Lincoln, Nebr.; KOIL, Omaha, Nebr.; WBEN, Buffalo, N. Y.; WAGE, Syracuse, N. Y.; WGAR, Cleveland, Ohio; KVOO, Tulsa, Okla.; KGW, Portland, Ore.; WEAN, Providence, R. I.; WSM, Nashville, Tenn.; WFAA, Dallas, Texas; WBAP, Fort Worth, Texas; KPRC, Houston, Texas; WOAI, San Antonio, Texas; KSL, Salt Lake City, Utah; WTAR, Norfolk, Va.; WRNL, Richmond, Va.; KOMO, Seattle, Wash.; KHQ, Spokane, Wash.; WTMJ, Milwaukee, Wisc.; Colonial Network; Texas Quality Network; Yankee Network.		

**PHILIPPINES AGENCY SERVICE CO.**

- New York*—33 West 42nd St. . . . . Pennsylvania 6-1485  
 L. H. Thibault, General Manager; R. T. Dulmage, Office Manager; R. D. Boswell, Publicity Director.
- Manila, Philippine Islands*—Radio Station KZRM-KZRF . . . . . Manila 2125  
 Francisco Velasco, Manager.  
*Stations*—KZRF, Manila; KZRM, Manila.

**RALPH L. POWER**

*(Australian Representative)*

- Los Angeles*—407 Van Nuys Bldg. . . . . Madison 5617  
*Stations*—Macquarie Broadcasting Services, Macquarie Network (24 stations), Sydney; Artransa, Pty., Ltd., Sydney; Australian Record Co., Sydney.

**RADIO ADVERTISING ASSOCIATES**

*(Southeastern Representatives\*)*

- Atlanta*—925-6 Grant Bldg., R. L. Watkins, President . . . . . Walnut 1833  
*Stations*—WFOY, St. Augustine, Fla.; KALB, Alexandria, La.; KMBL, Monroe, La.; KGFF, Shawnee, Okla.; KFRO, Longview, Texas; KFYO, Lubbock, Texas.

\*Stations represented on a regional basis only.

**RADIO ADVERTISING CORP.**

- New York*—9 E. 40th St. . . . . Murray Hill 3-7865  
 Paul S. Wilson, General Manager.
- Chicago*—333 N. Michigan Ave., James T. Kelley, Manager . . . . . Central 1743
- Cleveland*—Terminal Tower, Charles A. Stevens, Manager . . . . . Prospect 5800
- San Francisco*—Russ Bldg., David H. Sandebury, Manager . . . . . Exbrook 2093
- Los Angeles*—530 W. Sixth St., J. Leslie Fox, Manager . . . . . Van Dyke 1901  
*Stations*—KSAN, San Francisco, Calif.; KMYR, Denver, Colo.; WJTN, Jamestown, N. Y.; WCLE, Cleveland, Ohio; WHKC, Columbus, Ohio; WTOL, Toledo, Ohio; WMBS, Uniontown, Pa.; KRSC, Seattle, Wash.

**RADIO CENTRE LIMITED**

- Toronto*—74 Wellington St., West . . . . . Waverly 2036  
 D. Spencer Grow, Manager.  
*Stations*—CJCJ, Calgary, Alberta; CHLN, Three Rivers, Que.

**RADIO SALES**

*(A Division of the Columbia Broadcasting System)*

- New York*—485 Madison Avenue . . . . . Wickersham 2-2000  
 Howard Meighan, Eastern Sales Manager; Beverly Middleton, Carl Burkland, Frank McDonnell, Edwin Reynolds, Howard Schreiber, Eldon Hazard, A. H. Flaten.
- Chicago*—410 N. Michigan Avenue . . . . . Whitehall 6000  
 Kelly Smith, General Sales Manager; Henry Jackson, Western Sales Manager; David Sutton, Wendell Campbell, William Parker.
- St. Louis*—KMOX, Mart Bldg. . . . . Central 8240
- San Francisco*—Palace Hotel . . . . . Yukon 1700  
 Wayne Steffner, Sales Manager for Northern California & the Northwest.
- Los Angeles*—Columbia Square . . . . . Hollywood 1212  
 Roger K. Huston, Sales Manager for Southern California.  
*Stations*—WAPI, Birmingham, Ala.; KNX, Los Angeles, Calif.; WJSV, Washington, D. C.; WBBM, Chicago, Ill.; WEEL, Boston, Mass.; WCCO, Minneapolis-St. Paul, Minn.; KMOX, St. Louis, Mo.; WABC, New York, N. Y.; WBT, Charlotte, N. C.; CBS California Network; CBS New England Network; CBS Pacific Network.

**WILLIAM G. RAMBEAU COMPANY**

- Chicago*—360 N. Michigan Ave. . . . . Andover 5566  
 William G. Rambeau, Owner; M. R. Tennerstedt.
- New York City*—Chanin Bldg. . . . . Caledonia 5-4940-4975  
 William M. Wilson, Manager; Norman MacAvoy.
- Los Angeles*—Markham Bldg., Fred L. Allen . . . . . Granite 3636
- San Francisco*—580 Market St., Will S. Grant . . . . . Garfield 7700  
*Stations*—KFWB, Los Angeles, Calif.; KJBS, San Francisco, Calif.; WELI, New Haven, Conn.; KBUR, Burlington, Ia.; WESX, Salem, Mass.; WDSM,



• • • STATION REPRESENTATIVES • • •

Duluth-Superior, Minn.; WMIN, St. Paul-Minneapolis, Minn.; WIL, St. Louis, Mo.; WAAT, Jersey City, N. J.; WBNY, Buffalo, N. Y.; WKNY, Kingston, N. Y.; KBON, Omaha, Nebr.; WJAS, Pittsburgh, Pa.; KABC, San Antonio, Texas.

**PAUL H. RAYMER CO.**

*Chicago*—435 N. Michigan Avenue.....Superior 4473  
Paul H. Raymer, Manager; Walter I. Tenney, Richard F. Kopf, W. Ward Dorrell.

*New York*—366 Madison Avenue.....Murray Hill 2-8689  
Fred C. Brokaw, Manager; Peirce L. Romaine, Paul Tiemer.

*Detroit*—General Motors Bldg., W. Ward Dorrell.....Trinity 2-8060

*San Francisco*—Russ Bldg., David H. Sandberg.....Exbrook 2093

*Los Angeles*—530 West 6th St., J. Leslie Fox.....Vandike 1901

*Stations*—Mason-Dixon Radio Group; WBRC, Birmingham, Ala.; Arizona Broadcasting Co.; KWJB, Globe Ariz.; KCRJ, Jerome, Ariz.; KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; KGLU, Safford, Ariz.; KYUM, Yuma, Ariz.; KVOA, Tucson, Ariz.; California Radio System; KERN, Bakersfield, Calif.; KMJ, Fresno, Calif.; KMPC, Los Angeles, Calif.; KFBK, Sacramento, Calif.; KFSD, San Diego, Calif.; KTMS, Santa Barbara, Calif.; KWG, Stockton, Calif.; WDRC, Hartford, Conn.; WDEL-WILM, Wilmington, Del.; WMBR-WFOY, Jacksonville-St. Augustine, Fla.; WDBO, Orlando, Fla.; WJJD, Chicago, Ill.; WIBC, Indianapolis, Ind.; WSBT, South Bend, Ind.; WGAN, Portland, Me.; WCAO, Baltimore, Md.; Michigan Radio Network; WXYZ, Detroit, Mich.; WOOD-WASH, Grand Rapids, Mich.; KWK, St. Louis, Mo.; KOH, Reno, Nev.; WKNE, Keene, N. H.; WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WING, Dayton, Ohio; WKBN, Youngstown, Ohio; KEX, Portland, Ore.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa.; WAZL, Hazelton, Pa.; WGAL, Lancaster, Pa.; WCAU, Philadelphia, Pa.; WORK, York, Pa.; WPRO, Providence, R. I.; WDOD, Chattanooga, Tenn.; WLAC, Nashville, Tenn.; KUTA, Salt Lake City, Utah; WRVA, Richmond, Va.; KJR, Seattle, Wash.; KGA, Spokane, Wash.

**VIRGIL REITER & CO.**

*Chicago*—400 N. Michigan Ave.....Superior 5072  
Virgil Reiter, Jr., J. M. Ward.

*Stations*—WMCA, New York, N. Y.; WIBX, Utica, N. Y.; WCAU, Philadelphia, Pa.

**REYNOLDS-FITZGERALD, INC.**

*New York City*—515 Madison Ave.....Eldorado 5-7020  
Harry D. Reynolds, Herbert Hatfield, Robert S. McLean, C. Harry Weissner, Lou W. Turck, L. Paul Woehlke.

*Chicago*—360 N. Michigan Ave.....State 4294  
John T. Fitzgerald, George A. Jones, Lee Smail.

*Detroit*—General Motors Bldg., Richard T. Healy.....Madison 4250

*Philadelphia*—Land Title Bldg., J. David Cathcart.....Rittenhouse 3839

*Seattle*—1423 Joseph Vance Bldg., Fred A. Bartlett.....Elliott 6452

*San Francisco*—58 Sutter Street.....Garfield 6144  
Judson H. Carter, Ralph E. DeMotte.

*Los Angeles*—117 West Ninth Street, Charles E. Fisher.....Tucker 2474

*Stations*—KQW, San Jose, Calif.; KFNF, Snenandoah, Ia; KOL, Seattle, Wash.; WHBY, Appleton, Wisc.; WTAG, Green Bay, Wisc.; WIBA, Madison, Wisc.; WMAM, Marinette, Wisc.; WSAU, Wausau, Wisc.; XERB, Rosarito, Mexico; XEMO, Tia Juana, Mexico.

**SEARS & AYER, INC.**

*Chicago*—612 N. Michigan Ave.....Superior 8177  
B. H. Sears, President; A. T. Sears, Secretary-Treasurer.

*New York City*—295 Madison Ave., P. Joseph Bogner, Jack Martin.....Ashlander 4-6698

*Stations*—WJBY, Gadsden, Ala.; WHBB, Selma, Ala.; WMSD, Muscle Shoals, Ala.; WKEU, Griffin, Ga.; WDWS, Champaign, Ill.; WSOY, Decatur, Ill.; WTMV, East St. Louis, Ill.; WGIL, Galesburg, Ill.; WJPF, Herrin, Ill.; WCBS, Springfield, Ill.; KVAK, Atchinson, Kans.; KTSW, Emporia, Kans.; WSON, Henderson, Ky.; WHOP, Hopkinsville, Ky.; WPAD, Paducah,

Ky.; WGCM, Biloxi-Gulfport, Miss.; WGRM, Greenwood, Miss.; WFOR, Hattiesburg, Miss.; WSLI, Jackson, Miss.; WMIS, Natchez, Miss.; KWOS, Jefferson, Mo.; WMBH, Joplin, Mo.; KWOC, Poplar Bluff, Mo.; KORN, Fremont, Nebr.; KGFW, Kearney, Nebr.; WLPM, Suffolk, Va.; KDFN, Casper, Wyo.; KWYO, Sheridan, Wyo.

### SPOT SALES, INC.

*New York*—20 East 57th Street.....Plaza 8-2600  
James D. Shouse, President; Loren L. Watson, Executive Vice-President-  
General Manager; William B. Dolph, Vice-President-Treasurer; E. M.  
(Peggy) Stone, Secretary.

*Chicago*—360 N. Michigan Ave., Peterson Kurtzer, Manager.

*San Francisco*—Third & Market Sts., John Livingston, Manager.....Douglas 2536  
*Stations*—WCOV, Montgomery, Ala.; KYA, San Francisco, Calif.; KTKC,  
Visalia, Calif.; WOL, Washington, D. C.; WGPC, Albany, Ga.; WATL,  
Atlanta, Ga.; WRBL, Columbus, Ga.; WBML, Macon, Ga.; WJBC, Bloom-  
ington, Ill.; KROS, Clinton, Ia.; WKBB, Dubuque, Ia.; WTBO, Cumberland,  
Md.; WJEL, Hagerstown, Md.; WHDH, Boston, Mass.; WMUR, Manchester,  
N. H.; WCBT, Roanoke Rapids, N. C.; WAIR, Winston-Salem, N. C.;  
WAKR, Akron, Ohio; WSAI, Cincinnati, Ohio; WLW-WLWO, Cincinnati,  
Ohio (West Coast only); WCED, DuBois, Pa.; WERC, Erie, Pa.; WKST,  
New Castle, Pa.; WAIM, Anderson, S. C.; WCOS, Columbia, S. C.; WJHL,  
Johnson City, Tenn.; WMP5, Memphis, Tenn.; KNOW, Austin, Texas;  
WACO, Waco, Texas; WJLS, Beckley, W. Va.; WGKV, Charleston, W. Va.;  
WKWK, Wheeling, W. Va.

### STOVIN & WRIGHT

*Toronto*—907 Victory Bldg.....ADelaide 9184  
H. N. Stovin, Partner; C. W. Wright, Partner; A. A. McDermott, W. Enger,  
R. Bowden.

*Montreal*.....Plateau 8749

*Winnipeg*—L. Mickles, Jr., Manager; c/o Radio Station CKY.....Winnipeg 92191  
A. J. Messner, Manager; S. J. Irwin, F. Ward.  
*Stations*—CJOR, Vancouver, B. C.; CFAR, Flin Flon, Man.; CKX, Brandon,  
Man.; CKY, Winnipeg, Man.; CKCW, Moncton, N. B.; CHSJ, Saint John,  
N. B.; CKCA, Kenora, Ont.; CKCR, Kitchener, Ont.; CFPL, London, Ont.;  
CKCO, Ottawa, Ont.; CFOS, Owen Sound, Ont.; CFLC, Prescott, Ont.; CKCL,  
Toronto, Ont.; CKLW, Windsor, Ont.; CKAC, Montreal, Que.; CJBR,  
Rimouski, Que.

### EDWARD S. TOWNSEND COMPANY

*San Francisco*—Russ Bldg., Edward S. Townsend, Owner.....Douglas 2373  
*Stations*—KROY, Sacramento, Calif.; WIOD, Miami, Fla.; WOR, Newark,  
N. J.; WJAS, Pittsburgh, Pa.

### TRI-CITY STATIONS OF VIRGINIA

*Lynchburg, Va.*—Allied Arts Bldg., Carl B. Ogilvie, Manager.....Lynchburg 3032  
*Stations*—WBTM, Danville, Va.; WLVA, Lynchburg, Va.; WSLS, Roa-  
noke, Va.

### J. FRANKLYN VIOLA AND COMPANY

(Foreign Language Representative\*)

*New York City*—152 W. 42nd St., J. Franklyn Viola, President.....CHickering 4-3254  
\*Stations represented for the broadcasting and producing of foreign language programs only.

### THE WALKER COMPANY

*Chicago*—360 North Michigan Ave.....State 5262  
J. Wythe Walker, President; Earl J. Fenton, Charles O'Malley.

*New York*—9 East 40th St., C. Otis Rawalt, Manager.....Murray Hill 6-9151

*Los Angeles*—6362 Hollywood Blvd., Homer Griffith, Manager.....Granite 1726

*Seattle*—White Bldg., Hal Pearce, Manager.....Eliot 6662

*San Francisco*—681 Market St., Slayton Polleys La Due, Manager.....Douglas 7404

*Kansas City, Mo.*—1012 Baltimore, Joe Farrell, Manager.....Grand 0810  
*Stations*—KUOA, Siloam Springs, Ark.; KFKA, Greeley, Colo.; KSEI, Poca-  
tello, Ida.; KTFI, Twin Falls, Ida.; WAIT, Chicago, Ill.; KFJB, Marshall-  
town, Ia.; KTRI, Sioux City, Ia.; KOAM, Pittsburgh, Kans.; WABI, Bangor,  
Me.; WSAR, Fall River, Mass.; WJAG, Norfolk, Nebr.; WBNX, New York,  
N. Y.; KLPM, Minot, N. D.; WICA, Ashtabula, Ohio; Z-Bar Net, (KGIR,  
Butte, Mont.; KRBM, Bozeman, Mont.; KPFA, Helena, Mont.).

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

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**SIDNEY C. WARDEN**

*Chicago*—30 N. La Salle St., Sidney C. Warden, W. R. Harvey.....Randolph 3938  
*Stations*—WINN, Louisville, Ky.

**WEED & CO.**

*New York*—350 Madison Avenue.....Vanderbilt 6-4542  
 Joseph J. Weed, President; Grace Walsh, Secretary.

*Chicago*—203 N. Wabash Avenue.....Randolph 7730  
 C. C. Weed, Vice-President.

*Detroit*—General Motors Bldg., Charles M. Adell, Manager.....Madison 6366

*Sau Francisco*—111 Sutter St., Roy Frothingham, Manager.....Douglas 2445

*Stations*—KSFO, San Francisco, Calif.; KVID, Denver, Colo.; WTIC, Hartford, Conn.; WSUN, St. Petersburg, Fla.; WJNO, West Palm Beach, Fla.; WEOA, Evansville, Ind.; WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.; KGLO, Mason City, Ia.; WDSU, New Orleans, La.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.; WCHS, Portland, Me.; WORC, Worcester, Mass.; KFRU, Columbia, Mo.; KXOK, St. Louis, Mo.; KFBB, Great Falls, Mont.; WFEA, Manchester, N. H.; KGGM, Albuquerque, N. M.; WEBR, Buffalo, N. Y.; WAYS, Charlotte, N. C.; WRAL, Raleigh, N. C.; WCOL, Columbus, Ohio; WJAR, Providence, R. I.; WFBC, Greenville, S. C.; WRR, Dallas, Texas; KFJZ, Fort Worth, Texas; KWFT, Wichita Falls, Texas; Texas State Network; WCAX, Burlington, Vt.; CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJVI, Victoria, B. C.; CJRC, Winnipeg, Man.; CFNB, Fredericton, N. B.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CFRC, Kingston, Ont.; CKJL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CJCS, Stratford, Ont.; CKGB, Timmins, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHAB, Moose Jaw, Sask.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.

**HOWARD H. WILSON COMPANY**

*Chicago*—75 East Wacker Drive.....Central 8744  
 Howard H. Wilson, Owner; Harlan G. Oakes, S. M. Ashton, George E. Wilson.

*New York*—551 Fifth Ave.....Murray Hill 6-1230  
 J. F. Johns, Manager; Edward J. Devney, W. C. Whittemore, Jr.

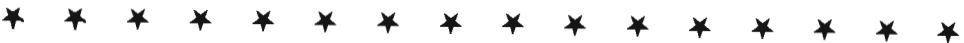
*Kansas City, Mo.*—1004 Baltimore, A. H. Petrus, Manager.....Harrison 8136

*Hollywood*—6362 Hollywood Blvd., Homer O. Griffith.....Granite 1726

*San Francisco*—681 Market St., Slayton Polleys La Due.....Douglas 7404

*Seattle*—White Bldg., Hal Pearce.....Eliot 6662

*Stations*—KPRO, Riverside, Calif.; KGHF, Pueblo, Colo.; WHBF, Rock Island, Ill.; WDJZ, Tuscola, Ill.; KFBI, Wichita, Kans.; KYSM, Mankato, Minn.; WDGY, Minneapolis, Minn.; KROC, Rochester, Minn.; WDNC, Durham, N. C.; KELO, Sioux Falls, S. D.; KSOO, Sioux Falls, S. D.; KGNC, Amarillo, Texas; KFDM, Beaumont, Texas; KBWD, Brownwood, Texas; KROD, El Paso, Texas; KFRO, Longview, Texas; KFYO, Lubbock, Texas; KRGV, Weslaco, Texas; WWSR, St. Albans, Vt.; WDEV, Waterbury, Vt.; WSWA, Harrisonburg, Va.; WSAZ, Huntington, W. Va.; WKBH, La Crosse, Wisc.





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A HOLIDAY with...  
CHATEAU MARTIN**

In America's finest homes, CHATEAU MARTIN is replacing "lost" imports. For connoisseurs agree that in bouquet — in sparkle — in flavor and life . . . CHATEAU MARTIN *American* Champagne is equal to the world's best. It's exported to more than 25 countries. Try a bottle the next time you entertain.

EASTERN WINE CORPORATION • NEW YORK CITY

# PUBLICATIONS

*Covering the Field of Radio*

TRADE—FAN—TECHNICAL—GENERAL

## **The Advertiser**

MONTHLY. 3557 Bogart Ave., Cincinnati, Ohio. Phone, AVon 6825. Editor and Publisher, Manuel Rosenberg; Business Manager, Simon Rosenberg; Advertising Manager, R. Maxwell Jason; Circulation Manager, S. J. Davis; Radio Editors, Cress Little, Rosaline Greene. BRANCH OFFICES: 11 West 42nd St., New York, N. Y. Phone, PEnnsylvania 6-3265. L. M. MacMillan; 1138 Lake Shore Drive, Chicago, Ill. Phone, Delaware 9083. L. R. Dean; 3275 Wilshire Blvd., Los Angeles, Calif. Phone, Federal 8687. A. M. Rothenberg. The Advertiser carries articles on radio's progress as an advertising medium; also news of advertisers' and agencies' activities in the radio and advertising fields.

## **Advertising Age**

WEEKLY. 100 East Ohio St., Chicago, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, S. R. Bernstein. BRANCH OFFICES: 330 W. 42nd St., New York, N. Y.; Irwin Robinson, Managing Editor; 1226 National Press Bldg., Washington, D. C. Treats radio strictly from the merchandising viewpoint; prints details of networks and talent used, but does not use material dealing with show-business phases of radio; also regularly prints statistical material on broadcasting, such as volume of time sales for major networks, and money spent on air by leading national advertisers, as well as news and discussions of broadcast trends and developments of interest to advertisers and advertising agencies.

## **Advertising & Selling**

MONTHLY. 9 E. 38th St., New York, N. Y. Phone, CAledonia 5-9770. Published by Robbins Publishing Co. President, J. H. Moore; Editor, F. C. Kendall; Advertising Manager, Robert G. Allison. BRANCH OFFICES: 1328 Peoples Gas Bldg., Chicago, Ill., Harry Hoole, Western Adv. Mgr.; 714 West 10th St., Los Angeles, Calif., Ned Brydone-Jack, Representative. Limited largely to interpretation of major trends in the operation of radio advertising from point of view of network, agency, and sponsor. Major personnel changes and network time

sales are reported periodically. Emphasis in all coverage of radio activity is on pictorial elements involved.

## **The Billboard**

WEEKLY. 25 Opera Place, Cincinnati, Ohio. Phone, Main 5306. Publisher, The Billboard Publishing Co.; Editors, Elias E. Sugarman, Claude R. Ellis; Radio Editor, Paul Ackerman (New York); Los Angeles Correspondent, Sam Abbott; President-General Manager, E. W. Evans; Advertising Manager, C. J. Latscha. BRANCH OFFICES: Ashland Bldg., Chicago, Ill., R. S. Littleford, Jr., Manager; 1564 Broadway, New York, N. Y., Elias E. Sugarman, General Manager. The editorial policy of this publication's radio department is concerned with the showmanship, talent and business phases of the broadcasting industry.

## **Boxoffice**

WEEKLY. 9 Rockefeller Plaza, New York, N. Y. Phone, COLUMbus 5-6370. Publisher, Ben Shlyen; Editor-in-Chief and Associate Publisher, Maurice Kann; Eastern Editor, William Ornstein; Chicago Correspondent, Hal Tate; Hollywood Manager, Ivan Spear; Advertising Manager, Raymond Levy. Covering briefly all radio developments of interest to the motion picture industry.

## **Broadcasting—Broadcast Advertising**

WEEKLY. National Press Bldg., Washington, D. C. Phone, Metropolitan 1022. Publisher, Martin Codel; Editor, Sol Taishoff; N. Y. Correspondent, Bruce Robertson; Chicago Correspondent, S. J. Paul; Los Angeles Correspondent, David Glickman; Business Manager, Norman R. Goldman; Advertising Manager, Maury Long (New York). Trade journal of the broadcasting and broadcast advertising fields.

## **Business Promotion**

MONTHLY. Merchandise Mart, Chicago, Ill. Phone, Whitehall 6614. Publisher, Henry S. Bunting; General Manager, Van Asmus Bunting; Business Manager, R. J. Christopher; Radio Editor, H. R. Williams. BRANCH OFFICE: 130 West 42nd St., New York, N. Y. Phone,

Men who make radio lists  
use Radio Advertising  
Rates and Data day after  
day. . . many times a day.

This means that station  
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sages in RARD get

continuous exposure

at the time these men  
are doing their planning  
and buying.

What better time to reach  
them with selling facts?

## Radio Advertising Rates and Data

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San Francisco

L'Ongacre 3-4684. Business Promotion publishes information concerning all premium, prize and advertising-gift offers on the radio. Readers are sales promoters and all users of premiums and gifts as sales promotional material. Radio sponsors, stations and agencies are eligible to receive Business Promotion on a complimentary basis. Editorial content is based on premium usage in promotional campaigns.

### •

### **Canadian Advertising**

QUARTERLY (January, April, July and October). 481 University Ave., Toronto, Ont., Canada. Phone, Adelaide 9131. Publisher, MacLean Publishing Co.; Manager, J. E. Gordon; Director of Technical Publications, B. G. Newton; Data Editor, Jean R. Gemmell. BRANCH OFFICES: Dominion Square, Montreal, Canada; 919 N. Michigan Ave., Chicago, Ill.; 522 Fifth Ave., New York, N. Y. This publication is an advertising media data book which includes a listing of Canadian radio stations, their rates, time on the air, power, frequency, etc.; besides media references it contains articles reviewing advertising activities in Canada.

### •

### **Canadian Radio Data Book**

ANNUAL. (For further information see listing under Radio & Electrical Sales.) Canadian Radio Data Book contains articles reviewing Canadian radio and broadcasting, directory listings of various phases of the industry, stations, etc.

### •

### **Communications**

MONTHLY. 19 East 47th St., New York, N. Y. Phone, Plaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Editor, Lewis Winner; Business Manager, B. S. Davis; Advertising Director, Paul S. Weil. Circulates among engineers, executives and other personnel engaged in the design, manufacture, installation, operation, service and maintenance of radio and wire communications, broadcast stations—police, marine, aeronautical radio and other point to point services—sound recording and projection—public address—television and picture transmission—and in the manufacture of all radio equipment and accessories, components and instruments used in these fields. Editorial content features technical articles covering the entire communications field.

### **Editor and Publisher**

WEEKLY. 1700 Times Bldg., New York, N. Y. Phone, BRyant 9-3052. President, James W. Brown; Publisher, James W. Brown, Jr.; Editor, Arthur T. Robb; Managing Editor, Warren L. Bassett; General Manager-Advertising Director, Charles T. Stuart; Chicago Correspondent, G. A. Brandenburg; Los Angeles Correspondent, Ken Taylor; Washington Correspondent, James J. Butler. Prints radio news of interest to the newspaper and advertising fields; news of newspaper-owned stations; station applications by newspapers; FCC rulings, etc.

### •

### **Education by Radio**

QUARTERLY. One Madison Ave., New York, N. Y. Phone, CAledonia 5-6965. Publisher, National Committee on Education by Radio; Editor, Ruth L. Goodnough. This publication is edited in line with the purposes of the National Committee on Education by Radio, which acts as a spokesman for organized education, aiding and encouraging non-commercial educational stations and promoting cooperation between educators and commercial broadcasters.

### •

### **Electrical Digest**

MONTHLY. 122 Richmond St., West Toronto, Ont., Canada. Phone, Adelaide 1061. Publisher, B. L. Smith Publishing Co. Editor, J. Murray Muir; Assistant Editor, J. D. Welsh. Electrical Digest presents digests of leading articles on developments and progress in all electrical fields, including radio and communications. Content is edited from a technical standpoint.

### •

### **Electronics**

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-0700. Publisher, McGraw-Hill Publishing Co.; Editor, Keith Henney; Managing Editor, Donald G. Fink; Assoc. Editor, Beverley Dudley; Assistant Editor, Craig Walsh; Chicago Correspondent, Branch Office; Los Angeles Correspondent, Branch Office; Business Manager, H. W. Mateer; Sales Manager, Wallace B. Blood. Branch Offices: 520 North Michigan Ave., Chicago, Ill., Charles Wardner; 1510 Hanna Bldg., Cleveland, Ohio, Leonard P. Canty; 16 South Broad St., Philadelphia, Pa., Frank Coyle; 883 Mission St., San Francisco, Cal., R. N. Phelan; 1105 Rhodes-Haverty Bldg., Atlanta, Ga., Ralph Maultsby. A maga-

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# SELL THE MEN WHO HAVE TO SELL THE GOODS !!!

... That's a simple but effective rule followed by the progressive executives of these 72 radio organizations. All of them promoted their facilities and markets through SALES MANAGEMENT in 1941:

KDYL	WBZ	WJSV	WTCN
KFRC	WCAE	WKBW	WTIC
KGO	WCCO	WKNE	WTRY
KMBC	WCSC	WLOL	WWNC
KMOX	WDGY	WLS	Columbia Broadcasting
KNX	WDRC	WLVA	System (Network)
KOY	WEEI	WMC	Columbia Broadcasting
KRNT	WFBC	WMCA	System (Radio Sales)
KRNY	WFBL	WMT	Free and Peters
KSFD	WFBR	WNAX	Mutual Broadcasting Co.
KSO	WFIL	WOAI	National Broadcasting Co.
KSTP	WGR	WOKO	(Network)
KYW	WHAM	WOW	National Broadcasting Co.
WABC	WHIO	WRBL	(Spot)
WABY	WHO	WSAI	World Broadcasting System
WBBM	WIBW	WSB	
WBEN	WIBX	WSLS	
WBT	WIOD	WSOC	
WBTM	WJAR	WSYR	
WBIG	WJR-WGAR	WTAR	

*If there are any omissions in this list, please be charitable. It was compiled the day war was declared!*

Markets never were *created* equal ... and war activities make them more unequal than ever before ... More than ten thousand sales and advertising executives depend upon SALES MANAGEMENT for up-to-the-minute news and figures on sales opportunities.

# *Sales Management*

NEW YORK

CHICAGO

SANTA BARBARA



zine for executives, engineers and operations men in radio, communication including facsimile and television, industrial applications in the electronic fields—Design—Engineering—Manufacture.

### • **Film Daily**

DAILY. 1501 Broadway, New York, N. Y. Phone, BRyant 9-7117. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, Chester B. Bahn; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Joseph Essler. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Cal., Ralph Wilk. The Daily Newspaper of Motion Pictures: FILM DAILY reports the news of every phase of the motion picture, as well as television and radio to the extent they concern the film field.

### • **FM—Engineering & Design Practice**

MONTHLY. 112 East 36th St., New York, N. Y. Phone, LEXington 2-8070. Editor-Publisher, Milton B. Sleeper. FM (magazine) is devoted to radio broadcast, communications and television engineering design and practice.

### • **Hollywood Reporter**

DAILY (Five days weekly). 6715 Sunset Boulevard, Hollywood, Cal. Phone, Hillside 7411. Editor and Publisher, W. R. Wilkerson; Managing Editor, Chip Cleary; Business Manager, Thomas F. Seward; Assistant to Publisher, George Kennedy; Manager of New York Office, Jack Harrison; Radio Editor, Charles Spangler. BRANCH OFFICES: 229 West 42nd St., New York, N. Y.; Manager, Jack Harrison, Phone, Wisconsin 7-2470; 540 No. Michigan Ave., Chicago, Ill.; 2, Deanery Mews, Park Lane W. 1, London, England; Erzebet Korut 7, Budapest; Gratte Ciel, Antwerp; Pelayo 1, Barcelona; Kungsgatan 28, Stockholm; 198 Pitt St., Sydney; San Martin 501, Buenos Aires. A publication devoted to the Motion Picture industry, its allies, and radio.

### • **Industrial Marketing**

MONTHLY (Except 2 issues). 100 East Ohio St., Chicago, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, Ralph O. McGraw. BRANCH OFFICE: 330 West 42nd St., New York, N. Y. This publication prints all available news stories about the use of radio by industrial marketers.

### • **Marketing**

WEEKLY. 119 York St., Toronto, Ont., Canada. Publisher, W. A. Lydiatt.

### • **Markets of America**

ANNUAL. 3557 Bogart Ave., Cincinnati, Ohio. Phone, AVon 6825. Editor and Publisher, Manuel Rosenberg; Business Manager, Simon Rosenberg; Advertising Manager, R. Maxwell Jason; Circulation Manager, S. J. Davis; Radio Editors, Cress Little, Rosaline Greene. BRANCH OFFICES: 11 West 42nd St., New York, N. Y. Phone, PENnsylvania 6-3265. L. M. MacMillan; 1138 Lake Shore Drive, Chicago, Ill. Phone, Delaware 9083. L. R. Dean; 3275 Wilshire Blvd., Los Angeles, Calif. Phone, Federal 8687. A. M. Rothenberg. Markets of America is an annual publication consisting of articles written by advertising agency executives who describe and analyze the market in which each are located.

### • **Metronome**

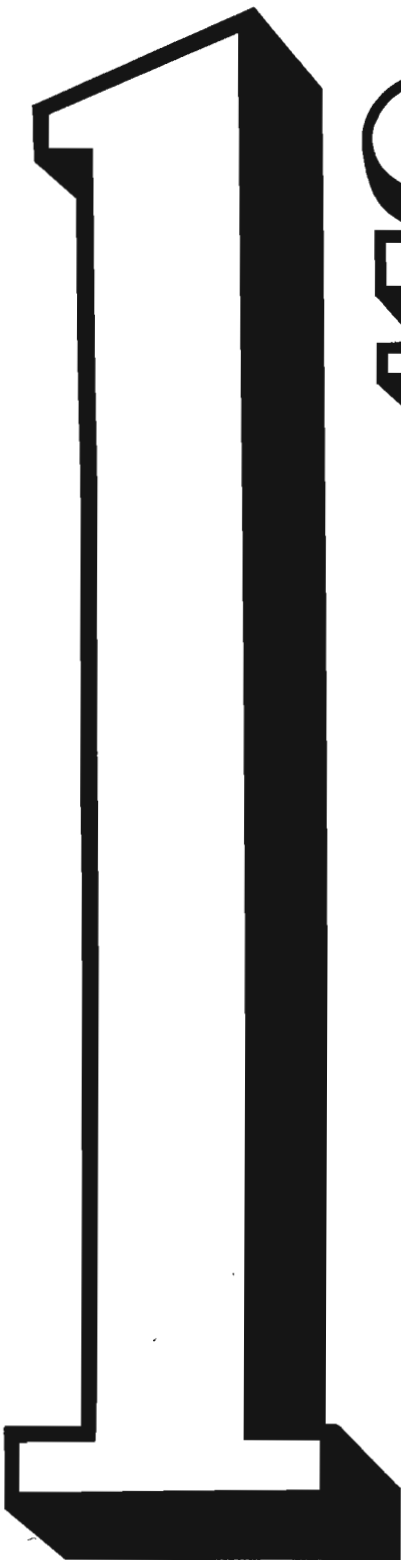
MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Publisher, Metronome Corp.; Editor, George Simon; Associate Editor, Barry Ulanov; Radio Editor, Edward H. Dunkum; Chicago Correspondent, Jack Haskell; Hollywood Correspondents, Robert Laughlin and Dave Hyltone. This publication is a trade journal in the field of popular music, giving world coverage on news of the dance band and popular music fields, radio, band and record reviews, interviews and personality stories, domestic band routes, instruction departments conducted by leading exponents of the various dance band instruments.

### • **Motion Picture Daily**

DAILY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-3100. Publisher, Martin Quigley; Editor, Sam Shain; Chicago Correspondent, F. L. Morgan; Los Angeles Correspondent, W. R. Weaver; Business Manager, T. J. Sullivan; Radio Advertising Manager, Herman Pincus. BRANCH OFFICES: 6305 Yucca St., Hollywood, Calif.; 624 S. Michigan Ave., Chicago, Ill.; 4 Golden Square, London W-1, England. Spot news coverage; also radio news and columns.

### • **Movie-Radio Guide**

WEEKLY. 731 Plymouth Court, Chicago, Ill. Phone, Wabash 5050. Publisher, Triangle Publications, Inc.; General Manager, Ed. Zoty; Supervising Editor, Carl A. Schroeder (Hollywood); Executive Editor, Martin Lewis (New York); Managing Editor, Gordon Swarouth (Chicago); Advertising Manager, Harry Hayden (New York); Circulation Manager, Gilbert Keene (Chica-



# 1st

**in total advertising linage  
number of radio advertisers  
number of exclusive radio advertisers  
number of radio insertions**

That's how **ADVERTISING AGE** stacks up for 1941, in maintaining its unchallenged position as the primary promotional medium of the broadcasting field. It is used by more broadcasting companies than any other general advertising publication. It's the preferred medium for contacting the national advertising field.

Here's one reason: Nine readership surveys made by radio stations and other users of the advertising press in 1940 and 1941 have in each instance put **ADVERTISING AGE** in first place. Preferred readership by advertisers and agency executives justifies preference by broadcasters! Would you like to see the evidence supporting these statements?



## Advertising Age

THE NATIONAL NEWSPAPER OF ADVERTISING

NEW YORK  
330 W. 42ND ST.

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ATLANTA  
WALTON BLDG.

LOS ANGELES  
GARFIELD BLDG.

SAN FRANCISCO  
RUSS BLDG.

go). EDITORIAL OFFICES: 551 Fifth Ave., New York, N. Y., Phone, MURray Hill 2-4690; 8580 Sunset Blvd., Hollywood, Calif. Movie-Radio Guide is a fan publication printed in 14 sectional editions covering the entire United States and Canada. It contains program schedules of all important stations in each area for the week in advance; news and gossip stories and pictures of movie and radio artists; reviews, etc.

•

**Music News**

TWICE MONTHLY (Except monthly in July, August and September). Suite 615, 310 S. Michigan Ave., Chicago, Ill. Phone, WABash 5595. Editor, Lois Watt North; Assistant Editor, William W. Lysaght; Sales Manager, Milton Edwards; Business Manager, Robert W. Barclay. Music News is a feature and news publication, departmentalized. In each issue there are reviews of the better class music.

•

**Music Trade Review**

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5842. Editor, Glad Henderson; Executive Editor, Carleton Chace. Music Trade Review has a monthly department on radio, radio-combinations, records, etc., comprising news of the trade and merchandising articles for the benefit of the retail music merchant.

•

**The Music Trades**

MONTHLY. 113 West 57th St., New York, N. Y. Phone, Circle 7-0522. Publisher, John F. Majeski; Editor, William J. Dougherty; Vice-President, Morrison Swanwick. BRANCH OFFICES: 304 South Wabash Ave., Chicago, Ill. Phone, Harrison 4544. The Music Trades is devoted to reports of current activities and new developments among manufacturers and dealers of all kinds of musical instruments including radio and phonograph.

•

**Musical Advance**

MONTHLY. 100 West 57th St., New York, N. Y. Phone, Circle 7-3206. Publisher-Editor, Spencer B. Driggs; Advertising Manager, V. E. Matlack; Radio Editor, Frank C. Barber. BRANCH OFFICES: Publisher has representatives in London, Paris, Berlin, Rio de Janeiro as well as the large cities in U. S. and Canada.

•

**Musical America**

TWENTY TIMES YEARLY. 113 West 57th St., New York, N. Y. Phone,

Circle 7-0522. Publisher, John F. Majeski; Editor, Oscar Thompson; Advertising Manager, M. B. Swaab. BRANCH OFFICE: 304 South Wabash Ave., Chicago, Ill. Phone, Harrison 4544. Musical America reports current musical events in the United States and all foreign centers of interest to musicians, music lovers, music clubs and students.

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**Musical Courier**

TWICE MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Publisher, Music Periodicals Corp.; Editor, Leonard Liebling; Managing Editor, Alfred Human; Chicago Correspondent, Rene Devries; Los Angeles Correspondent, Richard Drake Saunders. BRANCH OFFICES: 220 South Michigan Ave., Chicago, Ill., Rene Devries, Assoc. Editor; 5617 Hollywood Blvd., Hollywood, Calif., Richard Drake Saunders, West Coast Manager. Review of better class musical programs throughout the world in each issue; comments on broadcast programs.

•

**Musical Digest**

MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-1124. Editor-Publisher, Pierre Key; Managing Editor, Irene E. Haynes. Musical Digest prints newsy notes and reviews on broadcasts of serious music as well as occasional comment on broadcasts by musical artists.

•

**The Musician**

MONTHLY. 113 West 57th St., New York, N. Y. Phone, COLUMbus 5-0470. Editor, Nicholas de Vone; Publisher, Eugene Belier. The Musician publishes news and comments on happenings in the music world as well as educational and analytic articles regarding serious music.

•

**Pan-American Radio**

MONTHLY. 45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Publisher-Editor, Herbert Rosen. This publication is an organ of information concerning broadcasting and its problems as they relate to both North and South America. It is printed in three different languages, English, Spanish and Portuguese in one and the same edition.

•

**Parts**

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5842. Editor, Glad Henderson; Advertising Manager, Charles H. Farrell; Circulation Manager, G. G. Lyon; Managing Editor,

# *the* **THINKING MEN** **OF ADVERTISING** *will see and* *read your message in* **ADVERTISING & SELLING**

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These are serious times and demand serious thinking. THINKING MEN read Advertising & Selling because THINKING MEN write Advertising & Selling—the only specialized journal of advertising EXCLUSIVELY DEVOTED to PROBLEM INFORMATION.

Radio Networks and Stations (a total of 21 used space in 1941) know the advantage of reaching the pace setters of advertising—especially at a time

## **EXAMPLES OF HOW ADVERTISING & SELLING HAS FURTHERED THE CAUSE OF RADIO:**

**1.** A & S was the first advertising publication to recognize the legitimate use of radio as an advertising medium. (Radio's Relationship to Advertising and the Newspaper, January 28, 1925 issue . . . How Radio Broadcasting Is Being Used as an Advertising Tool, April 22, 1925 . . . Broadcasting's Place in the Advertising Spectrum, December 16, 1926).

**2.** Arch Crossley gives A & S credit for proposing a circulation audit for radio—which later developed into the CAB. In It's Time We Took the "Blue Sky" Out of Air (October 16, 1929 issue) S. H. Giellerup suggested a plan for a continuing, cooperative checkup on the habits of listeners. This article, according to Archibald M. Crossley in Taking the Blue Sky Out of the Air (July, 1939 issue), became the basis for CAB reports.

when radical readjustments must be made in advertising and merchandising policies for both immediate and long-term results.

They also know how this magazine has pioneered in recognizing and sponsoring the legitimate use of radio as an advertising medium . . . and how it continues to focus the attention of advertising and agency executives on radio's major problems and significant trends.

Your present and future sales problems will be easier if the THINKING MEN of advertising are THINKING WITH YOU. Ask us for the complete story of why Advertising & Selling can get the right message across to the right men.

# **ADVERTISING & SELLING**

**9 EAST 38th STREET** **NEW YORK**

Daniel Webster; Merchandising Editor, Eugene Heslin; Associate Editors, Ben Joseph, Herb Erickson. Parts is edited exclusively for radio parts and tube wholesalers and their sales staffs. It endeavors to cover all merchandising trends, new product developments and manufacturing merchandising policies.

### **Presto Music Times**

MONTHLY. 332 S. Michigan Ave., Chicago, Ill. Phone, Harrison 0234. Editor-Publisher, J. Bradford Pengelly.

### **Printers' Ink**

WEEKLY. 185 Madison Ave., New York, N. Y. Phone, ASHland 4-6500. Publisher, Printers' Ink Publishing Co.; President, Roy Dickinson; Advertising Director, Henry W. Marks; Editor, G. A. Nichols; Associate Editor In Charge of Radio, Eldridge Peterson; News Editor, Herbert L. Stephen. BRANCH OFFICES: 6 N. Michigan Ave., Chicago, Ill., P. H. Erbes, Jr., Associate Editor, and Gove Compton, Manager; 1722 Rhodes Haverty Bldg., Atlanta, Ga., H. Cogill, Manager; 1672 Walsworth Ave., Pasadena, Calif., Joseph W. Conrow, Manager. Printers' Ink uses articles about radio as an advertising medium and as related to merchandising and distribution; also news of personnel changes and spot news that will interest radio advertisers from a business point of view.

### **Radex**

EIGHT ISSUES PER YEAR. 148 Copley Ave., Teaneck, N. J. Publisher, The Radex Publishing Co.; Editor, Ray La Roque; West Coast Editor, Melvin Fisher; Amateur News Editor, Owen Callin; Technical Editor, B. Francis Dashiell. BRANCH OFFICE: 105 Highland St., Worcester, Mass. This publication consists of articles principally for short-wave and other radio DX fans. It also contains FM and television news and notes on the technical staffs of broadcast stations. A complete world radio log is revised in each issue.

### **Radio**

MONTHLY (except August and September.) 1300 Kenwood Rd., Santa Barbara, Calif. Phone, 4242. Published by Editors & Engineers, Ltd.; Publisher, K. V. R. Lansingh; Editorial Director, W. W. Smith; Editor, R. Dawley; Sales Promotion & Advertising Manager, J. A. Thompson. This publication is devoted to technical and constructional material for industrial, amateur, professional and experimental high frequency radio; con-

tent does not touch on the business, entertainment or personal sides of radio.

### **Radio Advertising Rates and Data**

MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Executive Vice-President, Albert W. Moss; Vice-President-Assistant Treasurer, C. Laury Botthof; Vice President-Secretary, Albert William Moss; Treasurer-General Manager, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave., New York, N. Y., Phone, LExington 2-6611; 420 Market St., San Francisco; 318 West Ninth St., Los Angeles. Radio station rates service revised and issued monthly.

### **Radio Amateur Call Book**

QUARTERLY. 608 S. Dearborn St., Chicago, Ill. Phone, WAbash 1903. Publisher, Radio Amateur Call Book Inc.; Editor, Harold A. Rensch; Circulation Manager, D. A. Schroeder; Advertising Manager, C. O. Stimpson. BRANCH OFFICES: 19 E. 47th St., New York, N. Y.; 10515 Wilbur Ave., Cleveland, Ohio; 4214 Country Club Drive, Long Beach, Calif. This publication contains up-to-date and complete lists of all radio amateurs throughout the entire world.

### **Radio-Craft**

MONTHLY. 25 West Broadway, New York, N. Y. Phone, REctor 2-9690. President and Publisher, H. Gernsback; Managing Editor, H. W. Secor. BRANCH OFFICE: 520 N. Michigan Ave., Chicago, Ill. Phone, Superior 7306. This publication reports latest developments in the radio art, telegraphy and radio telephony, electronics, television, amateur radio, ham set construction, public address and facsimile, including servicing, trade news and technical descriptions.

### **Radio Daily**

DAILY. 1501 Broadway, New York, N. Y. Phone, WIsconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, M. H. Shapiro; Business Manager, Marvin Kirsch; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Frank Burke. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif.; Ralph Wilk, Manager. The National Daily Newspaper of Commercial Radio and Television.

### **Radio and Electrical Sales**

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# **RADIO-TELEVISION JOURNAL**

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**Radio City**

**New York**

ington St., West, Toronto, Canada. Phone Waverly 2711. Publisher, Weston Wrigley; Editor, G. B. Wrigley; Advertising Manager, A. H. Boyd. A merchandising publication featuring window and store displays and advocating trade organization.

*(This publication has been discontinued during the war period and has been replaced by an annual edition, Canadian Radio Data Book.)*

### • **Radio News**

MONTHLY. 540 N. Michigan Ave., Chicago, Ill. Phone, Delaware 6100. Published by Ziff-Davis Publishing Co. Publisher, William B. Ziff; Editor, B. G. Davis; National Advertising Manager, Sanford L. Cahn; Managing Editor, Oliver Read. BRANCH OFFICE: 270 Madison Ave., New York, N. Y.; Executive Assistant, Charles R. Tigues. This publication is a technical radio magazine catering to the interests of the radio serviceman, the radio amateur, recordist, the short wave listener, experimenter, set constructor, set dealer and engineer.

### • **Radio Press Service**

WEEKLY. 45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Published by Heros Service; Editor, Herbert Rosen. Radio Press Service is an international news service published in three languages. Service consists of information, articles and photographs.

### • **Radio Showmanship**

MONTHLY. 11th at Glenwood, Minneapolis, Minn. Phone, Bl. 6228. Editor-Publisher, Don Paul Nathanson; Managing Editor, Tod Williams; Associate Editors, Marie Ford, Norman V. Carlisle, Harold Kahn, Paul Hellman; Business Manager, N. Lunde; Circulation Manager, Thelma Kay. Radio Showmanship is a medium of exchange bringing business men the promotion and program ideas of others in the same business field.

### • **Radio-Television Journal**

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, CIRCLE 7-5842. Publisher, Henderson Publications Inc.; Editor, Glad Henderson; Associate Editor, Daniel Webster.

### • **Radio and Television**

MONTHLY. 25 West Broadway, New York, N. Y. Phone, REctor 2-9690. Editor and Publisher, Hugo Gernsback; Managing Editor, H. W. Secor. The editorial policy of this publication includes the

presentation of articles of interest to the servicemen, radio experimenter and radio amateur. The "Radio Month in Review" section gives the general reader a resume of the latest inventions in radio.

### • **Radio and Television Mirror**

MONTHLY. 122 East 42nd St., New York, N. Y. Phone, LExington 2-9050. Publisher, Macfadden Publications, Inc.; Editor, Fred R. Sammis; Executive Editor, Ernest V. Heyn; Assistant Editor, Belle Landsman; Los Angeles Correspondent, Elaine Osterman; Advertising Manager, Walter Hanlon. BRANCH OFFICES: 221 North La Salle St., Chicago, Ill., Manager, Edward F. Lethen, Jr.; 420 Market St., San Francisco, Calif.; 7751 Sunset Blvd., Hollywood, Calif. News and pictures of stars and shows; fictionization of radio serials; reprints of outstanding and important broadcasts; biographies; program listings.

### • **Radio and Television Weekly**

WEEKLY. 99 Hudson St., New York, N. Y. Phone, WA 5-2576. Publisher, Edward H. Davis; Editor, Cy Kneller; Advertising Manager, Sidney E. Davis. Radio and Television Weekly publishes news of the radio, television and phonograph record industries (manufacturing and merchandising of products).

### • **Radio Retailing—Today**

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher and General Manager, M. Clements; Editor, Orestes H. Caldwell. Publication devoted to dealers, manufacturers, service men and distributors.

### • **Radio Trade-Builder**

MONTHLY. 347 Adelaide St., West, Toronto, Ont., Canada. Phone, Adelaide 6261. Publisher Hugh C. MacLean Publications Ltd.; Editor, T. C. Van Alstyne; National Advertising Manager, John T. Rochford. BRANCH OFFICES: 2118 Bleury St., Montreal, Que., Canada; 75 East Wacker Drive, Chicago, Ill. This publication reports general trade news of interest to radio dealers and servicemen, jobbers and manufacturers, radio engineers, broadcasting stations, etc. It also contains merchandising and service articles of interest to retail radio trade.

### • **Sales Management**

SEMI-MONTHLY. 420 Lexington Ave., New York, N. Y. Phone, MOhawk 4-1760. Publisher and Editor, Raymond Bill; Executive Editor and General Manager, Philip Salisbury; Advertising Manager,

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Merril V. Reed. BRANCH OFFICES: 333 N. Michigan Ave., Chicago, Ill., Phone State 1266, C. E. Lovejoy, Manager; 29 East de la Guerra, Santa Barbara, Calif., Phone, 6405, Warwick S. Carpenter, Manager. Sales Management's editorial front is a broad one, embracing all the phases of general management, market analysis, operation of the sales force, use of advertising media and other sales tools, advertising agency relations, consumer research, product design, etc., which fall within the limits of the responsibility of the Director of Sales of a business concern. Specifically this publication publishes from time to time articles on the use of radio as an advertising medium; stories (in the Media Department) on the latest news in radio and network development; histories of stations' and networks' growth. The publication issues an annual survey of buying power in April for the purpose of presenting statistical information for evaluating markets. Survey provides data on current family and per capita income by counties, cities and states, together with estimates on retail sales and other market factors for all population units.

### Service

MONTHLY. 19 East 47th St., New York, N. Y. Phone, PLaza 3-0483. Publisher, Bryan Davis Publishing Co.; Editor, Robert G. Herzog; Business Manager, B. S. Davis; General Manager, Paul S. Weil; Advertising Manager, F. Walen. Circulates among distributors of radio parts and accessories, radio set distributors, distributors of public address equipment and all types of sound apparatus; service organizations specializing in radio and allied industries; service departments of radio set and parts distributors and dealers, department stores, radio set manufacturers, public address manufacturers, and kindred lines; radio dealers, sporting goods, music and automotive stores as well as other retailers handling radio and television; independent radio service men and service engineers. Editorial content features technical and semi-technical articles, business helps and news of the industry, etc.

### Standard Rate and Data Service

MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Executive Vice-President, Albert W. Moss; Vice-President and Assistant Treasurer, C. Laury Botthof; Vice President-Secretary,

Albert William Moss; Treasurer-General Manager, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave., New York, N. Y., Phone, LExington 2-6611; 420 Market St., San Francisco; 318 West Ninth St., Los Angeles. Advertising rate service for publication field revised and issued monthly.

### Tide

SEMI-MONTHLY. 232 Madison Ave., New York, N. Y. Phone, ASHland 4-3390. President and Publisher, David Frederick; Editor, Ellen Hess; Radio Editor, Reginald T. Clough; Vice-President, J. E. West; Los Angeles Representative, R. J. Birch. BRANCH OFFICES: 360 N. Michigan Ave., Chicago, Ill., J. E. West; 607 South Hill St., Los Angeles, Calif., R. J. Birch; 155 Sansome St., San Francisco, Calif., R. J. Birch. Report radio news of interest to agency executives and advertisers.

### The Tunesmith

MONTHLY. 211-213 Main St., Buffalo, N. Y. Editor, Irving Bell. The Tunesmith is a news magazine for song-writers, presenting news items to keep composers and lyricists in touch with radio, band and publishing requirements as an aid in writing and promoting popular music.

### Variety

WEEKLY. 154 West 46th St., New York, N. Y. Phone, BRyant 9-8153. Publisher, Sid Silverman; Editor, Sid Silverman; Radio Editor, Robert J. Landry; Business Manager, Harold Erichs; Advertising Manager, Don Wilson. BRANCH OFFICES: 54 W. Randolph St., Chicago, Ill., Hal Halperin; 1708-10 No. Vine St., Hollywood, Calif., Arthur Ungar.

### Variety Daily

DAILY. 1708 North Vine St., Hollywood, Calif. Phone, HOLlywood 1141. President, Sid Silverman; Editor, Arthur Ungar. BRANCH OFFICES: See listing under Variety Weekly.

### Western Advertising

SEMI-MONTHLY. 564 Market St., San Francisco, Calif. Phone, GARfield 8966. Editor and Publisher, Ramsey Oppenheim; Assistant Publisher, R. S. Oppenheim; N. Y. Correspondent, L. V. Hohl; BRANCH OFFICES: Graybar Bldg., New York, N. Y.. L. V. Hohl, N. Y. Manager. New developments in radio generally and reporting news of western accounts and stations from a commercial angle.

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# House and Organization Publications

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## **The Adcrafter**

MONTHLY (with weekly news-sheet). 2237 Book Tower, Detroit, Mich. Phone, RAndolph 7225. Managing Editor, H. M. Hastings; Business Manager, H. T. Bretelle; Chairman, Robert Copeland; Business Advisor, James D. Kysor; Mechanical Advisor, Arthur W. Winter. The Adcrafter is primarily a local advertising magazine covering news, events and campaigns in the Detroit area. Regular issues carry news items of important radio developments, personnel changes, new programs, etc. Annual radio number carries special articles designed to give the advertiser information on how to get the most from the medium, services of radio in the national emergency, civic campaigns, etc. Special committee of Detroit Advertising Club members acts as editorial board for the radio number.

## **Air Law Review**

QUARTERLY. 100 Washington Sq., E., New York, N. Y. Phone, SPring 7-2000. Publisher, Board of Air Law Review of New York University; Editor, Prof. Alison Reppy. Contains articles of technical interest on aviation and radio law; current comment on present-day problems of air law; notes and comment on important recent decisions and legislation; bibliographical section covering check-list and index of articles on air law in legal periodicals.

## **Bell Laboratories Record**

MONTHLY. 463 West St., New York, N. Y. Phone, CHelsea 3-1000. Editor, P. B. Findley. Confines itself to the work and developments of Bell Telephone Laboratories. This publication is designed to strike a median level between the popular stories of the radio magazines and the technical presentations of the professional journals.

## **Bell Telephone Magazine**

QUARTERLY. 195 Broadway, New York, N. Y. Phone, EXchange 3-9800. Publisher, Information Department of the American Telephone & Telegraph Co. Bell Telephone Magazine publishes historical, technical and statistical information concerning communications, particularly with regard to the operations of the Bell Telephone System.

## **Broadcast News**

FOUR TIMES YEARLY. C/o RCA Manufacturing Co., Camden, N. J. Editor, P. V. Lutz. Broadcast News publishes technical material of interest to broadcast station engineers.

## **Electrical Communication**

QUARTERLY. 67 Broad St., New York, N. Y. Phone, BOgardus 9-3800. Editor, H. T. Kohlhaas. Electrical Communication is a technical journal published by the International Standard Electric Corp. and is devoted to progress in the telephone, telegraph and radio art.

## **Federal Communications Bar Journal**

MONTHLY (10 months yearly). C/O Harry P. Warner, Woodward Bldg., Washington, D. C. Publisher, Federal Communications Bar Association; Editor-in-Chief, Harry P. Warner; Associate Editors, Alan B. David, Stephen H. Fletcher, Joseph E. Keller, Kenneth Yourd, Joseph F. Zias. This publication is a house organ for the Federal Communications Bar Association and contains news and information concerning the legal activities of the FCC as well as other radio legislative material.

## **FREC Service Bulletin**

MONTHLY. Federal Radio Education Commission, c/o U. S. Office of Education, Washington, D. C. Editor, (Mrs.) Gertrude B. Broderick. This publication is distributed free to broadcasters and educators. Its purpose is to serve as a medium of the exchange of information concerning education through radio on a national scale. Activities of all educational groups using radio are reported.

## **General Radio Experimenter**

MONTHLY. 30 State St., Cambridge, Mass. Phone, TRObridge 4400. This publication is a house organ for the General Radio Co. and contains descriptions of the latest radio and electrical measuring instruments and their applications. The appeal is to scientists, engineers and technicians engaged in development, research and maintenance of radio and industrial electrical equipment.

## **The International Musician**

MONTHLY. 39 Division St., Newark, N. J. Phone, HUmboldt 2-3400. Publisher-Editor, Fred W. Birnbach; Radio

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*"I read The ADVERTISER every month, and it is read by many other members of our staff. Also, congratulations on MARKETS of AMERICA, which we find very valuable in studying market conditions," writes Miss Helen Kennedy, Radio Adv. Dir., The Kroger Grocery and Baking Co., Cincinnati.*

**For further details Write, Phone, Wire**

# THE Advertiser

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Rep.: A. M. Rothenberg

Editor, Harrison Wall Johnson. BRANCH OFFICE: 366 Madison Ave., New York, N. Y. Phone, MUrray Hill 2-5979. The International Musician's editorial content is devoted to all branches of the music business from circus to grand opera. Special mention is made of radio broadcasts of symphony and opera performances.

**International Short Wave Radio**

MONTHLY. 923 Vine St., East Liverpool, Ohio. Phone, Main 3546 W. Editor, Arthur J. Green. This publication is a house organ for the International Short Wave Radio Club and is devoted to short wave radio. It publishes a tuning guide for listeners, news on new stations, changes in frequency, verifications, identifications of stations and personal items about the reader-members.

**Journal of the Association of Education by Radio**

MONTHLY. 228 N. LaSalle St., Chicago, Ill. Phone, DEarborn 7801. Chairman, Harold W. Kent; Chairman, Publications Committee, Elizabeth Goudy; Editor, Jim Hanlon; Business Manager, George Jennings. This publication is devoted to news articles and program listings of educational radio and recordings.

**Pick-Ups**

QUARTERLY. 195 Broadway, New York, N. Y. Phone, COrtlandt 7-7700. Editor, Will Whitmore. This publication is a house organ of the Western Electric Co. and is distributed to customers of this company and of the Graybar Electric Co., to the personnel of broadcasting stations, police radio stations, aviation executives, schools, libraries and to others interested in all branches of commercial radio.

**Proceedings of I. R. E.**

(Institute of Radio Engineers)

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-5661. Publisher, Inst. of Radio Engineers; Editor, Dr. Alfred N. Goldsmith; Business Manager, Harold P. Westman; Advertising Manager, William C. Coop. The Proceedings is an engineering journal publishing technical paper on radio and allied subjects. Papers are published after review by three committees and the editor. Releases and other news cannot be used, but new commercial lit-

erature of engineering interest is listed each month.

**Proceedings of the Radio Club of America**

SIX ISSUES PER YEAR (Approximately). 11 West 42nd St., New York, N. Y. Phone, LOngacre 5-6622. Publisher, Radio Club of America, Inc.; President, John L. Callahan; Editor, Charles E. Dean. This publication contains texts of engineering papers on radio subjects and brief accounts of club activities. Subscriptions are available to non-members.

**Q S T**

MONTHLY. West Hartford, Conn. Publisher, American Radio Relay League; Editor, Kenneth B. Warner; Managing Editor, Clark C. Rodimon; Advertising Manager, F. Cheyney Beekley; Circulation Manager, David H. Houghton, Technical Editor, George Grammer. This publication is the official organ of the American Radio Relay League and is devoted to activities and developments in amateur radio.

**Radio Review**

BI-MONTHLY (September to June inclusive). 113 West 57th St., New York, N. Y. Phone, Circle 7-4110. Publisher, Women's National Radio Committee; Executive Secretary, Mrs. Rosalie Wolf. Radio Review carries comments on developments in radio; reviews of new and current programs; reports of activities of the Women's National Radio Committee and its cooperating organizations. Its appeal is directed to radio listeners interested in raising the standards of programs.

**RCA Review**

QUARTERLY. 75 Varick St., New York, N. Y. Phone, WALKer 5-3716. Publisher, RCA Institutes Technical Press; Editors, Charles J. Pannill, Chairman of the Board of Editors; Ralph R. Beal; Dr. H. H. Beverage; R. S. Burnap; Irving F. Byrnes; Dr. Alfred N. Goldsmith; Harry G. Grover; O. B. Hanson; Horton H. Heath; Charles W. Horn; Willson Hurt; Dr. Charles B. Jolliffe; C. W. Latimer; Frank E. Mullen; E. W. Ritter; Charles H. Taylor; Arthur F. Van Dyck; C. S. Anderson, Secretary of Board of Editors. RCA Review aims to present a record of outstanding developments of the laboratories of the Radio Corporation of America in radio and associated electronic subjects.

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# AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

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# ADVERTISING AGENCIES

*The following listing includes agencies placing network and important spot business during 1941 as well as those handling the larger local accounts.*

## Key to Symbols of Membership and Recognition Abbreviations

- AAAA . . . *American Association of Advertising Agencies*  
 ABC . . . *Audit Bureau of Circulation*  
 ABP . . . *Associated Business Papers*  
 ANPA . . . *American Newspaper Publishers' Association*  
 APA . . . *Agricultural Publishers' Association*  
 NOAB . . . *National Outdoor Advertising Bureau*  
 PPA . . . *Periodical Publishers' Association*  
 PRB . . . *Pacific Recognition Bureau*  
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*Radio Accounts Placed*—Southern Dairies, R. F. & P. Railroad, Richmond Maid Mfg. Co., Henry R. Haase Furs, The Young Men's Shop.

### AIRCASTERS, INC.

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 Phone Trinity 1-2552  
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nacle Pentecostal Church, Detroit Bible Class, Wesley Radio League, Chicago Evangelistic Institute, Thomas Brothers Flying Service, Wayne Oakland Bank, Demery's, My Old Kentucky Home.

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Phone Rittenhouse 7810

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*Radio Accounts Placed*—Stephano Bros.;  
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Co., McKenzie Milling Co., Old Colony  
Beverages, Orange-Crush Co., Williamson  
Candy Co.

### N. W. AYER & SON, INC.

West Washington Square, Philadelphia, Pa.  
Phone Lombard 0100

ANPA — PPA — ABP

#### Officers

President .....H. A. Batten  
Executive Vice-President...Gerold M. Lauck,  
Clarence L. Jordan  
Vice-President In Charge of Radio,

H. L. McClinton

Assistant.....H. C. Sanford  
Business Manager.....Robert Collins  
Chief Time Buyer.....T. J. McDermott  
Talent.....N. E. Keesely  
Copy Chief.....James E. Hanna  
Program Promotion.....Russell E. Pierce

#### Branch Offices

30 Rockefeller Plaza, New York, N. Y.

Phone Circle 6-0200

Vice-President.....Edward R. Dunning  
Vice-President in Charge of Radio,

H. L. McClinton

Statler Office Bldg., Boston, Mass.

Phone Hubbard 4970

Manager.....E. Craig Greiner  
135 S. LaSalle St., Chicago, Ill.

Phone Randolph 3456

Vice-President.....Sterling E. Peacock  
235 Montgomery St., San Francisco, Calif.

Phone Sutter 2534

Vice-President.....Carl J. Eastman  
Penobscot Bldg., Detroit, Mich.

Phone Randolph 3800

Vice-President .....Frank L. Scott, Jr.  
*Radio Accounts Placed*—American Export  
Lines, Atlantic Refining Co., Bell Telephone  
System, Paul F. Beich Co., Berlitz School of  
Languages, Clicquot Club Co., DeBeers Con-  
solidated Mines, Ltd., Eastern Steamship  
Lines, Frank H. Fleeper Corp., J. B. Ford Co.,  
Goodyear Tire & Rubber Co., Hawaiian Pine-  
apple Co., Dr. Hess & Clark, Inc., Hill Bros.  
Coffee, Inc., Illinois Bell Telephone Co., In-  
ternational Correspondence Schools, Kerr  
Chickeries, Kirkman & Son, Inc., Polk-Miller



• • • **ADVERTISING AGENCIES** • • •

Products Corp., Price Flavoring Extract Co., Russell-Miller Milling Co., Sheffield Farms Co., Steinway & Sons, Supplee-Wills-Jones Co., Webster-Eisenlohr, Inc.

**BADGER AND BROWNING & HERSEY, INC.**

30 Rockefeller Plaza, New York, N. Y.  
Phone Circle 7-3720  
ANPA — PPA — ABP

*Officers*

President ..... R. W. Hersey  
Chairman of Board..... J. L. Badger  
Treasurer ..... F. S. Browning  
Radio Director ..... Mrs. Marjorie de Mott  
Time Buyer..... H. W. Mallinson, Jr.

*Affiliated Agency*

Badger & Browning  
75 Federal St., Boston, Mass.  
Phone Liberty 3364

*Radio Account Placed*—American Chicle Co.

**BARLOW ADVERTISING AGENCY, INC.**

309 Starrett-Syracuse Bldg., Syracuse, N. Y.  
Phone 3-0131  
APA — PPA — ABP

*Officers*

President ..... E. S. Barlow  
Vice-President ..... E. S. Crawford  
Vice-President ..... H. H. Goodhart  
Secretary ..... E. V. Cole  
Production Manager..... I. M. Smith  
Copy Chief..... J. J. Hines  
Art Director..... H. C. Millard  
Radio Manager..... J. R. Coleman

*Radio Accounts Placed*—Dairymen's League Co-operative Association, Inc., Haberle Congress Brewing Co.

**BARRONS ADVERTISING CO.**

1737 McGee St., Kansas City, Mo.  
Phone HARRison 7730-1  
ABP—ANPA—PPA

*Officers*

President & Treasurer..... M. J. Barrons  
Vice-President ..... Wheeler Godfrey  
Secretary ..... A. W. Durrin  
Radio Dept. Heads..... Frank H. Little,  
W. B. Finney

*Radio Accounts Placed*—Zerbst Pharmacal Co., Seidlitz Paint & Varnish Co., Diesel Power Engineering School, Manor Baking Co., Chevrolet Dealers of Kansas City, The Sodiphene Co., Pla-Mor Amusement Co., Kansas City Public Service Co., Glendale Beverage Co., C. H. Stein-Mans Mfg. Co., National Protective Insurance Co.

**BARTON & GOOLD, INC.**

420 Lexington Ave., New York, N. Y.  
Phone MURray Hill 5-8250  
AAAA—ANPA—ABP—PPA

*Officers*

President..... James I. Gorton  
Treasurer-Space Buyer..... Gilbert Goold  
Secretary-Art Director.. Richard S. Chenault

**BASS-LUCKOFF, INC.**

Lafayette Bldg., Detroit, Mich.  
Phone Randolph 0707

*Officers*

President ..... Louis Bass  
Vice-President..... Louis H. Luckoff

**TED BATES, INC.**

630 Fifth Avenue, New York, N. Y.  
Phone Circle 6-9700  
AAAA — ANPA — PPA

*Officers*

President-Treasurer..... Theodore L. Bates  
Vice-President-Secretary.. Thomas J. Carnese  
Vice-President ..... Thomas Buechner  
Director of Media-

Asst. Secretary..... Edgar Small  
Time & Space Buyer..... Alvan Taranto  
Assistant Treasurer..... Carlos Justiz

*Radio Accounts Placed*—Colgate-Palmolive-Pect Co. (Colgate Dental Cream, Octagon Soap Products, Palmolive Brushless and Lather Shave Cream, Crystal White Soap Products); Continental Baking Co.

**BATTEN, BARTON, DURSTINE & OSBORN, INC.**

383 Madison Ave., New York, N. Y.  
Phone Eldorado 5-5800

AAAA

*Officers*

Chairman of Board..... William H. Johns  
President ..... Bruce Barton  
Chairman of Executive Committee-

Treasurer ..... F. R. Feland  
Executive Vice-President.... Alex F. Osborn  
Vice-President for Western Offices

John C. Cornelius  
Vice-President-Director of Radio,  
Arthur Pryor, Jr.

Associate Director of Radio. C. M. Underhill  
Radio Producers and Writers,

Homer Flickett, David White, Kenneth Webb, Frank Linder, Kirk Alexander, John Driscoll, Kay Winn, Richard Wendelken, Jack Denove, Oliver Treyz.

Business Manager,  
Radio Dept..... Carroll P. Newton  
*Branch Offices*

919 N. Michigan Ave., Chicago, Ill.  
Phone Superior 9201

Vice-President .....R. B. Barton  
 Radio Director.....J. G. Cominos  
 Rand Bldg., Buffalo, N. Y.  
 Phone Cleveland 7915  
 Vice-President.....Stanley P. Irwin  
 Grant Bldg., Pittsburgh, Pa.  
 Phone Grant 8060  
 Vice-President.....Leon D. Hansen  
 178 Tremont St., Boston, Mass.  
 Phone Hubbard 0430  
 Vice-President.....Francis W. Hatch  
 Northwestern Bank Bldg., Minneapolis, Minn.  
 Phone Bridgeport 8881  
 Vice-President.....H. H. Haupt  
 Radio Director.....Wayne Tiss  
 Vice-President.....John C. Cornelius  
 1515 Terminal Tower, Cleveland, Ohio  
 Phone Prospect 3621  
 Vice-President.....C. L. Davis  
 404 Guaranty Bldg., Hollywood, Calif.  
 Phone Hollywood 7337  
 Manager .....Jack Smalley  
 Radio Director.....Wayne Griffin  
 Russ Bldg., San Francisco, Calif.  
 Phone Garfield 1017

Manager.....R. L. Hurst  
*Radio Accounts Placed*—American Cran-  
 berry Exchange; American Unitarian; Arm-  
 strong Cork Co.; Berwind Fuel Co.; Boston  
 Edison Co.; The Boston Globe; Brown &  
 Williamson Tobacco Corp.; Cream of Wheat  
 Corp.; E. I. du Pont de Nemours & Co.;  
 Ethyl Gasoline Corp.; Fenn Bros.; First Na-  
 tional Bank of Boston; Fort Pitt Brewing  
 Co.; Fruit Dispatch Co.; Gamble Stores;  
 General Electric Co.; B. F. Goodrich Co.;  
 Griesedieck Bros. Brewing Co.; Hoffman  
 Beverage Co.; George A. Hormel & Co.;  
 Household Finance Corp.; Leisy Brewing  
 Co.; Lever Bros. Co.; Liberty Mutual Insur-  
 ance Co.; Lyon Van & Storage Co.; M. J. B.  
 Co.; Marine Midland Trust Co.; Minneapolis  
 Brewing Co.; Mount Royal Importers; Mut-  
 ual Savings Bank Assn. of Mass.; Murine  
 Co.; Nehi Corp.; N. Y. Telephone Co.;  
 Oneida, Ltd.; Pennick & Ford, Ltd.; Pitts-  
 burgh Plate Glass Co.; Reader's Digest Assn.;  
 Remington Arms Co.; Remington-Rand, Inc.;  
 Sader Sales, Inc.; Saturday Evening Post;  
 F. & M. Schaefer Brewing Co.; Servel, Inc.;  
 Southern New England Telephone Co.; Stand-  
 ard Oil Co. of Calif.; The Tayton Co.; Ten-  
 nessee Coal, Iron & R. R. Co.; William  
 Underwood Co.; U. S. Steel Corp.; Waitt &  
 Bond, Inc.; Wildroot Co.

### BEAUMONT & HOHMAN, INC.

6 N. Michigan Ave., Chicago, Ill.  
 Phone Central 4230  
 PPA—ANPA—SNPA—APA

#### Officers

Chairman.....W. C. Beaumont  
 President.....Henry A. Hohman  
 Secretary-Treasurer.....George Hoefner  
 Vice-Presidents.  
 T. R. McCabe, H. D. Cayford

### Branch Offices

1012 Baltimore Ave., Kansas City, Mo.  
 Phone Victor 3063  
 Manager.....Paul Markham  
 630 Fifth Ave., New York, N. Y.  
 Phone Circle 6-7040  
 Manager.....I. C. Bettiker  
 William-Oliver Bldg., Atlanta, Ga.  
 Phone Main 4770  
 Vice-President.....J. L. Laube  
 NBC Bldg., Cleveland, Ohio  
 Phone Cherry 3658  
 Vice-President-Manager.....T. R. McCabe  
 Russ Bldg., San Francisco, Calif.  
 Phone Garfield 0846  
 Vice-President-Manager.....H. D. Cayford  
 Insurance Bldg., Omaha, Nebr.  
 Phone Atlantic 0369  
 Manager.....Wendell O'Neal  
 Tower-Petroleum Bldg., Dallas, Texas  
 Phone Central 5388  
 Manager.....Paul Leech  
 Central Bldg., Seattle, Wash.  
 Phone Seneca 0066  
 Manager.....T. M. White  
 Pacific Bldg., Portland, Ore.  
 Phone Beacon 5151  
 Manager.....Elwood Enke  
 816 West 5th St., Los Angeles, Calif.  
 Phone Trinity 8173  
 Knight Bldg., Charleston, W. Va.  
 Phone 34-431

### BENNETT, WALTHER & MENADIER, INC.

234 Boylston St., Boston, Mass.  
 Phone Kenmore 3820

#### Officers

President .....Nelson Bennett  
 Vice-President.....Arthur M. Menadier  
 Vice-President.....Frederick P. Walther, Jr.  
 Treasurer.....Royal W. Leith  
 Secretary .....Dorothy Dodge  
 Production Manager.....Selden M. Loring  
*Radio Accounts Placed*—Washburn Candy  
 Co., Hudson Coal Co., Massachusetts Wharf  
 Coal Co., Sulpho Naphthol Co.

### BENTON AND BOWLES, INC.

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

#### Officers

Chairman of Board.....Chester B. Bowles  
 President.....Atherton W. Hobler  
 Vice-President-General Manager,  
 James G. Rogers, Jr.  
 Radio Dept. Business Mgr.....Esty Stowell  
 Production Head, Radio Programs,  
 Kirby Hawkes

#### Branch Offices

Equitable Bldg., Hollywood, Calif.  
 Phone Hillside 9151  
 Production Head.....Mann Holiner  
*Radio Accounts Placed* — General Foods  
 Corp. (Maxwell House Coffee, Diamond

• • • **ADVERTISING AGENCIES** • • •

Crystal Salt, Huskies, Baker's Chocolate, Post Toasties, Post's Bran Flakes); Best Foods, Inc. (Nucoa); Prudential Insurance Co., Dr. Pepper Co., Hecker Products Co. (Shinola); Hudnut Co.; Procter & Gamble Co. (Ivory Snow).

•

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

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

President ..... Arch Bermingham  
Executive Vice-President ..... Stewart Wark  
Secretary-Treasurer ..... Winston H. Hagen  
Radio Director ..... George C. Castleman  
*Radio Accounts Placed*—Griffin Manufacturing Co., Inc.; Conti Products Corp., Frank H. Lee Co., Roma Wine Co., O'Sullivan Rubber Co., A. Schreter & Sons.

•

**GEORGE BIJUR, INC.**

9 Rockefeller Plaza, New York, N. Y.  
Phone Circle 6-6330  
ANPA—PPA  
*Officers*

Radio Director ..... George Bijur

•

**THE BIOW CO., INC.**

9 Rockefeller Plaza, New York, N. Y.  
Phone Circle 6-9300  
ANPA—PPA—ABP  
*Officers*

President and Treasurer .... Milton H. Biow  
Secretary ..... Anna Hauptman  
Director of Radio ..... Regina Schuebel  
Dramatic Radio Director .... Charles Martin  
*Radio Accounts Placed* — Bulova Watch Co., Joe Lowe Corp., Philip Morris & Co., Revelation Tobacco, Bond Street Tobacco, Postal Telegraph & Cable Co., Westfield Watches, Eversharp, Inc., Procter & Gamble Co. (Lava Soap), Sweets Company of America.

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**BLACKETT-SAMPLE-HUMMERT, INC.**

221 N. La Salle St., Chicago, Ill.  
Phone Dearborn 0900  
ABP—ANPA—APA—PPA—ABC—NOAB  
*Officers*

President-Director ..... H. M. Dancer  
Vice President-Director ..... J. G. Sample  
Vice President-Director ..... Hill Blackett  
Director ..... N. H. Pritchard  
Assistant to President ..... Paul Keenan  
Vice-Presidents ..... Lucius A. Crowell,  
Marvin Harms, C. L. Fitzgerald, Kenath T. Sponsel, Robert C. Wilson  
Secretary ..... J. R. Lieber  
Space Buyer ..... Jack Loucks

Radio Director ..... Max Wylie  
Radio Time Buyer ..... J. James Neale

*Branch Offices*

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

*Officers*

Vice President-Director .. E. Frank Hummert  
Vice-Presidents ..... Anne Hummert,  
Maurice H. Bent, George G. Tormey  
Radio Time Buyer ..... Robert A. McNeil  
*Radio Accounts Placed*—Affiliated Products, Inc., Anacin Co., Axton-Fisher Tobacco Co., Bayer Co., Bi-So-Dol Co., A. S. Boyle Co., Cudahy Packing Co., Florida Citrus Commission, General Mills, Inc., Knowlton Danderine Co., Kolynos Co., Midway Chemical Co., Mystic Laboratories, Parker Pen Co., Chas. H. Phillips Chemical Co., Procter & Gamble Co., A. E. Staley Mfg. Co., Sterling Products Co., The Wander Co., R. L. Watkins Co., Wyeth Chemical Co.

•

**THE BLAINE THOMPSON CO.**

234 West 44th St., New York, N. Y.  
Phone BRyant 9-2480  
ANPA—PPA  
*Officers*

President-Treasurer ..... Myer Lesser  
Vice-President ..... John J. Shubert, Jr.  
Assistant Secretary ..... G. L. Surrey  
Art Director ..... James A. Lannon  
Production Manager ..... J. Adams  
Radio Director ..... Marlo Lewis

•

**W. EARL BOTHWELL  
ADVERTISING AGENCY**

Standard Life Bldg., Pittsburgh, Pa.  
Phone Court 6565

*Officers*

President ..... W. Earl Bothwell  
Secretary-Treasurer ..... A. A. Logan  
Radio Director ..... V. A. Dahlman

•

**BOTSFORD, CONSTANTINE & GARDNER**

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

President ..... David M. Botsford  
Treasurer ..... Merle W. Manly  
Secretary ..... Frankie Coykendall  
Vice-Presidents ..... C. P. Constantine,  
Stanley G. Swanberg, Ray Andrews,  
Frankie Coykendall, Merle W. Manly.  
*Branch Offices*  
814 2nd Ave. Bldg., Seattle, Wash.  
Phone Elliott 3523  
Vice-President ..... C. P. Constantine

350 Russ Bldg., San Francisco, Cal.  
 Phone Exbrook 7565  
 Radio Director.....Hassel Smith  
 Vice-President.....Stanley G. Swanberg  
 323 Petroleum Securities Bldg.,  
 Los Angeles, Cal.  
 Phone Prospect 0206  
 Manager.....Wesley Farmer

**BOZELL & JACOBS, INC.**

United Gas Bldg., Houston, Texas  
 Phone Fairfax 4106  
 ANPA—APA

*Officers*

President.....Morris E. Jacobs  
 Treasurer.....Leo B. Bozell  
 Vice-President-General Manager,  
 D. C. Schnabel

*Offices*

Traction Terminal Bldg., Indianapolis, Ind.  
 Phone Lincoln 6326

Vice-President-General Manager,  
 Ernie Lundgren  
 Electric Bldg., Omaha, Nebr.  
 Phone Jackson 2261

Vice-President-General Manager,  
 F. Collins Miller  
 1010 Hearst Square, Chicago, Ill.  
 Phone Central 6505

Vice-President-General Manager,  
 Nathan E. Jacobs

**BRISACHER, DAVIS AND STAFF**

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

*Officers*

President.....Emil Brisacher  
 Vice-President.....R. T. Van Norden  
 Account Executive.....Charles H. Gabriel

*Branch Offices*

Petroleum Securities Bldg., Los Angeles, Cal.  
 Phone Prospect 9368

Robert J. Davis, Louise Ludke,  
 Vernon Wosnak

*Radio Accounts Placed*—Acme Breweries,  
 West Coast Soap Co., Peter Paul, Inc., S & W  
 Fine Foods, California Conserving Co., Van  
 Camp Sea Food Co., Challenge Cream &  
 Butter Association, O'Brien's Inc., Barrel of  
 Fun Cooperative Program.

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

82 Hancock Ave., East, Detroit, Mich.  
 Phone Columbia 0860

347 Madison Ave., New York, N. Y.  
 Phone Murray Hill 6-1800

AAAA — ANPA — PPA — ABP  
 APA — NOAB

*Officers*

Chairman of Board.....Sturges Dorrance  
 President.....Willard S. French  
 Executive Vice-President.....Guy C. Smith

Vice President-  
 Treasurer.....Charles W. Brooke  
 Vice President-  
 Secretary.....H. H. Ohlmacher  
 Vice-Presidents.....H. M. Overstreet,  
 Henry E. Pengel, Jr.,  
 C. C. Wilmot, J. G. Williams, Walter C.  
 Ayers

Manager, Media Dept.....Herbert R. Bayle  
 Production Managers.....Fred P. Zick,  
 John A. Cremer

Director of Research.....Walter C. Ayers  
 Director of Radio.....H. R. Bayle  
*Radio Accounts Placed*—Detroit: Goebel  
 Brewing Co., Hudson Motor Car Co., New  
 York: State of Maine, Church & Dwight,  
 Christmas Club.

**BROOKS ADVERTISING AGENCY**

1031 S. Broadway, Los Angeles, Calif.  
 Phone Prospect 9207

ANPA

*Officers*

General Manager.....A. R. Brooks  
 Secretary.....M. Weigand  
 Space and Time Buyer.....A. R. Brooks  
*Radio Accounts Placed*—Bekins Van &  
 Storage Co.

**D. P. BROTHER & CO., INC.**

General Motors Bldg., Detroit, Mich.  
 Phone Trinity 2-8250

AAAA — ANPA — PPA

*Officers*

President-Treasurer.....D. P. Brother  
 Vice-President.....C. Hatch, Jr.  
 Secretary.....E. M. Reitz  
 Radio Time Buyer.....C. Georgi, Jr.  
*Radio Account Placed*—Oldsmobile Divi-  
 sion of General Motors Sales Corp.

**FRANKLIN BRUCK ADVERTISING  
 CORP.**

RKO Bldg., Rockefeller Center,  
 New York, N. Y.

Phone CIrele 7-7661

ANPA — PPA — APA

*Officers*

President.....Franklin Bruck  
 Secretary and Radio

Director.....M. J. Kleinfeld  
 Treasurer.....Mort Heineman  
 Radio Production.....Howard Blake  
 Research Director.....Jules Nathan

*Radio Accounts Placed*—North American  
 Accident Insurance Co., Manhattan Soap  
 Company, The Sitroux Co., Remington-Rand,  
 Inc., Simplicity Patterns, Inc., Johnson Candy  
 Co.

**BUCHANAN & COMPANY, INC.**

1501 Broadway, New York, N. Y.  
 Phone MEdallion 3-3380

AAAA — ANPA — PPA — ABP — SNPA

*Officers*

Chairman of Board.....Joseph A. Hauff

**ADVERTISING AGENCIES**

President.....T. S. Buchanan  
 Secretary-Treasurer.....L. J. Seeger  
 Vice-President.....John Hertz, Jr.  
 Radio Director.....Paul Munroe  
 Assistant Director.....J. C. Donohue

*Branch Offices*

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

Vice-President.....George Enzinger  
 427 West 5th St., Los Angeles, Cal.  
 Phone Michigan 2156

Vice-President.....Fred M. Jordan  
 Kohl Bldg., San Francisco, Calif.  
 Phone Garfield 5241

Manager.....Ray Randall  
*Radio Accounts Placed*—The Texas Co.,  
 Paramount Pictures, Inc., The B. F. Good-  
 rich Co., Bendix Aviation Corp., Flamingo  
 Sales Co., Rainier Brewing Co.

**LEO BURNETT COMPANY, INC.**

360 North Michigan Ave., Chicago, Ill.  
 Phone Central 5959

AAAA — ANPA — PPA — APA

*Officers*

President.....Leo Burnett  
 Executive Vice-President.....R. N. Heath  
 Secretary-Treasurer.....E. Ross Gamble  
 Vice-President.....DeWitt O'Kieffe  
 Vice-President.....Frank Smith  
 Director of Radio.....Burke C. Herrick  
*Radio Accounts Placed*—Network: Pure  
 Oil Co.; Hecker Products Corporation. National  
 Spot: Lumbermen's Mutual Casualty  
 Co.; The Hoover Co.

**BYER & BOWMAN**

**ADVERTISING AGENCY**

203 East Broad St., Columbus, Ohio  
 Phone Main 3276

ABP—ANPA—PPA—ABP

Co-owners.....Herbert Byer,  
 Gus K. Bowman, Joel M. Burghalter  
 Director of Radio.....Joel M. Burghalter

**HAROLD CABOT & CO.**

24 Milk St., Boston, Mass.  
 Phone HANcock 7690

AAAA

*Officers*

President-Treasurer.....Harold Cabot  
 Executive Vice-President.....Henry W. Patterson  
 Vice-President.....Donald D. Douglass  
 Vice-President.....John E. Kennedy  
 Vice-President-Art Director George R. Griffin  
 Secretary.....Richard Holland  
 Assistant Treasurer.....Eveleth R. Todd  
*Radio Accounts Placed*—H. P. Hood &  
 Sons, Boston & Maine Railroad, The James  
 Hanley Co.

**CAHN-MILLER, INC.**

413 N. Charles St., Baltimore, Md.  
 Phone Vernon 4411

*Officers*

President.....Louis F. Cahn  
 Secretary-Treasurer.....C. LeRoy Miller  
 Account Executive.....E. Lyell Gunts  
*Radio Accounts Placed*—Chatham Home-  
 spun Suits, Homeland Tailors, Inc., Jarman  
 Motors, Gibbs & Co., Maryland Publicity  
 Commission, Elite Laundry, H. B. Davis Co.

**CAMPBELL-EWALD CO.**

General Motors Bldg., Detroit, Mich.  
 Phone Trinity 2-6200

AAAA — ANPA — ABP — PPA

*Officers*

President.....Henry T. Ewald  
 Executive Vice-President.....R. H. Crooker  
 Vice-Pres. & Gen. Mgr.....W. W. Lewis  
 Vice President-Media Director.....J. J. Hartigan  
 Radio Executive.....G. C. Packard

*Branch Offices*

714 W. Olympic Blvd., Los Angeles, Calif.  
 Phone Prospect 1275  
 Manager.....Steven S. Arnett  
 1709 Central Tower Bldg.,  
 San Francisco, Calif.  
 Phone Douglas 5670  
 Manager.....R. V. Dunne  
 230 N. Michigan Ave.,  
 Central 1946  
 Chicago, Ill.  
 Manager.....R. F. Field  
 705 Republic Bank Bldg., Dallas, Texas  
 Manager.....Aubra Dodson

**CAMPBELL-EWALD COMPANY OF  
 NEW YORK, INC.**

1230 Sixth Ave., New York, N. Y.  
 Phone Circle 7-6383

AAAA — ABP — ANPA — PPA  
 NOAB — ABC

*Officers*

Chairman of Board.....H. T. Ewald  
 President & General Manager.....F. D. Richards  
 Treasurer.....Duane W. Beurmann  
 Secretary.....L. B. Dudley  
 Vice-President.....W. W. Lewis  
 Vice-President.....W. E. Blodgett  
 Vice-President.....J. L. Spencer  
 Director of Radio.....Kenneth Young  
 Time Buyer.....E. A. Elliott

*Branch Offices*

1214 19th St., N.W., Washington, D. C.  
 Phone Metropolitan 5670  
 Manager.....Emmett Deady  
 Republic Bank Bldg., Dallas, Texas  
 Manager.....Aubra Dodson, Jr.  
*Radio Accounts Placed*—Purity Bakeries  
 Corp., United States of Brazil.

## THE CAPLES COMPANY

230 Park Ave., New York, N. Y.  
Phone MURray Hill 6-6500  
ANPA—PPA—APA—NOAB

### Officers

President.....R. C. Caples  
Vice-President.....Albert Woodley  
Time Buyer.....R. D. Folster

### Branch Offices

225 East Erie St., Chicago, Ill.  
Phone Superior 6016

Vice-President-Secretary-Treasurer,  
R. N. Hartsing

1504 Dodge St., Omaha, Nebr.  
Phone Jackson 1107

Vice-President.....L. M. Branch  
Radio Department Head...Russell Rullman  
412 West Sixth St., Los Angeles, Calif.  
Phone Mutual 4143

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

## CESANA & ASSOCIATES, LTD.

Monadnock Bldg., San Francisco, Calif.  
Phone EXbrook 8572

### Officers

Co-Owner.....C. H. Brockhagen  
Co-Owner.....R. Cesana  
Production Manager-Space Buyer,  
Constance Ferris

### Branch Office

6518 Selma Ave., Hollywood, Calif.  
Phone HOLlywood 8155

Manager.....T. D. Murray  
Radio Director.....Carl Webster Pierce  
Account Executive.....Louis Grimm  
Production Manager.....Mary Greene  
*Radio Accounts Placed*—Roma Wine Co.

## C. P. CLARK, INC.

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

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

### Officers

President-In Charge of Radio....C. P. Clark  
Executive Vice-President, Herbert Armstrong  
Secretary-Treasurer.....D. G. Goodwin

## THE CLEMENTS COMPANY, INC.

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

### Officers

President-Treasurer.....I. W. Clements  
Vice-President-Secretary...E. D. Masterman  
Director of Radio.....Alice Clements  
*Radio Accounts Placed*—Network: Modern  
Food Process Co.

## COMPTON ADVERTISING, INC.

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

AAAA—ABP—ANPA—PPA—PBR—  
SAAA—SNPA

### Officers

President.....Richard Compton  
Executive Vice-President.....Trell Yocum  
Secretary-Treasurer.....Leonard T. Bush  
Vice-Presidents.....Leonard T. Bush,  
Alfred Stanford, Robert Holbrook,  
Harold S. Barnes, Gordon Aymar, Craig  
Davidson.

Vice-President-Director of Radio,

John E. McMillin

New Program Manager.....Storrs Haynes  
Network Program Manager...Gilbert Ralston

Local Program Manager.....Hal James  
Casting Director.....George Bregel

Publicity Director.....Isabel Olmstead  
Radio Time Buyers.....William Maillefert,  
Frank B. Kemp, Lester Schroeder

### Branch Offices

Gwynne Bldg., Cincinnati, O.

Manager.....Robert Marsh  
Assistant Manager.....Mary Wright

*Radio Account Placed*—Procter & Gamble  
Co. (Ivory Soap, Ivory Flakes, Crisco, P. &  
G. Naptha Soap, Fluffo, Barsalou Soap, Duz),  
Wheatena Corp., William S. Scull Co. (Boscul  
Coffee).

## COOLIDGE ADVERTISING CO.

308-315 Insurance Exchange, Des Moines, Ia.  
Phone 3-5195

AAAA — ABP — ANPA — PPA — APA

### Officers

President.....Paul Blakemore  
Vice-President.....Henry Kroeger  
Production Manager.....Robert H. Morgan

## COWAN & DENGLER, INC.

527 Fifth Ave., New York, N. Y.  
Phone MURray Hill 2-0940

ANPA — PPA — NOAB — APA

### Officers

President.....Stuart D. Cowan  
V-P, Secretary-Treasurer.....H. W. Dengler

Media Director-Time Buyer...Helen F. Bond  
Office Manager.....William Erichs

*Radio Accounts Placed*—Burry Biscuit  
Corp., AA Quality Products, Inc., National  
Motor Boat Show.

## THE CRAMER-KRASSETT CO.

733 N. Van Buren St., Milwaukee, Wisc.  
Phone DALy 3500

AAAA — ABP — ANPA — PPA

APA — NOAB

### Officers

President.....A. W. Seiler  
Executive Vice-President, Secretary - Treas-  
urer.....C. T. McElroy

Vice-President.....H. T. Dyson,  
C. W. Faude, A. J. Spoerl

Director of Radio.....Holland Engle  
Assistant Director of Radio.....L. Mahar

*Radio Accounts Placed*—Knapp-Monarch

• • • **ADVERTISING AGENCIES** • • •

Co., Dr. L. D. LeGear Medicine Co., Condon Bros., Plankinton Packing Co., Sperry Candy Co., Phelan-Faust Paint Mfg. Co., Kingsbury Breweries Co., Luick Ice Cream Co., McConnon & Co., Joys Bros. Co.

•

**CRITCHFIELD & COMPANY**

720 North Michigan Ave., Chicago, Ill.  
Phone Superior 3061  
ANPA — APA — PPA — NAOB

*Officers*

President.....Scott S. Smith  
Secretary.....R. C. Scrymiger  
Treasurer.....N. W. Smith  
Radio Director.....Morrison Wood  
Script Writer.....Elizabeth Long  
*Radio Accounts Placed*—Cudahy Packing Co., Evans Fur Co., Wheeling Steel Corp.

•

**D'ARCY ADVERTISING COMPANY**

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

*Officers*

President.....W. C. D'Arcy  
Treasurer.....C. C. Pangman  
Secretary.....C. C. Pangman  
Vice-President.....J. F. Oberwinder

*Branch Offices*

515 Madison Ave., New York City  
Phone Eldorado 5-5435

Vice-President in Charge of

Radio.....F. W. Coste  
Radio Dept.....W. Pflueger,  
A. N. Steele, Henry Klein  
Terminal Bldg., Cleveland, Ohio  
Phone Cherry 0158  
Stanley Seward, H. M. Cooper  
P. O. Box 1734, Atlanta, Ga.  
Phone Hemlock 7608  
J. H. Kinsella

*Radio Account Placed*—The Coca-Cola Co.

•

**JIMM DAUGHERTY, INC.**

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

*Officers*

President-Time Buyer..James M. Daugherty  
Service Director.....Joseph E. Schmitt  
*Radio Accounts Placed*—Pepsi-Cola Bottlers of St. Louis, Meyer Bros. Drug Co., Pick's Dog Food Minerals, St. Louis Dairy Co.

•

**DAVIS-HARRISON-SIMMONDS**

306 N. Vermont Ave., Hollywood, Calif.  
Phone Normandy 2-2158

*Officers*

President.....Don L. Davis  
Executive Vice-President.....Jack M. Lenz  
Secretary.....M. D. Harrison  
Treasurer.....T. S. Simmonds  
Vice-President.....Allan Abel  
Office Manager.....D. M. Moore  
Radio Director.....Lewis H. Abel  
Radio Producer.....Hal Gerard  
Script Writers.....Joe Twerp,  
David Arlen  
*Radio Accounts Placed*—Lime Cola Co., Starland Products, Inc., Nu-Sol Dentifrice.

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**DOE-ANDERSON ADVERTISING AGENCY**

308 Martin Brown Bldg., Louisville, Ky.  
Phone Wabash 3193

*Officers*

President.....Elmer H. Doe  
Account Executives.....Warwick Anderson,  
Robert L. Headen  
*Radio Accounts Placed*—Free & Peters, Inc., Radio Station WAVE, Radio Station WHO, Radio Station WDAY, Radio Station WDBJ, Radio Station WPTF, Radio Station WIS, Radio Station KMA.

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**DONAHUE AND COE, INC.**

1270 6th Ave., New York, N. Y.  
Phone Columbus 5-4252

ANPA — PPA — ABP — PRB — SNPA

*Officers*

President.....Edward J. Churchill  
Treasurer.....W. B. Patterson  
Secretary.....O. A. Kingsbury

*Branch Office*

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

Manager.....H. L. Morrill, Jr.  
*Radio Accounts Placed*—National Association of Ice Industries, Scholl Mfg. Co., Metro-Goldwyn-Mayer, United Artists, The Playwrights Co.

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**DOREMUS & CO.**

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

*Officers*

Chairman of Board....William H. Long, Jr.  
President.....G. Munro Hubbard  
Vice-Presidents.....Walter H. Burham,  
George Dock, Jr.  
Secretary.....Dewey B. Holland  
Treasurer.....Richard E. Williams  
Director, General Accounts Division,  
George L. Miller  
Production Manager, Financial Accounts  
Division.....D. B. Holland  
Production Manager, General Accounts  
Division.....H. Friedwald

Space Buyer.....Harold H. Sieber

*Branch Offices*

50 Congress St., Boston, Mass.  
Phone Hubbard 1510

Vice-President.....L. W. Munro  
Vice-President-Manager, Commercial Dept.,  
J. H. McCullough

In Charge of Radio.....P. L. Scannell  
Space Buyer.....Charles R. Rice  
1520 Sanson St., Philadelphia, Pa.  
Phone Rittenhouse 0925

Manager.....William Reid  
208 S. La Salle St., Chicago, Ill.  
Phone Central 9135

Manager.....H. L. Smith  
Space Buyer.....E. G. Harding  
544 Market St., San Francisco, Calif.  
Phone Garfield 6688

Vice-President.....H. W. Grady  
Space Buyer.....R. Brindley  
*Radio Accounts Placed*—National Shawmut Bank, Savings Bank Life Insurance Council, Workingmen's Cooperative Bank.

**JOHN C. DOWD, INC.**

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

*Officers*

President-Radio Director.....John C. Dowd  
Executive Vice-President.....E. D. Parent

**SHERMAN K. ELLIS & CO.**

500 Fifth Ave., New York, N. Y.  
Phone LAckawanna 4-3570  
ANPA—PPA—APA

*Officers*

President-Treasurer.....Sherman K. Ellis  
Vice-Presidents.....C. E. Staudinger,  
Richard Barrett, Milton J. Blair, Glen  
Jocelyn, H. F. Townsend, E. S. Pratt,  
John F. Price

Director of Radio.....Edward Aleshire  
Radio Time Buyer.....Harry Torp

*Branch Offices*

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

Vice-President.....John F. Price  
*Radio Accounts Placed*—Quaker Oats Co.,  
McLaughlin's Manor House Coffee, Pennsylvania Salt Co., Standard Brands, Inc., The National Refining Co., S. B. Thomas, Inc., Piel Bros.

**ERWIN, WASEY & CO.**

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

Phone MOhawk 4-8700

AAAA — ABP — ANPA — PPA — SNPA

*Officers*

President.....Louis R. Wasey  
Vice-President-General Manager,  
Howard D. Williams

Vice-President-Art Director.....Paul E. Newman  
Treasurer.....A. G. Van Utt  
Director of Radio.....Edward J. Fitzgerald

*Branch Offices*

Erwin Wasey & Co., Ltd.

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

Vice-President.....L. R. Northrup  
Erwin Wasey & Co. of Minnesota  
Midland Bank Bldg., Minneapolis, Minn.  
Phone Atlantic 1223

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

Vice-Presidents.....S. R. Hutton, H. E. Williams  
714 W. 10th St., Los Angeles, Calif.  
Phone Prospect 5317

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

Vice-President.....W. E. Kraft  
*Radio Accounts Placed*—Lydia E. Pinkham  
Medicine Co., Musterole Co., Zemo Co.,  
The Barbasol Co., Consolidated Cigar Co.,  
Carnation Co., R. B. Semler, Inc.; The Olive  
Tablet Co., Florida Citrus Exchange, Zonite  
Products Co., Liberty Magazine, Primrose  
House, Inc., Horlicks Malted Milk Co., Steele  
Wedeles Co.

**H. W. FAIRFAX ADVERTISING  
AGENCY, INC.**

551 Fifth Ave., New York, N. Y.  
Phone, MURray 2-8680  
ANPA — APA — PPA

*Officers*

President-Radio Director.....Nat S. Ensler

**FEDERAL ADVERTISING AGENCY,  
INC.**

444 Madison Avenue, New York, N. Y.  
Phone Eldorado 5-6400

AAAA — ANPA — PPA — ABP

*Officers*

President.....Robert Tinsman  
Vice-Presidents.....James O'Brien,  
Jules B. Singer, Joseph Beck, Kenneth  
Plumb, C. G. Wright

Treasurer.....George Dietrich  
General Manager-Secretary...George Dietrich  
Radio Director.....J. S. Davidson  
*Radio Accounts Placed*—National Biscuit  
Co. (for Shredded Wheat), General Cigar  
Co., Rockwood & Co., American Safety Razor  
Corp., J. J. Trommer (Beer).

**HARRY FEIGENBAUM  
ADVERTISING AGENCY**

1420 Walnut St., Philadelphia, Pa.  
Phone Pennypacker 3623

ANPA — PPA

*Officers*

President.....Harry Feigenbaum  
Radio Dept. Manager.....David Wermen

**WILLIAM ESTY & COMPANY**

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



• • • **ADVERTISING AGENCIES** • • •

*Officers*

President and Treasurer.....William Esty  
 Secretary.....E. H. Cummings  
 Director of Radio.....Richard Marvin  
 Assistant Radio Director...Harry Holcombe  
 Time Buyer.....Tom Lynch  
 Radio Producers.....Don Bernard,  
 Helen Phillips, Bernard Dougall, Hilde-  
 garde Dixon, William R. Moore, William  
 S. Gay  
 Radio Continuity Writers...Helen Phillips,  
 Bernard Dougall

*Radio Accounts Placed*—R. J. Reynolds  
 Tobacco Co., Lehn & Fink Products, Inc.,  
 Pacquin's Hand Cream, Baume Bengue,  
 White Laboratories, Lever Bros. (Lifebuoy).

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**ROBERT G. FIELDS & CO.**

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

PPA — SNPA — ABP

*Officers*

President.....Robert G. Fields

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**M. M. FISHER ASSOCIATES**

134 N. La Salle St., Chicago, Ill.  
 Phone Central 1211

*Officers*

Manager.....Jack L. Fisher  
 Radio Director.....Jack L. Fisher, Jr.

•  
**FITZGERALD ADVERTISING  
 AGENCY, INC.**

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

AAAA — ANPA — PPA — SNPA

APA — ABP — NOAB

*Officers*

President.....Joe L. Killen  
 Vice-President.....Joseph H. Epstein  
 Vice-President.....Leonard Gessner  
 Secretary-Treasurer.....Roy M. Schwarz  
 Production Manager.....Warren G. Posey  
 Art Director.....E. W. Rector Wootten  
 Comptroller.....Lee O'Pry  
 Director of Radio.....Joe L. Killen  
 Radio Continuity Writers...Roy M. Schwarz,  
 Joe L. Killen, Martha Dulin

Time Buyer.....Leonard Gessner  
 Time Buyer.....Mrs. W. T. Bramblett  
*Radio Account Placed*—Wesson Oil &  
 Snowdrift Sales Co., Louisiana Power & Light  
 Co., Southern Cotton Oil Co., Godchaux  
 Sugars, Inc., Dixie Brewing Co.

•  
**FLACK ADVERTISING AGENCY**

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

ABP — ANPA — PPA — APA

*Officers*

Owner.....John B. Flack  
 Radio Account Executive...Mary M. O'Neil  
*Radio Accounts Placed*—Netherland Dairy,  
 Central New York Independent Super-Mar-  
 kets, Keepsake Diamond Rings.

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**FOLEY ADVERTISING AGENCY**

1012 NBC Bldg., Cleveland, Ohio  
 Phone Cherry 1490

ANPA

*Officers*

President-Radio Director...Robert B. Foley  
 Space Buyer.....Helen M. Little  
*Radio Accounts Placed*—I. J. Fox, Inc.,  
 The Bing Co., Ohio Floor Covering Co.,  
 Perry Auto Stores.

•  
**FORT & COMPANY**

301-304 Kinney Bldg., Charlotte, N. C.  
 Phone 3-4217

APA — SNPA

*Officers*

President.....John L. Fort  
 Secretary.....Jean Dunham  
*Radio Accounts Placed*—A. K. Sutton, Inc.,  
 McCoy's Service Stations, T. W. Garner Food  
 Co.

•  
**FOSTER & DAVIES, INC.**

Keith Bldg., Cleveland, Ohio  
 Phone Cherry 5792

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

*Officers*

President.....F. Carlisle Foster  
 Vice-President-Treasurer...Maxton R. Davies  
 Vice-President.....Everett R. Castle  
 Secretary.....Maxton R. Davies, Jr.  
*Radio Accounts Placed*—Network: General  
 Electric Co.

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

131 Cedar St., New York, N. Y.  
 Phone Cortlandt 7-5060

ANPA — PPA — ABP — NOAB

*Officers*

Chairman, Board-Executive Committee,  
 Russell Law  
 President.....Frank J. Reynolds  
 Vice-President-Treasurer...Emmett Corrigan  
 Vice-President-Secretary...Victor J. Cevasco  
 Radio Department.....Henry T. Rockwell

*Branch Offices*

Post Office Square, Boston, Mass.  
 Phone Hancock 5900

Packard Bldg., Philadelphia, Pa.  
 Phone Rittenhouse 3915

1 La Salle St., Chicago, Ill.  
 Phone Dearborn 8910

155 Sansome St., San Francisco, Calif.  
 Phone EXbrook 3484

**FULLER & SMITH & ROSS, INC.**

71 Vanderbilt Ave., New York, N. Y.  
Phone MUrray Hill 6-5600  
1501 Euclid Ave., Cleveland, Ohio  
Phone Cherry 6700  
AAAA — ANPA — PPA — ABP  
APA — ABC

*Officers*

President.....A. L. Billingsley  
Vice President-Manager.....J. E. Wiley  
Secretary-Treasurer.....C. C. Reidenbaugh  
Radio Director.....Lee Williams

**GANDY ADVERTISING AGENCY**

Mercantile Bldg., Dallas, Texas  
Phone Central 4737

*Officers*

Owner.....Wilmer P. Gandy  
Production Manager.....Mrs. K. Gandy

**GARDNER ADVERTISING CO.**

915 Olive St., St. Louis, Mo.  
Phone Garfield 2915  
AAAA — ABP — ANPA — PPA — PRB  
SAAA — SNPA

*Officers*

Chairman of Board.....H. S. Gardner  
President.....E. G. Marshutz  
Executive Vice-President...Mrs. E. P. Proetz  
Secretary-Treasurer.....E. R. Gardner  
Director of Radio (St. Louis)...C. E. Claggett

*Branch Offices*

9 Rockefeller Plaza, New York, N. Y.  
Phone Columbus 5-2000  
Vice-President in Charge of Radio,  
Roland Martini  
1419 Heyburn Bldg., Louisville, Ky.  
Phone Jackson 5328

*Radio Accounts Placed*—Pet Milk Co.,  
Ralston Purina Co., Independent Packing  
Co., L. & N. Rwy., Stokely Bros. & Co.,  
Union Biscuit Co., Griesedieck-Western  
Brewing Co.

**SIDNEY GARFINKEL ADVERTISING  
AGENCY**

26 O'Farrell St., San Francisco, Calif.  
Phone Exbrook 3420  
ABP — ANPA — PPA

*Officers*

President.....Sidney Garfinkel  
Director of Radio.....Walter Guild  
Manager.....Don Breyer  
*Radio Accounts Placed*—Euclid Candy Co.,  
Kay Jewelers, Hastings, Money-Back Smith,  
Haskins Bros. & Co., Remar Baking Co.,  
El Dorado Brewery, Gravem Inglis Baking  
Co., El Dorado Oil Works, T. K. Barker,  
Fred Benioff, Brody Operating Co., Priscilla  
Parker Cosmetics.

**W. W. GARRISON & COMPANY**

400 N. Michigan Ave., Chicago, Ill.  
Phone Superior 8191  
ABP — ANPA — PPA

*Officers*

Vice-President.....H. F. Falvey  
Time Buyer.....G. P. Schill  
*Radio Accounts Placed*—Chicago-Milwau-  
kee Steamship Line.

**J. STIRLING GETCHELL, INC.**

405 Lexington Ave., New York, N. Y.  
Phone MUrray Hill 6-4800  
AAAA — ANPA — PPA  
NOAB — ABC — APA

*Officers*

President.....J. V. Tarleton  
Vice-President-General Manager,  
M. Peter Franceschi  
Vice-Presidents.....William E. Berchtold,  
Frank R. Griffin, Paul Hollister, H. T.  
Mitchell, E. G. Nickerson  
Secretary.....Orville H. Schell, Jr.  
Treasurer.....Charles McCormack  
Director of Radio.....C. A. Snyder  
Radio Time Buyer.....C. R. Moser

*Branch Offices*

New Center Bldg., Detroit, Mich.  
Phone Trinity 1-2200  
Radio Time Buyer.....I. H. MacKenzie  
Bryant Bldg., Kansas City, Mo.  
Phone Harrison 8102  
K. Rickerson  
59 E. Van Buren St., Chicago, Ill.  
Phone Harrison 2606  
L. O. Holmberg  
735 N. Water St., Milwaukee, Wisc.  
Phone Marquette 3567  
Harry H. Scott  
*Radio Accounts Placed*—Socony-Vacuum  
Oil Co., Chrysler Corp. (Plymouth and  
DeSoto cars).

**GEYER, CORNELL & NEWELL, INC.**

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

*Officers*

President.....Bertram B. Geyer  
Vice-Presidents.....H. W. Newell,  
R. M. Ganger  
Radio Director.....Eleanor Larsen  
*Branch Offices*  
Third National Bank, Dayton, O.  
Phone Fulton 4145  
Manager.....E. G. Frost  
14250 Plymouth Rd., Detroit, Mich.  
Phone, Hogarth 5520

Manager.....J. L. McQuigg  
*Radio Accounts Placed*—Network: E. R.  
Squibb & Sons, National Spot: Nash Kel-  
vinator Corp. (Nash Division, Kelvinator  
Division, Leonard Division), Hat Corpora-  
tion of America.

**GILLHAM ADVERTISING AGENCY**

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

• • • **ADVERTISING AGENCIES** • • •

*Officers*

President & Treasurer.....M. C. Nelson  
 Vice-Presidents .....J. Y. Tipton,  
 Lon Richardson  
 Secretary .....Genevieve Hunt  
 Space Buyer & Production Manager,  
 J. Robert Furner  
 Radio Director.....William B. Sears  
*Radio Accounts Placed*—American Packing  
 & Provision Co., Sego Milk Products Co.,  
 Utah Oil Refining Co., Excelcis Products Co.,  
 Fisher Brewing Co., Mountain Fuel Supply  
 Co., Royal Baking Co., United States Fuel  
 Co., Ogden Troy Laundry, Walker Bank &  
 Trust Co., Colville Ice Cream Co., Auto-  
 matic Heat with Coal Campaign, Sweet  
 Candy Co., Cloverleaf Dairy, Tracy Loan &  
 Trust Co., Utah Finance Co., Peoples Fi-  
 nance & Thrift Co.

**GLASER-GOTTSCHALDT, INC.**

Statler Bldg., Boston, Mass.  
 Phone Liberty 6044  
 AAAA — ABP — ANPA — PPA — APA

*Officers*

President.....Louis Glaser  
 Vice-President.....Allan C. Gottschaldt  
 Radio Director.....E. E. Doten  
 Production Manager.....E. J. Huber  
 Art Director.....Richard T. Collins  
*Radio Accounts Placed*—Sharaf's, Inc., Con-  
 solidated Rendering Co., Henley-Kimball Co.,  
 Gould Negative Ion Co., New England Coke  
 Co., Rose-Derry Co.

**GLICKSMAN ADVERTISING CO.**

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

*Officers*

President .....Joseph Glicksman  
 Vice-President-Secretary William Glicksman  
 Treasurer .....David Glicksman  
*Radio Accounts Placed*—Adam Hats.

**GOODKIND, JOICE & MORGAN**

919 North Michigan Ave., Chicago, Ill.  
 Phone Superior 6747  
 PPA — ABP

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

*Officers*

President.....Clyde M. Joice  
 Vice President-Treasurer M. Lewis Goodkind  
 Vice-President-Merchandising,  
 Harlow P. Roberts  
 Copy Chief.....Garrick M. Taylor  
 Space Buyer.....Florence A. Neighbors  
*Radio Accounts Placed*—Golden Rod Ice

Cream Co., Service Stores, Inc., Planters Nut  
 & Chocolate Co.

**GRANT ADVERTISING, INC.**

Gulf State Bldg., Dallas, Texas  
 Phone Riverside 8121  
 APA — SNPA

*Officers*

President.....Will C. Grant, Jr  
 Manager.....Edwina M. Sprague  
 Script Writer.....Evelyn Elam

*Branch Office*

Palmolive Bldg., Chicago, Ill.  
 Phone Superior 9055

Vice-President.....Tyler Davis  
 Vice-President-Manager....John G. Morrow  
 Director of Radio.....L. G. Harris  
 Radio Dept.....Allen C. Anthony,  
 Jimmy McClain  
 30 Rockefeller Plaza, New York, N. Y.  
 Phone Circle 5-4485

Manager.....Jane E. Rovee  
 Guardiola Bldg., Mexico City, Mexico  
 Phone Eric. 14-63-93

President.....David H. Echols  
 Vice-Presidents.....John C. Jensen,  
 Augusto Elias, Edgar M. Huymans

Assistant Radio Director...Oscar Azue, Jr.  
 Script Writers.....Emilio Arellano,  
 Jesus Elizarraras

Musical Director.....Elias Breeskin  
 Padre Mier 474, Monterrey, Mexico

Executive in Charge.....David H. Echols  
*Radio Accounts Placed*—National Spot:  
 American Chicle Co. (Beeman's Pepsin);  
 Network: Mars, Inc.

**GREEN-BRODIE, INC.**

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

*Officers*

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

**GREY ADVERTISING  
 AGENCY, INC.**

166 West 32nd St., New York, N. Y.  
 Phone CHickering 4-3900  
 ABP — ANPA — PPA — NOAB — APA

*Officers*

President.....Lawrence Valenstein  
 Executive Vice-President....Arthur C. Fatt  
 Talent Buyer.....James H. Lang, Jr.  
 Time Buyer.....Maria J. White  
*Radio Accounts Placed*—William Demuth  
 & Co. (Hesson Guard-Milano Pipes).

## JULIAN GROSS ADVERTISING AGENCY

11 Asylum St., Hartford, Conn.  
Phone 7-7179 and 7-7170

### Officers

Owner.....Julian Gross  
Radio Director.....Geraldine A. Kenney  
Account Executives.....M. Gold,  
David Gross, Alfred Horn

## M. H. HACKETT, INC.

9 Rockefeller Plaza, New York, N. Y.  
Phone Circle 6-1940

ABP — ANPA — PPA — NOAB

### Officers

President-Treasurer & Radio Director,  
Montague H. Hackett  
Vice-President.....Crawford W. Hawkins  
Vice-President.....Bernard Pagenstecher  
Art Director.....Robert Blue  
Production Manager.....G. B. Bradley  
Time Buyer.....Aida Stearns  
Copy Chief.....Allan Legg  
*Radio Accounts Placed*—Riggio Tobacco  
Corp., V. LaRosa & Sons, Chatham Mfg. Co.,  
S. A. Schonbroun & Co.

## HART-CONWAY CO., INC.

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

ANPA — APA

### Officers

President.....H. Lyman Hart  
Secretary.....M. Brinkman Hart  
Vice President.....Harold E. Kennedy  
Radio Director.....John P. Street  
Program Producers.....Lowell MacMillan,  
Charlotte Edwards, Kenneth Adams, H.  
E. Kennedy  
*Radio Accounts Placed*—Levis Music  
Stores, Wegman's Food Markets, Gulf Oil  
Corp., L. C. Forman Co., Erskine Healy Co.,  
Fincher Motors, Acoustic Instrument Co.,  
Sears Roebuck & Co. (Rochester Division).

## GEORGE H. HARTMAN CO.

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

ANPA — PPA — APA — ABP — NOAB

### Officers

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

## HAYS ADVERTISING AGENCY

252 College St., Burlington, Vt.  
Phone 852

ANPA — ABP

### Officers

President-Treasurer.....W. A. Myers

Secretary.....A. E. Hawkins  
Director of Radio.....N. H. Myers  
*Radio Accounts Placed*—Dairy Association  
Co., Huntley Laundry Co., Moquin Baking  
Co., LaBarge Flower Shop, C. P. Sweble, Jr.,  
Inc., Danforth Sporting Goods Co., Shepard  
Lumber Co., Burlington Cooperative Milk  
Producers Co., Howard National Bank &  
Trust Co., Carl D. Densmore Co., F. J. Pres-  
ton & Son, Bruhn's, Inc., Gore the Florist,  
Citizens Coal Co.

## THE HEFFELFINGER AGENCY

522 Fifth Ave., New York, N. Y.  
Phone VAnDerbilt 6-2450

### Officers

President.....Totten Peavey Heffelfinger  
General Manager.....C. H. Pearson  
Publicity and Public Relations Director,  
Capt. C. W. Wildrick  
Merchandise Director.....H. Curtis Colby  
Radio Director.....Fulton Dent  
Director of Sports Service,  
Walter W. Heffelfinger  
*Branch Office*  
924 Second Ave., South Minneapolis, Minn.  
Manager.....C. W. Sawyer  
Premium and Special Service Manager,  
C. E. Harrison

## HENRI, HURST & McDONALD

520 N. Michigan Ave., Chicago, Ill.  
Phone Superior 3000

AAAA — ANPA — PPA

### Officers

President.....W. B. Henri  
Secretary.....W. D. McDonald  
Treasurer.....J. F. Hurst  
Media Director.....N. H. Pumpian  
Radio Director.....Frank W. Ferrin  
*Radio Accounts Placed*—Network: Hall  
Bros., Inc., Skelly Oil Co., John Morrell &  
Co. National Spot: John Morrell & Co.,  
Ballard & Ballard Co., Carolee Products  
Co.

## HILLMAN-SHANE-BREYER, INC.

346 S. Broadway, Los Angeles, Calif.  
Phone Vandike 5111

### Officers

President.....David S. Hillman  
Vice-President.....M. Lewin  
Secretary-Treasurer.....D. Breyer  
Radio Director.....Donald Breyer  
Publicity Director.....J. DeGarmo

## HIXSON-O'DONNELL ADVERTISING, INC.

555 South Flower St., Los Angeles, Calif.  
Phone Mutual 8331

### Officers

President.....G. K. Breitenstein  
Secretary.....R. M. Hixson  
Treasurer.....J. E. O'Donnell  
News Editor.....Wayne Miller  
Announcers.....John Wald, Don Forbes

**ADVERTISING AGENCIES**

*Radio Accounts Placed*—Network: Richfield Oil Corp., Rio Grande Oil, Inc. National Spot: Day and Night Mfg. Co., Brock & Co., Boyd H. Gibbons

**WILLIAM F. HOLLAND AGENCY**

Glenn Bldg., Cincinnati, Ohio  
Phone Main 2859

*Officers*

Owner.....William F. Holland  
Merchandising Director.....C. J. Schuck  
Continuity Chief.....John Mathews  
Continuity-Research.....Frank Mathuven,  
Ruth Crane  
Sales Promotion.....L. M. Williams  
Art Director.....Paul Bogosian  
Statistician.....John Q. Brown  
Office Manager.....D. E. Holland  
Account Executives..Charles Vandermeulen,  
B. J. Armstrong, S. Flora

**CHARLES W. HOYT COMPANY, INC.**

551 Fifth Ave., New York, N. Y.  
Phone MUrray Hill 2-0850

AAAA — ANPA — PPA — ABP — NOAB

*Officers*

President and Treasurer...Winthrop Hoyt  
Secretary.....Everett W. Hoyt  
Vice-Presidents.....F. A. Whipple,  
W. K. Dingleline  
Director of Radio.....W. P. Smith  
Time Buyer.....D. W. Coutlee

*Branch Office*

650 Main St., Hartford, Conn.  
Phone 5-6066

Vice-President.....F. A. Whipple  
*Radio Accounts Placed*—B. C. Remedy Co., Richardson & Robbins, Charles Guldens, Inc., American Molasses Co., Merck & Co., Burnham & Morrill, Snider Packing Corp., E. L. Knowles Co., Edrolax, Inc.

**THE H S G ADVERTISING AGENCY**

19 East 53rd St., New York, N. Y.  
Phone Wickersham 2-3338

*Officers*

President-Treasurer.....H. S. Goodman  
Secretary .....H. Knuth  
Vice-Presidents.....Everett F. Goodman,  
Barney Cragston, Andrew Schloss

*Branch Offices*

American National Bank Bldg., Chicago, Ill.  
206 S. Spring St., Los Angeles, Calif.

**H. B. HUMPHREY CO.**

1235 Statler Bldg., Boston, Mass.  
Phone Liberty 4714

AAAA — ABP — ANPA — PPA — APA

*Officers*

Chairman of Board....Henry B. Humphrey  
President-Treasurer...Richard S. Humphrey  
Vice-President-Copy Chief,

Julian L. Watkins

Vice-President.....John C. Strouse  
Account Executives...Herbert T. Hand, Jr.,  
William J. Breen

Production Manager.....G. L. Leonard  
Secretary.....Francis S. Moulton

*Radio Accounts Placed*—Boston Beer Co., Rumford Chemical Works, Morris Plan Banking Co. of Boston.

**HUTCHINS ADVERTISING COMPANY, INC.**

Cutler Bldg., Rochester, N. Y.  
Phone Main 3528

APA — ANPA — PPA — ABP

*Officers*

President .....M. S. Hutchins  
Treasurer .....F. I. Hutchins  
Secretary .....F. R. Hutchins  
Vice-President & Director of Radio

F. A. Hutchins

*Radio Account Placed*—Philco Radio and Television Corp.

**WILLIAM A. INGOLDSBY & CO.**

452 I. W. Hellman Bldg., Los Angeles, Calif.  
Phone Michigan 4573

*Officers*

Manager.....William A. Ingoldsby  
Radio Director.....James W. Ingoldsby  
Copy Chief.....Arthur W. Ingoldsby

*Radio Accounts Placed*—Network: Jeffersonian Democrats (Political); Kellogg's Ant Paste.

**IVEY & ELLINGTON, INC.**

1400 South Penn Square, Philadelphia, Pa.  
Phone Locust 7909

ANPA — PPA

*Officers*

President.....Neal D. Ivey  
Vice-President-Treasurer...Jesse T. Ellington  
Secretary.....George V. Strong  
Media Director.....C. R. Palmer

*Branch Office*

155 East 44th St., New York, N. Y.  
Phone MUrray Hill 2-5248

Vice-President.....Thomas M. Keresev  
*Radio Accounts Placed*—Bayuk Cigars Inc., General Baking Co., Packers Tar Soap Inc., Young People's Church of the Air.

## JESSOP ADVERTISING CO.

First Central Tower, Akron, Ohio  
Phone Franklin 3232

### Officers

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

## THE RALPH H. JONES COMPANY

Carew Tower, Cincinnati, Ohio  
Phone Main 3351

AAAA — ABP — ANPA — PPA

### Officers

President.....Ralph H. Jones  
Vice-President.....Stanley A. Willer  
Secretary.....Elmer A. Vehr  
Director of Radio.....C. M. Robertson, Jr.  
Assistant Director.....M. MacPherson

### Branch Office

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

Manager.....James M. Nelson  
*Radio Accounts Placed*—Dow Drug Co.,  
Kroger Grocery & Baking Co., Carter Coal  
Co., Miami Margarine, Ten-B-Low, Hook  
Drug Co.

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

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

ANPA — APA — PPA — ABC — NOAB

### Officers

President.....Louis Kastor  
Treasurer.....A. G. Kastor  
Secretary.....W. B. Kastor  
Vice-President.....R. H. Kastor  
Director of Radio.....Robert G. Jennings

### Branch Offices

9 Rockefeller Plaza, New York  
Phone Columbus 5-6135

Manager.....William H. Kearns  
*Radio Accounts Placed*—Procter & Gamble  
Co., Welch Grape Juice Co.

## THE JOSEPH KATZ COMPANY

16 E. Mt. Vernon Place, Baltimore, Md.  
Phone Vernon 7094

AAAA — ANPA — PPA — ABP

### Officers

President.....Joseph Katz  
Treasurer.....Charles M. Harrison  
Director of Radio.....Gordon Gross  
Radio Producers & Continuity Writers,  
Gordon Gross, Edward Prager, Nat C.  
Wildman, Paul Deutschman

### Branch Offices

444 Madison Ave., New York, N. Y.  
Phone Wickersham 2-2740

Manager.....Nat C. Wildman  
Director of Radio.....Herschel Deutsch  
*Radio Accounts Placed*—American Oil Co.,  
Maryland Pharmaceutical Co., Ex-Lax, Inc.,  
Arrow Beer, Jests, Inc., Laco & Pompeian  
Products, Inc.

## HENRY J. KAUFMAN ADVERTISING

Homer Bldg., Washington, D. C.  
Phone District 7400

ANPA — APA — ABP

### Officers

Owner.....Henry J. Kaufman  
Radio Director.....Jeffery A. Abel

### Branch Office

Court Square Bldg., Baltimore, Md.  
Phone Calvert 4675

Manager.....Marx S. Kaufman

## RAYMOND KEANE ADVERTISING AGENCY

501 Railway Exchange Bldg., Denver, Colo.  
Phone, TAbor 7166

### Officers

Owner-Manager.....Raymond Keane  
Partner.....Ethel N. Hines  
Radio Production.....Wesley Battersea  
Copywriter-Space Buyer.....Louise Glackemeyer

## KELLY, ZAHRNDT & KELLY, INC.

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

### Officers

President.....C. F. Kelly, Jr.  
Vice-Pres. and Treasurer.....W. W. Zahrndt  
Vice-Pres. and Secretary.....V. A. Kelly  
Director of Radio.....C. F. Kelly, Jr.  
Assistant Director.....W. W. Zahrndt  
Radio Producers.....C. F. Kelly, Jr.,  
V. A. Kelly  
Radio Continuity Writers.....C. F. Kelly, Jr.,  
V. A. Kelly

*Radio Accounts Placed*—Central Shoe  
Company, Lutheran Laymen's League, Pine  
Balm Co., Sayman Products Co., Trems, Inc.,  
American Life & Accident Insurance Co.,  
Democratic Campaign Committee.

## KENYON & ECKHARDT, INC.

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

AAAA — ANPA — PPA — ABP — APA

### Officers

Chairman of Board.....Henry Eckhardt  
President.....Thomas D'Arcy Brophy  
Treasurer.....Otis Allen Kenyon  
Secretary.....Joseph A. Vessey  
Director of Radio.....Joseph R. Stauffer  
*Radio Accounts Placed*—Network: Charles  
B. Knox Gelatine Co., Standard Brands  
(Fleischmann's Foil Yeast).

## H. M. KIESEWETTER ADVERTISING AGENCY, INC.

9 East 40th St., New York, N. Y.  
Phone Lexington 2-0025

ANPA — PPA — ABP

### Officers

President & Treasurer.....E. T. Kiesewetter  
General Manager.....H. M. Kiesewetter

• • • **ADVERTISING AGENCIES** • • •

Radio Dept. Manager.....A. C. Christensen  
*Radio Accounts Placed*—The Mennen Co.,  
 The Bathasweet Corp., Lorr Laboratories,  
 Inc., Penn Tobacco Co.

•  
**THE RALF KIRCHER CO.**

Mutual Home Bldg., Dayton, Ohio  
 Phone Fulton 2151

•  
**KLINGER ADVERTISING CORP.**

119 W. 57th St., New York, N. Y.  
 Phone Circle 6-3660

*Officers*

President-Radio Time Buyer...A. A. Klinger  
 Vice-President.....E. A. Tenner  
 Secretary.....E. French  
 Radio Production.....Emory Ellis  
*Radio Accounts Placed*—Madison Long  
 Island Personal Loan Co., Madison Finance  
 Co. of N. J., Servus Clothes, Samuel Schloss-  
 man & Sons, Inc., Stanback Co. Ltd., Bridge  
 Apparel Shops, Long Island Outfitting Co.,  
 Wholesale Utilities, Purepar Corp., Klizmoth  
 Corp., Flemex Corp.

•  
**KNOX REEVES ADVERTISING, INC.**

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

*Officers*

President.....E. E. Sylvestre  
 Executive Vice-President.....Wayne Hunt  
 Vice-Presidents.....J. A. Sarles,  
 Elizabeth B. Reeves, Helen A. Brown  
 Secretary.....K. P. Torgerson  
 Treasurer.....C. L. Greenwood  
 Radio Director.....Lloyd Griffin  
 Director of Media & Research,  
 Dr. A. R. Root  
 Radio Production Manager....Russell Neff  
 Commercial Production Mgr..Brad Robinson

*Branch Office*

925 Chanin Bldg., New York, N. Y.  
 Phone MURray Hill 4-3982  
*Radio Account Placed* — General Mills,  
 Inc.

•  
**ARTHUR KUDNER, INC.**

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

*Officers*

President.....Arthur Kudner  
 Vice-Presidents.....J. H. S. Ellis,  
 E. J. Owens, Sam D. Fuson, Charles F.  
 Gannon, Kenneth Collins  
 Director of Radio.....Myron P. Kirk  
 Assistant Radio Director.....Louis E. Dean  
 Script Buyer.....Alan Ward

Time Buyer.....John Crandall  
 Commercial Continuity...Rowena Runnette

*Branch Offices*

New Center Bldg., Detroit, Mich.  
 Phone Madison 5315

Robert Copeland

Albee Bldg., Washington, D. C.  
 Phone National 5506

Frank Getty

1601 Van Ness Ave., San Francisco, Calif.  
 Phone Grayston 2000

John H. Hornell

*Radio Accounts Placed*—Network: U. S.  
 Tobacco Co.; Florida Citrus Commission.  
 National Spot: True Story Magazine; U. S.  
 Tobacco Co.; Buick Motor Division; Good-  
 year Tire & Rubber Co.; Florida Citrus  
 Commission; Savarin Coffee; General Mo-  
 tors Corp.

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

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

*Officers*

President.....J. R. Kupsick  
 Space Buyer.....E. M. Fordsman

•  
**LAMBERT & FEASLEY, INC.**

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

*Officers*

President.....John L. Johnston  
 Executive V.P. ....Gordon Seagrove  
 V.P.-Radio Director.....Martin Horrell  
 Vice-President.....Berthold M. Nussbaum  
 Treasurer.....Frank Mace  
 Secretary.....Walter P. Lantz  
*Radio Accounts Placed*—Lambert Phar-  
 maceutical Co.; Prophylactic Brush Co.; Phillips  
 Petroleum Co.

•  
**LANG, FISHER & KIRK, INC.**

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

*Officers*

President-Treasurer.....H. Jack Lang  
 Vice President-Secretary.....A. B. Fisher  
 Vice-President.....Fred P. Stasbower  
 Production Manager.....Kent R. Spelman

•  
**LEEFORD ADVERTISING AGENCY**

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

PPA

*Officers*

President-Radio Director.....David D. Lee

Treasurer .....W. C. Hoyt  
*Radio Account Placed*—Remington-Rand,  
Inc., American Writing Machine Co.

•  
**LEIGHTON & NELSON**

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

*Officers*

Partners .....Winslow P. Leighton  
and George R. Nelson  
Space Buyer.....Winifred Niles  
Production Manager.....Edward F. Flynn  
Radio Director.....George R. Nelson  
Copy Director.....Robert S. Cragin  
Account Executives.....Winslow Leighton,  
George R. Nelson, R. S. Cragin  
Radio Continuity Writers.....R. S. Cragin,  
G. R. Nelson, E. F. Flynn

•  
**LENNEN & MITCHELL, INC.**

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

*Officers*

President.....Philip W. Lennen  
Secretary.....Arthur L. Lynn  
Vice-President and Treasurer.Robert W. Orr  
Director of Radio.....William N. Robson  
Stoty Editor.....Richard H. Diggs  
Radio Producer.....Blayne Butcher

*Branch Offices*

323 Equitable Bldg., Hollywood, Calif.  
Phone GRanite 7181

Manager.....Samuel C. Pierce  
*Radio Accounts Placed*—John H. Wood-  
bury, Inc., Andrew Jergens Co., P. Lorillard  
Co., Inc.

•  
**LEON LIVINGSTON ADVERTISING  
AGENCY**

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

AAAA — ABP — ANPA — PPA — NOAB

*Officers*

President.....Leon G. Livingston  
Vice-President.....W. C. Day  
Space Buyer.....B. B. Biederman  
*Radio Accounts Placed* — Langendorf  
Unted Bakeries, Nestle's Milk Products,  
Inc.

•  
**LONG ADVERTISING SERVICE**

681 Market St., San Francisco, Calif.  
Phone DOuglas 3168

AAAA — ANPA — PPA

*Officers*

Principal.....Alvin Long  
Director of Radio Service,  
Gertrude B. Murphy  
Production-Media.....Wayne Lentz  
Office Manager.....Mary Petersen

*Branch Office*

19 N. Second St., San Jose, Calif.  
Phone Ballard 5600

*Radio Accounts Placed*—Network: Cali-  
fornia Prune & Apricot Growers Assn. Na-  
tional Spot: Gallenkamp's Stores Co.; Cali-  
fornia Prune & Apricot Growers Assn.;  
California Spray-Chemical Corp.

•  
**THE W. E. LONG COMPANY**

155 North Clark St., Chicago, Ill.  
Phone Randolph 4606

*Officers*

Vice-President.....W. D. Warrick  
Chief Announcer.....Ted Meyers  
Director of Radio.....E. J. Sperry  
Assistant Director of Radio..Robert Struble  
Transcription Producer.....Victor Quan  
Scripts.....Kimball S. Sant, Mikki Kaye  
Syndicate Transcriptions.....L. Alexander

*Radio Accounts Placed*—Agency is a spe-  
cialist in wholesale baker advertising ser-  
vicing hundreds from coast to coast on a  
syndicated basis.

•  
**LORD & THOMAS**

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

AAAA — ANPA — ABP — PPA

*Officers*

Chairman of the Board....Albert D. Lasker  
First Vice President-General Manager,  
Edward Lasker

Vice President-Manager....Leonard Masius  
Vice-President, Chairman Plans Board,  
Fairfax M. Cone

Vice-Presidents.....Emerson Foote,  
Walter C. Krause

Radio Dept. Manager.....Carl M. Stanton  
Radio Time Buyer.....John Hymes  
Script Buyer.....Frank Wilson

*Branch Offices*

919 N. Michigan Ave., Chicago, Ill.  
Phone Superior 4800

Executive Vice-President....John F. Whedon  
Vice-Presidents.....R. R. Faryon

Howard A. Jones, Leo H. Rosenberg  
Vice-President-Treasurer..William R. Sachse  
Radio Time Buyer.....Jack Laemmer  
Columbia Square, Hollywood, Calif.  
Phone Hollywood 6265

Manager.....Norman W. Morrell  
601 West Fifth St., Los Angeles, Calif.  
Phone Michigan 7651

Vice President-Manager.....Don Belding  
235 Montgomery St., San Francisco, Calif.  
Phone Sutter 2355

Manager.....Eugene I. Harrington  
*Radio Accounts Placed*—American Tobac-  
co Co., Pepsodent Co., Petroleum Advisers  
Inc., Union Oil Co., California Fruit Grow-  
ers Exchange, J. A. Folger & Co., Southern  
Pacific Co., Sunnyvale Packing Co., Safeway  
Stores, Inc., Armour & Co., Roos Bros., Tide-



• • • **ADVERTISING AGENCIES** • • •

water Associated Oil Co., Pabst Sales Co., Bourjois Inc., Albers Milling Co., International Cellucotton Products Co., M & M Ltd., Montgoinery Ward Co.

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**EARLE LUDGIN, INC.**

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

*Officers*

President-Treasurer.....Earle Ludgin  
Secretary.....A. Ludgin  
Vice-Presidents.....V. R. Bliss, J. H. Caro,  
J. H. Willmarth

•

**MACE ADVERTISING AGENCY, INC.**

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

*Officers*

President.....J. F. Fellay  
Treasurer.....Jay J. Keith  
Vice-President.....Robert J. Rice

•

**MacFARLAND, AVEYARD & CO.**

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

NOAB  
*Officers*

President.....Hays MacFarland  
Secretary-Treasurer.....B. G. Ruttingh  
Vice-Presidents.....A. E. Aveyard,  
Malcolm A. Jennings, Allen B. Discus  
Radio Director-Time Buyer.....Evelyn Stark  
Production Manager.....William Dooley  
Space Buyer.....Madge C. Drake  
Publicity Director.....Harry M. Coleman  
*Radio Accounts Placed*—Network: Mar-  
rows's, Inc.; National Spot: Northwestern  
Yeast Co., Omar, Inc., Burma-Vita Co.

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**NORMAN A. MACK & CO.**

67 West 44th St., New York, N. Y.  
Phone Vanderbilt 6-4943  
*Officers*

President.....Norman A. Mack  
Radio Director.....Charles Michelson

•

**MacLAREN ADVERTISING CO.  
LTD.**

372 Bay St., Toronto, Ont., Canada  
Phone Elgin 0321-2551  
CAAA — CDNA — CWNA

*Officers*

President-General Manager..J. A. MacLaren  
Vice President-Assistant General  
Manager.....E. V. Rechnitzer

Vice-President-Treasurer.....I. E. Reynolds  
Secretary.....G. T. Scroggins  
Broadcast Advertising Dept...C. M. Pasmore,  
M. Rosenfeld, W. D. Byles

*Branch Office*

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

Office Manager.....E. H. H. Smith  
1001 Lindsay Bldg., Winnipeg, Man., Canada  
Phone 26-622

Manager.....W. R. W. Henderson  
47 Canada Life Bldg., Calgary, Alta., Canada  
Phone M 5424

Manager.....Thomas Meade  
305 Province Bldg., Vancouver, B. C., Can.  
Phone Marine 6268

Manager.....E. Gordon Stephens  
*Radio Accounts Placed*—Network: Impe-  
rial Oil, Ltd., Tuckett, Ltd., People's Credit  
Jewelers. National Spot: Bulova Watch Co.,  
Ltd., General Motors Corp., Dalglish Co.,  
Ltd., People's Credit Jewelers.

•

**MacMANUS, JOHN & ADAMS, INC.**

12th and 14th Floors, Fisher Bldg.  
Detroit, Mich.  
Phone Trinity 2-8300  
ANPA — PPA — ABP

*Officers*

President.....W. A. P. John  
Executive Vice President-Treasurer,

James R. Adams  
Vice President-Secretary..John R. MacManus  
Vice-Presidents.....Harvey G. Luce,  
R. A. Brewer

General Manager.....Leo A. Hillebrand  
Media Director.....Elmer W. Froehlich

*Branch Office*

714 W. Olympic Blvd., Los Angeles, Calif.  
Phone Richmond 0191

Executive-In-Charge.....F. A. Berend  
405 Montgomery St., San Francisco, Calif.

Executive-In-Charge.....Rene C. Dahle  
*Radio Accounts Placed*—Pontiac Motor  
Co., Cadillac Motor Co., Altes Brewing Co.,  
Boydell Paint & Varnish Co., Dow Chemical  
Co., LaChoy Food Products, Inc., Simple  
Simon Products, Champion Spark Plug Co.

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**MALCOLM-HOWARD ADVERTISING  
AGENCY**

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

*Officers*

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

*Radio Accounts Placed*—Dad's Root Beer, Joy Candy Shoppes, Roller Derby, Washington Auto Sales, Alert Laundry, Holland Jewelers, Newark Co., Continental Clothing Co., Kelly Auto Sales Co.

**DAVID MALKIEL ADVERTISING AGENCY**

260 Tremont St., Boston, Mass.  
Phone Liberty 1422  
ANPA — ABP — APA — PPA

*Officers*

President ..... David Malkiel  
Secretary ..... Martha Brest  
Account Executives..... Harry Weinbaum  
Alfred Black, Martin Kadis

*Radio Accounts Placed*—I. J. Fox Co., Bahi-Juice Oranges, Ace Vacuum Cleaners, Blueway Bus Lines, Drive-In Theatres, Inc., Gordon Mfg. Co., Paramount Baking Co., E. M. Loew's Theaters, Greater Boston Theaters, Inc., RKO Theaters, Steuben's Restaurant, Canadian Ace Ale, Brachcomber, Casa Manana, Elm Farm Foods Co., Serta-White Cross Co., Freilicher Kabtzen, Lithuanian Corp. Group, Mansion Inn, Rio Casino, Royal Crown Cola of Boston, Revere Beach Association, Six Little Taylors, Sharaf's Washington Jewelry Co.

**MARSCHALK & PRATT, INC.**

535 Fifth Ave., New York, N. Y.  
Phone VAnderbilt 6-2022  
ANPA — PPA — ABP — APA — ABC —  
AAAA — NOAB

*Officers*

President..... Harry C. Marschalk  
Secretary..... G. W. Freeman  
Vice-Presidents..... S. H. Giellerup,  
S. L. Meulendyke, Arthur R. Anderson  
Director of Radio..... Curt Peterson  
Radio Continuity Writers... G. W. Freeman,  
Bennett Kolb, Eric Crosby, E. T. Clark,  
F. G. Maslen

*Radio Accounts Placed*—National Spot-Standard Oil Co. of N. J., Congress Cigar Co., Aetna Casualty & Surety Co., U. S. Treasury Defense Savings Staff, National Lead Co.

**J. M. MATHES, INCORPORATED**

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

*Officers*

President..... J. M. Mathes  
Treasurer..... A. E. Cox  
Secretary ..... Carle Rollins  
Vice-Presidents..... William B. Okie,  
Hyland L. Hodgson, Lester Loh,  
Charles O'Donnell, Charles R. Marshall  
Vice-President-Director of Radio,

Wilfred S. King  
Assistant Director..... Fletcher Turner  
*Radio Accounts Placed*—Ludens, Inc.; Na-

tional Carbon Co., New York State Milk Publicity, Canada Dry Ginger Ale & Spur, Magazine Repeating Razor Co., International Salt Co., Minit-Man Soups, Bleachette.

**MAXON, INC.**

2761 E. Jefferson Ave., Detroit, Mich.  
Phone Fitzroy 5710  
ANPA — PPA — APA

*Officers*

Chairman of Board..... Lou R. Maxon  
President ..... T. K. Quinn  
Vice-President ..... Searle Hendee  
Treasurer..... W. I. O'Neil  
Secretary..... G. Reginald McKiel  
Radio Time Buyer..... H. G. Selby  
Radio Director..... Ed Wilhelm

*Branch Offices*

570 Lexington Ave., New York, N. Y.  
Phone Eldorado 5-2930  
Vice-President In Charge.... W. Ray Baker  
1260 Boston Ave., Bridgeport, Conn.  
Phone Bridgeport 6-2177  
Vice-President In Charge.... W. Ray Baker  
919 N. Michigan Ave., Chicago, Ill.  
Phone Delaware 3536  
Vice-President..... L. J. Sholty  
*Radio Accounts Placed*—Gillette Safety Razor Co.

**McCANN-ERICKSON, INC.**

50 Rockefeller Plaza, New York, N. Y.  
Phone Circle 5-7000  
AAAA — ANPA — PPA — ABP

*Officers*

President ..... H. K. McCann  
Vice-Presidents: Harrison Atwood, Raymond Atwood, E. C. Bennett, L. S. Briggs, Lloyd O. Coulter, L. E. Firth, E. D. Hill, Gordon E. Hyde, Myron C. Lechner, E. D. Madden, J. J. McCarthy, Hugh A. Mitchell, E. O. Perrin, C. A. Posey, Jack Taylor, R. W. St. Hill, R. E. Tuttle  
Secretary-Treasurer and In-Charge of Radio,  
John L. Anderson

Director of Research..... L. D. H. Weld  
Radio Time Buyer..... O. M. Schloss  
Program Directors.... Dorothy B. McCann,  
Lillian Steinfeld, William M. Spire,  
William J. Reddick

*Branch Offices*

910 S. Michigan Ave., Chicago, Ill.  
Phone Webster 3701  
Vice-President and Manager,  
Homer Havermale  
Vice-President..... H. G. Smith  
Vice-President..... J. H. Jameson  
Guardian Bldg., Cleveland, O.  
Phone Cherry 3490  
Acting Manager..... R. T. Hanks  
Penobscot Bldg., Detroit, Mich.  
Phone Randolph 9710  
Vice-President and Manager. Donald C. Hight  
Patterson Bldg., Denver, Colo.  
Phone Keystone 4297  
Manager..... J. S. Barrows

• • • **ADVERTISING AGENCIES** • • •

448 S. Hill St., Los Angeles, Calif.  
Phone Michigan 4049

Co-Manager... August Bruhn, Burt Cochran  
Hodgson Bldg., Minneapolis, Minn.  
Phone

Vice-President.....Merrill Hutchinson  
Manager.....Vernon Churchill  
114 Sansome St., San Francisco, Calif.  
Phone Douglas 5560

Vice-President and Manager...Henry Q. Hawes  
Vice-Presidents.....M. S. Achenbach,  
R. H. Cochran, F. H. McCrea, C. E.  
Persons

Skinner Bldg., Seattle, Wash.  
Phone Main 7459

Pacific Northwest Manager..R. O. Calkins  
Public Service Bldg., Portland, Ore.  
Phone Atwater 4305

Pacific Northwest Manager..R. O. Calkins  
10 Pryor St., Atlanta, Ga.

Manager.....Robert H. Scott  
Liberty Bank Bldg., Dallas, Texas  
Phone Riverside 3471

Manager.....Albert Hill  
*Radio Accounts Placed*—New York: Chese-  
brough Mfg. Co., Consolidated Edison Co.,  
Ford Dealer Funds, Ford Motor Co., Axton-  
Fisher Tobacco Co., Humble Oil Co., New-  
skin Co., Stromberg Carlson Telephone Mfg.  
Co., Gruen Watch Co., Manufacturers' Trust  
Co., National Biscuit Co., Pacific Coast Borax  
Co.

San Francisco: California Packing Corp.,  
California Walnut Growers, Dwight Edwards  
Co., Ford Dealer Funds, W. P. Fuller & Co.,  
General Brewing Corp., Northwestern Elec-  
tric Co., Pacific Gas & Electric Co., Pacific  
Power & Light Co., Portland Gas & Coke Co.,  
Associated Dental Supply Co., Southern Cali-  
fornia Gas Co., Southern Counties Gas Co.

Chicago: Standard Oil Co. of Nebr.,  
Standard Oil Co. of Ind., Ford Dealer Funds.  
Atlanta: Ford Dealer Funds.

Denver: California Co., Ford Dealer Funds,  
Great Western Sugar Co.

Cleveland: Ford Dealer Funds, Perfection  
Stove Co., Richman Bros., Standard Oil Co.  
of Ohio, Tappan Stove Co.

Dallas: Ford Dealer Funds.

Minneapolis: First National Bank, Glueck  
Brewing Co., Pillsbury Flour Mills, Twin  
City Federal Saving & Loan Assn.

Detroit: Ford Dealer Funds.

•

**R. E. McCARTHY ADVERTISING  
AGENCY**

Tampa Theater Bldg., Tampa, Fla.  
Phone 2323  
SNPA

*Officers*

President.....R. E. McCarthy

Secretary.....C. R. Toy  
Treasurer.....Louis Benito

•

**THE McCORD COMPANY**

1100 Hodgson Bldg., Minneapolis, Minn.  
Phone Bridgeport 1225  
APA — ANPA — PPA

*Officers*

President & Treasurer.....R. D. McCord  
Vice-President.....Louis Melamed  
Secretary.....C. F. Baker  
Director of Radio.....E. B. Grove  
Production Manager.....Glenn Morrill, Jr.  
*Radio Accounts Placed*—W. H. Barber Co.,  
Breezy Point Lodge, Conrad Fur Co., Cen-  
tral Cooperative Livestock Assn., Furniture  
Exposition Mart, The Hilex Co., Chocolate  
Products Co., Goodman Bros. Jewelers, The  
Mackwin Co., Minneapolis Gas Light Co.,  
Minnesota Farm Bureau Federation, Griggs,  
Cooper & Co., The Roycraft Co., G. Thomas  
Stores, Milk Foundation of Minneapolis, The  
Peavey Co., McConnon & Co.

•

**McJUNKIN ADVERTISING CO.**

228 N. LaSalle St., Chicago, Ill.  
Phone State 5060

*Officers*

President.....William D. McJunkin  
Executive Vice-President.....Gordon Best  
Vice-Presidents.....Roy M. Kirtland,  
Leroy A. Kling, Willard E. Stevens, Dade  
B. Epstein, James W. Egan  
Account Executives.....Joseph J. Klein,  
Donald B. Skinner  
Manager, Radio Dept.....Sam Bartlett  
Media Dept. Manager.....Edwin A. Trizil  
Production Manager.....W. C. Mottershead  
*Radio Accounts Placed*—Joseph Schlitz  
Brewing Co., General Marine Co., Carey Salt  
Co., Florsheim Shoe Co., Chef Boiardi Food  
Products Co., Bremner Bros., Carson, Pirie,  
Scott & Co., Jewel Food Stores, Andes  
Candies.

•

**McKEE & ALBRIGHT, INC.**

1400 South Penn Square, Philadelphia, Pa.  
Phone Locust 4737  
ANPA — PPA — PPA

*Officers*

President.....Roy J. McKee  
Vice-President-Treasurer..David R. Albright  
Vice President-Radio Director,  
James A. McFadden  
Vice-President.....Earl B. Thomas  
Vice-President-Merchandising,  
Howard H. Yaw  
Secretary.....T. E. Libby

*Branch Office*

30 Rockefeller Plaza, New York, N. Y.  
Phone COLUMBUS 5-2058

Equitable Bldg., Hollywood, Calif.  
Phone Hollywood 8363  
*Radio Accounts Placed*—Sealtest, Inc.

•  
**A. McKIM, LTD.**

Dominion Square Bldg., Montreal, Que., Can.  
Phone Lancaster 5192

*Officers*

President-General Manager.....C. T. Pearce  
Vice-President.....J. M. Baxter  
Directors.....B. A. Bennett,  
W. T. Brace, J. J. Gallagher, D. E. Long-  
more, A. N. McIntosh, J. D. Pearce,  
J. W. Thain, H. R. McDougal  
Montreal Manager.....W. T. Brace  
Radio Director.....Don L. Bassett

*Branch Offices*

320 Bay St., Toronto, Ont., Canada  
Phone Elgin 5351

Manager.....D. E. Longmore  
Electric Railway Bldg., Winnipeg, Man.,  
Canada  
Manager.....A. A. Brown  
514 Province Bldg.,  
Vancouver, B. C., Canada  
Manager.....H. S. Watson

•  
**ARTHUR MEYERHOFF CO.**

400 N. Michigan Ave., Chicago, Ill.  
Phone Delaware 7860  
ANPA — PPA — APA

*Officers*

President.....Arthur E. Meyerhoff  
Director of Radio.....Nelson A. Shawn

*Branch Offices*

530 W. Sixth Ave., Los Angeles, Calif.  
Phone Madison 1151

Manager.....George Taylor  
759 N. Milwaukee St., Milwaukee, Wis.  
Phone Marquette 3144

Manager.....George Grabin  
*Radio Account Placed*—Network: Illinois  
Meat Co., Wilmington Transportation Co.,  
William Wrigley, Jr. Co.

•  
**C. L. MILLER COMPANY**

521 Fifth Ave., New York, N. Y.  
Phone Murray Hill 2-1010  
ANPA — PPA

*Officers*

President.....C. L. Miller  
Sec'y & Ass't Treasurer.....George Carhart  
Radio Director.....George Carhart

*Branch Office*

35 East Wacker Drive, Chicago, Ill.  
Phone Central 1640

Manager.....I. M. Tuteur  
*Radio Accounts Placed*—Corn Products  
Refining Co., Curtis Candy Co., Dr. P. Phil-  
lips Candy Co., Keeley Brewing Co., Cooter  
Brokerage Co.

**DAN B. MINER CO.**

250 Chamber of Commerce Bldg.,  
Los Angeles, Calif.  
Phone Richmond 3101  
AAAA — ANPA — ABP

*Officers*

President.....Dan B. Miner  
Treasurer.....M. R. Sweeney  
Vice-Presidents.....J. C. Morse,  
Harold Clark  
Vice-President In Charge of Radio,  
John Guedel  
Assistant Producer.....Irving Atkins  
Assistant Time Buyer.....Anne Garvey  
Radio Contact.....Stanley Florsheim  
Writers.....Walter Guedel, Lawrence Wood

*Branch Offices*

(Affiliated with Continental Agency Network)  
*Radio Accounts Placed*—Wilshire Oil Co.,  
Coast Fishing Co., Forest Lawn Memorial  
Park, Western Auto Supply Co., Los Angeles  
Downtown Shopping News, Globe Grain &  
Milling Co., Barbara Ann Baking Co., Awful  
Fresh MacFarlane Candy Store Chain, Mau-  
rice Ball Furs, Kaufman Furs, Packard Bell  
Radios, General Electric Distributor for  
Southern California and Arizona, Bireley's,  
Inc.

•  
**MITCHELL-FAUST ADVERTISING  
CO.**

230 N. Michigan Ave., Chicago, Ill.  
Phone State 6610  
ANPA — PPA — APA — NOAB

*Officers*

President.....Paul E. Faust  
Treasurer.....Lyman L. Weld  
Secretary.....R. A. L. Herweg  
Vice-President.....Remy L. Hudson  
V-P & Radio Director....Paul Holman Faust  
Manager, Radio Department  
Dorothy L. Parsons

•  
**EMIL MOGUL CO., INC.**

250 West 57th St., New York, N. Y.  
Phone, COLUMBUS 5-2482  
ABP

*Officers*

Radio Director.....Emil Mogul  
Copy Chief.....Alfred Berger  
Radio Time Buyer.....Helen Munroe  
*Radio Accounts Placed*—Network: Trimont  
Clothing Co. National Spot: Barney's  
Clothes, San Gabriel Wine Co., National  
Shoe Stores.

•  
**THE CHESTER C. MORELAND CO.**

Times-Star Bldg., Cincinnati, Ohio  
PPA — ABP — ANPA

*Officers*

President-Treasurer....Chester C. Moreland  
Vice-Presidents.....Robert N. Gorman,  
Robert H. Ames

Vice President-Space Buyer,  
Bryce L. Schurman  
Secretary.....Walter H. Strauss

**RAYMOND R. MORGAN CO.**

6332 Hollywood Blvd., Hollywood, Calif.  
Phone Hempstead 4194

*Officers*

President.....Raymond R. Morgan  
General Manager.....R. E. Messer  
Director of Radio.....J. W. Nelson  
*Radio Accounts Placed*—Folger Coffee Co.,  
Planters Nut & Chocolate Co., White King  
Soap Co., Bireley's, Inc., Scotch Soap, Rod-  
ney E. Sprigg Co., Sparkletts Water & Bever-  
ages Co.

**MORSE, INTERNATIONAL, INC.**

122 East 42nd St., New York, N. Y.  
Phone LExington 2-6727

*Officers*

President.....Carl J. Balliett  
Vice-Presidents.....Shaw Newton,  
E. P. Anderson  
Secretary and Treasurer.....J. P. Sawyer  
Radio Director.....Richard Nicholls  
Radio Time Buyer.....M. G. Bassett

*Branch Offices*

900 Market St., Wilmington, Dela.  
211-15 Blackfriars Rd., London, S. E. 1  
*Radio Accounts Placed*—Network: Vick  
Chemical Co. National Spot: Vick Chemical  
Co., M. J. Breitenbach Co.

**MOSS ASSOCIATES**

415 Lexington Ave., New York, N. Y.  
Phone VAnDerbilt 6-1828

*Officers*

President.....Joseph H. Moskowitz  
Radio Director.....Hines Hachette

**NACHMAN-RHODES, INC.**

611 Marion Bldg., Augusta, Ga.  
Phone 2-6451  
SNPA

*Officers*

President.....Herbert Nachman

**NATIONAL CLASSIFIED  
ADVERTISING AGENCY**

320 Home Saving & Loan Bldg.,  
Youngstown, Ohio  
Phone 6-6364

*Officers*

Radio Director.....A. Buschagen  
Production Manager.....Anthony Soccorso

**NEEDHAM, LOUIS & BRORBY, INC.**

135 S. La Salle St., Chicago, Ill.  
Phone State 5151

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

*Officers*

President.....Maurice H. Needham  
Secretary-Treasurer.....Otto R. Stadelman  
Vice-Presidents.....John J. Louis,  
Melvin Brorby, Harry Phelps, W. Ray  
Fowler, Jr.  
Radio Director.....John Gordon

*Branch Offices*

1680 North Vine St., Hollywood, Calif.  
Phone Granite 7186

Manager.....Cecil Underwood  
*Radio Accounts Placed*—Network: Kraft  
Cheese Co., S. C. Johnson & Son, Inc. Na-  
tional Spot: Swift & Co. (Sunbrite Cleaner).

**NEWELL-EMMETT COMPANY**

40 East 34th St., New York, N. Y.  
Phone ASHland 4-4900

AAAA — ANPA — PPA — ABP — PRB —  
SAAA — SNPA

*Officers*

President.....C. D. Newell  
Treasurer.....F. H. Walsh  
Secretary.....R. L. Strobridge  
Vice-Pres. in Charge of Radio..Wm. Reydel

*Radio Accounts Placed*—Liggett & Myers  
Tobacco Co. (Chesterfields), Thomas Cook &  
Son, Loose-Wiles Biscuit Co., Pepsi-Cola Co.,  
Beech-Nut Packing Co.

**THEODORE A. NEWHOFF,  
ADVERTISING AGENCY**

Calvert Bldg., Baltimore, Md.  
Phone Lexington 7155  
ANPA — ABP

*Officers*

President.....Theodore A. Newhoff  
Secretary-Treasurer.....R. M. Newhoff

**O'DEA, SHELDON &  
CANADAY, INC.**

400 Madison Ave., New York City  
Phone PLaza 3-1670

AAAA

*Officers*

President.....Mark O'Dea  
Executive Vice-President..George H. Sheldon  
Vice-President.....L. C. McElroy  
Vice-President.....C. E. Nelson  
Space Buyer.....Catherine Wohlpart  
Treasurer & General Manager...J. F. Quick

**MERRITT OWENS  
ADVERTISING AGENCY**

412 Commercial National Bank Bldg.  
Kansas City, Kans.  
Phone Dr. 7250

Bristol-Myers Co., Lady Esther, Inc., J. C. Penney Co.

**PARIS & PEART**

370 Lexington Ave., New York, N. Y.  
Phone Caledonia 5-9840  
ANPA — ABP — PPA

Co-Partners .....A. G. Peart,  
John H. Rehm  
Radio Time Buyer.....Thomas B. Campbell  
*Radio Account Placed*—National Spot: The Great Atlantic & Pacific Tea Co. (Coffee Division), The Atlantic Commission Co., John Wiley Jones Co., Long Island Vegetable Institute, Fixt Products (Division of Doughnut Corp. of America).

**PECK ADVERTISING AGENCY, INC.**

400 Madison Ave., New York, N. Y.  
Phone PLaza 3-0900  
*Officers*

President.....Harry Peck  
Secretary-Treasurer.....Harry Krawitz  
Vice-President.....Walter Schwartz  
Director of Radio.....Arthur Sinsheimer  
Radio Continuity Writers.Ralph Lieberman,  
Muriel Post, Geo. Glass

**PEDLAR & RYAN, INC.**

250 Park Ave., New York, N. Y.  
Phone PLaza 5-1500  
AAAA — ANPA — PPA — ABP  
*Officers*

President.....Thomas L. L. Ryan  
Secretary and Treas.....Arthur Cobb, Jr.  
Vice-Presidents.....Lawrence L. Shenfield,  
Francis J. Doherty, E. C. Bradley, D. K. Clifford, J. P. Hardie  
Radio Producing Staff.....E. G. Sisson,  
Elisabeth Howard, John McClean, Jr.,  
Chester MacCracken  
Radio Copy Chief.....John Archer Carter  
Assistant Radio Copy Chief..Cyril J. Mullen  
Radio Script Editor.....John Taylor  
Time Buyer.....Tom Carson  
Radio Talent.....E. G. Sisson, Jr.,  
Chester MacCracken  
Radio Writing Staff.....Cyril J. Mullen  
Jack Finney, Margaret Walsh, Beth Judson  
*Radio Accounts Placed*—Network: Bristol-Myers Co., Procter & Gamble Co. (Camay, Chipso, Dash), Lady Esther Co.

**PITLUK ADVERTISING CO.**

Alamo Nat'l Bank Bldg., San Antonio, Texas  
Phone Garfield 7268  
*Officers*  
President.....J. N. Pitluk

Vice-President.....C. R. Cusick  
Secretary.....N. D. Schwerke  
Radio Production Manager.....Fred Allen

**PLATT-FORBES, INC.**

386 Fourth Ave., New York City  
Phone CAledonia 5-4440  
*Officers*

President.....W. A. Forbes  
Vice-President-Treasurer...Rutherford Platt  
Vice-President.....T. F. Cosgrove  
Vice-President.....John Monsarrat  
Secretary.....W. S. Walker  
Space Buyer & Prod. Manager.George Kraus  
Account Executives...W. W. Constantine, Jr.,  
Parnelee Lyman

*Branch Office*

75 Pearl St., Hartford, Conn.  
Phone Hartford 7-9017

*Radio Accounts Placed*—Peter Paul, Inc., Oxo, Ltd., Henry Leonard & Thomas, Inc.

**R. J. POTTS & COMPANY**

101 West 11th St., Kansas City, Mo.  
Phone Victor 4433  
APA — NOAB — ANPA — PPA  
Continental Agency Network  
*Officers*

President.....R. J. Potts  
Vice-Presidents.....J. B. Woodbury,  
F. F. B. Houston, C. C. Tucker  
Secretary-Treasurer .....Jerry McKee  
Account Executives.....Ralph Page  
E. A. Warner, W. B. Hill

**THE POTTS TURNBULL COMPANY**

10th Floor, Carbide & Carbon Bldg.  
Kansas City, Mo.  
Phone Victor 9400  
ANPA — PPA — APA — NOAB — ABP  
*Officers*

President .....W. J. Krebs  
V-P-Production Mgr.....D. E. Dexter  
Secretary .....G. F. Magill  
Treasurer .....E. T. Chester  
Time Buyer.....B. G. Wasser

**PRESBA, FELLERS & PRESBA**

360 N. Michigan Ave., Chicago, Ill.  
Phone Central 7683  
APA — ABP — ANPA — NOAB  
*Officers*

President.....Bert S. Presba  
Vice-Presidents.....Will B. Presba,  
William B. Swan  
Secretary.....V. Rinman  
*Radio Accounts Placed*—Flex-O-Glass Mfg. Co., Household Magazine, Mantle Lamp Co., Olson Rug Co., Pure Milk Association, Ryde & Co., United Factories, Woodmen Accident Co., Arcady Farms Milling Co., Bunte Bros.,

• • • **ADVERTISING AGENCIES** • • •

Glass Coffee Brewer Corp., Dave Minor Publishing Co.

•

**THE L. W. RAMSEY CO.**

Union Bank Bldg., Davenport, Iowa  
Phone 3-1889

ANPA — PPA APA — ABP — NOAB  
President & Treasurer.....L. W. Ramsey  
Secretary.....E. G. Naeckel  
Vice-President.....A. C. Naeckel  
Production Manager.....A. M. Walgren

*Branch Office*

230 N. Michigan Ave., Chicago, Ill.  
Phone Franklin 8155

Vice-President.....F. L. Eason  
Vice-Presidents.....N. B. Langworthy,  
L. H. Copeland  
Production Manager.....Vito M. Volino  
*Radio Accounts Placed*—F. W. Fitch Co.

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**THE RANDALL CO.**

75 Pearl St., Hartford, Conn.  
Phone 7-2828

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**CHAS. DALLAS REACH CO.**

58 Park Place, Newark, N. J.  
Phone Market 3-5100  
AAAA — ANPA — PPA — ABP — APA

*Officers*

President-Director of Radio,  
Chas. Dallas Reach  
Vice-President.....Howard E. Sands  
Secretary.....F. R. Risley

*Branch Office*

6 East 45th St., New York, N. Y.  
Phone VAnderbilt 6-5924

Manager.....J. S. Little  
*Radio Accounts Placed*—Cut-Rite Waxed  
Paper, R. B. Davis Sales Co., Koppers Co.-  
Minnesota Division.

•

**REDFIELD-JOHNSTONE, INC.**

247 Park Ave., New York, N. Y.  
Phone PLaza 3-6121  
ANPA — PPA — ABP

*Officers*

Chairman of the Board.....L. L. Redfield  
President.....E. F. Johnstone  
Vice-Presidents.....B. L. Roberts  
E. T. T. Williams, J. J. McNevin.  
Treasurer-Space Buyer.....B. L. Roberts  
Radio Director.....N. S. Livingston  
Radio Publicity Writer.....Anne Newman

*Branch Office*

1421 Chestnut St., Philadelphia, Pa.  
Phone Rittenhouse 8375

Vice-President In Charge.....J. J. McNevin  
*Radio Accounts Placed*—Network: Hower  
Clothes, Inc., Flem-O-Lyn. National Spot:

Stera-Kleen, Flem-O-Lyn, Poslam, Allenru,  
Vernat Vermouth, Wine Shippers Import  
Corp.

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**EMIL REINHARDT  
ADVERTISING AGENCY**

1736 Franklin St., Oakland, Calif.  
Phone Templebar 2408  
ABP — ANPA — APA

*Officers*

Owner.....Emil Reinhardt  
Space Buyer.....Mildred McMahon  
Writers.....David Lane, Joseph Connor  
*Radio Accounts Placed*—Kilpatrick Bak-  
ery Co., Mary Ellen's, Inc., J. L. Tuttle, Inc.,  
Wood Briquettes, Inc.

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**REISS ADVERTISING**

30 Rockefeller Plaza, New York, N. Y.  
Phone COLUMbus 5-7733

ANPA — ABP — PPA — APA

*Officers*

President.....Joseph Reiss  
Vice-President.....Harold Reiss  
Secretary-Treasurer.....B. M. Reiss

•

**C. E. RICKERD, INC.**

550 Maccabees Building, Detroit, Michigan  
Phone Temple 1-3636

*Officers*

President-Treasurer-Time Buyer,  
C. E. Rickerd  
Vice-President.....Edward C. Parker  
Secretary.....Fred B. Collier  
Production.....Jeanette Welker

•

**ROCHE, WILLIAMS &  
CUNNYNGHAM, INC.**

310 S. Michigan Ave., Chicago, Ill.  
Phone Harrison 8490

ANPA — APA — PPA

*Officers*

President.....J. P. Roche  
Treasurer.....D. J. Kelly  
Secretary.....M. F. Williamson  
Vice-Presidents.....J. M. Cleary, S. Weston,  
Guy C. Pierce, Lloyd Maxwell  
Director of Radio.....N. J. Cavanagh

*Branch Office*

1500 Chestnut St., Philadelphia, Pa.  
Phone Rittenhouse 3750  
Guy C. Pierce (in charge)

•

**ROGERS & SMITH**

602 Wholesale Merchants Bldg., Dallas, Tex.  
Phone Riverside 9268  
SAAA — PPA — APA

*Officers*

Owner.....Herbert A. Rogers  
Director of Radio.....Howard N. Smith

*Radio Accounts Placed*—Naughton Farms, McGaugh Hosiery Mills, Burleson's Honey, Sanger Bros. Alexander Motor Co.  
*Affiliated with Rogers & Smith, Chicago.*

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**ARTHUR ROSENBERG CO., INC.**

570 Seventh Ave., New York, N. Y.  
Phone CHickering 4-4420  
ANPA — PPA — APA

*Officers*

President ..... Arthur Rosenberg  
Vice-President ..... Samuel Rubenstein  
Secretary ..... A. A. Rosenberg  
Treasurer ..... Charles S. Silver  
Production Manager ..... H. B. Fleischman  
Research Director.... Walter Alwyn-Schmidt

•  
**ROTH, SCHENKER & BERNHARD, INC.**

737 N. Michigan Ave., Chicago, Ill.  
Phone Whitehall 6030

ANPA — PPA — APA — NOAB — ABC

*Officers*

President..... Sydney M. Roth  
Secretary ..... Edgar Bernhard  
Treasurer ..... Harry Roth  
Director of Radio..... A. E. Peters

•  
**CHARLES L. RUMRILL & CO.**

364 East Ave., Rochester, N. Y.  
Phone Stone 592

ABP

*Officers*

Partners..... Charles L. Rumrill,  
J. E. Porter, Earl A. Rogers  
Time Buyer..... G. Grantly Wallington  
*Radio Accounts Placed*—Radio Station WHAM.

•  
**RUTHRAUFF & RYAN, INC.**

405 Lexington Ave., New York, N. Y.  
Phone MURray Hill 6-6400

AAAA — ANPA — PPA — ABP

*Officers*

President..... F. B. Ryan  
Secretary..... Ralph Van Buren  
V-P & Director of Radio... Lawton Campbell  
Vice-President-Assistant Director,

S. Heagan Bayles

Business Manager..... Charles T. Ayres  
Supervisor of Evening Programs

Merritt W. Barnum

Vice-President-Supervisor of Daytime  
Programs..... Herschel Williams, Jr.

Asst. Supervisor of Daytime Programs

Marguerite Dougherty

Production Directors..... Nate Tufts,  
Lee Cooley, John Loveton, Wilson Tuttle,  
John Bates, James Andrews

Commercial Writers..... Dorothy Haller,  
Alice King, Robert Mann, Florence Miles,  
Regina Morgan, Neil O'Brien,  
Vivian Washburn

Time Buyer..... T. C. Fisher

*Branch Offices*

360 N. Michigan Ave., Chicago, Ill.  
Phone Randolph 2625

Vice-President-Manager..... Paul Watson  
Vice-President-Director of Radio,

Ros Metzger

Assistant Radio Director..... Arthur Trask  
Executive-In-Charge of Production,

Warren Johnson

Assistant in Charge of Production,  
John Dennison

Executive-In-Charge of Scripts,  
Catherine Haynie

Writers..... Dinsmore Wheeler,  
Irene Small, Robert Gardner, Van R. Carlson

Time Buyer..... Albert Callies  
7430 Second Boulevard, Detroit, Mich.

Phone Madison 1980

Vice-President In Charge... Mathew J. Casey  
812 Olive St., St. Louis, Mo.

Phone Main 0128

1680 N. Vine St., Hollywood, Calif.

Phone Hillside 7593

Production Directors..... Crane Wilhur,  
Thomas Freebairn-Smith

712 Main St., Houston, Texas

Phone, Charter 4-1741

235 Montgomery St., San Francisco, Calif.

Phone Douglas 5822

1216 Third Ave., Seattle, Wash.

Phone Main 6727

*Radio Accounts Placed*—American Tobacco Co., Canadian Ironized Yeast Co., Chrysler Corp., Delaware, Lackawanna & Western Coal Co., Dodge Motor Corp., H. Fendrich, Inc., Gunther Brewing Co., Holland Furnace Co., Hyde Park Brewers Assn., Ironized Yeast Co., M. J. Lanahan, Inc., Lever Bros. Co., Lever Bros., Ltd., Noxema Chemical Co., Oshkosh B'Gosh, Inc., Penn Tobacco Co., Quaker Oats Co., Star Brewery, Inc., Sterling Brewery, Inc., Campbell Soup Co. (Franco-American Spaghetti), Emerson Drug Co., Jacob Ruppert Brewery, Old Homestead Baking Co.

•  
**SCHOLTS ADVERTISING SERVICE**

1201 West 4th St., Los Angeles, Calif.

Phone Michigan 2396

*Officers*

Owner..... William G. Scholts

Radio Director..... Tom D. Scholts

•  
**SCHWIMMER & SCOTT**

75 E. Wacker Drive, Chicago, Ill.

Phone Dearborn 1815

AAAA — ABP — ANPA — PPA

*Officers*

Partners.... Walter Schwimmer, R. J. Scott  
Director of Radio..... N. E. Heyne

*Radio Accounts Placed*—Peter Fox Brew Co., Hirsch Clothing Co., National Tea Co., Salerno-Megowen Biscuit Co., Mission Bell



**ADVERTISING AGENCIES**

Wines, Studebaker Sales Co. of Chicago,  
Rudolph Wurlitzer Co., Thomas J. Webb  
Coffee Co., Walgreen Drug Co., Hudson  
Dealers of Cook County, Rubins, Inc.

**RUSSEL M. SEEDS COMPANY, INC.**

Palmolive Bldg., Chicago, Ill.  
Phone Delaware 1046  
ANPA — PP — ABP — PRB — SNPA

*Officers*

President.....Freeman Keyes  
Chairman of Board.....Freeman Keyes  
Treasurer.....Jack Harding  
Secretary.....H. J. Smith  
Vice-Presidents.....H. J. Richardson, Jr.  
Paul Richey, John Kettlewell, George  
Bayard  
Radio Director.....H. J. Richardson, Jr.  
Assistant Radio Director..Watson Humphrey  
Time Buyer.....H. J. Rollinson

*Branch Offices*

Lemcke Bldg., Indianapolis, Ind.  
Phone Market 1395

Vice-President.....Paul Richey  
Treasurer.....Jack Harding  
50 Rockefeller Plaza, New York, N. Y.  
Phone Circle 6-1382

Vice-President In Charge...George Bayard  
Taft Bldg., Hollywood, Calif.  
Phone, Hillside 7256

Manager.....Helen Woodman  
*Radio Accounts Placed*—W. A. Sheaffer  
Pen Co., Pinex Co., General Mills, Inc., Key-  
stone Steel & Wire Co., Brown & Williamson  
Tobacco Corp., The Mennen Co., Grove Labo-  
ratories, Inc.

**THEODORE H. SEGALL ADVERTIS-  
ING AGENCY**

544 Market St., San Francisco, Calif.  
Phone SÜtter 6557

NCBA

*Officers*

General Manager.....T. H. Segall  
Radio Director.....Frank Wright

**SEIDEL ADVERTISING, INC.**

1317 F St., N. W., Washington, D. C.  
Phone National 8947  
APA

*Officers*

President-Radio Director....Robert Seidel  
Vice-President-Treasurer-Time Buyer,  
Marinus Koster  
Secretary.....Harold E. Seidel  
Director of Plans.....Ralph D. Wily  
*Radio Accounts Placed*—National Spot:  
Hecht Co., Arcade Sunshine, Equitable Credit  
Co., Automobile Commercial Co., Coast-In  
Pontiac Co., Blechman's Department Store

**SHERMAN & MARQUETTE, INC.**

Room 3400 Palmolive Bldg., Chicago, Ill.  
Phone Delaware 8000  
ABP — ANPA — PPA — PRB  
SAAA — SNPA

*Officers*

President .....Stuart Sherman  
Vice-President and Treasurer.

Arthur Marquette

Secretary .....Arthur Marquette  
Radio Director.....Richard Morenus  
Time Buyer.....C. E. Bonnesen  
Radio Department Business Manager,

Evelyn Lyman

*Radio Account Placed*—Colgate-Palmolive-  
Peet Co. (for Colgate Shave Cream, Colgate  
Tooth Powder, Halo Shampoo, Cashmere  
Bouquet Soap and Beauty Preparations,  
Super Suds, Quaker Oats Co. (for Quaker  
Farina and Ful-O-Pep Feeds), Dr. W. B.  
Caldwell, Inc. (Dr. Caldwell's Laxative),  
Syrup of Figs, Sante, Pape's Cold Compound,  
Fitzger Brewing Co.

**SMITH & DRUM, INC.**

650 Grand Ave., Los Angeles, Calif.  
Phone Trinity 3454

ABP — ANPA — PPA — PRB — SNAP

*Officers*

President.....A. Craman Smith  
Vice-President.....Harry C. Drum

*Branch Offices*

417 Montgomery St., San Francisco, Calif.  
Manager.....W. W. Drum  
710 Second Ave., Seattle, Wash.

Manager.....Arthur Pootlon  
*Radio Accounts Placed*—Network: General  
Petroleum Corp.

**C. JERRY SPAULDING, INC.**

201 Commercial St., Worcester, Mass.  
Phone: 3-4789, 3-4780

*Officers*

President-Treasurer.....C. Jerry Spaulding  
Secretary .....H. H. Hartwell

**RAYMOND SPECTOR  
COMPANY, INC.**

32 East 57th St., New York, N. Y.  
Phone ELdorado 5-1270  
ANPA — PPA — ABP

*Officers*

President.....Raymond Spector  
Vice-President.....David Chrissman  
Treasurer .....F. Bowen  
Vice-President-Copy Chief..Leonard Leonard  
Radio Copy.....Stanley Silverman  
Time Buyer.....Dan Rodgers  
Radio Traffic.....Phil Kaplan  
Radio Research.....Bernard Cerlin  
*Radio Accounts Placed*—Network: Serutan  
Co. National Spot: Serutan Co., Block Drug

Co., Rum & Maple Tobacco Corp., Journal of Living, King David Memorial Park, Gold Medal Capsules, Purity Products Co., Beverly Hills Memorial Park, James B. Hall, Inc., The Lone Ranger, Inc., Look Magazine, Aspertane, Blackstone Products, Univex Cameras; Maryland Baking Co.

**STACK-GOBLE ADVERTISING AGENCY**

8 South Michigan Ave., Chicago, Ill.  
Phone Randolph 0160  
ANPA — PPA — APA — ABC — NOAB

*Officers*

President & Treasurer.....E. R. Goble  
Secretary.....A. E. Goble  
Vice-President.....H. L. Hulsebus  
Director of Radio.....Alden Goble

*Branch Offices*

400 Madison Ave., New York, N. Y.  
Phone PLaza 3-7445

Vice-Presidents.....R. A. Porter,  
Gordon E. Cooke  
Radio Director.....Harold E. Kemp  
*Radio Accounts Placed*—Network: Consolidated Royal Chemical Co., Lewis-Howe Co.

**BARTON A. STEBBINS ADVERTISING AGENCY**

811 West Seventh St., Los Angeles  
Phone Trinity 8821  
AAAA — ANPA — PPA — ABP — NOAB

*Officers*

Owner.....B. A. Stebbins  
Creative Dept. Head.....Leigh Crosby  
Director of Radio.....B. A. Stebbins  
Time Buyer.....Arthur W. Gudelman  
*Radio Accounts Placed*—Signal Oil Co.

**STERNFIELD-GODLEY, INC.**

280 Broadway, New York, N. Y.  
Phone BArelay 7-3030  
ABP — ANPA — PPA

*Officers*

President-In-Charge of Radio.Samuel Godley  
Vice-President.....Earl R. Cotter  
Secretary.....Frances C. Costello  
Treasurer.....Samuel S. Sternfield  
Space Buyer.....Philip Scheft

**STREET & FINNEY, INC.**

330 West 42nd St., New York, N. Y.  
Phone: BRyant 9-2400  
ANPA—PPA—ABC—NOAB—APA

*Officers*

President-Treasurer.....F. N. Finney  
General Manager.....Robert Finney  
Assistant General Manager....Frank Finney  
Secretary.....Foxhall Finney  
Account Executives.....W. E. Faxon,  
J. T. Kelly, Jr.  
Director of Radio.....Kenneth Burton

Assistant Director of Radio..Howard Miller  
*Radio Accounts Placed*—Network: Carter Products, Inc. National Spot: Carter Products, Inc., Foster-Milburn Co. (Doan's Pills), Raladam Co. (Marmola), Pope Laboratories (Joint-Ease), Dr. D. Jayne & Son (Jayne's Expectorant).

**SWEENEY & JAMES CO.**

1501 Euclid Ave., Cleveland, Ohio  
Phone Main 7142  
ANPA — PPA — APA

*Officers*

President.....John F. Sweeney  
Vice-President.....Frank G. James  
Radio Time Buyer.....W. B. Watterson  
*Radio Account Placed*—Network: Firestone Tire & Rubber Co.

**J. WALTER THOMPSON CO.**

420 Lexington Ave., New York, N. Y.  
Phone Mohawk 4-7700  
AAAA — ANPA — ABP — PPA

*Officers*

President.....Stanley Resor  
Secretary.....Howard Kohl  
Treasurer.....Gilbert Kinney  
Assistant Secretary-Treasurer..Donald Foote  
Assistant Secretary.....Edward Wilson  
Assistant Treasurer.....Luther O. Lemon  
Senior Vice-Presidents.....Gilbert Kinney,  
Henry T. Stanton, James W. Young  
Vice-Presidents.....Lloyd Baillie,  
Henry C. Flower, Jr., Howard Henderson,  
Clement Watson, Henry M. Stevens,  
S. Hunter Richey, William Resor, Walter R. Hinc, Thayer Jaccaci, William G. Palmer, Samuel W. Meek, William C. McKeegan, Jr., Sidney W. Dean, Jr., Philip Richardson, Elwood Whitney.

Vice-President in Charge of Radio,  
John U. Reber  
Radio Time Buyer.....Linnea Nelson  
Radio Talent Buyer....Abbott K. Spencer

*Branch Offices*

1549 North Vine St., Hollywood, Calif.  
Phone Hillside 7241  
Vice-President.....Daniel J. Danker, Jr.  
Radio Talent Buyer.....Paul Rickenbacker  
410 N. Michigan Ave., Chicago, Ill.  
Phone Superior 0303  
Vice-President and General Manager,

Henry T. Stanton  
Vice-Presidents: Merton V. Wieland, Kennett W. Hinks, Willard F. Lochridge, James D. Woolf, Chester A. Foust  
Radio Director.....B. W. Gunn  
Radio Time Buyer.....Margaret Wylie  
100 Bush St., San Francisco, Calif.  
Phone Garfield 3510  
Vice President-General Manager,

Arthur C. Farlow  
612 South Hope St., Los Angeles, Calif.  
Phone Trinity 2591

**ADVERTISING AGENCIES**

General Manager.....Norton W. Mogge  
821 Second Ave., Seattle, Wash.  
Phone Seneca 0655

General Manager.....Kelsey Denton  
*Radio Accounts Placed*—P. Ballantine & Sons, Bowman Dairy Co., H. C. Cole Milling Co., City Baking Co., Elgin National Watch Co., General Cigar Co., Grove Laboratories, Inc., Johns-Manville Corp., Kellogg Co., Kraft Cheese Co., Lamont P. Corliss & Co., P. Lorillard & Co., Lever Bros. Co., Libby, McNeil & Libby, Northam Warren Corp., Northern Trust Co., Penick & Ford, Ltd., Planters Peanut & Chocolate Co., Safeway Stores, Inc., Scott Paper Co., Shell Oil Co., Standard Brands, Inc. (Chase & Sanborn Coffee and Tender Leaf Tea), Swift & Co., U. S. Playing Card Co., Ward Baking Co., Washington State Apple Commission, Weco Products Co., J. B. Williams Co., Wine Advisory Board, William Wrigley, Jr. Co.

**TOMASCHKE-ELLIOTT, INC.**

1624 Franklin St., Oakland, Calif.  
Phone Glencourt 4941  
NOAB — NCBA

*Officers*

President.....F. L. Tomaschke  
Secretary.....William M. Maxfield  
V-P & Director of Radio..Wallace F. Elliott  
*Radio Accounts Placed*—Cardinet Candy Co., Pacific Guano Co., Par Soap Co., Downtown Merchants Association, Key System, East Bay Transit Co., Frozen Foods Distributors, Inc., Perry Hatchery.

**W. I. TRACY, INC.**

515 Madison Ave., New York, N. Y.  
Phone ELdorado 5-4404  
ANPA — PPA — NOAB

*Officers*

Chairman of Board.....W. I. Tracy  
President.....Frank S. Kent  
Treasurer.....George M. Pease  
Account Executives.....F. W. Hobbs,  
A. S. Johansen, J. F. Donovan, F. S. Kent, W. I. Tracy, K. H. Thompson, F. D. Plumb  
*Radio Accounts Placed*—Wilbert Products Co., Rapiwax Paper Co., Taylor-Reed Corp., Mission Garden Co., John Opitz, Inc., Minwax Co., Senn Products Corp., Terry Candy Co.

**TRACY-LOCKE-DAWSON, INC.**

1307 Pacific St., Dallas, Texas  
Phone 7-8655  
22 E. 40th St., New York, N. Y.  
Phone ASHland 4-1690  
AAAA — ANPA — PPA — ABP—  
PRB — SAAA — SNPA — ABC — NOAB  
*New York*

*Office Personnel*

President.....J. M. Dawson  
*Dallas*

*Office Personnel*

Executive Vice-President.Raymond P. Locke  
Vice-President.....Morris Hite  
Secretary-Director.....Monty Mann  
Radio Department.....Raymond P. Locke,  
Morris Hite, Jerry Moffett, Earle Racey  
Jack Taylor, Glenn G. Addington, J. J. Jeffries  
Radio Time Buyer.....Monty Mann  
Vice-President.....Manfred Darmstadter  
Vice-President.....Joe Scheideler  
Assistant Secretary-Treasurer...G. A. Mitten  
Director .....H. E. Hendrick  
Radio Director.....Milton Burgh  
Radio Time Buyer.....H. E. Hendrick

*Radio Accounts Placed*—New York: Continental Oil Co., Newsweek, Inc.

Dallas: Imperial Sugar Co., Postex Cotton Mills, The Borden Co. (Southern Division), Mrs. Baird's Bakery, Mrs. Baird's Bread Co., William Cameron & Co., International Milling Co., Great Western Garment Co., Neuhoff Packing Co., National Wool Growers Ass'n., Dallas Grand Opera Ass'n., B. T. Fooks Mfg. Co., Dallas Rupe & Son, Reserve Loan Life Insurance Co.

**VANGUARD ADVERTISING**

19 East 48th St., New York, N. Y.  
Phone, PLaza 3-4554  
ABP

*Officers*

Owner.....J. M. Russakoff  
Account Executives.....Jerry Albert,  
W. E. Tracy, J. Wootton  
Production Manager.....A. Stein

**VANT SANT, DUGDALE & CO., INC.**

Court Square Bldg., Baltimore, Md.  
Phone, Plaza 5280  
AAAA — ABP — ANPA — PPA

*Officers*

President.....Wilbur Van Sant  
Executive Vice-President & Treasurer,  
H. K. Dugdale  
Vice-President-Copy Director...J. P. Daiger  
Vice-President.....R. E. Daiger  
Secretary.....R. L. Malambre  
Asst. Treasurer-Accountant...N. B. Iardella  
Production Manager.....C. D. Carr  
Space Buyer.....G. M. Talbot  
*Radio Accounts Placed*—Network: Sherwood Bros., Richfield Oil Co. National Spot: Sherwood Bros., Manhattan Co., Crosse & Blackwell Co., The Equitable Trust Co., William Schluderberg-T. J. Kurdle Co.

## WADE ADVERTISING AGENCY

208 W. Washington St., Chicago, Ill.  
Phone State 7369

### Officers

Managing Director.....W. A. Wade  
Radio Time Buyer.....L. J. Nelson  
Radio Producers.....W. E. Jones,  
P. C. Lund, Edward Simmons, Jeff Wade.  
Radio Continuity Writers.....R. E. Dwyer,  
L. W. Davidson, Margot O'Flaherty

*Radio Accounts Placed*—Miles Laboratories,  
Inc., Murphy Products Co., Morris B. Sachs,  
Illinois Bottled Gas Co., Wear Proof Mat Co.,  
Hoover Liniment Co., General Bandages,  
Inc.

## WALKER & DOWNING

Oliver Bldg., Pittsburgh, Pa.  
Phone Grant 1900  
ANPA — ABP — PPA

### Officers

President.....William S. Walker  
Secretary-Treasurer.....B. I. Davis  
Radio Director.....R. C. Woodruff

*Radio Accounts Placed*—American Fruit  
Growers, Inc., Clark Bros. Chewing Gum Co.,  
Colonial Biscuit Co., Duquesne Brewing Co.,  
Pennsylvania Rubber Co., Pittsburgh Coal  
Co., Spear & Co.

## WARWICK & LEGLER, INC.

230 Park Ave., New York, N. Y.  
Phone MURray Hill 6-8585

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

### Officers

President.....H. Paul Warwick  
Vice-Presidents: Henry Legler, S. O. Young-  
heart, J. R. Warwick, Lester M. Malitz,  
Arthur Deerson.

Secretary-Treasurer.....Robert H. Hughes  
*Radio Accounts Placed*—The Wm. R. War-  
ner Co., Larus & Bro. Company, The Sher-  
win-Williams Company.

## WEARSTLER ADVERTISING, INC.

20 West Front St., Youngstown, Ohio  
Phone: 3-4311

PPA—ABP—APA

### Officers

President-Treasurer....Albert M. Wearstler  
Secretary.....Linnea J. Soderberg

## LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., St. Paul, Minn.  
Phone Cedar 3777

APA

### Officers

President.....Luther Weaver  
Associate.....Donald Gardner  
Director of Radio.....Elizabeth Watkins  
*Radio Accounts Placed*—Minnesota Fed-  
eral Savings & Loan Association, F. C. Hayer

Co., Star Launderers & Cleaners, Marshall  
Co., Home Appliance Co., Consumers' Milk  
Co.

## MILTON WEINBERG ADVERTISING CO.

325 W. Eighth St., Los Angeles, Calif.  
Phone Tucker 4111  
ANPA — PPA — ABP

### Officers

Director of Radio.....Bernard Weinberg  
Space Buyer.....E. Cousino  
*Radio Accounts Placed*—Flamingo Sales  
Co., Gaffers & Sattler, Hollywood Pantages  
Theater, Hollywood Turf Club, May Co.,  
Pep Boys of California, Thrifty Cut-Rate  
Drug Stores, Foreman & Clark, Grayson's,  
K's Beverages, Lyman's Restaurants, Kelley  
Kar Co., Nassour Bros., Ltd., Zukor's.

## WELLMAN ADVERTISING AGENCY

1631 Chestnut St., Philadelphia, Penna.  
Phone Rittenhouse 6576

### Officers

Owner-Radio Director.....F. A. Wellman

## WESTCO ADVERTISING AGENCY

625 Market St., San Francisco, Calif.  
Phone Sutter 6744

### Officers

President.....E. E. Sylvestre  
Manager.....R. W. Stafford  
*Radio Accounts Placed*—Sperry Flour Co.

## WESTON-BARNETT INC.

Arts & Crafts Bldg., Waterloo, Iowa  
Phone, 766

ABP — ANPA — PPA

### Officers

President.....Wells H. Barnett  
Vice-President.....A. C. Barnett  
Secretary.....Phillips Taylor

### Branch Office

520 N. Michigan Ave., Chicago, Ill.  
Phone, Whitehall 7725

Executive-In-Charge.....A. C. Barnett  
*Radio Accounts Placed*—Iowa Soap Co.,  
American Bird Products, Inc., Walker Rem-  
edy Co., Vinton Hybrid Corn Co.

## WARD WHELOCK CO.

Lincoln-Liberty Bldg., Philadelphia, Pa.  
Phone Rittenhouse 7500

ANPA—PPA—APA

### Officers

President.....Ward Wheelock  
Vice-President.....Carroll Rheinstrom  
Vice-President.....R. K. Strassman  
Secretary-Treasurer.....W. A. Dunn

**ADVERTISING AGENCIES**

*Branch Offices*

444 Madison Ave., New York, N. Y.  
Phone, PLaza 3-7120

Vice-President .....Carroll Rheinstrom  
311 Equitable Bldg., Hollywood, Calif.  
Phone, Hillside 0191  
*Radio Account Placed*—Campbell Soup Co.

**WOOD, BROWN & WOOD, INC.**

209 Washington St., Boston, Mass.  
Phone: Capitol 1850  
ANPA—PPA—ABP

*Officers*

President .....Allen H. Wood  
Vice-President-Radio Director,  
Allen H. Wood, Jr.  
Vice-President.....Arthur F. Sisson  
Treasurer.....Jonathan Brown, 3rd

**WORTMAN, BARTON & CO.**

381 Fourth Ave., New York, N. Y.  
Phone MURray Hill 4-2757  
ABP—ANPA—PPA

*Officers*

President.....E. B. M. Wortman  
Vice-Presidents.....R. S. Conahay,  
D. N. Wortman  
Secretary.....M. V. Wall  
Treasurer .....W. Wyler  
Radio Time Buyer.....Hortense Essler

**YOUNG & RUBICAM, INC.**

285 Madison Ave., New York, N. Y.  
Phone Ashland 4-8400  
ANPA — PPA — APA — AAAA —  
NOAB — ABC — ABP

*Officers*

Chairman of Executive Committee,  
Raymond Rubicam  
Chairman of Board.....Chester LaRoche  
President.....Sigurd S. Larmon  
Vice-President-Chairman Plans  
Board.....Charles L. Whittier  
Vice-President-Director of Media &  
Gen. Production...A. V. B. Geoghegan  
Exec. Vice-Presidents....Sigurd S. Larmon,  
Arthur Andrews, Donald Payne, Edward  
Barnes  
V-P & Manager of Contact....John F. Reeder  
V-P & Merchandising Director..Samuel Cherr  
V-P & Copy Director.....H. S. Ward  
V-P & Director of Research...George Gallup  
V-P & Art Director.....Walter K. Nield  
Vice-Presidents.....John E. Grimm, Jr.,  
Louis N. Brockway, Curtis G. Pratt,  
Bryan Houston  
Secretary-Treasurer.....J. H. Geise

V-P & Director of Radio,  
Thomas F. Harrington

Asst. to Director of  
Radio.....Frederic W. Wile, Jr.  
Manager of Talent  
Bureau.....Hubbell Robinson, Jr.  
Manager, Commercial Couy  
Bureau .....Joseph A. Moran  
Manager, Station Relations  
Bureau.....Carlos A. Franco  
Manager, Radio Publicity  
Bureau.....Wm. J. Thomas, Jr.  
Special Announcer.....Harry von Zell  
Radio Research.....Joseph H. Holmes, Jr.

*Branch Offices*

6253 Hollywood Blvd., Hollywood, Calif.  
Phone Hollywood 2734

Manager .....Tom Lewis  
Assistant Manager.....Carroll O'Meara  
Radio Production

Supervisor.....John Van Nostrand  
333 N. Michigan Ave., Chicago, Ill.

Phone Central 9389

Vice-President-Manager.....A. E. Tatham

Vice-President.....D. G. Schneider  
7430 Second Blvd., Detroit, Mich.

Phone Madison 4300

235 Montgomery St., San Francisco, Calif.  
Phone Exbrook 6685

Manager .....Robbins Milbank  
Vice-President-Manager.....George Davis

660 St. Catherine Street, West, Montreal, Que.  
Phone Plateau 4691

Vice-President-Canadian

Manager.....Lorimer B. Slocum  
Director of Media, Contact..L. C. Arbuthnot

80 King St., West, Toronto, Ont.

Phone Elgin 5347

Manager.....Stuart B. Smith

*Radio Accounts Placed*—American Can  
Co., The Borden Co., Johnson & Johnson  
(Band-Aid), General Food Corp. (Calumet,  
Grape-Nuts and Grape-Nuts Products, Swans  
Down, Minute Tapioca, Sanka Jell-O and  
Jell-O Products, La France, Satina, Postum),  
Drake's Bakeries, Cumber Products (Ener-  
gine, Molle), Gulf Oil Corp., Igleheart  
Bros., Inc., International Silver Co., Life  
Savers, Inc., Thomas J. Lipton, Inc., R. H.  
Macy & Co., Packard Motor Car Co., Bristol-  
Myers Co. (Ipana, Sal Hepatica, Minit Rub,  
Toushay); Rath Packing Co., Time, Inc.

**FREDERIC W. ZIV, INC.**

2436 Reading Road, Cincinnati, Ohio  
Phone University 6124

PPA—APA

*Officers*

President-Treasurer.....F. W. Ziv  
Vice-Presidents.....William Ziv,  
John L. Sinn, Alvin E. Unger

Radio Director.....John L. Sinn

# RESEARCH ————— ORGANIZATIONS

## ASSOCIATED RADIO MARKETS

914 Northwestern Bank Bldg.,  
Minneapolis, Minn.  
Phone, ATLantic 3774

Manager.....Alden R. Grimes  
Assistant Manager.....Robert E. Stark  
Report Manager.....Joan M. Devoy  
Field Staff Supervisor.....Mary Prettyman  
Services Offered: Radio audience surveys;  
air-checks of broadcast schedules; market  
analyses; media coverage data.

## WALTER P. BURN & ASSOCIATES, INC.

7 West 44th Street, New York, N. Y.  
Phone, MURray Hill 2-7462

President.....Walter P. Burn  
Vice-President.....William Noble  
Services Offered: Market data, economic  
studies, media coverage studies, radio cov-  
erage maps, decorative inaps, economic maps,  
charts, trade paper advertising, brochures,  
dramatized sales presentation, complete pro-  
motion plans, trade area counsel on FM  
applications.

## CANADIAN FACTS

11 Jordan Street, Toronto, Ont., Canada  
Phone Adelaide 2067

General Manager.....N. P. Colwell  
Director of Field Personnel...Edith Colwell  
Sales Manager.....John F. Graydon  
*Branch Offices*

Operating branches in 99 Canadian cities  
and towns with a total staff of 2100.

Services Offered: All types of marketing  
research including market coverage data,  
consumer studies, dealer investigations and  
checks on effectiveness of various media.  
Also, Canadian Facts Rating Service, a  
monthly rating of all network commercials  
on the air in Canada by the coincidental  
method.

## PAUL T. CHERINGTON

c/o McKinsey & Co., 60 East 42nd St.,  
New York, N. Y.

Phone, VANDerbilt 6-5280

Services Offered: Distribution consultant,  
market surveys, media studies.

## ROBERT S. CONLAN & ASSOCIATES

New York Life Bldg., Kansas City, Mo.  
Phone Victor 1973

Principal.....Robert S. Conlan

Associates.....Laura B. Green,  
Joseph Williams, Jr.  
Services Offered: Market research; month-  
ly radio surveys; merchandising.

## THE COOPERATIVE ANALYSIS OF BROADCASTING

330 West 42nd Street, New York, N. Y.  
Phone, LONgacre 3-1454

Manager.....A. W. Lehman  
Governing Committee:

D. P. Smelser, Chairman (Procter &  
Gamble Co.); George H. Gallup, Treasurer  
(Young & Rubicam); A. Wells Wilbor  
(General Mills); Robert B. Brown (Bristol-  
Myers Co.); L. D. H. Weld (McCann-  
Erickson); F. B. Ryan, Jr. (Ruthrauff &  
Ryan); A. W. Lehman, Manager.

Services Offered: CAB rates all commer-  
cial network programs, daytime as well as  
evening, and in addition analyzes these rat-  
ings by geographical sections, income groups,  
etc. It is authorized by the Association of  
National Advertisers and the American Asso-  
ciation of Advertising Agencies to carry on  
this work which it has been doing since  
March, 1930.

## CROSSLEY, INC.

330 West 42 St., New York, N. Y.  
Phone BRyant 9-5462

President.....Archibald M. Crossley

Services Offered: Program rating, nation-  
wide or individual area studies, general mar-  
keting consultants.

## EVALUATION OF SCHOOL BROADCASTS PROJECT

Ohio State University, Columbus, Ohio  
Phone, University 3148, Ext. 707

Director.....I. Keith Tyley  
Associate Director.....Norman Woelfel  
Research Associates....R. R. Lowdermilk,  
J. Robert Miles, Seerley Reid, Irving  
Robbins, J. Howard Rowland, G. D.  
Wiebe.

Research Assistant.....Hazel Gibbony  
Research Consultant.....Daniel Day  
Assistant to Director...M. Margariete Ralls

Services Offered: Research on the relation  
of radio and children and young people;  
advisory services to broadcasters and educa-  
tors on planning and production of school  
broadcasts and children's programs. (Proj-

ect is sponsored by the Federal Radio Education Committee and Ohio State University and is financed by grants from the General Education Board.)

**EDGAR FELIX**

18 East 48th St., New York, N. Y.  
Phone PLaza 5-5052

Director.....Edgar Felix  
Chief Field Engineer.....L. C. Skipper  
Statistician.....J. Murray  
Services Offered: Radio Coverage Reports, a uniform and comparable coverage analysis for all cities and stations in the United States.

**C. E. HOOPER, INC.**

22 East 40th St., New York, N. Y.  
Phone, LExington 2-3000

President.....C. E. Hooper  
Manager, Radio Program Reports,  
A. M. Wharfield  
Manager, Station Audience Reports,  
F. H. Kenkel  
Research Consultant...Dr. M. N. Chappell  
Services Offered: Radio audience and listening survey specialists, publishers of monthly "Hooper Radio Reports"—(National daytime programs, national evening programs, regional sets-in-use reports, regional program ratings, station audience reports, radio sales effectiveness reports, etc.)

**HOOPER-HOLMES BUREAU**

102 Maiden Lane, New York, N. Y.  
Phone Whitehall 3-9700  
Director of Research.....Chester E. Haring  
*Branch Offices*  
84 Offices Throughout  
United States and Canada  
Services Offered: Commercial research.

**NATIONAL RADIO CHECKING SERVICE, INC.**

6635 Delmar Blvd., St. Louis, Mo.  
Phone, Parkview 6174

President.....William Keen Small  
Vice-President-General Mgr..Albert S. Foster  
Personnel Director.....Ann Wilson  
Comptroller.....Ralph R. French  
Traffic Department.....Lilian E. Woltjen  
*Branch Offices*  
10 East 43rd St., New York, N. Y.  
Phone, MUrray Hill 3-6743  
Eastern Manager.....George I. Reid  
111 West Washington, Chicago, Ill.  
Phone, Franklin 5180  
Manager.....M. F. Hayes  
Services offered: Nationwide service developing factual information for advertisers, both spot and network; performance reports on individual radio stations throughout the nation. Field organization is composed of 458

**National Radio Checking Service, Inc.**

- **WHAT WE DO**—Our reports take the "guess-work" out of individual radio station performance.
- **HOW OUR SERVICE WORKS**—Our staff of 450 trained checkers are stationed throughout the country to check programs (spot or show) at point of origin. Our reports can be made from any town or city in the U. S. with a broadcasting station.
- **WHY OUR SERVICE WORKS**—Even in the "best of" radio stations, discrepancies occur. Here are some of the most common:
  - Show or spot omitted
  - Portion of commercial omitted
  - Competitive products advertised next to yours
  - "Garbled" talk or interruption
  - Transcriptions ineffectively handled
  - Your Spot "sandwiched" between others
  - Local station "rushing" network cue

National Radio Reports are *accurate* and *inexpensive* . . . and sent to you *weekly*.

A. S. FOSTER, General Manager  
6635 Delmar Blvd., St. Louis, Mo.

GEO. I. REID, Eastern Manager  
10 East 43rd Street, New York City

mentally alert homebound people strategically placed throughout the United States.

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**NATIONAL RADIO RECORDS**

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**A. C. NIELSEN COMPANY**

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Executive Vice-President.....F. K. Leisch  
Executive Vice-President In Charge of  
N. Y. Office.....J. O. Peckham  
Executive Vice-President in Charge of  
Nielsen Radio Index.....H. L. Rusch

*Branch Office*

500 Fifth Ave., New York, N. Y.  
Phone, PEnnsylvania 6-7126

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Phone, COlumbus 5-6951

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**OFFICE OF RESEARCH—  
RADIO DIVISION**

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Phone Circle 6-7164

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Services Offered: Marketing research, distribution consultant, trade and consumer studies.

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**ROSS FEDERAL RESEARCH CORP.**

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

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3723 Wilshire Blvd., Los Angeles, Calif.  
963 Monadnock Bldg., San Francisco, Calif.  
1904 Third Ave., Seattle, Wash.  
Tower Petroleum Bldg., Dallas, Texas  
932-44 United States National Bank Bldg., Denver, Colo.  
47 West South Temple St., Salt Lake City, Utah  
Rand Tower Bldg., Minneapolis, Minn.  
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404 Terminal Bldg., Oklahoma City, Okla.  
306 S. Fifteenth St., Omaha, Nebr.  
602 Porter Bldg., Portland, Ore.  
746 Chapel St., New Haven, Conn.  
Services Offered: Market research, consumer studies, radio surveys.



# POLICY OF F. T. C. IN RADIO ADVERTISING

*By P. B. Morehouse,*

*Director of Radio and Periodical Division of Federal Trade Commission*

**F**OR the purpose of effecting a more direct and expeditious method of handling certain cases involving false and misleading advertising, violative of the provisions of the Federal Trade Commission Act, as amended, the Commission established its Radio and Periodical Division. Through this Division, advertisers, publishers, broadcasting stations, and advertising agencies can deal directly with the Director, with a view to reaching an agreement in such cases as are appropriate for negotiating a stipulation, thereby disposing of the issues involved and obviating the necessity of formal trial.

By this procedure the advertisers are afforded an opportunity informally to present for consideration such evidence relating to the advertising claims questioned by the Commission as they may care to submit, with a view to determining whether or not a revision of their advertising is required, and to stipulate the discontinuance of any representations which, after a consideration of all the evidence, are determined to be false or misleading. In most cases the results obtained by this procedure are as effective as those that could be accomplished by the issuance of cease and desist orders; expensive litigation both to the advertisers and the Government is thereby avoided. In this phase of the Commission activity, its only objective is to prevent false and misleading advertisements. It does not undertake to dictate

what an advertiser shall say, but merely indicates what he may not say under the law.

## Radio Advertising

The Commission, in its systematic review of radio advertising, issues calls to individual radio stations, generally at the rate of four times yearly for each station. However, the frequency of calls to such individual broadcasters is varied from time to time, depending principally upon transmittal power, the service radius or area of specific stations, and the advertising record of certain types of stations, as disclosed in analyses of previous advertising reviews.

National and regional networks respond on a continuous weekly basis, submitting copies of commercial continuities for all programs wherein linked hook-ups are used involving two or more stations.

Producers of electrical transcription recordings submit monthly typed copies of the commercial portions of all recordings produced by them for radio broadcast. This material is supplemented by periodic reports from individual stations listing the programs of recorded commercial transcriptions and other data.

During the fiscal year ended June 30, 1941, the Commission received 857,890 copies of commercial radio broadcast continuities, amounting to 1,737,181 pages of typewritten script. These comprised 1,197,199 pages of individual station script, 528,820 pages of network script,

☆ ☆ ☆ *Radio In Defense* ☆ ☆ ☆

and 10,162 pages of commercial recorded script. The staff examined 871,909 commercial radio broadcast continuities, amounting to 1,749,640 pages of type-written script. These comprised 519,640 pages of network script, 1,219,950 pages of individual station script and 9,967 pages of script representing the built-in commercial portions of transcription recording productions destined for radio broadcast, through distribution of multiple pressings of such recordings to individual stations. An average of 5,755 pages of radio script were read each working day. From this material 24,535 commercial broadcasts were marked for further study as containing representations that might be false or misleading.

### Industry Cooperation

In general, the Commission has received the helpful cooperation of the 3 nation-wide network chains, 13 active regional networks, and transcription producers engaged in preparing commercial radio recordings, in addition to that of some 781 active commercial radio stations, 491 newspaper publishers, and 533 publishers of magazines, farm journals and trade publications, and has observed an interested desire on the part of such broadcasters and publishers to aid in the elimination of false and misleading advertising.

### Procedure in Advertising Cases

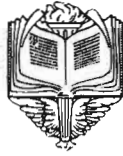
If it appears that a published or broadcast advertisement coming to the Commission's attention may be misleading, a questionnaire is sent to the advertiser, and request is made for a sample of the product advertised, if this is practicable, and the quantitative formula, if the product is a compound. Copies of all advertisements published or commercial continuities broadcast during a specific period are also requested, together with copies of all booklets, folders, circulars, form letters, and other advertising literature used. Upon receipt of this data, the sample and formula are referred to

the Commission's Medical Advisory Division or to an appropriate technical agency of the Government for a scientific opinion. Upon receipt of the opinion, a list of such claims as then appear to be false or misleading is sent to the advertiser, along with pertinent portions of the opinion. The advertiser is extended the privilege of submitting evidence in support of his claims; he may answer by letter or, upon his request, may confer with the Commission's Radio and Periodical Division in person or through counsel.

If, after a consideration of all available evidence at hand including that furnished by the advertiser, the questioned claims appear to be true, the division reports the matter to the Commission with the recommendation that the case be closed. If it appears from the weight of the evidence before it that the advertising is false or misleading, the division refers the matter to the Commission with recommendation either that the complaint be issued or the case be returned to the Division for negotiation of a stipulation, provided it is one appropriate for stipulation procedure and the advertiser desires to dispose of it by such voluntary agreement to cease and desist from the use of the acts and practices involved.

If the Commission so authorizes, the division prepares a stipulation and forwards it to the advertiser for execution. Should he object to any of its provisions, he may discuss them by mail or in person. If and when he agrees upon the terms of the stipulation and signs and returns it, the matter is again reported to the Commission with recommendation that the stipulation be accepted and the case closed without prejudice to the right of the Commission to reopen the matter at any time the facts so warrant. If the Commission accepts and approves the stipulation, the advertiser is required to submit within 60 days from the date of acceptance a report in writing showing the manner and form in which he has complied and is complying with the provisions of his agreement.





# FEDERAL COMMUNICATIONS COMMISSION



*Personnel*

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*Technical Progress  
Survey*

•

*Administrative Procedure*

•

*Station Application  
Procedure*

•

*Rules and Regulations Regarding  
Broadcasting Applications*

•

*Chain Broadcasting Rules*

•

*National Defense Rules*

# FEDERAL COMMUNICATIONS COMMISSION



**Headquarters: New Post Office Building, Washington, D. C.**

*Personnel as of January 1st, 1942*

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**NORMAN S. CASE**  
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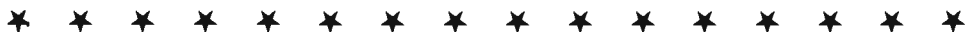
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# TECHNICAL PROGRESS IN 1941

*By George P. Adair, Assistant Chief Engineer of FCC*

**D**URING the year 1941 there were several developments in broadcasting of considerable interest which are discussed briefly below.

## **North American Regional Broadcasting Agreement**

The first and most important development, in so far as standard broadcasting is concerned, was the placing of the North American Regional Broadcasting Agreement into effect on March 29, 1941. On that date some 780 United States stations, as well as the majority of Canadian, Cuban and Mexican stations, changed frequencies in accordance with the assignments previously agreed upon with no difficulty worthy of note. This is considered as a high tribute to the cooperation and ability of the licensees, their personnel, equipment manufacturers, frequency monitoring services, and consulting engineers. This is particularly true in view of the large number of directional antennas involved. Following this shift, there were a few cases where the interference was greater than previously. However, the majority of these cases were corrected immediately and, in general, interference free reception was greatly extended.

## **Technical Developments**

The number of stations employing directional antennas has continued to increase and, in general, the complexity of these has also increased. The extended use of directivity in the vertical plane, as well as in the horizontal plane, has necessitated the adoption of new methods of making proof of performance measurements as well as monitoring procedure for the maintenance of such patterns. Many of the patterns now employed have such a high degree of directivity that the location of other structures in the vicinity, particularly radio towers, make it

extremely difficult to establish and maintain these patterns. It has been found in many cases that where radio stations are located less than approximately five wavelengths apart (for the lowest frequency concerned) interaction develops so that a change in any of the antennas affects the others. It is also necessary in such cases to bury the power lines, telephone lines and transmission lines as well as take other precautions.

## **High Frequency Broadcast Service**

At the close of 1941, the Commission had authorized 60 high frequency (frequency modulation) broadcast stations (43,000 to 50,000 kilocycles). A substantial number of stations commenced regular program operations, in most cases using temporary installations due to inavailability of equipment. Six stations are operating in the New York area. Available information indicates that the public has a total of approximately 200,000 receivers equipped for FM reception.

While no fundamental technical developments have been released during the year, substantial strides have been made by the manufacturers and broadcasters in the realization of FM as a public service.

The Commission has authorized nine noncommercial educational broadcast stations, employing frequency modulation, to operate in the band 42,000 to 43,000 kilocycles, adjacent to the commercial FM band, which can be received on the same receivers. Increased use of radio for classroom and adult education is made possible by this class of station.

## **Television Broadcast Service**

The year 1941 will be a red-letter year in television. In a hearing on March 20, 1941, the Commission found that the industry was in agreement that television was ready for standardization and sub-



sequent commercialization and adopted the transmission standards proposed by the National Television Systems Committee and established the commercial television broadcast service. The standards provide some alternatives of transmission but are such as to permit reception on all modern receivers. Further investigations have been and are being made with the view of further restricting the standards for most efficient system operation. Color television has been the subject of considerable investigation. As of December 31, 1941, the Commission has authorized nine commercial television broadcast stations. Three of these were operating on 15 hour per week schedules.

Much of the television research work conducted throughout the years has resulted in developments which have found application in apparatus being used by the military naval forces. Considerable demand upon personnel trained in television technique and manufacturing facilities for the war effort has resulted in curtailment of activity in television.

Television is now out of the laboratory and should assume an important social and economic role in our post-war national life.

### International Broadcast Service

International broadcast stations, in the increased tension of world affairs, have assumed a vital function in the dissemination of accurate information and combating enemy propaganda. There are 12 international broadcast stations in regular operation at the present time, two additional stations have been authorized. All but three stations have completed construction for operating powers of at least 50 kw, as required by the Commission's Rules. In addition, stations are required to "beam" the transmitted power to the foreign country or countries for which the program is designed with a power gain of at least 10. In addition to increases in power, improvements in ex-

isting antenna systems have been made and additional system installed all of which has improved the world-wide coverage of these stations.

### ST Stations

In order to provide high quality and auxiliary program channels between the studio and transmitter of high frequency (FM) broadcast and international broadcast stations, the Commission allocated frequencies in the band 330,000-346,000 kilocycles for use by ST stations which employ frequency modulation and highly directive directional antennas. These are assigned on an experimental basis in so far as the licensees are required to conduct experimentation relative to antenna design.

### Conclusion

In view of the present emergency, it is impossible to predict the course of technical trends in broadcasting. However, there will undoubtedly continue to be developments as in the past and there will necessarily be certain adjustments in order to meet the needs of defense. It is anticipated that many new developments will result from the war requirements of communication which can later be advantageously applied to broadcasting and conversely many of the techniques of present-day broadcasting will prove valuable to the armed forces.

The fact that the materials required for radio equipment include many of those required for vital defense purposes and that all or practically all of the production of radio manufacturers is required for defense purposes will necessarily retard the expansion of civil radio. However, when the emergency is over the vast capacity of these manufacturers will be available for the production of radio products for civilian needs which will undoubtedly play a vital part in readjustment and rehabilitation. The proper gearing of war industries to civilian needs will be one of the most important factors in preventing the aftermath being more disastrous than the war itself and should not be lost sight of in the more immediate problems.



# —ADMINISTRATIVE— PROCEDURE OF F. C. C.

*A summary of the administrative procedure of the Federal Communication Commission reviewing its duties and activities, the administrative setup, departments and their functions.*

## Commission

The Federal Communications Commission is composed of seven Commissioners appointed by the President, subject to Senate advice and confirmation. The President also designates the Chairman. The normal term of a Commissioner is seven years. A Commissioner is not permitted to engage in any other business during such tenure. Under terms of the creative act, "not more than four Commissioners shall be members of the same political party."

The Commission functions as a unit in administrative matters. It retains direct supervision of all activities but delegates certain routine responsibilities. Committees, consisting usually of three members, have made special studies and supervised particular undertakings.

The Commission normally holds at least two en banc meetings each week. On Tuesdays it acts on various matters relating to radio, and telegraph and telephone. At such time the Commission considers—

Applications for construction permits for new stations or modifications of existing construction permits or licenses involving changes in frequency, power, transmitter and studio sites, or change in name of licensee.

Applications for voluntary or involuntary control of company or corporation holding license.

Petitions for rehearing.

Dismissal of applications.

Retiring of applications to closed files.

Adoption of new rules or amendments to existing rules.

Suspension of amateur or operator licenses.

Authority to supplement existing facilities or telephone or telegraph companies.

Extension of temporary authority to common carriers to communicate with foreign countries.

Other common carrier matters, such as investigation and suspension of tariffs.

Admissions to practice.

On Wednesdays the Commission acts on docket cases, that is to say, cases which have been accorded public hearings. Where the Commission, upon examination of a particular broadcast application, is unable to determine that a grant will serve the public interest, the case is designated for formal hearing upon specific issues, and all persons interested are given opportunity to be heard. After a hearing has been held, "Proposed Findings of Fact and Conclusions" are issued by the Commission. The parties are allowed additional time in which to file exceptions and to request oral argument before final decision is made. If no exceptions or requests for oral argument are received, the Commission generally issues an order adopting and making effective its proposed decision. If exceptions are filed, the Commission may, after oral argument, affirm, modify, or reverse the proposed findings. This is the final determination unless there is a petition for rehearing or unless there is litigation.

## Commissioners

In addition to en banc meetings, the Commissioners individually preside at particular hearings when designated to do so by the Commission. Each month the Commissioners, in rotation, are allocated other specific duties. These assignments are changed, thus permitting each Commissioner to be directly informed on various phases of Commission activity, at the same time conserving the principal portion of each Commissioner's time for consideration of matters involved in action by the Commission as a whole. In any month one Commissioner will act upon applications for requests for special temporary broadcast authorizations. Another will consider motions or petitions in cases designated for formal hearing, final disposition of which is, of course, reserved for the Commission as such.

Such authorization is covered by the following part of Administrative Order No. 2:

"A Commissioner, to be named by subsequent supplements to this Order, is hereby designated to hear and determine, order, certify, report or otherwise act upon:

(a) except as otherwise ordered by the Commission, all motions, petitions or matters in cases designated for formal hearing, including motions for further hearing, excepting motions and petitions requesting final disposition of a case on its merits, those having the nature of an appeal to the Commission, and those requesting change or modification of a final order made by the Commission; provided, however, that such matters shall be handled in accordance with the provisions of Sections 1.251 to 1.256, inclusive, of the Commission's Rules of Practice and Procedure; provided further that when one or more members of the Commission have been designated to preside at a hearing such Commissioner or Commissioners shall be authorized and empowered to fix the time and place such hearing shall be held; and such motions, petitions, or matters arising in connection with such hearing shall be handled by the Commissioner or Commissioners designated to preside, subject to the provisions of Sections 1.232, 1.252, 1.254, 1.255, and 1.256 of the Rules of Practice and Procedure; provided further that in the absence of the individual Commissioner designated to preside at a hearing, or his inability to act or pass upon such preliminary matters, they shall be referred to the presiding officer of the Motions Docket.

(b) the designation pursuant to the provisions of Sections 1.231 to 1.232 of the Commission's Rules of Practice and Procedure of officers, other than Commissioners, to preside at hearings.

"Any party affected by any order, decision, or report of any individual, board, or individual Commissioner, to whom authority is delegated under the provisions hereof, may file a petition for rehearing, as provided by Section 1.271 of the Commission's Rules of Practice and Procedure, before the Commission, and every such petition shall be passed upon by the Commission."

### Departments

In considering all types of cases the Commission is aided by recommendations of its technical and administrative units. The staff consists of four departments:

The Law Department handles litigation

and the legal aspects of licensing, regulation, and general administration, including legislation, rule-making and international matters, and conduct of investigations.

The Engineering Department attends to the engineering phases of the various services, and their regulation, supervises the field staff, participates in international and governmental conferences, and conducts technical research.

The Accounting, Statistical, and Tariff Department looks after accounting regulation, tariff analysis and rate regulation, and compiles statistics pertaining to these and other Commission functions.

The Secretary's Office has charge of matters of internal administration, handles the issuance of licenses, maintains records, and is responsible for supplying official copies of the Commission's order and decisions.

### Rules Committee

The heads of these departments meet regularly, on Thursdays, as a Committee on Rules to consider proposals for new or revised rules and regulations, or changes in administrative procedure. This Committee can initiate such study or make comment or recommendation upon matters referred to it by the Commission. The Committee on Rules has functioned actively since 1937, and has done much to coordinate administrative procedure.

### Administrative Board

In 1940 Commission work was further expedited by creation of an Administrative Board, consisting of the General Counsel, Chief Engineer, Chief Accountant, and Secretary. This board is authorized to pass upon routine detail in accordance with rules and policies previously established by the Commission. Administrative Order No. 2, as revised, gives the Administrative Board authority to "determine, order, certify, report or otherwise act upon" the following matters:

"(a) All applications for the Coastal, Marine Relay, Aviation, Emergency and Miscellaneous services, except those falling under paragraphs (1), (2), and (3) of this Order;

"(b) Upon all radio matters of every character (except broadcast, and cases falling under paragraphs (1), (2) and (3) of this Order) within the Territory of Alaska;

“(c) Upon all applications for experimental authorizations except: Class II experimental stations to authorize experimentation directed toward the establishment of new services;

“(d) Upon all broadcast service applications as follows: for licenses following construction which comply with the construction permit; applications for construction permit and modification of construction permit involving only a change in equipment; applications for extensions of time within which to commence and complete construction; applications to install frequency control equipment; applications relating to auxiliary equipment; applications for authority to determine operating power of broadcast stations by direct measurement of antenna power; applications for modification of licenses involving only change of the name of the licensee, where the ownership or control is not affected; applications for construction permit or modification of license involving relocation locally of a studio, control point or transmitter site not involving any substantial change in service area; applications for relay broadcast stations; and requests for authorization to rebroadcast under the provisions of Section 3.94 of the Rules and Regulations;

“(e) Upon all applications or requests for special temporary authorization other than those falling under paragraphs (1), (2), (3) or (5) of this Order;

“(f) All applications or requests for emergency and renewal exemptions from the provisions of Section 352 (b) of the Act;

“(g) Upon all uncontested proceedings involved in:

(1) the issuance of certificates of convenience and necessity and the authorization of temporary or emergency wire service, as provided in Section 214 of the Act;

(2) Applications for existing licenses for instruments of authorization for the Fixed Public or Fixed Public Press radio services, except applications involving (1) new points of communication, (2) changes in transmitter location other than local in character, (3) assignment of additional frequencies, or (4) involving change of policy by the Commission, or the

establishment of a new type of service;

“(h) Upon requests for inspection of records under provisions of Section 1.5(c) of the Commission’s Rules of Practice and Procedure.”

Actions taken by the board are reported in writing each week to the Commission at its regular meeting. Applications or requests for special temporary standard broadcast authorizations are referred to the board for recommendation and reference to a Commissioner designated to act in such matters.

The same order which created this board (Administrative Order No. 2) further speeded procedure by allowing the Secretary, Chief Engineer, and Chief Accountant to handle specific matters. Its particular provisions with respect to these officials follow:

### Secretary

“The Secretary of the Commission is hereby designated to determine, order, certify, report or otherwise act, upon:

(a) all applications for operator licenses or renewals thereof; and

(b) all applications for amateur and ship stations or renewals thereof; and

(c) all applications for aircraft station licenses or renewals thereof where the applicant is or has been the holder of a station license within the preceding year;

“The Secretary of the Commission is hereby designated to enter the appropriate final order of the Commission in all cases involving applications for radio station authorizations in which proposed findings and conclusions of the Commission have been issued pursuant to the provisions of Section 1.231 of the Commission’s Rules of Practice and Procedure and in which no exceptions have been filed within the time prescribed in said section.”

### Chief Engineer

“The Chief Engineer of the Commission is hereby designated to determine and act upon all applications and requests and to make appropriate order in letter form for the signature of the Secretary of the Commission in the following matters:

(a) temporary operation without specified items of equipment, or with temporary, substitute or auxiliary equipment;

(1) operation without an approved frequency monitor;

(2) operation without an approved modulation monitor;

- (3) operation without thermometer in automatic temperature control chamber;
  - (4) operation without antenna ammeter, plate voltmeter or plate ammeter;
  - (5) operation with substitute ammeter, plate voltmeter or plate ammeter;
  - (6) operation without temporary antenna system;
  - (7) operation with auxiliary transmitter as main transmitter;
- (b) operation with new or modified equipment pending repair of existing equipment, or pending receipt and action upon a formal application;
  - (c) where formal application is not required, application for new or modified equipment or antenna system;
  - (d) change of specifications for painting and lighting antenna towers where formal application is not required;
  - (e) operation to determine power by direct method during program test period;
  - (f) relocation of transmitter in same building;
  - (g) operation with reduced power or time under Sections 3.57 and 3.71;
  - (h) approval of types of equipment as to compliance with outstanding rules and standards;
  - (i) all authorizations for equipment and program tests, or extensions thereof, where it appears that compliance has been had with the terms of the construction permit;
  - (j) denial of requests for equipment and program tests where specifications of construction permit have not been met;
  - (k) withdrawal of authorizations for equipment and program tests where subsequent to the issuance of the original authorizations it appears that the terms of the construction permit have not been met;
  - (l) extensions of time within which to comply with technical requirements specified in authorizations, orders and rules or releases of the Commission;
  - (m) representations of compliance with technical requirements specified in authorizations, orders, rules or releases (except formal applications);
- (n) operation with licensed, new or modified equipment at a temporary location with a temporary antenna system in case of an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating at the licensed location;
  - (o) all authorizations for special operation necessary to facilitate equipment, program and service tests or to comply with technical requirements specified in authorizations, orders, rules or releases.”

### Chief Accountant

“The Chief Accountant of the Commission is hereby designated to determine, order, certify, report or otherwise act upon:

- (a) administration, interpretation and application of regulations promulgated by the Commission pursuant to Section 220 of the Act, relating to accounts, records, and memoranda to be kept by carriers subject to the jurisdiction of the Commission;
- (b) applications for extensions of time in which to file annual, monthly, and special reports required by the Commission pursuant to Section 219 of the Act;
- (c) administration, interpretation and application of orders or rules of practice and procedure promulgated by the Commission relating to financial and statistical data of standard broadcast stations and broadcast networks or chains, including applications for extensions of time in which to file financial and statistical statements and reports.
- (d) all matters arising in connection with the administration of tariff regulations promulgated by the Commission pursuant to Section 203 of the Act, and in connection with the administration of this section in so far as it relates to the modification of requirements thereof or made pursuant thereto, as authorized in particular instances by subsection (b) thereof, and to the rejection of tariffs as authorized by subsection (d) thereof;

and, where appropriate in carrying out the foregoing, to make orders in letter form for the signature of the Secretary of the Commission.”

## Procedure

The procedure under which hearings are conducted and the administrative and adjudicative processes leading up to final decisions have been revised in the interests of public convenience as well as smoother Commission functioning. From the standpoint of internal administration, these changes have vastly simplified and expedited the decision process. This speeding up has not been at the sacrifice of complete and deliberate consideration of every element of the various type of proceedings the Commission is called upon to decide. On the contrary, the standards of "fair play" in reaching administrative determinations, as laid down by the courts, have been fully met.

Some of the outstanding practice and procedure changes may be mentioned briefly. The Communications Act requires that the Commission grant radio authorizations without hearing if it is able to determine from the information before it that the authorization would serve public interest, convenience and necessity. Formerly such grants were made, in broadcast cases, subject to the right of interested parties to file protests within a 30-day period. The previous policy had been to require the holding of hearings in virtually all such cases, which frequently involved needless expense to the parties without disclosing information of a substantial character not already known to the Commission. Under present practice, when the Commission is satisfied from the information before it that a grant is warranted, it proceeds to authorize the issuance of the license, which grant is final rather than conditional in its terms. The rules fully protect the interests of persons other than the applicant by providing for the filing of petitions for reconsideration within a 20 day period.

Formerly it was the practice of the Commission to include in the issues upon which hearings were to be held, not only those matters on which the Commission entertained doubt, but issues which required affirmative proof of all items contained in the applications. As a result the task of preparation for hearings was rendered extremely burdensome, hearings were unnecessarily prolonged by the applicant's tedious proof of many facts not really in controversy. The Commission now undertakes the burden of determining and specifying limited issues in hearing cases, which are actually controversial in character and on which the results of the hearing must turn.

In yet another direction, the Commission has improved its practice in con-

nection with the issues involved in hearings. It frequently happens that there are any one of several grounds on which it appears from initial examination of the application that a denial must result. Some of these grounds would necessarily result in the introduction of a great deal of testimony and documentary evidence if included among the issues to be heard. In order to save time and money, both for the applicant and the Commission, effort is now made to eliminate issues which would unnecessarily complicate the hearing.

Under its former rules the Commission permitted any party to intervene if his petition disclosed a "substantial interest in the subject matter." Furthermore, the Commission designated as parties to its hearings those persons shown by its records to have some potential interest, whether or not such persons were known to have an intention to appear. The effects of the complete freedom of intervention and of the automatic inclusion of various persons as parties to the proceeding were the unnecessarily prolonged discussion of non-controversial issues and the unnecessary multiplication and accumulation of evidence on relevant issues, due to the cross examination to which witnesses were subjected by the various parties. The Commission's rules now require all parties who desire to appear in opposition to an application to file petitions to intervene, by means of which their interests may be tested, and parties are required to make a showing that the requested intervention will be in the public interest. The Commission also makes provision for the filing and consideration by any of the parties of motions for enlargement of the issues, a further safeguard for the protection of interests of applicants and other parties.

## Motions Docket

The Commission makes provision for the holding of oral arguments on all interlocutory motions, pleadings and matters of procedure which arise in cases pending before it. Previously, these motions were disposed of by the Commission without opportunity for argument, and thus without a full opportunity for parties in interest who might wish to oppose the relief sought to make a contest and have an adjudication based on a full showing of the nature of their interests. These interlocutory matters are now placed on a Motions Docket presided over by an individual Commissioner, which is called Friday of each week. Provision has also been made for the disposition in chambers of emergency motions, after proper notice to all parties.

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# STATION APPLICATION PROCEDURE

*A summary of the procedure in applying for a station in the broadcast services as followed by the Federal Communications Commission*

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Any person, firm, corporation, educational, or other group legally qualified may apply to the Federal Communications Commission for radio-broadcast facilities in any locality. Formal application for a standard broadcast station construction permit is submitted in duplicate direct to the Commission on Form 301, which is obtainable on request. Applicants for FM (frequency modulation) stations use Form 319, which applies to high-frequency broadcast stations. Prospective television broadcasters use Form 330 which applies to that type of transmission.

## Time Requirements

Each construction permit must specify a maximum of 60 days from date of grant thereof as the time within which construction of the station shall begin, and a maximum of 6 months thereafter as the time within which construction shall be completed and the station ready for operation, unless otherwise determined by the Commission upon proper showing in any particular case.

The time required for an application for a new broadcast station to go through the necessary routine varies with individual cases. In the case of a purely local station, where no interference is involved, the time can be as short as 4 to 6 weeks, providing that the application is accurately and completely filled out and all the required exhibits are appended. However, where interference and formal objection by other stations enter, a longer time is necessary.

Where the Commission, upon examination of a particular application, is unable to reach determination that a grant will serve the public interest, the case is designated for formal hearing upon specific issues, and all persons having an interest in the matter are given opportunity to be heard. Under present procedure, after a hearing has been held the parties are permitted 20 days in which to file supporting statements. The Commission then issues its Proposed Findings of Fact and Conclusions, and the parties are allowed 20 days thereafter to file exceptions and to request oral arguments before final decision is rendered. In the event that no exceptions or requests for oral argument are

received, the Commission issues an order adopting and making effective its proposed decision. This is the final determination unless there is litigation.

## Equipment Tests

Upon completion of construction of a radio station the permittee is authorized to test the equipment for a period not to exceed 10 days. The inspector in charge of the district in which the station is located, as well as the Commission, are notified 2 days in advance of the beginning of equipment tests. When construction and equipment tests are completed, and after application for regular station operating license has been filed with the Commission (Form 302 for standard broadcast and Form 320 for high frequency broadcast) the permittee is authorized to conduct service or program tests for a period not to exceed 30 days, again advising the Commission and inspector in charge 2 days in advance of the beginning of such tests.

Broadcast stations are licensed for a period of 1 year. Requests for renewal of license are made on special forms.

The approximate cost of constructing a 100-watt standard broadcast station (the minimum power capable of rendering appreciable public service) is, roughly, between \$5,000 and \$8,500. High frequency (FM) stations cost somewhat more.

## Public Interest Requirements

In the public interest, the Commission does not license stations to broadcast recordings exclusively.

Broadcast station licenses are denied corporations "of which any officer or director is an alien or of which more than one-fifth of the capital stock is owned of record or voted by aliens or their representatives."

The Commission exacts no fee or other charge in connection with radio licensing. Unlike telephone and telegraph, a radio-broadcast station is not deemed a common carrier under the Communications Act. No standard tariffs apply. While certain specific prohibitions are imposed by the Act, the Commission is given no general censorship powers over broadcast programs.

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# F. C. C. REGULATIONS REGARDING BROADCASTING APPLICATIONS

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As of January 1, 1942

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**P**PLACE of filing; number of copies. Each application for construction permit or station license, and all papers incorporated therein and made a part thereof, with respect to the number of copies and place of filing, shall be submitted as follows:

Three copies direct to Washington, D. C.

*Contents.* Each application shall be specific with regard to frequency or frequencies, power, hours of operation, equipment, location of the station, and other information required by the application forms. An application for broadcast facilities in the band 550 kilocycles to 1600 kilocycles shall be limited to one specific frequency. An application for radio station construction permit or license requesting alternate facilities will not be accepted.

*Full disclosures.* Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial and other qualifications, and as to all matters and things required to be disclosed by the application forms.

*Additional statements.* In addition the Commission may require an applicant to submit such documents and written statements of fact, under oath, as in its judgment may be necessary.

*Installation or removal of apparatus.* Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at least sixty days prior to the contemplated removal and/or installation.

*Forfeiture of construction permits: extensions of time.*—(a) A construction permit shall be automatically forfeited if the station is not ready for operation within the time specified therein or within such further time as the Commission may have allowed for completion, and a notation of the forfeiture of any construction permit under this provision will be placed in the records of the Commission as of the expiration date.

(b) Any application (FCC Form No. 701) for extension of time within which to construct a station shall be filed at least thirty days prior to the expiration date of such permit if the facts supporting such application for extension are known to the applicant in time to permit such filing. In other cases such applications will be accepted upon a showing satisfactory to the Commission of sufficient reasons for filing within less than thirty days prior to the expiration date. Such applications will be granted upon a specific and detailed showing that the failure to complete was due to causes not under the control of the grantee, or upon a specific and detailed showing of other matters sufficient to justify the extension.

*License following construction permit.* In all cases where a construction permit is required by Section 319 of the Act for the construction of a station, the application for station license (or for station license or modification thereof, if for station other than broadcast) shall be filed by permittee prior to service or program tests.

*Where construction permit not required.* Each application for new license, except amateur, where a construction permit is not a prerequisite thereto, shall be filed at least sixty days prior to the contemplated operation of the station: *Provided, however,* That in emergency and for good cause shown, the Commission may waive the requirements of this rule.

*Modification of license.* An application for modification of license, except amateur, and except as otherwise provided by these rules, may be filed for change in frequency, change in operating power where no construction is necessary, change in hours of operation, and for change in name of licensee where no change in ownership or control is involved. In case of a broadcast station, an application for modification of license may be filed for change in location of main studio. In case of all stations other than broadcast, an application for modification of license may be filed for change in points of communication, change in nature of authorized service,



and to cover an outstanding construction permit where the station is already licensed. Except when filed to cover construction permit, each application for modification of license shall be filed at least sixty days prior to the contemplated modification of license; *Provided, however*, that in emergencies and for good cause shown, the requirements hereof may be waived in so far as time for filing is concerned.

*Renewal of license.* Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least sixty days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a standard broadcast station will be considered unless there is on file with the Commission, the balance sheet and income statement currently required by the rules of practice and procedure of the Commission, reference to which by date and file number shall be included in the application.

*Financial statements.* Each licensee of a standard broadcast station shall file with the Commission on or before March 1 of each year on Forms 705 and 706, or such other forms as may be prescribed by the Commission, a balance sheet showing the financial condition of a licensee as of December 31 of the preceding year and an income statement for the preceding calendar year. Each such form shall be subscribed and verified by: (1) the parties or party filing the statement; (2) in the case of a corporation, an officer of the corporation. (An attorney for either is allowed with sufficient reason.)

*Filing directed by Commission.* Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

*Temporary extension of station licenses.* Where there is pending before the Commission any application, investigation, or proceeding which, after hearing might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing license, the Commis-

sion may, in its discretion, grant a temporary extension of such license; *Provided, however*, That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license; *And provided further*, That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

*Assignment or transfer of control.* (a) *General.* An application for consent to assignment of a construction permit or license, or for consent to transfer of control of a corporation holding a construction permit or license, shall be filed with the Commission at least sixty days prior to the contemplated effective date of assignment or transfer of control. If the assignment or transfer is voluntary, the appropriate application shall be fully executed by all parties and, if involuntary, by assignee or transferee only.

(b) *Broadcast.* With each such application, involving any standard broadcast station construction permit or license, there shall be submitted under oath or affirmation all information required to be disclosed by the application forms prescribed by the Commission, together with such other information under oath or affirmation as the Commission may require.

(c) *Other than broadcast.* In all classes of applications for consent to assignment of construction permit or license or for consent to transfer of control of a corporation holding a construction permit or license, other than those prescribed in paragraph (b), the Commission may require the furnishing of such information as in its discretion is deemed necessary.

*Special temporary authorizations.* (a) Special temporary authority may be granted for the operation of a station for a limited time, or in a manner and to an extent or for service other or beyond that authorized in an existing license upon proper application therefor; *Provided, however*, That no such request will be considered unless:

1. It is received by the Commission at least ten days previous to the date of proposed operation; *Provided, however*, That

any such request received within less than ten days may be accepted upon due showing of sufficient reasons for the delay in submitting such request.

2. Full particulars as to the purpose for which the request is made are stated.

(b) If the request is for operation of a standard broadcast station, the following additional requirements shall apply:

1. No such authority may be granted to a person other than the licensee of an existing standard broadcast station.

2. The request shall be limited to a definite or temporary period or periods for the transmission of programs or events which are not recurrent, and approval thereof will not be granted for a period in excess of thirty days.

3. The request shall show that it has been seasonably submitted to other stations whose operations may be affected (to be determined as indicated below), and the date on which such request was so submitted, which such stations shall submit direct to the Commission waiver of objection to the granting thereof or a statement of the nature of any objections that such stations may desire to interpose:

4. If the request is for operation upon a clear channel, showing required above shall be made with respect to the Class I station or stations on the channel.

5. If the request is made by time sharing station, the showing required above shall be made with respect to the station or stations with which time is shared.

6. In any case, the showing required above must be made with respect to any station on the same or adjacent channels when any such station is located within the interference range of the station making the request to be determined by the "Standards of Good Engineering Practice Concerning Standard Broadcast Stations."

7. Waiver of objections, or statement of objections, when furnished under this rule, shall be forwarded direct to the Commission by the responding station, and in the case of waiver shall show whether the waiver covers simultaneous operation or whether the station is giving up the time sought by the applicant. Where it appears that the proposed operation has been seasonably submitted to the station or stations referred to in sub-paragraphs (4), (5), and (6), above, and no reply has been received, it will be considered that such stations have waived any objections to the granting of the request.

*Special Service Authorizations.* Special Service Authority may be issued to the licensee of a standard broadcast station for a service other or beyond that authorized in its existing license for a period not exceeding that of its existing license upon proper application therefor; and satisfactory showing in regard to the following, among others:

(a) That the requested operation may not be granted on a regular basis under the existing rules governing the operation of standard broadcast stations;

(b) That experimental operation is not involved as provided for by Part 3, Section 3.22, of the Rules and Regulations:

(c) That public interest, convenience, and necessity will be served by granting the authorization requested.

*Inconsistent or conflicting applications.* When an applicant has an application pending and undecided, no other inconsistent or conflicting application filed by the same applicant, his successor or assignee, or on behalf or for the benefit of said applicant, will be accepted for consideration.

*Multiple applications; broadcast service.* In the broadcast service, while there is one application for new or additional facilities pending for a standard, international, television, facsimile, high frequency or experimental broadcast station, the Commission will not consider another application for new or additional facilities for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest. Two such applications may not be filed simultaneously.

*Repetitious applications.* (a) *Broadcast services.* In the broadcast service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new standard, international, television, facsimile, high frequency, or developmental broadcast station, or for an extension or enlargement of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order.

(b) *Other radio services.* In any other radio service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new station, or for an extension or enlargement of service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider a like application involving service of the same kind to the same area by the same applicant, or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order: Provided, however, That the Commission may waive the requirements of this rule in situations affecting safety of life or property.

*Pending appeals.* Where an appeal has been taken from the action of the Commission in denying a particular applicant another application for the same class of broadcast station and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

### Action on Applications

*Partial grants.* Where any application is granted in part, or with any privileges, terms, or conditions other than those requested, without a hearing thereon, the action of the Commission shall be considered as granting such application unless the applicant shall, within twenty days from the date on which public announcement of such grant is made, or from its effective date if a later date is specified, file with the Commission a written request for a hearing with respect to the part, or with respect to the privileges, terms, or conditions, not granted. Upon receipt of such request, the Commission will vacate its original action upon the application and set the application for hearing in the same manner as other applications are set for hearing, and the applicant and other parties in interest will be notified thereof.

*Designation for hearing.* In cases where an application for radio facilities is proper upon its face but the Commission is unable to determine upon examination of the same that the granting of such application either in whole or in part, would serve public interest, con-

venience or necessity, the Commission will designate the same for hearing and the following procedure will govern it:

(a) The Secretary shall forthwith mail a written notice to the applicant setting forth the action of the Commission designating the application for hearing, together with such statement of the Commission's reasons therefor as shall be appropriate to the nature of the application.

(b) In order to avail himself of the opportunity to be heard the applicant in person or by his attorney shall, within fifteen days of the mailing of the notice of designation for hearing by the Secretary, file with the Commission a written appearance stating that he will appear and present evidence on the issues specified in the statement of reasons furnished by the Commission on such date as may be fixed for the hearing. In cases other than standard broadcast, high frequency broadcast, international broadcast and television, the applicant will accompany his appearance with an additional copy of his application and supporting documents.

### Answers to Notices of Violation

*Under Title III of the Act.* Any licensee receiving official notice of a violation of the terms of the Communications Act of 1934, any legislative act, Executive Order, treaty to which the United States is a party, or the Rules and Regulations of the Federal Communications Commission, shall, within three days from such receipt, send a written answer direct to the Federal Communications Commission at Washington, D. C., and a copy thereof to the office of the Commission originating the official notice when the originating office is other than the office of the Commission in Washington, D. C.; *Provided, however,* That if an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to some violation that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, are taken to prevent future violations,

and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission, such identification as will permit of ready reference. If the notice of violation relates to some lack of attention or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

### **Revocation and Modification of Station Licenses**

*Revocation.* Whenever the Commission shall institute a revocation proceeding against the holder of any radio station construction permit or license under Section 312 (a), it shall initiate said proceeding by serving upon said licensee an order of revocation effective not less than fifteen days after written notice thereof is given the licensee. The order of revocation shall contain a statement of the grounds and reasons for such proposed revocation and a notice of the licensee's right to be heard by filing with the Commission a written request for hearing within fifteen days after receipt of said order. Upon the filing of such written request for hearing by said licensee the order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time hereinabove set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the licensee resides.

*Modification.* (a) *Order to show cause.* Whenever the Commission shall determine that public interest, convenience, and necessity would be served, or any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license either for a limited time, or for the duration of the term thereof, it shall issue an order for such licensee to show cause why such construction permit or license should not be modified.

(b) *Contents of order to show cause.* Such order to show cause shall contain a

statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is directed, to be and appear at a place and time therein named, in no event to be less than thirty days from the date of receipt of the order to show cause why the proposed modification should not be made and the order of modification issued.

(c) *Failure to appear.* If the licensee against whom the order to show cause is directed does not appear at the time and place provided in said order, a final order of modification shall issue forthwith.

### **Suspension of Operator Licenses**

*Order of suspension.* No order of suspension of any operator's license shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said fifteen days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have fifteen days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the fifteen-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be conducted under such rules as the Commission, shall deem appropriate. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of suspension.

*Proceedings.* Proceedings for the suspension of an operator's license shall in all cases be initiated by the entry of an order of suspension. Respondent will be given notice thereof together with notice of his right to be heard and to contest the proceeding. The effective date of the suspension will not be specified in the original order but will be fixed by subsequent motion of the Commission in accordance with the conditions specified above. Notice of the effective date of suspension will be given respondent, who shall send his operator license to the office of the Commission in Washington, D. C., on or before the said effective date, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.