

# THANKS...FOR HELPING US

Yes...thanks to you...  
our advertisers...for the  
tremendous progress  
of U. S. RADIO.

Today, U. S. RADIO carries more radio advertising in an average issue than that of any other similar magazine in the field, with figures mounting all the time.

This has a two-fold significance. One, it goes without saying that revenue is a mandatory factor in the growth of any enterprise. We're no exception. Two, and just as important, is the total impact this radio advertising has enabled us to create for the whole field of radio. When a man picks up a magazine, he looks at two things, editorial content *and* advertising. Both together create the impact for the field; in our case, for radio.

We pegged our future on the basic concept that radio is separate, distinct and competitive. One ad dollar cannot go to radio and TV or any other medium. Radio must stand alone and fight for its share. And U. S. RADIO now penetrates into every nook and cranny of the industry.

Predictions for radio in the months ahead are most optimistic. The future of radio looks mighty bright; and you can rest assured U. S. RADIO will continue to give radio unprecedented trade magazine support.

## NETWORKS & GROUPS

ABC	McLendon Stations
Balaban Stations	Meredith Group
Bartell Stations	MBS
CBC	NBC
CBS	OK Group
Colorado Net	Plough
Concert Net	QXR Network
Corinthian Stations	Star Stations
Crosley Broadcasting	Storer Broadcasting
Crowell-Collier	Storz Stations
Farm & Home Radio	Telebroadcasters
Georgia Negro Group	Transcontinent
Good Music Broadcasters	Triangle Stations
Intermountain	Westinghouse Broadcasting
Keystone Broadcasting	Yankee Network
McLendon Ebony	

## STATION REPRESENTATIVES

All Canada	Daren McGavren
Avery-Knodel	NBC Spot
Chas. Bernard	Edward Petry
John Blair	Peters, Griffin, Woodward
CBS Spot	Radio-TV Reps
Robert E. Eastman	Weed & Co.
H-R	Adam Young
Katz Agency	

## EQUIPMENT & SERVICES

Ampex	Pulse
BMI	Programatic
Collins	Radio Press
Commercial Recording Corp.	Radio Recorders
Community Club	RCA Equipment
Futursonic Prod.	RCA Thesaurus
Gates Radio	SESAC
Harry Goodman	Standard Electronics
Robert Hall	SRDS
Housewives Protective League	Standard Radio Transcription
Hughes & Phillips	Richard H. Ullman Inc.
Lang-Worth	