

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
Cy N. Bahakel Stations	NBC
CBC	OK Group
CBS	Piough
Colorado Net	QXR Network
Concert Net	Star Stations
Corinthian Stations	Steinman Stations
Crosley Broadcasting	Storer Broadcasting
Crowell-Collier	Storz Stations
Farm & Home Radio	Telebroadcasters
Georgia Negro Group	Texas Quadrangle
Good Music Broadcasters	Transcontinent
Intermountain	Triangle Stations
Keystone Broadcasting	Westinghouse Broadcasting
McLendon Ebony	Yankee Network

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	Western FM Broadcasting
Katz Agency	Adam Young

EQUIPMENT & SERVICES

Ampex	Magnetronics
Blackburn & Co.	Pulse
BMI	Programatic
Collins	Radio Press
Commercial Recording Corp.	Radio Recorders
Community Club	RCA Equipment
Futursonic Prod.	RCA Thesaurus
Gates Radio	Sande & Greene
Harry Goodman	SESAC
Robert Hall	Standard Electronics
Housewives Protective League	SRDS
Hughey & Phillips	Standard Radio Transcripts
Kahn Research Labs	Richard H. Ullman Inc.
Lang-Worth	