

## NON-NETWORK ADVERTISERS—Continued

**Gillette Razors.** Ruthrauff & Ryan. Announcements.

**Glass Container Assn. of America.** U. S. Advertising Corp. Announcements.

**Goebel Brewing.** Maxon. Announcements.

**Goetz Brewing Co.** Potts-Turnbull. Quarter-hour transcriptions.

**Gold Cross Milk.** Erwin, Wasey. Participation.

**Golden State Outfitting Co.** N. J. Newman. Hour periods.

**Goldstick.** Stockwell & Marcuse. Announcements.

**Goodman Matzos.** Half-hours.

**Goodrich Tires.** Quarter-hours, announcements.

**Goodyear-Wende** (gasoline). Addison Vars Co. 1 tie-in announcement weekly.

**Gordon Baking Co.** (bread). Brooke, Smith & French. Half-hours.

**Gosman Ginger Ale.** Cahn, Miller & Nyberg. Announcements.

**Grabosky Bros.** (Royalist Cigars). Al Paul Lefton. Announcements.

**Graham-Paige Motors Corp.** U. S. Advertising. 1 half-hour boxing bout weekly, announcements.

**Grand Prize Beer.** Rogers-Gano. Spots.

**Graybar Electric Co.** Placed direct. 25 and 60-word announcements.

**Great Western Drilling Co.** Quarter-hours.

**Greyhound Stage Lines.** Beaumont & Hohman. 5-minute spots, announcements.

**Griffin Manufacturing Co.** (shoe polish). Birmingham, Castleman & Pierce. Announcements, time signals.

**Groves Laboratories** (proprietary). Stack-Goble. Announcements.

**Gruen Watch Co.** McCann-Erickson; De Garmo Corp. 25-word announcements.

**Guarantee Mutual Life.** Placed direct. Announcements.

**Guarantee Union Life Insurance Co.** Stodel Advertising. Quarter-hours.

**Gulf Brewing.** Rogers-Gano. 25 and 50-word announcements.

**Gulf Refining.** Young & Rubicam. Tie-in announcements, weather reports.

**Gunther Brewing Co.** Erwin, Wasey Co.; I. A. Goldman Agency. Quarter-hours, three 5-minute spots daily.

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## H

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**Stein-Hall Manufacturing Co.** (food products). Aubrey, Moore & Wallace. 1-minute spots.

**Hamilton Carhartt Overall Co.** C. E. Rickard; Aarons, Sill & Caron. Announcements.

**Hamlin's Wizard Oil.** Vanderbie & Rubens. Quarter-hours.

**Peter Hand Brewing Co.** Mitchell-Faust. Quarter-hours.

**Hanford Airlines, Inc.** Beaumont & Hohman. Announcements.

**Chris Hansen Laboratories** (Junket Rennet products). Mitchell-Faust. Announcements.

**Harper Method** (cosmetics). Charles W. Hoyt Co. 5-minute participation, Home Forum.

**Harrington Hotel.** Romer Advertising. Announcements.

**Hartz Mountain Products** (canaries). Placed direct. 10-minute spots.

**Haskins Soap Co.** Placed direct. 5 quarter-hours weekly.

**Hava Tampa Cigars.** Placed direct. Announcements.

**Hawley Products** (pulp production and hats). Rogers & Smith. 100-word announcements.

**Health Research Foundation.** Andrews Advertising. Quarter-hours.

**Hecker Products** (Shinola, Silver Dust). Batten, Barton, Durstine & Osborn. 5-minute participation, Home Forum, 1-minute announcements.

**Hecker H-O Co.** (Flour, Force). Erwin, Wasey & Co. 6 announcements weekly.

**H. J. Heinz** ("57 Varieties"). Maxon, Inc. Announcements.

**Helmet Gum.** Frederic W. Ziv. Announcements.

**Hemphill Diesel Schools.** R. H. Alber Advertising. 1-minute announcements.

**Hennafoam.** Announcements.

**Hickok Oil.** Tracy Advertising. Quarter-hours, announcements.

**Highland Dairy Farms.** Beecher Agency. Announcements.

**High Rock Ginger Ale.** Katz Advertising Agency. Half-hours.

**Histeen Corp.** (proprietary remedy). Ruthrauff & Ryan. 10-minute spots, announcements.

**Hoffman Beverage Co.** Batten, Barton, Durstine & Osborn. Announcements.

**Hollywood Steel Trailer Co.** Royal Advertising. Quarter-hours.

**Holsum Bread.** W. E. Long Advertising. Quarter-hour transcriptions.

**Hoover Liniment.** Wade Advertising. 100-word announcements.

**Horn & Hardart.** Clements Co. Quarter-hours.

## NON-NETWORK ADVERTISERS—Continued

**Horse & Mule Assn. of America.** Rogers & Smith. 100-word announcements.

**Hostetter's Bitters.** Ingersoll & Norvell. 5-minute spots.

**Household Finance.** Charles Daniel Frey. 1-hour programs, quarter-hour newscasts, announcements.

**Household Magazines.** Presba, Fellers & Presba. Quarter-hours, 5 and 10-minute spots.

**Hubinger Co.** (Quick Elastic Starch). Placed direct. Announcements.

**Hub Oil.** Hutchins Advertising. 1 announcement daily.

**Hudson Motor Car.** Brooke, Smith & French. Announcements.

**Hull Brewing Co.** F. W. Prella Co. Half-hours.

**Humko Co.** (cooking fat). Simon & Gwynn. Half-hours.

**Hunter Packing Co.** Chappelow Advertising. Quarter-hour transcriptions.

**Hurley Machine Co.** (Thor washers). H. W. Kastor & Sons. Announcements.

**Huyler's.** Grace & Bement. Announcements.

**Hydrox Corp.** (ice cream and beverages). H. W. Kastor; Jimm Daugherty, Inc.; J. R. Hamilton Advertising. Half-hours, announcements.

**Hyde Park Breweries.** Ruthrauff & Ryan. Announcements.

**Hygrade Food Products.** Charles A. Mason Agency. Announcements.

## I

**Illinois Bell Telephone.** N. W. Ayer. Announcements.

**Illinois Central Railway.** Caples Co. 1-hour programs, 10-minute transcriptions.

**Illinois Power & Light.** Announcements.

**Imperial Sugar Co.** Tracy-Locke-Dawson. 3 quarter-hour transcriptions weekly.

**Independent Grocers Alliance.** Charles Daniel Frey. Quarter-hours.

**Industrial Morris Plan Bank.** Milton Alexander Advertising. Quarter-hours, announcements.

**Inland Glass Works.** Interstate Advertising. Announcements.

**International Business Machines.** Placed direct. Half-hours.

**International Harvester Co.** (farm equipment). Aubrey, Moore & Wallace. 25 and 60-word announcements.

**International Milling.** Placed direct. Announcements.

**International Oil Burner.** Lloyd & Hill. Quarter-hours.

**International Shoe Co.** Placed direct. Quarter-hour transcriptions.

**International Workers Order.** Prudential Advertising. 1 half-hour program weekly.

**Interstate Cotton & Oil Refining.** Crook Advertising. Quarter-hours.

**Interstate Transit Lines.** Beaumont & Hohman. 25-word announcements.

**Iodent Chemical Co.** (tooth paste and brushes). Maxon. Half-hours.

**Iowa Soap.** Briggs & Varley. Quarter-hours.

**Iron Fireman Mfg. Co.** Interstate Advertising. Announcements.

**Ironized Yeast.** Ruthrauff & Ryan. 5-minute transcriptions, 6 announcements weekly.

## J

**Jadwiga Remedies.** Beacon Advertising. Quarter-hours.

**Japan Canned Crab.** Maxon. 5-minute spots.

**Johns-Manville Corp.** (brake lining). Placed direct. Three 5-minute spots weekly.

**Johnson Educator Food Co.** John W. Queen. Announcements.

**Jel-Sert.** Rogers & Smith. Quarter-hours, 5 minute spots.

**Junket** (dessert). Advertisers Broadcasting Co. Quarter-hours.

**Justrite Co.** (birdseed). Hoffman Y. York. Quarter-hours.

## K

**Kamm's Beer.** Carter, Jones & Taylor. Time signals.

**Kansas City Custom Garment Co.** Ferry-Hanley. Sports events.

**Karnack Ambrosia Co.** Participation.

**Katro-Lek Laboratories** (stomach remedy). Chambers & Wiswell. Announcements.

## NON-NETWORK ADVERTISERS—Continued

**Keebler-Weyl Baking Co.** Rohrabough & Gibson. Quarter-hours.

**Kellogg Co.** N. W. Ayer. 2-hour programs, 6 half-hours weekly, quarter-hours.

**Kellogg Corset Co.** Aarons, Sill & Caron. Announcements.

**Kelvinator Corp.** (refrigerators). Placed direct. Quarter-hour transcriptions, announcements.

**Kendall Refining Co.** (oils and gasoline). Landsheft & Warman. Quarter-hours.

**Kenton Pharmacal Co.** (Brownatone). Roche, Williams & Cunyningham. Announcements.

**Keystone Macaroni Co.** Aitken-Kynnett. Announcements.

**Kling Brewing.** Lee Anderson Advertising. Announcements.

**Knox Co.** (proprietary). Dillon & Kirk. Quarter-hours.

**Koolmotor Gasoline.** Lord & Thomas. 1 half-hour weekly.

**Koppers Gas & Coke.** N. W. Ayer. Quarter-hours.

**Kosto Co.** (prepared dessert). Perrin-Paus. Announcements.

**Kraft Brewing.** Spedden Agency. Announcements.

**Kraft Phenix Cheese.** J. Walter Thompson. Announcements.

**Kroger Grocery & Baking Co.** Ralph H. Jones. Quarter-hours, announcements.

**Krueger Brewing.** Biow Co. Quarter-hours, announcements.

**Kwik-On.** Thomas B. Creamer Co. Announcements.

## L

**La Choy Food Products.** Blakett-Sample-Hummert. Announcements.

**La France Correspondence School.** Lisle R. Sheldon. Announcements.

**Lambert Pharmacal** (Listerine). Lambert & Feasley. 1-hour programs, announcements.

**Lane Bryant.** W. G. Mueller Agency. Quarter-hours.

**Largay Brewing Co.** Frederick E. Baker. Quarter-hours.

**Larus & Bros. Co.** (Edgeworth tobacco). Marschalk & Pratt. Half-hours, announcements.

**La Vender Cigar Co.** Interstate Advertising. Announcements.

**Lea & Perrins** (sauce). Schwimmer & Scott. 30-word announcements, thrice weekly.

**H. D. Lee Mercantile Co.** (overalls, work clothes). J. Stirling Getchell. 2 half-minute spots daily.

**Lehn & Fink** (toilet preparations). William Esty. Quarter-hour transcriptions.

**Lever Bros.** (Lifebuoy, Rinso, Spry, Lux). Ruthrauff & Ryan; J. Walter Thompson. Half-hours, quarter-hours, 5-minute transcriptions, 25-word announcement daily.

**Lewis-Howe** (Tums). H. W. Kastor. Quarter-hours, announcements.

**Lewis' Lye.** Fletcher & Ellis. Three 2-minute spots weekly.

**A. H. Lewis Medicine Co.** H. W. Kastor. Quarter-hours, announcements.

**Linco Products** (household washing fluid). Placed direct. Quarter-hours.

**Lincoln National Life Insurance.** Harry S. Goodman. Five-minute transcriptions.

**Li-On Bedding Co.** Gustave Marx Agency. Announcements.

**Thomas J. Lipton** (teas). Presbrey Co. Quarter-hours.

**Liquid Veneer** (polish). Ludlow-Mansfield. Announcements.

**Little Crow Milling** (Coco-Wheats). Rogers & Smith. Quarter-hours.

**Lombardi Wine Co.** The Boyd Co. Announcements.

**Longines-Wittnauer** (watches). Arthur Rosenberg Co. 5-minute spots daily, time signals.

**Long Leaf Yellow Pine.** R. E. McCarthy Advertising. Quarter-hours.

**Look Magazine.** Battenfield & Ball. Announcements.

**Loose-Wiles Biscuit Co.** Newell-Emmett. Announcements.

**Lorillard Co.** (tobacco). Lennen & Mitchell. Quarter-hours.

**Los Angeles Light & Power Bureau.** Dan B. Miner. Announcements.

**Los Angeles Wholesalers Outlet.** N. J. Newman Agency. Quarter-hours.

**Loyal Order of Moose.** Placed direct. Quarter-hour transcriptions.

**Lucidin** (eye wash). Platt-Forbes. Quarter-hours.

**Luer Packing Co.** (meat packers). Roy Alden and Associates. Announcements.

**Lykolene** (proprietary). H. W. Kastor. Announcements.

## M

**McAleer Mfg. Co.** (auto polishes). Holden, Graham & Clark. 30-word announcements, thrice weekly.

**Thom McAn** (shoe stores). Schwimmer & Scott. Spots.

**McCloskey Varnish Co.** Bert Butterworth. 100-word announcements.

**McConnon & Co.** (proprietary remedy). McCord Co. 5-minute spots, announcements.

**McKesson & Robbins** (Pursang). H. W. Kastor. 1-minute transcriptions, announcements.

**MacMillan Petroleum.** Erwin, Wasey. 100-word announcements.

**Magazine Repeating Razor.** J. M. Mathes. 25-word announcements.

**Magnolia Petroleum** (Mobilgas). Johnson Advertising. 25-word announcements.

**Mangels-Herold Corp.** Brown-Alexander Agency. Half-spots.

**Manischewitz Co.** (matzoh). A. B. Landau. Transcriptions.

**Charles Marchand Co.** (hair preparations). Burgher, Zealand, Kent & Co. Announcements.

**Marinello School of Beauty Culture.** Quarter-hours.

**Massman Chemical Co.** Placed direct. Announcements.

**Maybelline Co.** (toilet preparations). Cramer-Krasselt. 1-minute spots, 30-word announcements thrice weekly.

**Mayflour Doughnut Shops.** Hirshon-Garfield Co. 24 announcements weekly.

**Maytag Co.** (washing machines). Placed direct. 2-hour programs, quarter-hours, announcements.

**Max Mehl** (Numismatic). Guenther-Bradford. Quarter-hours.

**Meloripe Fruit Co.** Batten, Barton, Durstine & Osborn. Announcements.

**Mentho-Mulsion Co.** Loeb Advertising Agency. 1 half-minute announcement daily.

**Meyercord** (window signs). Placed direct. Quarter-hours.

**Michigan Beet Sugar.** Zimmer-Keller Co. Announcements.

**Michigan Bell Telephone.** N. W. Ayer. Announcements.

**Michigan Oil & Petroleum.** J. Webb McCall. Announcements.

**Mid-Continent Petroleum.** R. J. Potts. Quarter-hours, 1-minute spots.

**Midland Flour Milling.** Announcements.  
**Mid-States Steel & Wire.** Mace Advertising. Announcements.

**Midwest Radio Corp.** Key Advertising. Quarter-hours.

**Miles Laboratories** (Alka-Seltzer). Wade Advertising. Half-hours, quarter-hours.

**Minard Co.** (liniment). Charles W. Hoyt. Daily announcements.

**Minneapolis Brewing Co.** Erwin, Wasey. Half-hour sports reviews.

**Mishawaka Rubber Co.** Campbell-Ewald. Announcements.

**Mission Dry Corp.** (fruit juices, rectifiers of spirits). Announcements.

**Moler System of Colleges.** Affiliated Broadcasting Co. Announcements.

**Monarch Brand Foods.** Rogers & Smith. Announcements.

**Montana Dakota Power.** Quarter-hours.

**Montana Flour Mills.** L. W. Wendt. 5-minute transcriptions.

**Montgomery Ward** (mail order-merchandising). Quarter-hours, announcements.

**Morse Shoe Co.** Salinger & Publicover. Announcements.

**John Morrell & Co.** (Prida shortening and meat products). Henri, Hurst & McDonald. Quarter-hours, 5-minute spots, announcements.

**Morrell & Co.** (Red Heart Dog Food). Placed direct. Announcements.

**Morris Plan.** Ira E. De Jernett Advertising. 25-word announcements.

**Morton Salt.** Wade Advertising. Quarter-hours.

**Mound City Brewery.** 5-minute spots.

**C. F. Mueller Co.** (macaroni, noodles, etc.). E. W. Hellwig. Quarter-hours, 5-minute participation, Home Forum, 1 announcement daily.

**Munsingwear Corp.** (underwear, hosiery). Roche, Williams & Cunningham. 5 quarter-hours weekly.

**Murine Co., Inc.** (Murine for the Eyes). Vanderbie & Rubens; Neisser-Meyerhoff; Transamerican Broadcasting & Television. Half-hour transcriptions, 1-minute transcriptions.

**Murphy Products** (agricultural products). Wade Advertising. Half-hours.

**Mutual Loan System.** Harry Goodman. 5-minute electrical transcriptions.

**Mutual Trust & Life Insurance.** Atherton & Currier. 5-minute spots.



## N

**Nash Kelvinator Corp.** Announcements.  
**National Aluminate.** Lessing Advertising. 100-word announcements.

**National Bellas-Hess Co.** (farm products). Ruthrauff & Ryan. Quarter-hours.

**National Biscuit Co.** McCann-Erickson. Quarter-hours, weather reports.

**Natural Bloom, Inc.** (cigars). Montrose-Rosenberg. Quarter-hours.

**National Building & Loan Assn.** Quarter-hours.

**National Dairy.** Jimm Daugherty Advertising. Quarter-hour transcriptions.

**National Lead** (Dutch Boy Paint). Erwin, Wasey. Announcements.

**National Oats.** Placed direct. 1-minute spots.

**National Optical Co.** Placed direct. 1 announcement daily.

**National Tea Co.** D. B. Epstein. Announcements.

**National Weeklies.** Albert Kircher Co. Quarter-hours, announcements.

**Nature Friend, Inc.** (bird food and supplies). Wales Advertising Co. Quarter-hours.

**Nehi, Inc.** (beverages). James A. Greene Co. 1 half-hour transcription weekly, 5-minute newscast.

**Neumode Hosiery.** J. L. Sugden. Announcements.

**Newart Co.** (Credit Stores). Malcolm-Howard. Time signals, weather reports.

**New Departure Manufacturing** (ball bearings and bicycle brakes). Lord & Thomas. 25-word announcements.

**New England Telephone & Telegraph.** Doremus & Co. Announcements.

**New Hope Sanitarium.** W. Austin Campbell. Quarter-hours.

**New York, New Haven & Hartford Railroad.** Dowd & Ostreicher. Announcements.

**New York State Bureau of Milk Publicity.** J. M. Mathes. Announcements.

**New York Telephone.** Batten, Barton, Durstine & Osborn. 1-minute announcements.

**Niagara Hudson Power Corp.** Batten, Barton, Durstine & Osborn. Quarter-hours.

**T. Noonan & Son** (hair tonic). Doremus & Co. Daily announcements.

**Norge Refrigerator Co.** Cramer-Kraselt. Quarter-hour transcriptions, 1-minute spots.

**North American Electric Lamp Co.** (lamps). Lessing Advertising. Announcements.

**Northern Natural Gas Co.** Bozell & Jacobs. Half-hours.

**Northwestern Bell Telephone.** Bozell & Jacobs. 30-word announcements.

**Northwestern Yeast Co.** Hays MacFarland; Northwestern Advertising Agency. Three 5-minute transcriptions weekly.

**Nunut Foods.** John L. Wierengo Advertising. Quarter-hours.

## O

**O Boy Bread.** Freitag Advertising. Quarter-hours.

**O'Brien Varnish Co.** Behel & Waldie. 5-minute spots.

**Ohio Bell Telephone.** Placed direct. Announcements.

**Ohio China.** Announcements.

**Old Guard Petroleum.** Romer Advertising. Announcements.

**Old Reliable Laboratories.** Merrill Advertising Co. 2 quarter-hour transcriptions weekly.

**Olds Motor Works.** D. P. Brother & Co. 25, 50 and 60-word announcements.

**Omaha Flour Mills Co.** Quarter-hours.

**Orange State Oil Co.** Quarter-hours.

**Orbit Gum.** Stack-Goble; Sellers Service. Announcements.

**Oregon Mutual Fire Insurance.** Announcements.

**Orkil Electric Co.** Newell-Emmett. Quarter-hours.

**Oshkosh Brewing Co.** Neisser-Meyerhoff. Announcements.

**Oshkosh Overalls.** Ruthrauff & Ryan. Quarter-hours.

**Otoe Food Products Co.** Mitchell-Faust. Quarter-hours (live talent).

## P

**Packer Manufacturing** (Scalptone). Compton Advertising. 1-minute transcriptions, announcements.

**Paramount Macaroni**. Half-hours.

**Park Chemical Co.** (Parko Gloss polish and cleaner). Simons-Michelson. Announcements.

**Payson Publishing Co.** Cecil, Warwick & Legler. Announcements.

**Peter Pan Salmon**. J. William Sheets. Quarter-hours.

**Peaslee-Gaulbert Co.** (paints). J. Stirling Getchell. Two 5-minute transcriptions weekly.

**Peerless Dentists**. Placed direct. Quarter-hours.

**Penick & Ford, Ltd.** (Molasses). J. Walter Thompson. Announcements.

**Pen-Jel**. (Pectin). R. J. Potts. Quarter-hours.

**William Penn Cigars**. H. W. Kastor. Announcements.

**Penn Tobacco Co.** Ruthrauff & Ryan. Quarter-hour sports and news, 10-minute spots.

**Pennsylvania Salt Co.** L. W. Ramsey; Fletcher & Ellis. Announcements.

**Pennzoil Co.** (lubricating oils). Announcements.

**Peoples Outfitting Co.** Zimmer-Keller Agency. Announcements.

**Pep Boys** (auto accessories). Clutch Agency. Quarter-hours.

**Dr. Pepper** (soft drinks). Tracy-Locke-Dawson). Half-hours.

**Perfect Cleaners**. Stockwell-Marcuse. Daily quarter-hour newscasts.

**Perfect Manufacturing Co.** (Knee action for bicycles). Frederick W. Ziv. Announcements.

**Personal Finance** (loans). Placed direct. Daily quarter-hour.

**Pet Milk**. Gardner Advertising. Quarter-hour women's feature, twice weekly.

**Petroleum Products Wholesale Corp.** Placed direct. 1 announcement weekly.

**Pfeiffer Brewing Co.** Grace & Bement. Quarter-hours, announcements.

**Phelan Faust Paint**. Jimm Daugherty. Announcements.

**Philadelphia Dairy Products**. Scheck Advertising. Participation.

**Philadelphia Reading Coal & Iron**. Albert Kircher. Quarter-hours.

**Philco Radio & Television**. Max Enelow Agency. Quarter-hours, announcements.

**Phillips & Benjamin**. (Sterakleen for False Teeth). Spot Broadcasting Co. Announcements.

**Charles H. Phillips Chemical Co.** (Milk of Magnesia, Dental Magnesia). Blackett-Sample-Hummert. Quarter-hours.

**Phillips Packing Co.** (fruit and vegetable packers, tin can manufacturers). Compton Advertising; Blackman Advertising Agency. Home Hour participation announcements.

**Phillips Petroleum**. Lambert & Feasley. Quarter-hours, 25 and 100-word announcements.

**Physical Culture Shoes**. Announcements.

**Piggly Wiggly Stores**. Pierce Advertising. Announcements.

**Pillsbury Flour Co.** Hutchinson Advertising Agency. Announcements.

**Pioneer Canneries** (sea food). Beaumont & Hohman. Announcements.

**Pioneer Sea Clam Co.** Beaumont & Hohman. Announcements.

**Pontiac Car Co.** MacManus, John & Adams. Quarter-hour newscasts. 1-minute spots, announcements.

**Postal Life & Casualty**. H. J. Potts. Half-hours.

**Practical Diesel Training Co.** 5-minute spots.

**Practical Drawing Co.** Beaumont & Hohman. Quarter-hours.

**Prescription Laboratories**. Bernard Wohl. Announcements.

**Prest-O-Life Storage Battery Corp.** Charles A. Mason. Announcements.

**Prince Macaroni Mfg. Co.** Moss Associates. Daily announcements.

**Procter & Gamble**. Blackett-Sample-Hummert; H. W. Kastor; Compton Advertising. Camay Soap, twenty 100-word announcements weekly; Chipso, quarter-hour transcriptions, announcements; Crisco, 30-word announcements, twice daily; Dreft, quarter-hour transcriptions; Drene, 1 quarter-hour transcription weekly, announcements; Ivory Soap, 5 quarter-hour transcriptions weekly, announcements; Ivory Snow, quarter-hours, announcements; Lava, quarter-hour transcriptions, announcements; Oxydol, 5 quarter-hour transcriptions weekly; P & G Soap, announcements; Spry, 30-word announcements; White Naptha, five 30-word announcements weekly.

**Progressive Foot Clinic**. N. J. Newman. Announcements.

**Purity Bakeries Service Corp.** Blackett-Sample-Hummert. Quarter-hour transcriptions.

**Puroil**. Freitag Advertising. Quarter-hour transcriptions.

## Q

**Quaker Oats.** Mitchell-Faust. Announcements.

**Quality Biscuit Co.** Neisser-Meyerhoff. Quarter-hours.

**Quality Cereal Co.** Placed direct. Announcements.

**Quality Mattress Co.** Hart-Conway. Quarter-hours.

## R

**RCA.** Lord & Thomas. Quarter-hours, 100-word announcements.

**RCA Manufacturing Co.** Lord & Thomas. 25-word announcements.

**Radio Guide.** Baggaley, Horton & Hoyt. Flash announcements.

**Railway Express Agency.** Caples Co. 100-word announcements.

**Ralston Purina** (cereals, etc.). Gardner Advertising. Quarter-hour transcriptions, 1-minute spots.

**Rapinwax Paper Co.** Mitchell-Faust. Announcements.

**Ray Jewelry Co.** Simons-Michelson. Quarter-hour and 6 announcements daily.

**Red Dot Cigars.** Announcements.

**Red Seal Beer.** Placed direct. 1-minute spots.

**Red Top Malt.** Joseph Advertising. Announcements.

**E. P. Reed & Co.** (Matrix Shoes). Geyer, Cornell & Newell. Quarter-hour transcriptions.

**Refrigeration & Air Conditioning Institute.** Critchfield Advertising. Quarter-hours, announcements.

**Reid, Murdoch & Co.** (food products). Rogers & Smith. Announcements.

**Reliance Mfg. Co.** (Big Yank work shirts). Mitchell Faust. Quarter-hour participation, once weekly; 5-minute spots.

**Remington-Rand, Inc.** (typewriters). Leeford Advertising; Armand S. Weill. Half-hours, 1 announcement weekly.

**Republic Steel Corp.** Meldrum & Fewsmith. Quarter-hour transcriptions, announcements.

**Rex Cole** (Frigidaire). Maxon. Half-hours.

**United Drug Co.** (Rexall Drug Products). Street & Finney. Half and quarter-hours, five 5-minute spots weekly.

**Reynolds Health Foundation.** Allied Advertising Agencies. Quarter-hours.

**Richardson & Robbins** (Food Products). Charles W. Hoyt Co. Announcements.

**Richter, F. Ad** (Anchor Pain Expeller; Irid). Chas. A. Weeks, Inc. Participation.

**Rio Grande Oil.** Half-hour weekly.

**Rite-Way Shoe Cleaner.** Blackett-Sample-Hummert. Announcements.

**Rival Packing Co.** (Rival Dog Food). Charles Silver Advertising. Quarter-hours.

**Rochester Packing Co.** (meats). Stewart, Hanford & Frohman. Daily quarter-hour.

**Rockwood & Co.** (cocoa). Larchar-Horton. Daily announcements.

**Rolls Razor.** Quarter-hours.

**Roman Cleanser.** Holmes, Inc. Announcements.

**Royal Baking Powder.** Gillham Advertising. Quarter-hours.

**Roxy Custom Clothes.** Peck Advertising. 5-minute spots, announcements.

**Royal Lace Paper Works, Inc.** Lawrence C. Gumbinner. Five-minute transcriptions.

**Rumford Chemical Works** (Rumford Baking Powder). Atherton & Currier. 25 and 50-word announcements; temperature and time signals daily.

**Rug Nu.** Placed direct. Quarter-hours.

**Jacob Ruppert Brewery.** Placed direct. 3 news flashes daily.

**Russell Miller Milling Co.** Quarter-hours.

**Ruud Water Heater.** Ketchum, MacLeod & Grove. Weather reports.

**Ryan-Hampton Tobacco Co.** Gardner Advertising. Announcements.

**RYKO Products.** Atherton & Currier. 1-minute spots.

## S

**S.S.S. Tonic.** Transamerican Broadcasting & Television Corp. Quarter-hours.

**S. & W. Food Products.** Botsford, Constantine & Gardner. Quarter-hours.

**Plough, Inc.** (St. Joseph Aspirin). Lake-Spiro-Cohn. Announcements.

**Salicon.** Badger & Browning. Announcements.

**Dr. Salsbury's Laboratories** (poultry remedies). N. A. Winter Agency. Two 1-minute announcements, one 5-minute program weekly.

**Samaritan Treatment.** Allied Advertising Agencies. Quarter-hours.

**Sampson Fan Co.** (Safe-Flex Fans). Hutchins Advertising. Five 1-minute announcements per week.

**Sapphire Flour.** L. W. Wendt. Three 5-minute spots weekly.

**Sargent Feed Co.** Fairall & Co. Announcements.

**Sawyer Biscuit Co.** Neisser-Meyerhoff. 6 quarter-hours weekly.

**Schmidt Brewing Co.** Simons-Michelson. Announcements.

**Schoenhut, Inc.** (Toys). Carter Thomson. Announcements.

**Scholl Manufacturing Co.** (Arch supports and foot appliances). H. W. Kastor. Announcements.

**Scott Furriers.** Hammer Advertising Co. Announcements.

**Scott Paper.** J. Walter Thompson. Three 10-minute transcriptions weekly, five-minute participation in Home Forum, announcements.

**William Scull & Co.** (Boscul Coffee). F. Wallis Armstrong. Announcements.

**Sears Roebuck & Co.** (mail order, retail stores). D. B. Epstein; Roderick Air Aids. Half-hours, announcements.

**Seebasco Corp.** (drug products). Aitken-Kynett. Quarter-hours.

**Sego Milk Co.** L. S. Gillham. Quarter-hour transcriptions.

**Seiberling Tires.** Announcements.

**Sendol Co.** (headache tablets). Hogan Advertising. Sports broadcasts.

**Serutan** (laxative). Schillin Agency. Quarter-hours, 5-minute spots.

**Servel, Inc.** (refrigerators). Batten, Barton, Durstine & Osborne. Quarter-hour transcriptions.

**Seybold Baking Co.** Freitag Advertising. Quarter-hours.

**Sharpless-Hendler Ice Cream.** Al Paul Lefton. Announcements.

**Shawmut Mfg. Co.** (Quik Tint Dye Tablets). Manternach Co. Announcements.

**W. A. Sheaffer Pen Co.** Baggaley, Horton & Hoyt. 25, 30 and 60-word announcements, five days per week.

**Shell Motor Oil.** Placed direct. Quarter-hour daily.

**Shell Petroleum.** J. Walter Thompson. Announcements.

**Sherwood Brothers** (Petroleum Products). Van Sant, Dugdale & Co. 1-minute spots.

**Silent Glow Oil Burner Corp.** Charles W. Hoyt Co. Announcements.

**Silex Co.** (glass coffee makers). Schwimmer & Scott. Announcements.

**Simoniz** (auto polish). J. L. Sugden. Half-hours.

**Sinclair Refining Co.** Federal Advertising. Quarter-hours.

**Skelly Oil Co.** Ferry-Hanly; Russell C. Comer. Quarter-hours; 25, 30, 60 and 100-word announcements.

**Skinner Food Products.** Buchanan-Thomas; R. J. Potts. 30-word announcements, five weekly; also quarter-hour children's serial script, five weekly.

**Skol Co.** (sunburn preventative). Peck Advertising. Announcements.

**Smith-Douglass Co.** (fertilizer). 5-minute spots.

**Smithfield Ham & Products.** Placed direct. 25 and 60-word announcements.

**Sno Flakes Products Co.** Chas. A. Mason. Announcements.

**Snow King Baking Powder.** H. W. Kastor. Quarter-hours, ten 1-minute announcements weekly.

**Socony-Vacuum Oil.** J. Stirling Getchell. Quarter-hours, newscasts, 100-word announcements.

**Southern Bearing & Parts Co.** Cramer-Krasselt. Half-hours.

**Southern Brewing Co.** Quarter-hours, announcements.

**Southern New England Telephone Co.** Batten, Barton, Durstine & Osborn. Announcements.

**Southwestern Bell Telephone.** Placed direct. 50 and 100-word announcements.

**Southwestern Drug Co.** Erle Racey Advertising. Quarter-hour transcriptions.

**Sparton Radios.** Placed direct. 1-minute spots.

**Spearman Brewing Co.** Announcements.

**Spencer Chain Stores, Inc.** Chamber & Wiswell. Announcements.

**E. R. Squibb & Son** (drug products). Geyer, Cornell & Newell. 1-minute transcriptions.

**S. S. Stafford** (ink, carbon paper). Montrose-Rosenberg. Quarter-hours.

**Stag Beer.** Placed direct. 1-minute spots.

**Staley Mfg. Co.** (corn products, sugar, etc.). Gardner Advertising. Quarter-hours.

**Stanback Co.** (headache powders). J. Carson Brantley. Quarter-hours.

**Standard Candy Co.** C. P. Clark. 1 quarter-hour transcription weekly.

**Standard Hardware.** Alpert Agency. 6 announcements daily.

**Standard Milling Co.** (Ceresota Flour). Benton & Bowles. 2 announcements daily.

**Standard Oil Co.** McCann-Erickson. Quarter-hours, announcements.



## NON-NETWORK ADVERTISERS—Continued

**Standard Oil Co. of New Jersey.** Marshchalk & Pratt. Four 5-minute newscasts daily.

**Standard Steel Works.** Potts-Turnbull. 1-minute spots daily.

**Standish Shoe Co.** Rogers & Smith. 25 and 100-word announcements.

**P. A. Starek Piano Co.** George J. Kirk-gasser & Co. Quarter-hours.

**Star Outfitting Co.** Allied Advertising Agencies. Half and full hours.

**Statler Tissue.** Radio Broadcasting Co. Announcements.

**Steera-Kleen.** Spot Broadcasting Co. Announcements.

**C. H. Stemmons (Air-Flow Arch-Ezurs).** Rhoades-Waddell. Announcements.

**Sterling Ale.** Hays MacFarland. Quarter-hours.

**Sterling Breweries.** Hays MacFarland. Quarter-hour transcriptions, twice weekly, 1-minute spots.

**Sterling Casualty Insurance.** Placed direct. Quarter-hours.

**Sterling Products (California Syrup of Figs, Cal Aspirin, Phillips Dental Magnesia, etc.).** Blackett-Sample-Hummert; Stack-Goble. Quarter-hour transcriptions.

**Stewart-Warner Corp.** (radios, refrigerators, auto accessories, etc.). 5-minute spots, announcements.

**Stickney & Poor (spices).** Radio Broad-

casting Co. Announcements.

**Stillicious.** Placed direct. Three 10-minute spots weekly.

**Storz Brewing Corp.** Roche, Williams & Cunyningham. Quarter-hours.

**Street & Smith Publications.** Placed direct. 100-word announcements.

**Studebaker Motor Car Co.** Roche, Williams & Cunyningham. One half-hour and one quarter-hour transcription weekly; 1-minute spots.

**Sugar Creek Butter Co.** Quarter-hours.

**R. G. Sullivan Co.** (7-20-4 and Dexter Cigars). Broadcast Advertising. Announcements three times weekly.

**Sunflame Oil Heater.** Quarter-hours.

**Sunny Service Oil Co.** Simons-Michelson. Announcements.

**Sun Oil.** Roche, Williams & Cunyningham. Quarter-hour sports reviews, announcements.

**Sunrays Products.** Stevens, Inc. Quarter-hours.

**Sunsol Products (cod liver oil).** Vanderbie & Rubens. Announcements.

**Sure Laboratories.** Selviar Broadcasting System. Announcements.

**Swift & Co. (Allsweet, Sunbrite, etc.).** J. Walter Thompson. Quarter-hour transcriptions, three 100-word and three 25-word announcements weekly.

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## T

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**Tea Market Expansion Bureau.** William Esty & Co. 1-minute participation, Home Forum.

**Telling-Belle-Vernon (ice cream, dairy products).** N. W. Ayer. Announcements.

**Texas Co. (petroleum products).** Buchanan Co. 2 quarter-hours weekly, announcements.

**Texas-Pacific Oil Co.** Albert Evans, Advertising. Wrestling matches.

**Texas Star Corp.** Quarter-hours.

**Tidewater Oil.** Lennen & Mitchell. 12 newscasts weekly, half-hour, racing broadcasts.

**Tivoll Brewing Co.** McManus, John & Adams. Announcements, quarter-hours.

**Townsend National Weekly.** Critchfield. Announcements.

**Tread Easy Shoes.** Placed direct. Announcements.

**Trindl Products.** Guenther-Bradford. Quarter-hours.

**Tri-Pak Hosiery.** Albert Frank-Guenther-Law. Announcements.

**Triplex Shoe Stores.** Chambers & Wiswell. Quarter-hours.

**Dr. J. F. True & Co. (Dr. True's Elixir).** S. A. Conover. Daily announcements.

**Truly Warner Stores Corp.** Placed direct. Sports events.

**Trutonophone (hearing aid).** 5-minute spots.

**Mrs. Tucker's Shortening.** Crook Advertising. 30-word announcements, twice weekly.

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## U

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**Union Pacific Railroad Co.** Ernest Bader & Co.; Caples Co. Quarter-hour transcriptions; 30 and 100-word announcements, four weekly.

**Uncle Sam Breakfast Food.** Bozell & Jacobs. 100-word announcements.

**United Auto Insurance Co.** Placed direct. Announcements.

**United Drug Co.** (Rxall). Street & Finney. 5 quarter-hour transcriptions weekly; announcements.

**United Mutual Life Insurance Co.** George R. Schulte. Quarter-hours.

**U. S. Rubber Products.** Campbell-Ewald. Announcements.

**U. S. Tire.** Campbell-Ewald. Announcements.

**Utah Power & Light.** Placed direct. Quarter and half hours.

**Utica Knitting Co.** John Thomas Miller. 1-minute announcements.

**Utica Mutual Insurance.** Devereaux Co. 7 announcements weekly.

## V

**V. C. Products.** Chester McCall Co. 5-minute spots.

**Valmor Products** (hair straightener, bleach cream). Frankel Rose Co. Announcements.

**Van Dam Cigars.** Stevens Advertising. Announcements.

**G. W. Van Slyke & Horton** (cigars). Moser & Cotins. Announcements, 5-minute spots.

**Vapoo Products Co.** (rug shampoo). Montrose-Rosenberg. Quarter-hours.

**Varley Products Corp.** Interstate Advertising. Announcements.

**Vernor's Ginger Ale.** McCann-Erickson. Announcements.

**Virginia-Carolina Chemical Co.** (fertilizers). John Fort. Announcements.

**Virginia Dare Extract Co.** Metropolitan Advertising; E. W. Hellwig. Quarter-hours Monday through Friday.

**Virginia Dare Stores, Inc.** Placed direct. 60-word announcements.

**Vitamex.** Placed direct. 5-minute market reports.

**Voigt Brewing Co.** C. E. Rickard Agency. Announcements.

## W

**Waggoner-Gates Milling Co.** (Flour). Barrons Advertising. Announcements.

**Wagner Beer.** Gottschaldt-Humphrey. Announcements.

**Walgreen Drug Co.** D. B. Epstein. Weather reports, 25-word announcements.

**Waples Platter Co.** Crook Advertising. Quarter-hours.

**Washburn-Crosby Milling.** Placed direct. Quarter-hours.

**G. Washington Coffee.** Cecil, Warwick & Legler. Half-hours.

**Washington Motor Coach Co.** Beaumont & Hohman. Announcements.

**Watch Tower Bible Society.** Placed direct. Three 5-minute spots weekly.

**Webster-Eisenlohr, Inc.** (cigars). N. W. Ayer. Quarter-hour newscasts, six weekly; 60 and 100-word announcements.

**Weed & Co.** (hardware). E. C. Rogers Advertising. 6 announcements weekly.

**Wehle Brewing Co.** William B. Remington. Announcements.

**C. M. Welch Co.** (Bathasweet). H. M. Kiesewetter. Quarter-hour newscasts.

**Welch Grape Juice Co.** H. W. Kastor. 1-minute transcriptions.

**Wesson Oil & Snowdrift Sales Co.** Placed direct. Half-hours.

**Western Growers Protective Assn.** J. Walter Thompson. Announcements.

**Western Union Telegraph Co.** Placed direct. 100-word announcements.

**Westinghouse Electric Supply.** Fuller & Smith & Ross. 2 quarter-hour newscasts weekly, announcements.

**White Magic Cleanser Corp.** Hughes, Wolff & Co. Participation announcements.

**White Rover Dog Food.** The Boyd Co. Time signals.

**Whittemore Bros.** (shoe polishes). N. W. Ayer. 50-word announcements.

**Wilbur Suchard Chocolate.** Announcements.

**Willard Storage Battery.** Meldrum & Fewsmith. Announcements.

**Willard Tablet Co.** (stomach tablets). First United Broadcasters. Quarter-hours, 5-minute transcriptions.

**Willis-Norton** (Soothsayer Flour). Placed direct. Quarter-hour daily.

**Wincharger Corp.** Hays MacFarland. 1-minute transcriptions.

**Winkelman Shoe Co.** Placed direct. 25-word announcements.

**Wolverine-Empire Refining.** Luckey Bowman Advertising. Announcements.

**Wolverine Shoe & Tanning Co.** Ruthrauff & Ryan. Quarter-hours.

**Women's Christian Temperance Union.** Critchfield & Co. 5-minute transcriptions.

**Woman's Home Companion.** Geyer, Cornell & Newell. Quarter-hours.

**Woodmen of the World Life Insurance Assn.** Placed direct. 100-word announcements.

**World Tourists, Inc.** Announcements.

## Y-Z

**Yale Oil.** Placed direct. 1 quarter-hour Monday through Friday.

**Yeast Foam.** Hays MacFarland. 5-minute spots.

**Youth Education Assn.** Placed direct. Quarter-hours.

**Zenith Radio Corp.** H. W. Kastor. Half-hours, 1-minute transcriptions.

**Zion National Kosher Sausage Factory.** Advertisers Broadcasting Co. Quarter-hours.

**Zip Gasoline.** Simons-Michelson. 6 announcements daily.

## SEASONAL ADVERTISERS

This breakdown is based on the following factor: that many national or regional advertisers have products whose sale and use are such that seasonal advertising is more feasible than year-around advertising. To classify for this list, the advertiser must be in the class of national or regional distributors (not a local advertiser).

The sequence of the write-ups runs thus:

First, name of the advertiser.

Next, description of his product from which it may be determined at what seasons of the year advertising is purchased.

Third, name of the agency placing the account.

Last, a description of the time segments purchased.

This listing covers those national and regional advertisers noted by individual stations throughout the United States from the period of June 1, 1936, to the summer of 1937.

Note: in some instances an advertiser is noted both as a regular advertiser and as a seasonal advertiser. Product diversity accounts for this, or the advertiser may use different types of schedules in different parts of the country.

## A

**A & O Co.** (cold preparation). J. Carson Brantley. Three 100-word announcements weekly.

**Acme White Lead & Color.** Henri, Hurst & McDonald; Gottschaldt-Humphrey. 1 quarter-hour transcription, five 100-word announcements weekly.

**American Chiclet Co.** (Chiclets). Badger, Browning & Hersey. 1-minute announcements.

**American Cranberry Co.** Gotham Advertising. Announcements.

**American Fireworks Distributing Co.** Quarter-hours.

**American Gas Machine.** Greve Advertising Agency. Quarter-hours. 5-minute spots, announcements.

**American Pop Corn Co.** Coolidge Advertising Co. Five-minute transcriptions. 10-minute spots.

**American Range Co.** Schillin Advertising. Quarter-hour daily.

**American Tobacco Co.** (Roi Tan Cigars).

Lawrence C. Gumbinner Advertising Agency. 25-word announcements daily.

**Aurora Laboratories.** (Clear-Again Cold Tablets). Aubrey, Moore & Wallace. Weather reports. Quarter-hours, transcribed announcements.

## B

**Baldwin Laboratories, Inc.** Yount Co. 5-minute participation, 100-word announcements.

**Ball Bros.** (Mason Jars). Applegate Advertising. 5-minute spots, announcements.

**Beaumont Laboratories** (4-Way Cold Tablets). H. W. Kastor. Two 1-minute announcements daily.

**Bayer-Semesan Co.** Thompson-Koch Co. Six 1-minute announcements weekly.

**Beneficial Finance.** Announcements.

**Blatz Brewing.** Klau-Van Pietersom Dunlap Associates. 100-word announcements.

**Bolle & Detzel.** Radio-Rundfunk. Announcements.

## SEASONAL ADVERTISERS—Continued

**Bowers Battery Mfg. Co.** Beaumont, Heller & Sperling. 3 programs weekly.

**Bowey's (Dari-Rich).** Russell C. Comer. Quarter-hour transcriptions.

**Boydell Bros. White Lead & Color Co.** McManus, John & Adams. Announcements.

**Milton Bradley Co.** (school supplies, games). Blackstone Agency. Announcements.

**M. J. Breitenbach Co.** (Gude's Pepto Mangan). Brooke, Smith & French. Announcements.

**Bunte Bros.** (candy). Fred A. Robbin. Half-hours, 25 and 60-word announcements.

### C

**Cardinet Candy Co.** Thomaschke-Elliott. Announcements.

**Carbona Products.** E. T. Howard Advertising. Announcements.

**Carleton & Hovey** (Father John's Medicine). John W. Queen. Announcements.

**Casco Co.** (cold tablets). Placed direct. Announcements.

**Chamberlain Laboratories** (lotion, cosmetics). Coolidge Advertising. 1-minute transcriptions.

**Chicago-Milwaukee Steamship Line.** McJunkin Advertising Co. 3 quarter-hours weekly.

**Clark Gardner Nursery.** Northwest Advertising. Quarter-hours, 5-minute spots.

**M. L. Clein & Co.** (Mentho Mulsion). United Advertising; Loeb Agency. 1-minute announcements.

**Coast-to-Coast Stores.** McCord Co. 1-minute transcriptions.

**Coolerator.** Ferry-Hanley. Quarter-hours.

**Cynthia Sweets.** Albert Frank-Guenther-Law. Announcements.

### D

**H. B. Davis Paint Co.** Van Sant, Dugdale & Co. Two 5-minute transcriptions weekly.

**Denver Rio Grande Railroad.** Cussack Advertising. Quarter-hours.

**Diamond Ginger Ale.** Charles E. Hoyt. 1-minute announcements daily.

**Devoe & Reynolds Co., Inc.** (Pee Gee Paints). J. Stirling Getchell. Two 5-minute transcriptions weekly. 25-word announcements.

**Du Pont** (paints). Batten, Barton, Durstine & Osborn. Quarter-hour transcriptions, announcements.

**Durkee's Famous Foods.** (Preserved Foods). C. Wendel Muench & Co. Announcements.

### E

**Eaton Axle & Spring Co.** Meldrum & Fewsmith. Announcements.

**Earl May Seed Co.** R. W. Ramsey. Quarter-hours.

**East Texas Plant Co.** Northwest Radio Advertising. 5-minute spots.

**Edison General Electric Appliance Co.** Announcements.

**Eckhardt & Becker Brewing Co.** McIntyre Associates. Program and announcements.

**Eveready Prestone.** J. M. Mathes. 30-word announcements.

### F

**F & F Laboratories.** (Cough Lozenges). Stack-Goble. Announcements.

**Falstaff Brewing Corp.** Gardner Advertising. Baseball Broadcasts. 25-word announcements.

**Fred Fear & Co.** (Dyes & Food Products). Menken Advertising; Al Paul Lefton. Participation, announcements.

**Ferry-Morse Seed Co.** N. W. Ayer. 5-minute transcriptions.

**Fine Products Co.** (candy). Rawson-Morrill Advertising. Five 25-word announcements weekly.

**Force** (cereal). Erwin, Wasey. Announcements.

**I. J. Fox, Inc.** (Furs—Retail). Peck Advertising; Schilling Agency. Half-hours, 5-minute spots, announcements.

**Freezone.** J. Stirling Getchell. Announcements.

**Frigidaire.** Lord & Thomas. Half-hours, quarter-hours, announcements.

**Fulton Co.** (auto accessories). B. J. Paulson. 100-word announcements, thrice weekly.

**Florida Citrus.** Ruthrauff & Ryan. 2 quarter-hour transcriptions weekly, 5-minute spots, 100-word announcements.

### G

**Gardner Nursery.** Northwestern Radio Advertising. Quarter-hours, 5-minute spots, announcements.

**General Mills** (Bisquick Flour, Wheaties). Knox Reeves; Simons-Michelson. Baseball broadcasts, 5-minute spots.

**Geisler Bird Co.** Fishler, Zealand. Announcements.

**Geppert Studios.** Northwest Advertising. Quarter-hours, 5-minute transcriptions.

**Gold Dust Corp.** (cleansers, soap, shoe polishes). Batten, Barton, Durstine & Osborn. Announcements.



## SEASONAL ADVERTISERS—Continued

**Golf Ball, Inc.** Auspitz & Lee. 2 quarter-hours weekly.

**Graef-Cower Corp.** (fly catchers). John L. Butler Advertising. Announcements.

**Grove Laboratories.** (Tasteless Chill Tonic). H. W. Kastor. 100-word announcements.

### H

**H & H Cleaner.** Coolidge Advertising. Announcements.

**H. G. Hastings Co.** (seeds, plants, bulbs). Freitag Advertising Agency. 1 announcement daily.

**Horowitz Margaretén** (motzah). Advertisers Broadcasting Co. Quarter-hours.

**Humble Oil & Refining.** Franke-Wilkinson-Schiwerts. Football broadcasts.

### I

**Imperial Valley Asparagus Growers.** Logan & Stebbins. Announcements.

### J

**Johns-Manville Corp.** (asbestos products). 6 quarter-hours weekly.

**Jolly Time Pop Corn.** Northwest Advertising. 5-minute spots.

### K

**Kellogg Co.** N. W. Ayer. Play-by-play baseball and football announcements.

**Kelvinator Corp.** (refrigerators). Announcements.

**Kurativ Products.** Martin & Kelty. Announcements.

### L

**Lacene Laboratories.** Ernest Bader & Co. Quarter-hours.

**Larkin Co.** (general merchandise, mail order). Vanderbie & Rubens; Addison Vars. Quarter-hours, Monday through Friday, announcements.

**Lincoln Zephyr Motor Co.** McCann-Erickson. Announcements.

### M

**Magnolia Petroleum Co.** (Mobilgas). Dunken Advertising Agency. Football games.

**Magnolia Seed Co.** Dicklow Advertising. 50-word announcements.

**Mantle Lamp Co.** Presba, Fellers & Presba. Quarter-hour transcriptions.

**Maryland Pharmaceutical** (Rem & Rel).

Joseph Katz. Weather reports, announcements.

**Earl E. May Seed Co.** L. W. Ramsey. Quarter-hours.

**Mentholatum** (salve). Dillard Jacobs Agency. 100-word announcements.

**Benjamin Moore** (paints). Placed direct. 1 quarter-hour weekly.

### N

**National Carbon Co.** (Eveready Prestone). J. M. Mathes. Two 25-word announcements daily.

**New England Steamship Co.** Wendell P. Colton. 2 announcements daily.

**New Jersey Bell Telephone.** Announcements.

**Northrup, King & Co.** (seeds and feeds). Olmstead-Hewitt. Quarter-hours, announcements.

**Nu-Enamel Paints.** Placed direct. Spots.

**Nutrena Mills** (poultry and live stock feed). Frank W. Whalen Agency. 1-minute announcement daily, 3 quarter-hours weekly.

### O

**Ohio Oil Co.** Beyer & Bowman. Notre Dame football games.

**Olds Motor Works.** Placed direct. 5-minute spots.

**Olson Rug Co.** Presba, Fellers & Presba. Three quarter-hours and three 5-minute spots weekly.

**Oneida, Ltd.** (Community & Tudor silverware). Lord & Thomas; Geyer-Cornell. Quarter-hours, announcements.

**Oregon-Washington Pear Bureau.** Izzard Co. Quarter-hours.

**Oyster Shell Products.** Announcements.

### P

**Palace Travel Coach.** Announcements.

**Penn-Mutual Insurance.** Harry Goodman Advertising. 5-minute spots.

**S. W. Pike** (seeds). E. H. Brown Agency. 1-minute announcement daily.

**Pinex Co.** (Cough Syrup). Baggaley, Horton & Hoyt. 5-minute market reports, 30 and 100-word announcements.

**Piso Co.** (proprietary remedies). Lake-Spiro-Cohn. Announcements.

**Plough, Inc.** (proprietary products). Lake-Spiro-Cohn. Three 25 and 30-word announcements weekly.

**Plymouth Motor Co.** J. Stirling Getchell. Quarter-hours. 25, 30 and 100-word announcements.

## SEASONAL ADVERTISERS—Continued

**Premier Pabst Sales Co.** (Beer, Ale). Morris-Schenker-Roth. 25 and 30-word announcements, time signals.

**U. S. Industrial Alcohol.** Lambert & Feasley. Announcements, six days per week.

### R

**RCA Victor.** Lord & Thomas. 30-word announcements.

**Refrigeration & Air Conditioning Training Corp.** National Classified Advertising. 1 quarter-hour weekly. Test campaign.

**Royal Crown Cola.** W. A. Miller Advertising. Announcements.

**Royal Typewriter.** Announcements.

### S

**Safe-Way Feed.** K. E. Shepard Advertising. Announcements.

**San Antonio Brewing** (Pearl Beer). Pitluk Advertising. 6-hour special event.

**R. Schiffman Co.** (Asthmador Proprietary Remedy). Philip J. Meany. Announcements.

**Seidlitz Paint & Varnish Co.** Barrons Advertising. 5-minute spots.

**Sherwin-Williams Co.** (paints, etc.). Cecil, Warwick & Legler; T. J. Maloney. 100-word announcements, weather reports, five times per week.

**Sinclair Coal.** Barrons Advertising Co. 1-minute spots.

**Sleetex.** Humbert & Jones. Weather reports.

**Smith Brothers** (cough drops). Brown & Tarcher. 25 and 100-word announcements.

**Socony-Vacuum Oil.** J. Stirling Getchell. Baseball broadcasts, announcements.

**Standard Beverages.** W. A. Miller Advertising. Announcements.

**Stateville Flour Mills.** J. Carson Brantley Advertising. Three 10-minute spots weekly.

### U

**Union Cutlery.** Quarter-hours.

**United Drug Co.** (Rexall). Street & Finney. 5 quarter-hour transcriptions weekly, announcements.

### V

**Vick Chemical Co.** (cold and cough remedies). Morse International. 100-word announcements daily.

### W

**Walker Remedy Co.** Weston-Barnett. Six 1-minute transcriptions weekly.

**Wander Co.** (Ovaltine). Blackett-Sample-Hummert. 3 quarter-hour transcriptions weekly.

**Ward Refrigerator Co.** Logan & Stebins. Quarter-hour transcriptions, announcements.

**George E. Warren Corp.** (Cleercoal). Harry M. Frost Agency. Daily announcements.

**Wasey Products** (Musterole). Erwin, Wasey. Announcements.

**Washington State Apples.** J. Walter Thompson. Quarter-hours, 1-minute participation in Home Forum.

**Geo. D. Wetherill & Co.** (paints and varnish). Announcements.

**The White House.** H. I. Lill Advertising. Announcements.

**Wilbert Products Co.** (Javex Ammonia, No-Rub Floor Wax). W. I. Tracy. Announcements.

**Wright Co.** (Wright's Tested Plant Aid). H. B. LeQuatte Co. 5-minute participation in Home Forum.

### Y

**Yakima Valley Peach Bureau.** Izzard Co. Announcements.

### Z

**Zenith Radio Corp.** H. W. Kastor. 1-minute transcriptions.

**Zerbst Pharmacal Co.** (cough remedies). Barron Agency. Daily announcements.

## STANDARD SPOT BROADCASTING ORDER

On the facing page is reproduced the standard order for spot broadcasting approved by the National Association of Broadcasters and the American Association of Advertising Agencies (4A) in 1933.

STANDARD ORDER BLANK FOR SPOT BROADCASTING

**NAME OF ADVERTISING AGENCY**  
**ADDRESS**  
**CITY**

TO MANAGEMENT OF STATION

ORDER NO.

CITY AND STATE

DATE

PLEASE FURNISH BROADCASTING FACILITIES TO [advertiser]

FOR [product]

NAME OF PROGRAM

LENGTH OF BROADCAST      HOUR      DAYS      TIMES PER WEEK      TOTAL NO. TIMES

COMMENCEMENT DATE	EXPIRATION DATE
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PROGRAM MATERIAL ARRANGEMENTS

COMMERCIAL ANNOUNCEMENTS

CONTINUITY	CUE SHEETS	TRANSCRIPTIONS
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ADDITIONAL INSTRUCTIONS

RATES:	Station Charge	Talent	Line Service	Other Charges	Total
Each B'cast:	\$ .....	\$ .....	\$ .....	\$ .....	\$ .....
For .....					
Broadcast:	\$ .....	\$ .....	\$ .....	\$ .....	\$ .....

LESS TIME DISCOUNT:	LESS AGENCY COMMISSION:	LESS CASH DISCOUNT:
.....%	..15% of Station Charge	2% of net time charge
	....% of Talent Charge	if paid by.....th of month following services

Subject to standard conditions on back hereof.

NAME OF ADVERTISING AGENCY, PER.....

Member of  
 AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

**STANDARD CONDITIONS****GOVERNING CONTRACTS AND ORDERS FOR SPOT BROADCASTING**

Adopted 1933 by

*National Association of Broadcasters*

In co-operation with

*American Association of Advertising Agencies***1. PAYMENT**

[a]. The agency agrees to pay, and the broadcasting station agrees to hold the agency solely liable for payment, for the broadcasting covered by this order unless expressly otherwise agreed in writing.

[b]. The agency personally agrees to pay for broadcasting covered by this order, at the office of the broadcasting station or of its authorized representative, on or before the last day of the month following that in which the broadcasting is done unless otherwise stipulated on the face of this order; or, when cash discount is deducted but payment date not specified on the station's rate card, on the fifteenth of the month following.

[c]. In all cases date of payment is material and unless otherwise stipulated the postmark date on the envelope properly addressed to the broadcasting station or to its representative shall be considered the date when payment was made.

[d]. Station's invoices for broadcasting covered by this order shall be in accordance with the station's log and shall so state on each such invoice.

[e]. Invoices should be rendered not less often than monthly.

[f]. The station reserves the right to cancel the order at any time upon default by the agency in the payment of bills, or other breach, or in the event of any material violation on the part of the agency of any of the conditions herein named; and upon such cancellation all broadcasting done hereunder and unpaid shall become immediately due and payable. In case of delinquency in payments or impaired credit the station shall have the right to change the requirements as to terms of payment for further broadcasting under this order as it may see fit.

**2. TERMINATION**

[a]. This agreement may be terminated by either party by giving the other two weeks' notice, unless otherwise stipulated on the face of this order. If the agency terminates the agreement it will pay the station according to the station's published rates for the lesser number of periods, for all services previously rendered by the

station. If the station terminates the agreement; either, the agency and the station will agree on a satisfactory substitute day or time at the rates in effect at the time this agreement was made, or, the agency will pay the station according to the rates specified herein, for all services previously rendered by the station; that is, the agency shall have the benefit of the same time discounts which the agency would have earned had it been allowed to complete the order. In the event of such termination, neither party shall be liable to the other party otherwise than as specified in this paragraph.

**3. INABILITY TO BROADCAST**

[a]. Should the station, due to public emergency or necessity, legal restriction, Act of God, or at the direction of Federal, State or Municipal authorities or for any other reason beyond the control of the station, be unable to broadcast one of the agency's programs at the time specified, the station shall not be liable to the agency for damages but will communicate with the agency as far in advance as possible. The agency will then either agree with the station on a satisfactory substitute time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled, without affecting the rate shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy announcement as to the reason for cancellation or postponement, and as to any substitute time agreed upon.

[b]. If interruptions occur during the entertainment portion of the broadcast, credit shall be given by the station at the pro rata rate for such interruptions of one minute or more duration. If interruptions occur during the commercial announcement portion of the broadcast, credit shall be given by the station in the same proportion to the total station time charge which the omitted commercial announcement portion bears to the total commercial announcement in the program. If the interruption equals or exceeds 50% of the total program time the station shall defray a pro rata share of the live talent



costs, unless the interruption is due to an Act of God, public emergency or legal restriction.

4. SUBSTITUTION OF SUSTAINING PROGRAM OF PUBLIC IMPORTANCE

[a]. The station shall have the right to cancel any broadcast covered by this order and substitute a sustaining program of such outstanding public importance that failure to broadcast same would work injury alike to the station and the advertiser. In such case, the station will notify the agency as far in advance as possible, and the agency and the station will agree on a satisfactory substitute day or time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rates or rights shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy announcement as to the reason for cancellation or postponement and as to any substituted time agreed upon. In the event of such replacement, when the station notifies the agency less than two weeks in advance of broadcast, the station shall reimburse the agency any non-cancellable cost of live talent.

5. RATES

[a]. It is agreed that the rate named in this order is the lowest rate made by the station for like services and that if at any time during the life of this order the station makes a lower rate for the same services, this order shall be completed at such lower rate from that date.

[b]. All rates shall be published. There shall be no secret rates, rebates or agreements affecting rates. All rates shall be furnished agencies if requested.

[c]. If this order is continued without interruption beyond the time specified, the additional broadcasts shall be considered part of this order and the same rate shall apply until any lower rate prevailing at the time this agreement is made shall have been earned; and then this lower rate shall apply to the whole order. It is agreed, however, that this provision shall not cover a service rendered by the station later than one year from the date of the first broadcast, unless specifically agreed.

6. PROGRAMS

[a]. The order for station time includes the services of the technical staff and of a regular staff announcer. Other talent and services are covered by the program charge in this order which is subject to

change by the agency with the consent of the station.

[b]. Should the station fail to receive program material seven days in advance of the broadcast it shall so notify the agency. Subsequent to this notification, if the station fails to receive the program material in time for the broadcast, if the programs are transcriptions, the station shall, following first broadcast, repeat a previous program unless otherwise instructed, or unless program is one of a series, in which case the station shall have the right to announce the name, address and business classification of the advertiser, produce a creditable program and make regular charge for station time and reasonable talent charge to the agency. If the programs are produced locally it shall, following first broadcast, repeat the commercial announcement of the preceding broadcast, using the agreed talent unit.

[c]. Except as otherwise hereinafter expressly provided the agency will save the station harmless against all liability for libel, slander, illegal competition or trade practice, infringement of trade marks, trade names or program titles, violation of rights of privacy and infringement of copyrights and proprietary rights, resulting from the broadcasting of the programs herein provided for in the form furnished or approved by the agency. Such indemnity shall not apply to the musical compositions performed in non-dramatic form, the unrestricted right to perform which is licensed by ASCAP, provided the agency shall have at least one week prior to each broadcast submitted to the station in writing in duplicate a correct list of the titles of names of composers and copyright owners appearing on the published or unpublished copies of the musical compositions to be used on the said programs. The station agrees, however, to save the agency harmless against all liability where the programs are prepared and produced both as to artists and program content by the station excepting only such liability as may result from the broadcasting of the commercial credits and other material as furnished or approved by the agency.

[d]. Programs prepared by the agency are subject to the approval of the station management both as to artists and to program content.

7. GENERAL

[a]. This order is subject to the terms of licenses held by the parties hereto and is also subject to all Federal, State and Municipal laws and regulations now in force, or which may be enacted in the future.

[b]. The rights under this order shall not

## SPOT ORDER FORM—Continued

be transferable to another advertiser than the one specified in this order unless the consent of the station has been obtained. [c]. In dealing with agencies, the station shall follow a uniform policy to avoid discrimination.

[d]. The agency agrees that it will not rebate to its client any part of the commission allowed by the station.

[e]. The failure of the station or of the agency to enforce any of the provisions herein listed with respect to a breach thereof in any one instance shall not be construed as a general relinquishment or waiver under this agreement and the same shall nevertheless be and remain in full force and effect.

### A. A. A. A. RATE CARD

A model rate card for individual radio stations, prepared to conform with the standards of the American Association of Advertising Agencies, is shown below.

City and State

Name of Station

Rate Card No.....

Date of Issue.....

Date in Effect.....

(“Standard Rate Card” Specimen Form for Radio Broadcast Advertising)

#### 1—GENERAL BROADCASTING

a. Rates by time of day and length of period.  
b. Discounts on number of periods used.

e. Other general rate information. (State whether or not rates include cost of artists' services.)

#### 2—CLASSIFICATIONS

a. Rates for special classification of advertisers.

b. Regulations applying thereto.

#### 3—SERVICE FACILITIES

a. Availability of artists' services and regulations applying thereto.

b. Facilities for handling programs originating outside of regular studios.  
c. Other service features.

#### 4—COMMISSION AND CASH DISCOUNT

a. Agency commission.  
b. Cash discount.  
c. Payment dates.

d. Other commission and cash discount information. (State whether or not commission and cash discount apply on gross amount including cost of program.)

#### 5—REGULATIONS AND RESTRICTIONS

a. Maximum and minimum length of periods and frequency of broadcasting permitted.

b. All closing dates.  
c. Any other regulations or restrictions.

#### 6—TERRITORY COVERED

#### 7—MISCELLANEOUS

a. Owned and operated by.  
b. Year established.  
c. Location of transmitting plant and studios.  
d. Affiliated stations and organizations.

e. Wave length, power, and frequency of kilocycles.  
f. Names and addresses of officials and special representatives.

(Prepared in conformity with “Standard Rate Card” of American Association of Advertising Agencies)

# CBS AND MUTUAL SPONSOR CONTRACTS

Facsimiles of contracts made by the Mutual Broadcasting System and the Columbia Broadcasting System and their sponsors.

## COLUMBIA BROADCASTING SYSTEM CONTRACT

**Agreement** made this.....day of.....19...., between COLUMBIA BROADCASTING SYSTEM, INC. (hereinafter called the "System"), and ..... (hereinafter called the "Agency").

**WHEREAS**, The System, with its affiliated broadcasting stations, has available broadcasting facilities and is engaged in the business of radio broadcasting; and

**WHEREAS**, The Agency desires to avail itself of the System's broadcasting facilities;

**NOW, THEREFORE**, For and in consideration of the mutual covenants herein contained, the parties hereto have agreed and do agree as follows:

### WITNESSETH:

(1) The System agrees to broadcast, on behalf of the Agency, subject to availability of line facilities and station acceptances, programs for.....consecutive weeks on.....of each week, beginning on..... for approximately.....hour, between approximately..... M. and.....M., New York time current on the date of each broadcast, through radio broadcasting stations located in the cities listed in Exhibit A attached hereto and made part hereof.

(2) The Agency agrees that the programs provided for herein shall be broadcast for the advertising of.....of its client,....., and for no other product, service or purpose without prior notice to and approval by the System.

(3) The Agency agrees to pay the System for each week's broadcasting hereunder (after deduction of discounts currently allowable and agency commission) in weekly installments of.....dollars (\$.....). The net amount of each installment is computed as set forth in Exhibit A attached hereto, and allowances of discounts are subject to conditions specified in Rate Card No..... of the System. Each installment shall be due and payable immediately following the date fixed herein for the completion of each week's broadcasting. The System's failure to demand or insist upon prompt payment in accordance herewith shall not constitute a waiver of its right to do so. In the event that the Agency shall fail to make payments in accordance with the terms hereof, or in the event of any other breach hereof by the Agency, the System may, at its option, in addition to any other rights which it may have, immediately cease furnishing facilities and broadcasting hereunder.

(4) The Agency shall furnish or cause to be furnished the artistic personnel and material for the programs at the time and on the dates provided for herein and each program shall be rendered and broadcast in a manner satisfactory to the System. A complete copy of the continuity and/or script and/or musical selections for each proposed program and a list of the artistic personnel for each program shall be furnished to the System at least one (1) week in advance of the date upon which such program is to be broadcast. In the event that the Agency fails to furnish or cause to be furnished the artistic personnel for its programs, the System shall be entitled to furnish such artistic personnel as it deems necessary, and the Agency agrees to pay the cost thereof. The said continuity and/or script and/or musical selections for each program shall, in any event, be prepared, written and broadcast in conformity with the regulations and restrictions set forth on the back hereof, which are an integral part of this agreement. The System reserves the right to refuse to broadcast any programs which do not in its opinion maintain a quality creditable alike to the System and to the Agency. In the event that the Agency fails to furnish the said copy of the continuity and/or script and/or musical selections, and/or in the event that in the opinion of the System the said continuity and/or script and/or musical selections, as furnished by the Agency, fails to conform to the regulations and restrictions set forth on the back hereof, the System shall have the right, without prejudice to any other rights it may also have, to furnish and/or substitute continuity and/or script and/or musical

NETWORK CONTRACTS—Continued

selections prepared by the System or to edit the said continuity and/or script and/or musical selections as furnished, as the case may be. In all such cases, however, the System will endeavor to notify the Agency of any changes or substitutions in advance of the broadcast.

(5) The System reserves the right in its discretion, and without liability, to omit one or more of the broadcasts referred to herein, and to use part or all of the time contracted for herein for broadcasts of special events of importance. In all such cases, the System will use its best efforts to give the Agency reasonable notice of its intention to omit such broadcast or broadcasts, and in the event of such omission the Agency shall not be obligated to pay for the broadcast so omitted, unless said broadcast is made at some substituted time mutually satisfactory to the parties hereto.

(6) Any failure or impairment of facilities or any delay or interruption in broadcasting programs, or inability at any time to furnish facilities for broadcasting, due to causes beyond the control of the System, shall not constitute a breach of this agreement and the System will not be liable to the Agency, except to the extent of allowing a pro-rata reduction in charges for time at the rates indicated in Exhibit A hereto for each station with respect to which facilities failed or were impaired or not furnished, or on which broadcasting was delayed.

(7) The Agency warrants that the broadcasting of its programs will not violate any rights of others, and the Agency agrees to save the System, its officers, directors, agents, stockholders, employees, subsidiaries and any affiliated stations carrying the Agency's program or programs, harmless from any and all claims, damages, liability, costs and expenses, including counsel fees, arising from the broadcasting of such programs. The System reserves the right to refuse to broadcast any and all programs containing matter which is, or in the reasonable opinion of the System may be, or which a third party claims to be, violative of any right of others. The exercise or failure to exercise any of the rights reserved to the System under paragraph (4) of this agreement, or otherwise, shall not be deemed a waiver of any of the Agency's obligations under this paragraph (7).

(8) Failure on the part of the System in any instance to exercise any of the rights reserved to it hereunder shall not be deemed a waiver by it of such rights for the future.

(9) This agreement shall be construed in accordance with the laws of the State of New York, and the obligations of the System hereunder are subject to the terms of the several licenses of its affiliated stations and to all federal, state or municipal laws or regulations now or hereafter in force and to the regulations of all Commissions or other governmental bodies or authorities presently or hereafter to be constituted.

(10) This contract contains the entire agreement between the parties and is not subject to oral modification.

**IN WITNESS WHEREOF**, the parties hereto have executed this agreement at New York, N. Y., the day and year first above written.

COLUMBIA BROADCASTING SYSTEM, INC.  
(Herein referred to as the "System")

By .....  
.....  
(Herein referred to as the "Agency")

By .....

**This agreement is not binding upon the System until executed and delivered by a duly authorized officer thereof.**

The Agency agrees to co-operate with the System in the broadcasting of programs of the highest possible standard of excellence and for this purpose to observe the following regulations and restrictions in the preparation, writing and broadcasting of its programs. There shall be:

1. No false or unwarranted claims for any product or service.
2. No infringements of another advertiser's rights through plagiarism or unfair imitation of either program idea or copy, or any other unfair competition.
3. No disparagement of competitors or competitive goods.
4. No lottery or "drawing contest." No contest of any kind in which the public is unfairly treated. (Since the System must be the sole judge of the suitability for broadcasting over its facilities of any proposed contest or offer, it is advisable to submit all proposed arrangements for such contests or offers to the System prior to making any commitments. In any event, the Agency will deliver to the System copies of all continuity and other material in connection with any contest or offer



**NETWORK CONTRACTS—Continued**

fifteen days before the first broadcast thereof. The Agency will provide fair and competent judging.)

- 5. No programs or announcements that are slanderous, obscene, or profane, vulgar, repulsive or offensive, either in theme or in treatment.
- 6. No ambiguous statements that may be misleading to the listening audience.
- 7. No commercial announcements, including announcements of contests and offers, exceeding 10% of total broadcasting time on evening programs or 15% of total broadcasting time on daytime programs, except that forty seconds additional may be devoted to such commercial announcements on quarter-hour programs, whether evening or daytime. No unpleasantly rapid delivery of commercial announcements.
- 8. No more than two price mentions on a 15-minute program.  
Not more than three price mentions on a half-hour program.  
Not more than five price mentions on a full-hour program.
- 9. No appeals for funds.
- 10. No testimonials which cannot be authenticated.
- 11. No continuity which describes repelently any internal bodily functions or symptomatic results of internal disturbances, and no reference to matters which are not considered acceptable topics in social groups.
- 12. No use of broadcasting time except for direct or indirect advertising of goods or services.
- 13. No advertising matter, or announcements, or programs which may, in the opinion of the System, be injurious or prejudicial to the interests of the public, the System and/or its affiliated stations, or honest advertising and reputable business in general. The System may waive any of the foregoing regulations in specific instances if, in its opinion, good broadcasting in the public interest is served.

In any case where questions of policy or interpretation arise, the Agency should submit the same to the System for decision before making any commitments in connection therewith.

**MUTUAL BROADCASTING SYSTEM CONTRACT**

AGREEMENT made this.....day of....., 193...., between the Mutual Broadcasting System, Inc. (hereinafter called "Mutual") and..... (hereinafter called the "Advertiser").

**WITNESSETH:**

1. Mutual agrees to furnish the necessary facilities for broadcasting and to broadcast programs sponsored by..... for their product.....

for the Advertiser during the following periods of time: ..... minutes between..... M. and..... M., (New York City time) on ..... of each week for a term of..... beginning..... 193...., and ending on..... 193....;

through the following stations: .....

and the Advertiser agrees to pay Mutual the following time charges therefor: .....

bills to be rendered by Mutual monthly and to be payable by the Advertiser on the 20th of the following month.

2. The Advertiser shall furnish, or shall cause..... to furnish, to Mutual, at the time and on the dates as provided for herein, programs prepared in every detail and ready for broadcasting, said programs to be of a quality and to be rendered for broadcasting in a manner satisfactory to both parties.

**NETWORK CONTRACTS—Continued**

3. Announcements satisfactory to both parties may be made at the beginning and at the end of each program and at any intervals between that may be mutually satisfactory. In the event, however, the parties cannot agree on said announcements, then said announcements shall be substantially as follows: "This program is being furnished by .....

4. Mutual may at its discretion, without liability, appropriate part or all of the time allotted to any of the programs provided for herein and in such cases Mutual will make no charge to the Advertiser for the program omitted. Mutual, however, will use its best endeavors to give the Advertiser ample notice of such appropriation.

5. Mutual will not be liable to the Advertiser, except to the extent of allowing a pro rata reduction in the charge for the facilities referred to herein, for temporary failure or impairment of transmitting or broadcasting facilities or delays in transmitting or broadcasting programs, or inability to furnish facilities for broadcasting through all the stations mentioned herein due to causes beyond the control of the Company.

6. The Advertiser agrees to protect and indemnify Mutual and the stations specified in paragraph 1 above against any and all liability, loss or expense arising from claims for libel, slander, infringement of trademarks, trade names or program titles, violations of rights of privacy and infringement of copyrights and proprietary rights, resulting from the broadcasting of the Advertiser's programs.

7. This contract is subject to the terms of all broadcasting licenses issued to the stations specified in paragraph 1 above, to all Federal, State and Municipal laws and regulations and to all rules, regulations and orders of the Federal Communications Commission now or hereafter in force.

8. This contract may not be transferred or assigned by the Advertiser.

9. If the Advertiser shall fail to pay, as aforesaid, any bill rendered by Mutual, Mutual shall have the option to terminate this contract without notice to the Advertiser.

IN WITNESS WHEREOF, the parties hereto have executed this agreement at Chicago, Ill., on the day and year first above mentioned.

MUTUAL BROADCASTING SYSTEM, INC.

By .....  
ADVERTISER

By .....

**CODE OF ETHICS—N. A. B.**

*(Rules of business conduct, as prescribed by the broadcasting industry's trade association.)*

1. Recognizing that the radio audience includes persons of all ages and all types of political, social and religious belief, each member station will endeavor to prevent the broadcasting of any matter which would commonly be regarded as offensive.

2. When the facilities of a member station are used by others than the owner, the member shall ascertain the financial responsibility and character of such client, that no dishonest, fraudulent or dangerous person, firm or corporation may gain access to the radio audience.

3. Matter which is barred from the mails as fraudulent, deceptive or obscene shall not be broadcast by a member station.

4. Each member station shall refuse any advertising matter regarding products or services injurious to health.

5. Each member station shall maintain a public record of its current rates charged to advertisers for the use of broadcasting time together with all discounts, rebates, refunds and agency commissions which shall be allowed to the users of such time or to their recognized agents.

6. Each member station shall refuse to accept any business on a cost per inquiry, contingent, or percentage basis, or to accord free time for commercial use.

7. No member station shall permit the broadcasting of advertising statements or

claims which he knows or believes to be false, deceptive or grossly exaggerated.

8. No member station shall defame or disparage a competitor, directly or indirectly, by words or acts which untruthfully call in question such competitor's business integrity, ability to perform contracts, credit standing or quality of service.

9. No member station shall claim for its service a character, scope or quality which cannot be substantiated, nor shall it claim as regular characteristics of its service features which it knows to be purely temporary or accidental.

10. Where charges of violation of any article of the code of ethics of the National Association of Broadcasters are filed in writing with the Managing Director, the Board of Directors shall investigate such charges, give opportunity for hearing and afterwards notify the station of its findings.

## CBS NEW POLICIES

*(A statement to the public, to advertisers, and to advertising agencies.)*

(May 15, 1935)

As radio broadcasting expands its audience and augments its influence, there devolves upon the broadcaster and the program sponsor an ever greater responsibility.

Similarly, as radio continues to become a more intimate force in the lives of people, they tend to be more sensitive to broadcasting they like and to broadcasting they do not like. It is incumbent upon the broadcaster constantly to examine general policy so as to assure steady progress in building and holding radio's audience. Such watchfulness serves the interests of the audience, of the advertiser, and of the broadcasting companies alike.

The Columbia Broadcasting System has given particular consideration to recent trends in two general types of commercial program: those which are designed for children, and those involving unpleasant discussions of bodily functions, bodily symptoms, or other matters which similarly infringe on good taste. In addition, as a result of expressed public interest, careful study has been given to the amount of time that should be used by sponsors for their advertising messages.

### Children's Programs

Wide variations in viewpoint exist among parents as to programs which they regard as suitable for their children to hear, and similar differences exist between parents and children. The same divergence of opinion is frequently found among authorities.

Commercial sponsors of broadcasts addressed to children are devoting great effort and much money to creating programs that merit the approval both of child and parent. It is also true that there have been instances of poor judgment and careless execution. To eliminate such faults would be gratifying to all those who feel a deep responsibility for the rearing and education of impressionable youth.

The Columbia Broadcasting System has no thought of setting itself up as an arbiter of what is proper for children to hear; but it does have an editorial responsibility to the community, in the interpretation of public wish and sentiment, which cannot be waived.

In accordance with this responsibility we list some specific themes and dramatic treatments which are not to be permitted in broadcasts for children.

**The exalting, as modern heroes, of gangsters, criminals and racketeers will not be allowed.**

**Disrespect for either parental or other proper authority must not be glorified or encouraged.**

**Cruelty, greed, and selfishness must not be presented as worthy motivations.**

**Programs that arouse harmful nervous reactions in the child must not be presented.**

**Conceit, smugness, or an unwarranted sense of superiority over others less fortunate may not be presented as laudable.**

**Recklessness and abandon must not be falsely identified with a healthy spirit of adventure.**

**Unfair exploitation of others for personal gain must not be made praiseworthy.**

**Dishonesty and deceit are not to be made appealing or attractive to the child.**

We realize that distinctions in aesthetic values and feeling which may be wholly obvious between two given treatments of dramatic material cannot always be easily specified in words. Thus, for instance, it is not easy to capture in definition the fine distinctions between the pure fantasy which comprises some of the world's greatest literature for children, and the fantastic distortion of realities which is unsuitable for a youthful audience. None the less, the differences between these forms of entertainment become rather obvious when the two are compared side by side.

A program for children of elementary school age should offer entertainment of a moral character in the widest social sense. It should not obtain its entertainment value at the cost of distorting ethical and social relationships in a manner prejudicial to sound character development and emotional welfare.

In general, it is worth noting that the literature for children which continues to find their favor through many generations offers heroes worthy of the child's ready impulse to hero worship, and of his imitative urge to pattern himself after the hero model. Such literature, whether created 100 years ago or written today, succeeds in inspiring the child to socially useful and laudable ideals such as generosity, industry, kindness and respect for authority; it opens doors into wide worlds that may be reality or fantasy, but are in neither event ugly or repellent in aspect; it serves, in effect, as a useful adjunct to that education which the growing and impressionable child is absorbing during every moment of its waking day.

It is our hope and purpose to stimulate the creation of a better standard in children's programs than has yet been achieved.

To be of assistance in reaching this goal, Columbia is engaging the services of an eminent child-psychologist who will have the benefit of an advisory board of qualified members, with the special purpose of pointing the way toward programs designed to meet the approval of parents, children and educators alike. Columbia hopes thus to be equipped to appreciate and apply the parent's practical point of view no less than to reflect studied scientific judgment. The name of this consulting authority, and the membership of this committee, will be announced soon; and the new policy becomes completely effective July 30.

### **Advertising Which Discusses Internal Bodily Functions, Symptoms, etc.**

The Columbia Broadcasting System has concluded, after serious consideration, to permit no broadcasting for any product which describes graphically or repellently any internal bodily functions, symptomatic results of internal disturbances, or matters which are generally not considered acceptable topics in social groups.

This policy will specifically exclude from the Columbia Network not only all advertising of laxatives as such, but the advertising of any laxative properties in any other product. It will further exclude the discussion of depilatories, deodorants, and other broadcasting which, by its nature, presents questions of good taste in connection with radio listening.

As to new business, this policy becomes effective immediately, May 15, 1935. As to existing business, it becomes effective as rapidly as present commitments with clients expire. The last of these expires in March, 1936. Meanwhile, the advertising continuities for any such product are to be so worded as to conform strictly with a specific standard of new requirements.

Many programs containing such advertising in the past have offered entertainment of great merit, judged by the strictest standards.

On the other hand, many people prefer not to hear such advertising over the radio, regardless of the excellence of the program. The reason for this viewpoint is obvious: radio broadcasting is heard by mixed and assorted groups of all kinds, in the home, in restaurants, and in public meeting places. In certain groups a listener may find it distasteful to hear a discussion of some subject which under other circumstances he finds wholly fitting and proper.

Similarly, we realize that the personal and often intimate quality of the human voice, radio's medium of presenting its sponsors' messages, forbids discussing subjects on the air in a manner which might be wholly acceptable when read in type.

### **Commercial Announcements**

In the last several years advertisers and agencies have themselves been responsible, in many instances, for the discovery that brief and skillful handling of the commercial announcement—rather than obviously excessive and insistent sales talk—creates effective response and universal commendation and good will.

The Columbia Broadcasting System recognizes, with many advertisers and with the



public, the desirability of avoiding advertising announcements that are too lengthy or too frequent.

As a result, numerous advertisers have condensed their sales announcements to a marked extent, to their own satisfaction and the demonstrated approval of the listening audience.

With the interest of the audience and of the great majority of advertisers in mind, the Columbia Broadcasting System considers it desirable, at this time, to set the following maximum allowances for commercial announcements, effective July 30, 1935:

**Evening Programs**

A maximum of 10 per cent of the total broadcasting period may be devoted to the sponsor's commercial announcements, including contests and offers, on programs broadcast after 6:00 P.M. This applies to all full-hour programs, three-quarter hour programs, and half-hour programs. A single exception to the 10 per cent ratio will be made on quarter-hour programs, on which an additional allowance not to exceed 40 seconds will be made in recognition of the fact that the short program necessarily requires as much time as the longer one for routine identification announcements.

The following table shows, in minutes and seconds, the maximum amount of commercial talk which will be permitted, under these limits, on programs of various lengths broadcast after 6:00 P.M.:

**Full-hour programs:**

*All commercial announcements not to total more than*

**6 minutes**

**Three-quarter hour programs:**

*All commercial announcements not to total more than*

**4 minutes 30 seconds**

**Half-hour programs:**

*All commercial announcements not to total more than*

**3 minutes**

**Quarter-hour programs:**

*All commercial announcements not to total more than*

**2 minutes 10 seconds**

Unpleasantly rapid delivery of the sales message, to effect a crowding of excessive material into the period allowed for the commercial announcement, will not be permitted.

**Daytime Programs**

The Columbia Broadcasting System has decided on a lesser curtailment of the amount of advertising in daytime programs for a number of reasons. Programs broadcast during the morning and afternoon hours serve vast numbers of women as a medium of useful information. Many of these programs are educative in both cultural and practical fields. Many of them offer valuable help in solving household economic problems, discussion of which requires more detailed statement of the sponsor's service or product. To deprive the daytime listener of such discussion would subtract from the broad usefulness of radio broadcasting.

Sponsored programs in the daytime will accordingly be allowed a maximum of 15 per cent of the total broadcast period for commercial announcements, with an additional 40 seconds on the quarter-hour program.

**Public Acceptance**

We are satisfied that the best thought of many leading advertisers as well as of the broadcasting industry is reflected in these policies. They set higher standards than broadcasting has attempted before.

We have adopted them after years of experience and careful consideration of every aspect of the problems involved. For these new policies, we ask the full cooperation of the public, the advertiser and the broadcasting industry.

**Basic Advertising Policies**

The three important new policies set forth in the foregoing statement represent an extension of basic Columbia policies with which advertisers and advertising agencies have long been familiar, and which have served to maintain commercial broadcasting on the Columbia Network on a high ethical plane. These basic points of policy, most of which have been in effect since the inception of the Columbia Network, are here re-stated:

1. No false or unwarranted claims for any product or service.
2. No infringements of another advertiser's rights through plagiarism or unfair imitation of either program idea or copy.
3. No disparagement of competitors or competitive goods.

4. No lottery or "drawing contest." No contest of any kind in which the public is unfairly treated.
5. No programs or announcements that are slanderous, obscene, or profane, either in theme or in treatment.
6. No ambiguous statements that may be misleading to the listening audience.
7. Not more than two price mentions on a 15-minute program.  
Not more than three price mentions on a half-hour program.  
Not more than five price mentions on a full-hour program.
8. No advertising matter, or announcements, or programs which may, in the opinion of the System, be injurious or prejudicial to the interest of the public, the Columbia Broadcasting System, or honest advertising and reputable business in general.
9. No appeals for funds.
10. No testimonials which cannot be authenticated.

## NBC PROGRAM POLICIES

*(A statement of principles and requirements governing NBC broadcast programs, to serve as a means of maintaining the value and effectiveness of broadcast advertising.)*

(January, 1934; revised March, 1936)

With the ever widening effect of radio on the thinking of men and women, with the increasing influence that it exerts in forming the thoughts of their children, comes the responsibility, upon broadcasting station and advertiser alike, of broadcasting programs so high in merit and integrity that belief in radio and in the radio message will be instilled deeply in the public mind.

Broadcast advertising derives its value from listeners' enjoyment of programs and their confidence in the statements made by advertisers. Anything which mars their enjoyment or impairs their confidence, not only reacts unfavorably on all broadcasting, but weakens it as a sales promotion vehicle as well.

Radio stations are required by law to serve public interest, convenience, and necessity. Public interest has been held by the courts to mean service to the listeners or, in other words, "good programs." However, our standards are not based upon requirements of law, alone.

The primary responsibility for protecting the public interest rests upon the broadcasters who in turn look to the advertisers for their recognition of this duty and for their cooperation in fulfilling it. This statement, therefore, aims to define, in the light of experience, proper standards of program quality, good taste and integrity, to be set up and enforced by the cooperative effort of the National Broadcasting Company, its advertisers and their agencies.

These standards grow out of the special characteristics of the medium itself, as contrasted with other mediums:

**In broadcast advertising, the advertiser or his representative speaks directly and personally to his listeners. For the period of his program, he is a guest in their homes, a member of the intimate fireside circle.**

**The homes which he thus enters are of all types. The broadcast audience includes the farm family, the small-town family, the city family; it comprises practically all members of the family, sometimes singly, sometimes as a group. It embraces persons of all beliefs and creeds.**

These two characteristics—the intimate, personal nature of broadcasting and the wide range and joint listening of its audience—primarily determine what properly may be put on the air. The listener, at his receiving set, can exercise no control over the program itself, but he is in a position to accept or reject it. Depending upon the nature of the program, it is necessary, therefore, that programs be so planned as to have the broadest possible appeal.

For example, the broadcast program should provide entertainment or agreeable instruction to most listeners. Its primary appeal should be to the listener's interest.

Unpleasant or gruesome statements must be avoided as these may offend a large portion of the listening audience.

Courtesy and good taste should govern the manner in which announcements are made. The most effective method of delivery of an announcement is restrained and persuasive. An aggressive, unduly emphatic manner may be objectionable to a large part of the radio audience.

Since the listener's primary interest is in entertainment or instruction, the advertising message should be in harmony with the rest of the program, should contain information of interest to the public, and should be prepared and delivered with brevity and effectiveness.

Controversial subjects are not good material for commercial programs and their introduction must be avoided.

Statements which tend to undermine an industry by attributing to its products, generally, faults and weaknesses true only of a few, and statements which are derogatory to an individual, an institution, a group or an industry must be avoided. Protection against libel and slander is as essential for the advertiser and his agency as for the National Broadcasting Company.

Tiresome repetition or too much detail should be avoided. For instance, the advertiser's street address and the like should not be reiterated to the point of annoyance to the listening public. The most productive way to obtain direct responses is to have replies sent to the broadcasting station or network.

Offers made to the radio audience should be simple and easy to grasp quickly. Involved and prolonged descriptions defeat their purpose by confusing the public and driving listeners away.

When contests are conducted by the advertiser, decisions should be made promptly and the names of winners must be announced as soon as possible thereafter. The announcement, whenever possible, should be made during a later program of the same series. When the making of the complete announcement is undesirable because of its length, NBC should be supplied with the names of the winners and other necessary information so that it may be in a position to answer inquiries which it receives.

Each program should be individual and distinctive and should not resemble too closely an adjoining program on the same network. The entire day's broadcasting must be balanced to furnish variety of entertainment and instruction to listeners. Especially, the advertiser and the network should cooperate to prevent repetition of the same musical numbers in programs occupying nearby periods.

#### Requirements

##### I.

The use of the Deity's name is acceptable only when used reverently or as part of a standard classic work.

##### II.

Statements or suggestions which are offensive to religious views, racial traits, and the like, must be avoided.

##### III.

False or questionable statements and all other forms of misrepresentation must be eliminated.

##### IV.

Obscene and off-color songs or jokes, oaths, sacrilegious expressions, and all other language of doubtful propriety must be eliminated.

##### V.

Testimonials must reflect the genuine experience or opinion of a competent witness.

Dramatized commercials, when involving statements by doctors, dentists, druggists, nurses or other professional persons must be read by living members of these professions reciting actual experiences, or explanation must be clearly made by the announcer that the scenes enacted are fictitious.

When a living character is impersonated, announcement must be made at least once in the program that impersonation was made.

##### VI.

Statements of prices and values must be confined to specific facts. Misleading price claims or comparisons must not be used.

##### VII.

The National Broadcasting Company cannot act as a distributor for the merchandise of its customers.

VIII.

As a safeguard against misuse of broadcast facilities for unfair competition, commercial programs shall not refer to any competitor, or his products, directly or indirectly, by company name, by individual name, or by brand name—regardless of whether such reference is derogatory or laudatory.

**Program Procedure**

To secure observance of the requirements set forth in Part 2, the following procedure has been adopted in the interests of advertisers, as well as of the National Broadcasting Company and its associated stations, and will be enforced to serve the public interest.

I.

All continuities, including the words of all spoken lines as well as the wording of commercial announcements, must be submitted to the National Broadcasting Company at least forty-eight hours in advance of broadcast, except when the nature of the program does not so permit. This does not affect the advertiser's privilege to submit changes in his commercial continuity, prior to the broadcast.

II.

All continuities, including the words of all songs or spoken lines as well as the wording of all commercial announcements and the list of the cast, are subject to the approval of the National Broadcasting Company, which reserves the right to reject any program or announcement in whole or in part, insofar as such program or announcement is not in accord with the requirements set forth herein or is otherwise incompatible with the public interest.

When a change in a program is required, the National Broadcasting Company will cooperate with the advertiser in an endeavor to arrive at a satisfactory handling of the matter; but if no agreement is reached, the National Broadcasting Company reserves the right to require eliminations or substitutions for any part of the program or announcement which it deems inconsistent with its obligation to serve the public interest.

III.

Because of its responsibility to serve the public interest, the National Broadcasting Company reserves the right to require the advertiser or his agency to furnish, in addition to the continuities mentioned in the foregoing paragraphs, a performed audition of a contemplated commercial program.

IV.

For the protection of our clients and ourselves, written lists in duplicate, showing correct titles, composers, and copyright owners appearing on the music to be used on the program, are to be submitted to the National Broadcasting Company at least one week before the broadcast, for copyright clearance. No changes are to be made thereafter without approval of the National Broadcasting Company music rights department.

V.

Evidence of the right to use musical or literary material must be supplied to the National Broadcasting Company at least three days in advance of the broadcast. For any testimonial, the advertiser or his agency must submit to the National Broadcasting Company, at least three days in advance of broadcast, either an indemnification signed by the advertiser or his agency, or a written release authorizing its use for advertising purposes, signed by the person making the testimonial and sworn to before a notary public, and must furnish the National Broadcasting Company a full copy thereof.

VI.

The National Broadcasting Company is anxious to be of service in preventing unnecessary conflict of subject matter and musical numbers. The cooperation of advertisers and agencies is invited to make possible proper coordination between all sponsors. When two or more advertisers using nearby periods on the same network submit programs containing the same musical number, the advertiser or his agent first submitting his detailed program shall have the right to use the number, and the National Broadcasting Company shall notify the other advertiser or advertisers or their agents to submit a substitute number, subject to the same restrictions as to duplication.

VII.

The National Broadcasting Company reserves the right to amend this procedure, these principles and requirements, and to adopt new ones when and as, in its opinion, conditions warrant the adoption of such new procedure, principles or requirements for the public interest.



## U. S. SPONSORS ABROAD

U. S. sponsors who bought time on radio stations in foreign nations are indicated below. Due to the well-nigh impossible nature of making such a record all-inclusive, the intention here is to give a representative picture, rather than mistakenly attempt a complete one. Acknowledgment is made to the Conquest Alliance Co., Inc., for their aid in this compilation.

### A

American Safety Razor Corp.  
American Tobacco Co.  
Arcturus Radio Tube Co.  
Associated Oil Co.  
Atlantic Refining Co.  
Atwater-Kent Mfg. Co.  
Axton-Fisher Tobacco Co.

### B

Bauer & Black  
Bayer & Company  
Borden Company  
Bost, Inc.  
Bourjois Sales Corp.  
Bolet, Inc.  
Bristol-Myers Co.  
British American Tobacco Co.  
Borg-Warner  
Brown & Williamson Tobacco Co.  
Buick Motor Co.

### C

California Fig Syrup Co.  
Carter Medicine Co.  
Chevrolet Motor Co.  
Columbia Pictures Corp.  
Corn Products Refining Co.  
Crystal Corp.  
Chrysler Corp.  
Cluett, Peabody & Co., Inc.  
Colgate-Palmolive-Peet Co.  
Crosley Radio Corp.

### D

Dodge Motor Co.  
Dunkle Famous Foods, Inc.  
E. I. du Pont de Nemours

### E

Eastman Kodak Co.  
Easy Washing Machine Co.  
Eno, Ltd.

### F

Fairbanks-Morse  
Firestone Tire & Rubber Co.  
Ford Motor Co.  
Fougera & Co.  
Forhan Company, Inc.  
Fox Film Corp.  
Frigidaire Sales Corp.

### G

General Electric Co.  
General Foods Sales Corp.  
General Household Utilities Co.  
General Motors Corp.  
General Tire Co.  
Gillette Safety Razor Co.

Glazo Co.  
Glidden Paint Co.  
B. F. Goodrich Co.  
Goodyear Tire & Rubber Co.  
Grace Steamship Co.  
E. Griffith Hughes Co.  
Grove Labs Co.

### H

E. J. Heinz Co.  
Holeproof Hosiery Co.  
Hoover Company  
Horlick's Malted Milk Co.  
Hudson Motor Co.  
Hudnut, Richard  
Hydegrade Sylvania Co.

### I

Ingersoll Watch Co.

### K

Kayser Hosiery Co.  
Kelvinator Sales Co.  
Knox Company  
The Kolynos Co.  
Kraft-Phoenix Cheese Corp.

### L

Lambert Pharmacal Co.  
Lantern, Inc.  
Larvel Corp.  
Lehn & Fink Products Co.  
Lever Brothers  
Lady Esther Co.  
Libby, McNeil & Libby  
Life Savers, Inc.  
Liggett & Myers Tobacco Co.  
George W. Luft Co.

### M

Max Factor, Inc.  
McCoy's Lab., Inc.  
McKesson & Robbins  
Mentholatum Co.  
Mennen Company  
Dr. Miles Labs.  
Enoch Morgan's Sons Co.  
Mustard Company

### N

National Biscuit Co.  
National Carbon Co.  
Nestle's Milk Products, Inc.  
Norge Refrigerators  
Northam Warren Sales Co., Inc.  
Nu-Enamel Corp.

### P

Packard Motors Co.  
Pan-American Oil Co.  
Paramount Pictures  
Pebeco, Inc.  
Pepsodent Co.  
Philco Radio & Television Corp.

Charles H. Phillips Chemical Co.  
Picot Lab., Inc.  
Pilot Radio Corp.  
Plough Sales Corp.  
Pompeian Co.  
Pond's Extract Co.  
Princess Pat, Ltd.  
Procter & Gamble  
Pro-Phy-Lac-Tic Brush Co.

### Q

Quaker Oats Co., The

### R

RCA Victor Co.  
Reuter Soap

### S

Sapolin Co.  
Scott & Browne  
Serval Company  
Shell Oil Co.  
Simmons Co.  
SKF Company  
Socony-Vacuum Oil Co.  
Sperry Flour Co.  
Squibb & Sons, E. R.  
Stanco, Inc. (Flit)  
Standard Brands, Inc.  
Standard Oil Co. of N. J.  
Stewart-Warner  
Studebaker Motor Corp.  
Swift & Company  
Sydney Ross Co.

### T

Texas Company  
Three-Minute Cereals Co.  
Toddy, Inc.

### U

Universal Pictures Corp.  
United Artists Corp.  
U. S. A. Corp.

### V

Vadco Sales Corp.  
Vicks Chemical Co.

### W

Wahl Company  
Wampole Corp., Henry K.  
Wander Co., The  
Williams Co., J. B.  
Warner Bros.  
Warner & Co., Inc., Wm. R.  
Westinghouse Mfg. Co.  
West Indies Oil Co.  
Wrigley, Jr. Co., Wm.  
Winslow, Mrs.

### Z

Zenith Radio Corp.  
Zino Pads  
Zonite Corp.

BILLINGS TO CLIENTS BY TYPE OF MEDIA  
FROM CENSUS OF BUSINESS - 1935  
BILLINGS REPRESENT 918 AGENCIES

NEWSPAPERS



MAGAZINES



TRADE PAPERS ETC.



RADIO



OUTDOOR ADVERTISING ETC.



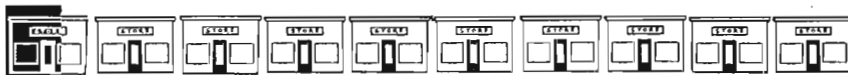
DIRECT MAIL



ART & MECHANICAL



STORE DISPLAY ETC.



SCALE: 5% = ONE FIGURE

# AGENCIES

## NETWORK BILLINGS TO AGENCIES—1936

In the listings below are tabulated the gross billings to agencies by the three major chains. The NBC Red and Blue billings are computed into one table. In the "comparative spending" chart is calculated the comparative gross expenditure with NBC and CBS by various agencies for a three-year period.

### COMPARATIVE AGENCY SPENDING, 1934-5-6

(EXPENDITURES FOR NBC-CBS TIME ONLY)

AGENCY	1936	1935	1934
Blackett-Sample-Hummert	(1) \$6,011,665	(2) \$4,774,907	(1) \$4,104,412
Lord & Thomas	(2) 5,573,278	(4) 3,335,372	(2) 4,101,685
J. Walter Thompson	(3) 5,148,557	(1) 4,990,644	(3) 2,930,851
N. W. Ayer	(4) 3,276,155	(5) 2,964,094	(6) 2,042,173
B. B. D. & O.	(5) 2,716,819	(11) 1,111,618	(8) 1,439,748
Benton & Bowles	(6) 2,419,182	(3) 3,449,439	(4) 2,392,374
Young & Rubicam	(7) 2,244,484	(7) 1,530,673	(7) 1,796,832
Blackman	(8) 2,018,344	(10) 1,372,179	(20) 504,542
Stack-Goble	(9) 1,501,678	(9) 1,386,274	(10) 1,367,254
Erwin, Wasey & Co.	(10) 1,467,959	(6) 1,730,212	(5) 2,145,732
F. Wallis Armstrong	(11) 1,256,154	(16) 893,515	(35) 240,240
Ruthrauff & Ryan	(12) 1,237,928	(17) 886,640	(9) 1,409,984
Wade Advertising Co.	(13) 1,220,132	(18) 858,671	(24) 399,105
Newell-Emmett	(14) 1,189,426	(21) 734,311	(11) 1,140,460
Roche, Williams & Cunyngham	(15) 1,048,683	(15) 910,329	(16) 834,878
William Esty Co.	(16) 1,047,534	(13) 946,107	(15) 885,705
Campbell-Ewald	(17) 854,279	(22) 285,895	(13) 970,952
Lennen & Mitchell	(18) 782,043	(14) 945,176	(14) 963,800
Hutchins Advertising Co.	(19) 745,020	(23) 556,989	(23) 405,481
Paris & Peart	(20) 738,652	(30) 360,584	(41) 189,379
McCann-Erickson	(21) 700,520	(8) 1,445,915	(12) 1,052,393

### CBS GROSS BILLINGS TO AGENCIES (1936)

B. B. D. O.	\$2,360,292	Wm. C. Esty	1,047,534
Blackett-Sample-Hummert	1,963,086	J. Walter Thompson	997,181
N. W. Ayer	1,822,945	Hutchins Adv. Company	745,020
Benton & Bowles	1,562,135	Stack-Goble Company	568,427
F. Wallis Armstrong	1,256,154	Paris & Peart	566,060
Ruthrauff & Ryan	1,192,704	Young & Rubicam	499,300
Newell-Emmett	1,095,810	Erwin, Wasey	410,673
Lord & Thomas	1,080,908	J. Stirling Getchell	344,437

## AGENCY BILLINGS—Continued

Knox-Reeves .....	341,410	U. S. Advertising Corp.....	52,160
Frances Hooper.....	324,596	Aitkin Kynett.....	48,750
Arthur Kudner.....	321,390	Wessel Company.....	43,501
Maxon, Inc.....	306,006	J. M. Mathes.....	39,000
Hays MacFarland & Co.....	295,575	Cockfield Brown & Co., Ltd.....	38,700
Gardner .....	287,671	Federal Advertising Agency....	37,665
Roche, Williams & Cunnyngham	273,817	Aubrey, Moore & Wallace.....	32,705
Lennen & Mitchell.....	249,415	Lambert & Feasley.....	22,760
E. W. Hellwig Company.....	242,265	Hutchinson Adv. Co.....	16,485
Donahue & Coe.....	217,330	J. L. Sugden Company.....	16,196
Fletcher & Ellis.....	212,242	Publicity Associates.....	13,267
Hanff-Metzger .....	206,240	Brooke, Smith & French.....	10,755
Rohrbaugh & Gibson.....	183,345	Caples Company.....	10,111
Neiser Myerhoff.....	178,480	Joseph Katz Co.....	9,544
D'Aarcy Adv. Co.....	171,025	Westco Adv.....	9,500
Loomis & Hall.....	155,139	R. H. Alber Co.....	7,310
Morse International.....	134,960	Albert M. Ross, Inc.....	6,630
Marschalk & Pratt.....	124,540	Emil Brisacher & Staff.....	6,560
McCann-Erickson .....	117,568	Milton Weinberg Adv. Co.....	6,000
Grey Adv. Agency.....	116,390	L. D. Wertheimer.....	5,740
Biow Company.....	111,570	Cooperative Advertising.....	4,045
McManus, John & Adams.....	98,700	Hays Adv. Agency.....	2,820
Campbell-Ewald Company.....	97,335	Botsford, Constantine & Gardner.	2,701
Lee Anderson Adv. Co.....	91,978	Dan B. Miner Co.....	2,322
Henri, Hurst & McDonald.....	60,096	Reincke-Ellis-Youngreen & Finn	1,600
Topping & Lloyd.....	57,283	Metropolitan Adv. Agency.....	1,263
Albert Frank-Guenther-Law....	56,508	Raymond Morgan.....	480
Kenyon & Eckhardt.....	54,756	Miscellaneous (No Agency)....	119,282

## MUTUAL GROSS BILLINGS TO AGENCIES (1936)

Blackett-Sample-Hummert .....	\$282,976	Geyer, Cornell & Newell.....	30,851
Sehl Advertising.....	184,356	Dorland International.....	29,500
Wm. Esty & Co.....	118,589	Baggely, Horton & Hoyt.....	27,691
Erwin, Wasey & Co.....	99,055	Roche, Williams & Cunnyngham...	23,257
Young & Rubicam.....	85,630	Donahue & Coe.....	21,935
Stack Goble Adv. Agency.....	85,165	B. B. D. & O.....	21,403
Ruthrauff & Ryan.....	72,252	Neisser-Meyerhoff .....	19,892
Lennen & Mitchell.....	61,668	Presba, Fellers & Presba.....	15,902
Chas. Daniel Frey.....	61,324	Ralph H. Jones.....	14,697
H. M. Kiesewetter.....	60,737	Henri, Hurst & MacDonald.....	14,277
De Garmo Corporation.....	59,897	Aitkin Kynett.....	9,031
Marschalk & Pratt.....	54,460	Rogers & Smith.....	8,652
U. S. Advertising Corp.....	54,028	Aubrey, Moore & Wallace.....	7,867
H. W. Kastor & Sons.....	51,065	Vanderbie & Rubens.....	7,631
Hanff-Metzger & Co.....	41,807	Brooke, Smith & French.....	7,482
Albert M. Ross.....	41,660	James R. Flanagan.....	6,201
Lord & Thomas.....	40,496	Newell, Emmett & Co.....	5,279
Luckey, Bowman, Inc.....	37,942	Samuel C. Croot, Inc.....	4,032
Kelly-Stuhlman, Inc.....	37,644	Guenther, Bradford & Co.....	3,536
Kenyon & Eckhardt.....	34,968	Franklin Bruck Co.....	3,487
Reinecke, Ellis, Youngreen & Finn	30,950	Neff-Rogow .....	1,503



NBC GROSS BILLINGS TO AGENCIES (1936)

Lord & Thomas.....	\$4,492,369	J. M. Mathes, Inc.....	46,780
J. Walter Thompson Co.....	4,151,376	Fitzgerald Advertising Agency, Inc.....	45,288
Blackett-Sample-Hummert, Inc..	4,048,579	Ruthrauff & Ryan, Inc.....	45,222
Blackman Advertising, Inc.....	2,018,344	Frank Presbrey Co.....	39,714
Young & Rubicam, Inc.....	1,745,184	Sellers Service, Inc.....	38,704
N. W. Ayer & Son, Inc.....	1,453,210	Rohrbaugh & Gibson.....	37,360
Wade Advertising Agency.....	1,220,132	J. P. Muller & Co.....	35,281
Erwin, Wasey & Co., Inc.....	1,057,286	Heath-Seehof, Inc.....	33,911
Stack-Goble Advertising Agency	933,251	Marschalk & Pratt, Inc.....	32,966
Benton & Bowles, Inc.....	857,047	Emil Brisacher & Staff.....	32,922
Roche, Williams & Cunnyngnam, Inc.....	774,866	MacManus, John & Adams, Inc..	32,388
Campbell-Ewald Co.....	756,924	Philip O. Palmer & Co., Inc....	32,292
McCann-Erickson, Inc.....	582,952	Walter Biddick Co.....	29,952
Pedlar & Ryan, Inc.....	572,543	Cramer-Krassett Co.....	27,604
Lennen & Mitchell, Inc.....	532,628	Brooke, Smith & French, Inc....	26,744
Federal Advertising Agency, Inc.	517,231	Leighton & Nelson.....	24,066
Sweeney & James Co.....	511,506	Loomis & Hall, Inc.....	21,272
Cecil, Warwick & Cecil, Inc....	506,923	W. S. Hill Co., Inc.....	19,683
The Biow Co., Inc.....	483,624	Howard E. Williams Co.....	19,136
Hutchinson Advertising Co.....	476,130	L. D. Wertheimer Advertising Co., Inc.....	16,704
Fuller & Smith & Ross, Inc.....	411,784	Milton Weinberg Advertising Co., Inc.....	15,616
Arthur Kudner, Inc.....	410,518	Dan B. Miner Co.....	15,288
Aubrey, Moore & Wallace, Inc..	369,024	Metropolitan Advertising Co....	13,577
Batten, Barton, Durstine & Os- born, Inc.....	356,527	The Joseph Katz Co.....	13,073
Needham, Louis & Brorby, Inc..	333,935	Rogers & Smith Advertising Agency.....	13,036
Gardner Advertising Co.....	297,972	Walker & Downing.....	12,632
L. W. Ramsey Co.....	275,416	Geyer, Cornell & Newell, Inc...	10,192
Charles Daniel Frey Co.....	239,002	The Caples Co.....	9,936
Leo Burnett Co., Inc.....	201,345	Botsford-Constantine & Gardner	9,728
H. W. Kastor & Sons Co., Inc....	179,386	Tomaschke-Elliott, Inc.....	8,704
H. C. Bernsten Agency.....	175,408	Wm. H. Rankin Co.....	8,333
Paris & Peart.....	172,592	Kenyon & Eckhardt, Inc.....	7,632
Hanff-Metzger, Inc.....	148,604	Josef Israels II.....	7,507
McJunkin Advertising Co.....	136,568	Critchfield & Co.....	7,448
Publicity Associates, Inc.....	134,281	Tracy-Locke-Dawson, Inc.....	7,224
Blaker Advertising Agency, Inc.	132,588	Albert M. Ross, Inc.....	7,080
United States Advertising Corp.	132,115	Wallace A. Miller Advertising Agency.....	5,952
Henri Hurst & McDonald, Inc....	124,232	Ray Davidson Agency.....	5,882
J. Stirling Getchell, Inc.....	122,731	Logan & Stebbins Advertising Agency.....	5,040
Auspitz & Lee.....	96,180	Richardson, Alley & Richards Co.	4,351
D. P. Brother & Co.....	95,907	Morris, Windmuller & Enzinger.	3,370
Newell-Emmett Co., Inc.....	93,616	The Wm. A. Ingoldsby Co.....	3,256
Westco Advertising Agency.....	90,913	Reincke-Ellis-Younggreen & Finn, Inc.....	3,240
Russell C. Comer Advertising Co.	86,784	Pacific Advertising Staff.....	1,728
The Clements Co., Inc.....	86,066	Lane Features.....	1,312
C. P. Clark, Inc.....	84,624	Walter Barush Public Service...	544
McKee & Albright, Inc.....	79,280	Hickson & O'Donnell.....	256
McKee & Albright, Inc.....	78,001	R. Halber Co.....	144
Brown & Tarcher, Inc.....	69,041	No Agency.....	383,051
Peck Advertising Agency, Inc..	68,936		
Maxon, Inc.....	64,021		
Knox-Reeves Advertising, Inc..	59,221		
Gardner-Greist Co.....	53,028		
Associated Advertising Agency..	50,592		
Charles R. Stuart, Inc.....	49,520		
Baggaley, Horton & Hoyt, Inc...	48,966		
		TOTAL.....	\$34,523,950

# ADVERTISING AGENCIES

Complete references to the major advertising agencies engaged in radio time buying and production are indicated in the list below, alphabetically.

By "spot" is meant "spot broadcasting"—i.e., purchase of time on individual stations, as opposed to network advertising. By "local" is meant "local advertising"—i.e., spot advertising which comprises but one, local, station. "Spot announcements" are small time purchases, large enough only to contain a commercial announcement but not much, if any, program. "Production" refers to program-building and construction. "Writers" indicates the script men authoring the various programs.

**AARONS, SILL & CARON, INC.**, Architects Bldg., Detroit, Mich. Phone: Temple 1-3515. *Executives*: Harold Aarons, president and treasurer; Jerome Sill, vice-president; E. McMullen, secretary; John H. Caron. *Radio director*: Jerome Sill. *Radio clients*: Kellogg Corset Co. (spot); Mazer-Cressman Cigar Co. (spot); Hamilton Carhartt Overall Co. (spot); S. C. Hadley, Inc. (spot).

**ADVERTISERS BUREAU**, 202 Foote Bldg., Syracuse, N. Y. Phone: 2-6534. *Executives*: E. F. Coe, W. L. Welch, M. G. Miller, John Yonker, partners. *Radio director*: None. *Radio executives*: E. F. Coe, John Yonker. *Radio clients*: Broxtans; H. J. Howe; Syracuse Guernsey Dairy Co-Op; Wade's Apparel; Clark Music Co.; Langdon & Hughes; Alexander Grant's Sons; Fleischman (all local).

**ADVERTISING ASSOCIATES**, 811 Chattanooga Bank Bldg., Chattanooga, Tenn. Phone: 6-0241. *Executives*: John D. Stanard, president; Mrs. Mary Esther Stanard, secretary-treasurer. *Radio director and spot time buyer*: John Stanard. *Script writer*: Mrs. Mary Esther Stanard. *Radio clients*: Templeton's Jewelers (spot); Chattanooga Transfer & Storage Co. (spot); Arrow Transfer & Storage Co. (spot); Whiteside-Sterns Coal Co. (spot); Beckner's Jewelers (spot). *Writing and production*: Handled by agency.

**ADVERTISING ASSOCIATES**, 850 Broad Street, Newark, N. J. Phone: Market 3-0007. *Executives*: Joseph M. Kesslinger, prop. *Radio director and spot time buyer*: Joseph M. Kesslinger. *Radio clients*: Soilicide Laboratories (local).

**ADVERTISING - BUSINESS COMPANY**, 1213 Throckmorton Street, Fort Worth, Texas. Phone: 3-2421. *Executives*: Marvin D. Evans, president. *Radio executives*: Thomas L. Yates, A. E. Hubbard. *Radio clients*: Cosden Oil Corp.; Williamson-Dickie Mfg. Co.; Old Mission Crystal; Gordon Boswell; Biltmore Garage; Dairyland; Fort Worth Florists.

**DOUGLASS ALLEN & LELAND DAVIS, INC.**, 1001 Enquirer Bldg., Cincinnati, O. Phone: CH 3414-5. *Executives*: Douglass

Allen, president; Leland Davis, vice-president; Josephine L. Quigley, secretary; Templeton Briggs, treasurer. *Radio director and spot time buyer*: None; each contact man buys own time. *Radio clients*: KenRad Tube & Lamp Corp. (spot). *Writers*: Edward Carder, Naiph Abodaher, Bob Maley, Latham Ovens. *Production*: Rikel Kent.

**EARL ALLEN COMPANY**, 638 Insurance Bldg., Omaha, Neb. Phone: At. 2150. *Executives*: Earl H. Allen, president and treasurer; Leo B. Bozell, vice-president; H. C. Belt, secretary. *Radio director*: Earl H. Allen. *Radio clients*: Omaha Wimsett Co.; Kimball Laundry; Evans Laundry; Wright & Wilhelmy Co.; Iowa Baking Co.; J. C. Robinson Seed Co.; Hinchey Laundry; Kitty Clover Potato Chip Co.; Electrolux Jobber; Hotel Hill (all local announcements); P. F. Petersen Baking Co. (spot); Harvey Bros. (spot).

**ALLIED ADVERTISING AGENCIES, INC.**, 553 S. Western Street, Los Angeles, Calif. Phone: EX-1184. *Executives*: R. L. Rust, president; R. V. Smith, vice-president; W. F. Gardner, secretary; Frank Bull, treasurer. *Branch offices*: 901 Russ Bldg., San Francisco; Frank Oxarart, manager; Gerald Norton, account executive. *Radio director*: None, as agency is principally engaged in radio advertising, merchandising and promotion. W. K. McCreery is manager of Los Angeles office. *Radio clients*: Endura Corp. (Don Lee); Star Outfitting Co.; Samaritan Institute; Mr. & Mrs. Ballard, religious account; Cambria Pines Development Co.; Dr. F. E. Campbell; Daltons Auto Loans; Mountain Copper Co.; S. A. Scherer (all spot); Podolor Motor Co.; Broadway Hollywood Dept. Store; California Vegetable Exchange; Chili Bowl; Diesel Engineers Assn.; Economy Housing Corp.; Federal Land; First Fundamental Church; Follies Theatre; Fox Dress Shop; Halco Laboratories; Henderson's Luggage; Wm. L. Hughson Co.; Dr. Joe Jeffers; Lachmann Bros.; Dr. F. C. Lee; L. A. Brewing Co.; Modern Furniture Co.; Morey & Eaton; National Furniture Co.; New Hope Sanitarium; Paul

## ADVERTISING AGENCIES—Continued

Rader; Reeds Credit Jewelers; Dr. Reynolds Health Foundation; Dr. Louis Talbot; West Pico Furniture Co.; Western Auto Works (all local). *Writers:* Eugene Bloodgood, John Squires, Ken Barton, Mayfield Kaylor.

**ANFENGER ADVERTISING AGENCY, St. Louis, Mo.** *Phone:* CH 6380. *Executives:* E. D. Winius, president; G. G. Hertstet, vice-president; J. D. McEwen, vice-president; H. C. Schmidt, secretary; F. J. Spindler, treasurer. *Radio director and spot time buyer:* M. O. Launch. *Other radio executives:* G. G. Hertstet. *Radio clients:* Griesedieck Bros. Brewing Co. (spot); Phelan Faust Paint Co. (spot); Lewis Medicine Co. (spot).

**ARDIEL ADVERTISING AGENCY, LTD.,** 137 Wellington Street west, Toronto, Can. *Phone:* AD 4994. *Executives:* Lorne Ardiel, president; R. E. Ardiel, secretary-treasurer; J. W. Nichols, production director; R. P. Emma, art director. *Branch offices:* Oakville, Ont.; W. A. Chant, manager. *Radio director:* Clark Wright. *Radio clients:* Dr. A. W. Chase Medicine Co. (regional); National Fertilizers (spot); Satin Finish Hardwood Flooring (spot); Trull Funeral Home (local); Dominion Linseed Oil (local). *Writers:* Andrew Allen, Estelle Fox, E. Beaudry. *Production:* Rex Frost, Estelle Fox, E. Beaudry, Ross Millard, Donald Heins.

**F. WALLIS ARMSTRONG COMPANY,** 16th & Locust Streets, Philadelphia, Pa. *Phone:* Pennypacker 8086. *Executives:* F. Wallis Armstrong, president, treasurer; L. Ward Wheelock, Jr., vice-president; William G. Baer, vice-president; Herbert R. Doak, secretary. *Branch offices:* 6128 Hollywood Blvd., Hollywood, Cal. *Radio executives:* Diana Bourbon. *Radio clients:* Campbell Soup Co. (CBS). *Production:* Diana Bourbon (Campbell).

**ASSOCIATED ADVERTISING AGENCY, INC.,** Jacksonville, Fla. *Phone:* 3-1253. *Executives:* M. T. Newman, president and treasurer; Hunter Lynde, vice-president; Karl M. Zuik, secretary; Hildegard Porter, assistant treasurer. *Radio director:* Harry Cummings. *Spot time buyer:* Hunter Lynde. *Account executive:* George Weeks. *Radio clients:* Jax Brewing Co. (spot).

**AUBREY, MOORE & WALLACE, INC.,** 230 N. Michigan Avenue, Chicago, Ill. *Phone:* Randolph 0830. *Executives:* James T. Aubrey, president; John C. Moore, L. T. Wallace, L. O. Wilson, J. J. Finlay, vice-presidents. *Radio director*

*and spot time buyer:* J. H. North. *Other radio executives:* F. G. Ibbett. *Radio clients:* Campana Sales (NBC Red); Moon Glow Cosmetic Co. (NBC Pacific Red); Milk Foundation (Mutual); International Harvester (spot); Marshall Field & Co. (local spot); Aurora Laboratories (spot); Kester Solder (spot); Personal Loan & Savings Bank (local spot); Stein Hall Mfg. Co. (spot).

**AUSPITZ & LEE, 360 N. Michigan Avenue,** Chicago, Ill. *Phone:* State 7782. *Executives:* Irving D. Auspitz, president; A. F. Lee, vice-president and treasurer. *Radio director:* Irving D. Auspitz. *Radio clients:* Better Speech Institute of America (NBC Blue); Sterling Co. (spot); M-K Co. (spot).

**N. W. AYER & SON, INC.,** West Washington Square, Philadelphia, Pa. *Phone:* Lombard 0100. *Executives:* William M. Armistead, H. A. Batten, Clarence L. Jordan, Adam Kessler, Jr., Gerold M. Lauck, directors; H. A. Batten, president; Clarence L. Jordan, executive vice-president; Gerold M. Lauck, executive vice-president; George M. Cecil, vice-president in charge of copy production; Charles T. Coiner, vice-president, art director; Frederick W. Kurtz, vice-president in charge of outdoor advertising; Carl L. Rieker, vice-president in charge of personnel; H. Eugene Wheeler, vice-president in charge of finance; Edward R. Dunning, vice-president in charge of New York office; Carl J. Eastman, vice-president, San Francisco; Sterling E. Peacock, vice-president, Chicago; Frank L. Scott, Jr., vice-president, Detroit; E. Craig Greiner, manager, Boston; John Hansel, Wesley A. Gilman, Paul L. Lewis, Frank J. Zink, Thurman L. Barnard, John B. Hunter, vice-presidents; Alice P. Kimberline, secretary; George H. Pitman, Jr., assistant secretary, treasurer. *Branch offices:* 500 Fifth Ave., New York; Edward R. Dunning, vice-president. Statler Office Bldg., Boston; E. Craig Greiner, manager. 135 S. LaSalle St., Chicago; Sterling E. Peacock, vice-president. 235 Montgomery St., San Francisco; Carl J. Eastman, vice-president. Penobscot Bldg., Detroit; Frank L. Scott, Jr., vice-president. Montreal, Canada; London, England; Buenos Aires, Argentina; Sao Paulo, Brazil; Rio de Janeiro, Brazil. *Radio department head:* Fred Pflugfelder. *Directors:* Robert Burlen, Bradford Browne, C. Marsh Bosworth, William J. Reddick, Nicholas E. Keesely. *Musical director:* Chandler Goldthwaite. *Production manager:* Prentice Winchell. *Station relations:* Francis C. Barton. *Publicity director:* Joseph C.



Keeley. *Radio clients:* Atlantic Refining (CBS); baseball, WIP, WWSW; basketball, WIP, spot); Ford Motor Co. (CBS); hockey, Michigan Radio Network; weather reports, spot; spot announcements); Ford Motor Co., Green Island branch (spot); Milwaukee branch (spot); Chester branch (spot announcements); Cleveland branch (spot announcements); Columbus branch (spot announcements); Dearborn branch (Michigan Radio Network); Indianapolis branch (spot announcements); football and basketball, WIRE); Omaha branch (spot, spot announcements); Pittsburgh branch (spot announcements); Ford Motor Co. Coke (spot announcements); Ford Dealers (NBC Blue, CBS, spot transcriptions); Kellogg Co. (NBC Blue, NBC Red, NBC Pacific Coast Blue, Yankee, Texas Quality Group, Cornbelt Network; sports, WQAM, WDAE; baseball, KMOX, KABC, WJJD, WHEC, WMFJ, WSGN, KXYZ, WENR; transcriptions, spot); Ferry Morse Seed Co. (spot); Golden State Dairy (spot, spot announcements); Luick Sealtest Dairy (spot transcriptions); McKesson & Robbins (local, spot announcements); Philadelphia Coke (spot announcements); Sheffield Farms (local); Supplee-Wills-Jones (local); Burdett Business College (spot); Detroit Creamery (Michigan Radio Network, spot announcements); Kirkman & Son (spot); Koppers' Gas & Coke (spot); Reick-McJunkins Dairy (spot transcriptions, announcements); International Silver (NBC Red); J. B. Ford Co. (CBS, spot transcriptions); Boston Globe (spot announcements); Thomas D. Richardson (Yankee); Webster-Eisenlohr (news, sports, time signals—spot); Philadelphia Coke (election returns, KYW); Philadelphia Gas Works (spot announcements); Whittemore Bros. (spot announcements); Curtice Bros. (Yankee); Dr. Hess and Clark, Inc. (spot); Illinois Bell Telephone (spot announcements); Kalamazoo Vegetable Parchment (news, WIRE); Philadelphia Certified Milk Producers Assn. (local); Schnefel Bros. (spot announcements); Whiting Milk Co. (local); Eastern S.S. Lines (spot announcements); Fairfield Western Maryland Dairy (spot announcements); Michigan Bell Telephone (spot announcements); Telling Belle Vernon Dairy (spot announcements). *Writers:* Stewart Sterling (Eno); Irene Wicker, Fayette Krum, Ben Ward (Kellogg); Leonard Holton, David Gudebrod (American Rolling Mill); Win Burton, Ted Husing, (Atlantic Refining); Howard Way (International Silver—through 1937 season only); Monroe Upton, Arlene Harris,

Jennison Parker, William Comstock, George Stone, John Hasty (Ford Dealers); Lillian Lowans (J. B. Ford); C. D. Morris (Sheffield); Fran Striker (Detroit Creamery). *Production:* Robert Burlen, Les Quayle (Atlantic Refining); H. L. McClinton, William J. Reddick (Ford Motor); Jack Dolph, Prentice Winchell, Jay Hanna, C. Marsh Bosworth, Bradford Browne (Ford Dealers); Jay Hanna (Eno); Prentice Winchell, David Gudebrod (American Rolling Mill); Jay Hanna, Robert Burlen (International Silver); Nick Keesely, C. Marsh Bosworth (Kirkman & Son); Nick Keesely (J. B. Ford).

**BADGER & BROWNING, INC.**, 75 Federal Street, Boston, Mass. *Phone:* Liberty 3364. *Executives:* Joseph L. Badger, president; Clifford P. Parcher, vice-president; Franklin S. Browning, treasurer. *Branch office:* Badger & Browning & Hersey, 30 Rockefeller Plaza, New York; Robert W. Hersey, president. *Radio clients:* Stickney & Poor (spot); K. A. Hughes (spot); American Chicle Co. (spot); First National Stores (Yankee, CBS).

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**, 383 Madison Avenue, New York, N. Y. *Phone:* Eldorado 5-5800. *Executives:* Bruce Barton, chairman of the board; William H. Johns, chairman of the executive committee; Roy S. Durstine, president; F. R. Feland, vice-president, treasurer; A. F. Osborn, A. E. Aveyard, C. J. Babcock, J. C. Cornelius, A. D. Chiquoine, Jr., Maurice Collette, C. L. Davis, B. C. Duffy, George F. Gouge, L. D. Hansen, F. W. Hatch, S. P. Irvin, H. C. McNulty, S. W. Page, Arthur Pryor, Jr., Egbert White, J. H. Wright, vice-presidents; T. Arnold Rau, assistant treasurer; F. M. Lawrence, secretary; H. A. Holloway, assistant secretary. *Branch offices:* 178 Tremont St., Boston; Frank Hatch, manager; Frank Baldwin, radio director. Rand Bldg., Buffalo; Alex Osborn, manager; Carl Davis, radio director. 221 N. LaSalle St., Chicago; A. E. Aveyard, manager; Henry A. Klein, radio director. Northwestern Bank Bldg., Minneapolis; J. C. Cornelius, manager; Taylor Mills, radio director. *Radio director:* Arthur Pryor, Jr. *Spot time buyer:* C. E. Midgley, Jr. *Other radio executives:* Herbert C. Sanford, William Spier, Homer Fickett, Ken Webb, John T. W. Martin, David White, Charles M. Underhill, Frank Orvis, Irving Mitchell, Ken Fickett, George Vandel. *Radio clients:* Carborundum Co. (CBS); General Baking (CBS, spot); Wildroot (CBS spot); Brown & Williamson Tobacco



## ADVERTISING AGENCIES—Continued

(NBC Blue, spot); Time, Inc. (CBS); Household Finance Corp. (NBC Blue, spot); Remington Rand (NBC Red, spot); E. I. du Pont de Nemours (CBS); Pittsburgh Plate Glass (CBS); F. & M. Schaefer Brewing Co. (Mutual); Griswold Mfg. Co. (special NBC hookup); Coronet (Mutual); Joseph Burnett Co.; Coolerator Sales; Cosmos Corp.; Jacob Dold Packing; L. S. Donaldson Co.; Duluth Brewing & Malting; Gamble Stores; Hecker Products; Hoffman Beverages; George A. Hormel & Co.; International Sugar Feed; Marine Trust; New England Council; New York Telephone; Niagara Hudson Corp.; Servel Sales; Waitt & Bond; Western Savings Bank; New York Power & Light; The New York Woman; Witts Market House; Easy Washing Machine; Fruit Dispatch Co.; Oneida, Ltd.; My-T-Fine; Glen Falls Pharmaceutical Co.; Boston Morris Plan; Southern New England Telephone; Utica Gas & Electric; Cataract Sharpe, Inc.; Custom Laundry; H. P. Hood & Sons; Hudnut Sales Corp.; Pepperell Mfg. Co.; Red Owl Stores (all spot).

**ADRIAN BAUER ADVERTISING AGENCY**, Architects Bldg., Philadelphia, Pa. *Phone*: Rittenhouse 4331. *Executives*: Adrian Bauer and Henry Haas, partners. *Branch offices*: 22 East 41st Street, New York; Otto J. Hartwig, manager. *Radio director*: Henry Haas. *Other radio executives*: Joseph Green. *Radio clients*: Graybar Electric (regional); Spatola Importing Co. (regional); Leroux & Co. (spot); Old Reading Brewery (regional); Philadelphia Distributors (spot); Alexander Kerr Bros. (spot). *Writing and production*: Handled by agency.

**BAYLESS-KERR COMPANY**, 1164 Hanna Bldg., Cleveland, O. *Phone*: Main 0917. *Executives*: W. N. Bayless, president; H. D. Kerr, vice-president and treasurer; R. S. Rimanoczy, vice-president; Walter Butcher, secretary. *Radio director*: R. S. Rimanoczy. *Radio clients*: Oil Heating Devices; Skybrite Co. (spot).

**BEAUMONT & HOHMAN, INC.**, 6 N. Michigan Avenue, Chicago, Ill. *Phone*: Central 7144. *Executives*: W. C. Beaumont, chairman; H. A. Hohman, president; George Hoefner, secretary-treasurer. *Branch offices*: 32 Peachtree St., Atlanta; J. L. Laube, manager. 815 E. Superior Ave., Cleveland; T. R. McCabe, manager. 1905 Elm St., Dallas; Paul H. Leech, manager. 1012 Baltimore Ave., Kansas City; C. O. Puffer, manager. 555 S. Flower St., Los Angeles; W. C. Beaumont, manager. 1502 Farnam St., Omaha; N. Carter, manager. 74 New

Montgomery St., San Francisco; H. D. Cayford, manager. Second and Marion Streets, Seattle; Stanley Schlenther, manager. Portland; Elwood Enke, manager. *Radio director*: H. C. Vogel. *Radio clients*: Various national and regional spot advertisers, including Cello Wave Sales Corp. (hair waving compound); Greyhound Management (Greyhound bus lines); Washington Motor Coach System.

**BENISON COMPANY, LTD.**, Montreal, Canada. *Executives*: Lionel Benison, president; H. Peplar, vice-president; Keith Crombie, Volney Irons, branch office managers; D. E. Pearce, secretary. *Branch offices*: Vancouver, B. C.; Volney Irons, manager. Toronto, Ont., H. Peplar, manager. *Radio clients*: Gasbronon Co. (Canadian network); Davies, Irwin, Ltd. (local); Vi-Tone Co. (Canadian network).

**BENTON & BOWLES, INC.**, 444 Madison Avenue, New York, N. Y. *Phone*: Wick-ersham 2-0400. *Executives*: A. W. Hobbler, president; Chester Bowles, chairman of the board; James S. Adams, vice-president, general manager. *Radio director*: Tom Revere. *Spot time buyer*: Al Lewis. *Radio clients*: General Foods—Log Cabin Syrup (NBC Blue), Maxwell House Coffee (NBC Red, Pacific Blue), Diamond Crystal Salt (NBC Blue), Colgate-Palmolive-Peet (CBS), Continental Baking (CBS), Best Foods—Nucoa (NBC Red). Also various spot campaigns for the above mentioned clients, and others.

**BERMINGHAM, CASTLEMAN & PIERCE, INC.**, 136 East 38th Street, New York, N. Y. *Phone*: Lexington 2-7550. *Executives*: Jonathan D. Pierce, president; Arch Birmingham, executive vice-president; George Castleman, vice-president; Winston D. Hagen, treasurer; William Kelly, L. Conant, space buyers; Serge Paderewski, art director. *Radio director and spot time buyer*: Griffith B. Thompson. *Radio clients*: Griffin Manufacturing Co. (shoe polish and dressing) (NBC Blue); Richardson & Robbins (boned chicken) (spot); Personal Finance Co. (spot).

**H. C. BERNSTEN AGENCY**, Richfield Building, Los Angeles, Calif. *Phone*: Mutual 1251. *Executives*: H. C. Bernsten, owner; D. Strebe, space buyer, production manager; J. T. French, W. L. Grant, J. J. Dickely, account executives. *Radio director*: No special person listed. *Radio clients*: Richfield Oil Company of California (NBC Pacific Coast Red).

**LEE S. BIESPIEL ADVERTISING AGENCY**, 664 N. Michigan Avenue, Chicago, Ill. Phone: Delaware 1816. *Executives*: Lee S. Biespiel, president; M. Haak, secretary and production chief; Jerome De Lee, art director. *Radio director and spot time buyer*: Lee S. Biespiel. *Radio clients*: Pioneer Gen-E-Motor Corp.; Leo Alexander, Inc.; St. Clair Hotel.

**BIOW COMPANY, INC.**, 444 Madison Avenue, New York, N. Y. Phone: Wickersham 2-2200. *Executives*: Milton H. Biow, president; L. Stanley Shuford, executive vice-president; A. Hauptman, secretary-treasurer. *Radio director and spot time buyer*: R. Schuebel. *Radio clients*: Philip Morris Co., Ltd. (NBC Red); G. Krueger Brewing Co. (NBC Red); Bulova Watch Co. (spot); Columbia Pictures (spot); Humphrey's Homeopathic Medicine Co. (NBC Blue). *Writers*: Phil Lord and Charles Martin (Philip Morris).

**BLACKETT-SAMPLE-HUMMERT, INC.**, 221 N. LaSalle Street, Chicago, Ill. Phone: Dearborn 0900. *Executives*: Hill Blackett, president; J. G. Sample, vice-president, treasurer; E. F. Hummert, vice-president; Lucius A. Crowell, executive vice-president; George R. Collins, L. D. Milligan, C. S. Ferris, Mrs. Anne Hummert, vice-presidents; J. R. Lieber, secretary; George R. McGivern, space buyer. *Branch offices*: 247 Park Ave., New York; Duane D. Jones, executive vice-president, general manager; George Tormey, radio director. *Radio director and spot time buyer*: F. P. Nelson. *Radio clients*: American Home Products—Hill's Cold Tablets (NBC Red), Louis Philippe Lipstick (NBC Red), Anacin (NBC Red and Blue, CBS), Bisodol (NBC Red, CBS), Edna Wallace Hopper products (CBS), Jocur and Kissproof (CBS), Old English Floor Wax (CBS), Kolyonos Dentifrice (CBS); B. T. Babbitt—Bab-O (NBC Red), General Mills—Wheaties (CBS, NBC Red; switched to NBC Blue), Softasilk, Bisquick, Kitchen-Tested Flour (CBS); Procter & Gamble—Oxydol (NBC Red and Blue); Sterling Products—Phillips Dental Cream (NBC Blue), Milk of Magnesia (NBC Red), Milk of Magnesia Tablets and Toothpaste (NBC Red), Dr. Lyon's Toothpowder (NBC Red and Blue), Bayer's Aspirin (NBC Red and Blue), Phillips Facial Cream (NBC Red); others, including various national and regional spot advertisers.

**BLAKER ADVERTISING AGENCY, INC.**, 120 East 41st Street, New York, N. Y. Phone: Caledonia 5-7351, *Executives*:

Henry B. Sell, president; Margaret Thilly, treasurer; James Hamilton, secretary. *Radio director*: Eleanor Kemble. *Radio clients*: American Radiator Company (NBC Red).

**W. EARL BOTHWELL AGENCY**, Standard Life Bldg., Pittsburgh, Pa. Phone: Court 6565. *Executives*: W. Earl Bothwell, president; A. A. Logan, secretary-treasurer; Clark Glenn, production chief. *Radio director*: T. H. Black, Jr. *Spot time buyer*: C. D. Pettengill. *Radio clients*: Summit Hotel (spot); Bedford Springs Hotel (local); Yellow Cab Co. (regional); Victor Brewing Co. (regional); Pittsburgh Sonotone Co. (spot); Allegheny County Republican Executive Committee (regional).

**BOTSFORD, CONSTANTINE & GARDNER**, 115 S. W. Fourth Avenue, Portland, Ore. Phone: AT 9541. *Executives*: D. M. Botsford, president; Ray Andrews, vice-president; F. Coykendall, vice-president, secretary; Merle Manly, vice-president, treasurer. *Branch offices*: 814 Second Avenue Bldg., Seattle; C. P. Constantine, head, Russ Bldg., San Francisco; S. G. Swanberg, vice-president, Roosevelt Bldg., Los Angeles; John Weiser, vice-president. *Radio director*: Caryl Coleman. *Radio clients*: Centennial Flouring Mills (local, spot); Durkee Famous Foods (CBS Pacific, local, spot); Esbencott Laboratories (spot); Gilmore Oil (local, spot); Italian American Paste (spot); The Oregon Journal (spot); Portland Woolen Mills (spot); S & W Fine Foods (NBC Pacific Red, local, spot); Tillamook County Creamery (NBC Pacific Red).

**ARTHUR BRAITSCH**, 809 Hospital Trust Bldg., Providence, R. I. Phone: Dexter 5313. *Radio director and spot time buyer*: Arthur Braitsch. *Other radio executives*: John A. Lorimer, Ruth I. Arthur. *Radio clients*: Lincoln Lace & Braid; Rhode Island Ice; Weybosset Markets; Gibsons, Inc.; MacDonald Furniture; Marcus Furniture; Jo-An Schools of Beauty Culture; Old Colony Coal; Old France Restaurant; Raymond Whitcomb of Rhode Island; Providence Tercentenary Committee; W. R. Burns; Baird-North; Reliable Gold Buyers; Weinberg's Canadian Fur Stores (all spot). *Writers*: Ruth Arthur (Jo-An).

**J. CARSON BRANTLEY ADVERTISING AGENCY**, Salisbury, N. C. Phone: Salisbury, N. C. *Executives*: J. Carson Brantley, president; A. R. Monroe, secretary-treasurer; A. N. Cheney, space buyer. *Radio director and spot time buyer*: J. Carson Brantley. *Assistant radio director*: A. N. Cheney. *Radio*

## ADVERTISING AGENCIES—Continued

*clients:* Stanback Co. (spot); Duke Power Co. (spot); A & O Co. (spot); Statesville Flour Mills Co. (spot); Snow White Co. (spot); Nu-Shine Co. (spot); Dixie-Rub Co. (spot).

**BROADCAST ADVERTISING, INC.,** 8 Newbury Street, Boston, Mass. *Phone:* Kenmore 0854. *Executives:* J. E. Murley, president and treasurer; J. J. Manning, secretary. *Radio director:* J. E. Murley. *Spot time buyer:* J. J. Manning. *Radio clients:* Colt Shoes, Inc. (spot); R. G. Sullivan, Inc. (spot); Boston Beer Co. (spot); Gold Reclaiming Corp. (spot); Harmony Garments, Inc. (spot); F. B. Washburn Candy Corp. (spot); Prince Macaroni Mfg. Co. (spot); Bay State Nurseries, Inc. (spot); Terminal Wine Co. (spot); Boston, Revere Beach & Lynn Railroad (spot); New England Pure Food Institute (NBC Red, New England Network); Majorie Mills Hour (Co-operative food program, CBS, New England network). *Production:* Kasper-Gordon Studios, Inc., Boston.

**D. P. BROTHER & COMPANY, INC.,** 8-149 General Motors Bldg., Detroit, Mich. *Phone:* Trinity 2-8250. *Executives:* D. P. Brother, president; F. L. Vervake, secretary; C. Georgi, Jr., treasurer. *Radio director, spot time buyer:* C. Georgi, Jr. *Radio clients:* Oldsmobile (NBC Red).

**BROWN & TARCHER, INC.,** 630 Fifth Avenue, New York, N. Y. *Phone:* Circle 6-2626. *Executives:* Stanley A. Brown, chairman of the board; Jack D. Tarcher, president; William E. Larcombe, vice-president, treasurer; Frank R. Coutant, vice-president; Charles E. Clifford, secretary. *Radio director and spot time buyer:* William E. Larcombe. *Radio clients:* Smith Brothers Cough Drops (NBC Red, spot); McKesson & Robbins (Mutual, spot); Benrus Watch Co. (spot); Seeman Bros.-White Rose Tea (participation).

**FRANKLIN BRUCK ADVERTISING CORP.,** Rockefeller Center, New York, N. Y. *Phone:* Circle 7-7661. *Executives:* M. Franklin Bruck, president; M. Heine-man, vice-president; M. J. Kleinfeld, secretary. *Radio director and spot time buyer:* M. J. Kleinfeld. *Radio clients:* Rieser Co. (local); Glame (local); H. C. Brill Co. (CBS, Mutual); Sitroux Co. (spot); Hart Mountain (spot); North American Accident Insurance (Mutual); Marlin Razor Blade (spot); Journal of Living (Mutual, spot).

**BUCHANAN & COMPANY, INC.** (formerly Hanff-Metzger), 1501 Broadway, New York, N. Y. *Phone:* Medallion 3-3380.

*Executives:* Joseph A. Hanff, chairman of the board; T. S. Buchanan, president; A. O. Dillenbeck, executive vice-president; A. E. Bonn, John Hartz, Jr., William H. Schneider, Louis A. Witten, Esmond P. O'Brien, vice-presidents. *Branch offices:* 520 N. Michigan Ave., Chicago; S. J. Andrews, vice-president. 929 S. Broadway, Los Angeles; Fred M. Jordan, vice-president, radio director; Wendell W. Phipps, spot time buyer. *Radio director:* Louis A. Witten. *Radio clients:* The Texas Co. (CBS, transcriptions, spot); Royal Typewriter Co., Inc. (CBS); Grennan Bakeries (local); Olixir Gasoline Sales Co. (transcriptions, spot); Food Specialties Corp. (California Radio System).

**LEO BURNETT COMPANY, INC.,** 360 N. Michigan Avenue, Chicago, Ill. *Phone:* Central 5959. *Executives:* Leo Burnett, president, treasurer; DeWitt O'Kieffe, vice-president; E. Ross Gamble, vice-president, secretary. *Radio director:* J. T. Ainley. *Radio clients:* Real Silk Hosiery Mills (NBC Blue); Minnesota Valley Canning Co. (spot). *Writers:* Merrill Denison, Casey & McConnor (Real Silk). *Production:* Handled by agency.

**BERT BUTTERWORTH AGENCY,** 407 E. Pico Street, Los Angeles, Calif. *Executives:* Bert Butterworth, president and manager; Villa Pierce, accountant; A. Miller, schedule clerk. *Radio director:* Bert Butterworth. *Spot time buyer:* A. Miller. *Radio clients:* McCloskey Varnish Co.; Perfection Bakeries; Christopher Candy Co.

**W. AUSTIN CAMPBELL,** 715 Broadway Arcade Bldg., Los Angeles, Calif. *Phone:* MI 3875. *Executives:* W. Austin Campbell, president; E. L. Downes, vice-president, treasurer; H. L. Reigan, secretary. *Radio director:* W. Austin Campbell. *Other radio executives:* R. L. Magden. *Radio clients:* Schwabacher-Frey Co. (spot); Coleman Lamp & Stove (regional); Hammond Lumber (spot); various local accounts.

**CAMPBELL - EWALD COMPANY OF NEW YORK, INC.,** 1790 Broadway, New York, N. Y. *Phone:* Circle 7-6383. (An affiliate of the Campbell-Ewald Company of Detroit). *Executives:* F. D. Richards, president; R. C. Diserens, vice-president, general manager; R. F. Field, vice-president; A. C. Schroeder, secretary; L. B. Dudley, treasurer. *Branch offices:* 519 Transportation Bldg., Washington, D. C.; Emmet Deady, manager. *Radio director:* Duane W. Beurmann. *Radio clients:* General Motors (NBC Red...switched to Blue, April 4). *Writers:* Gordon White. *Production:*



Roswell F. Field, Charles F. Stevens, Kenneth Young, Henry Souvaine, Inc.

**CECIL, WARWICK & LEGLER, INC.,** 230 Park Avenue, New York, N. Y. Phone: Murray Hill 2-7896. *Executives:* John H. Cecil, president; H. Paul Warwick, vice-president; Sam Youngheart, vice-president; Henry Legler, vice-president; Arthur Deerson, vice-president; J. R. Warwick, vice-president; James M. Cecil, secretary-treasurer. *Branch offices:* Richmond, Va.; officers same as above. *Radio director:* Preston H. Pumphrey. *Spot time buyer:* Lester M. Malitz. *Radio clients:* Sloan's Liniment (NBC Red); Sherwin-Williams (NBC Red); G. Washington Coffee (NBC split net); John F. Trommer, Inc. (spot). *Writers:* Edward H. Bierstadt (Sloan's Liniment).

**CHAPPELOW ADVERTISING COMPANY,** 3615 Olive Street, St. Louis, Mo. Phone: Jefferson 0700. *Executives:* B. E. Chappelow, president; Frank S. Coddling, vice-president; Glenn W. Hutchinson, vice-president in charge of radio; J. A. Hubbard, secretary; J. F. Fingerlin, treasurer. *Radio director:* Glenn W. Hutchinson. *Spot time buyer:* F. A. Watts. *Radio clients:* Forbes Tea & Coffee; Mart Travel Bureau; St. Louis Mart; Dairy Commission of St. Louis; Airy Dairy Foods (all spot); Hunter Packing Co. (spot, spot announcements). *Production:* M. D. Hughes.

**C. P. CLARK, INC.,** 2411 West End Avenue, Nashville, Tenn. Phone: 7-6602 (PBX). *Executives:* C. P. Clark, president; Herbert Armstrong, vice-president; D. G. Goodwin, secretary-treasurer. *Radio director:* C. P. Clark. *Spot time buyer:* B. T. Gregory. *Account executive:* C. U. Coggin, Jr. *Radio clients:* General Shoe Corp. (NBC Blue); Standard Candy (spot); O'Bryan Bros. (spot); Family Photograph Co. (spot); American Bread (spot).

**CLEMENTS COMPANY, INC.,** Horn Bldg., Philadelphia, Pa. Phone: Rittenhouse 0236. *Executives:* Isaac W. Clements, president; R. W. Bugbee, vice-president; E. D. Masterman, secretary; K. E. King, space buyer; I. W. Willens, production manager. *Radio director:* A. V. West. *Radio clients:* Modern Food Process Co.-Thrive Dog Food (NBC Blue).

**RUSSELL C. COMER ADVERTISING COMPANY,** Fairfax Bldg., Kansas City, Mo. Phone: Harrison 8963. *Executives:* Russell C. Comer, president; Roy A. Sorensen, vice-president; Mervin B. Cooksey, secretary; C. W. Trapp, treasurer. *Branch offices:* 540 N. Michigan

Avenue, Chicago; Roy A. Sorensen, vice-president. 11 West 42nd Street, New York; K. K. Hansen. *Radio clients:* Bowey's Dari-Rich (NBC Red).

**COMMONWEALTH ADVERTISING AGENCY,** 38 Chauncy Street, Boston, Mass. Phone: Hubbard 0230-1. *Executives:* George J. M. Riseman, director. *Radio director:* W. Cort Treat. *Spot time buyer:* George J. M. Riseman. *Radio clients:* Community Dentists; Community Opticians; Koplou Trimming Co.; Globe Discount & Finance Co.; Stiles & Sons; Lithuanian Association of Labor; Charles C. E. Harris Co.; Termit Insulation Co. (all spot).

**COMPTON ADVERTISING, INC.** (formerly Blackman Advertising), 630 Fifth Avenue, N. Y. Phone: Circle 6-2800. *Executives:* Richard Compton, president; Leonard Bush, vice-president, secretary, treasurer; Alfred Stanford, vice-president. *Branch offices:* Cincinnati: Robert Marsh, manager. Chicago: F. B. Dyck Hoff, manager. *Radio director:* John E. McMillin. *Spot time buyer:* Roy Schulz. *Business manager:* Lee Graves. *Radio clients:* Procter & Gamble (NBC Red and Blue, spot); Phillips Packing Co. (CBS, spot); American Cigar and Cigarette Co. (local).

**CONDON COMPANY, INC.,** 1021 Washington Bldg., Tacoma, Wash. Phone: Main 3483. *Executives:* John Condon, president; E. Larry Jardeen, secretary-treasurer. *Radio directors:* John Condon. *Radio clients:* Mueller-Harkins Motor Co. (spot); Harvest Grains Co. (spot); Pacific Laboratories, Inc. (spot); Hopper-Kelly Co., Inc. (spot); Tacoma Bread Co. (spot); Western Furnaces, Inc. (spot).

**S. A. CONOVER COMPANY,** 75 Federal Street, Boston, Mass. Phone: Hancock 4769-70-71. *Executives:* S. A. Conover, president and treasurer; A. H. Clime, vice-president and production manager. *Radio director:* Dawson Powell. *Spot time buyers:* Dawson Powell; S. A. Conover. *Radio clients:* Dr. J. F. True & Co. (spot).

**COOLIDGE ADVERTISING COMPANY,** Insurance Exchange Bldg., Des Moines, Ia. Phone: 3-5195. *Executives:* Paul Blakemore, president; R. H. Cary, vice-president; H. J. Kroeger, secretary. *Radio handled by* aforementioned officers. *Radio clients:* American Pop Corn Co. (spot); Chamberlain Laboratories (spot); Chase Investment Co. (spot); Yellow Cab Co. (spot); Western Grocer Co. (spot).

**C O - O P E R A T I V E ADVERTISING AGENCY,** 127 W. Third Street, Tulsa, Okla. Phone: 36156. *Executives:* Edwin



## ADVERTISING AGENCIES—Continued

- Reeser, owner; C. R. McElwee, production manager; Harry W. Hoffman, space buyer. *Radio director:* Peggy B. Carr. *Spot time buyer:* Harry W. Hoffman. *Production:* C. R. McElwee. *Continuity:* Edwin Reeser. *Radio clients:* Barnsdall Refining Corp. (CBS, spot). *Writing and production:* Handled by agency.
- COWAN & DENGLE, INC.**, 30 Rockefeller Plaza, New York, N. Y. *Phone:* Circle 7-6190. *Executives:* Stuart D. Cowan, president; Horace W. Dengler, vice-president, secretary, treasurer. *Radio director:* None. *Radio clients:* American Agricultural Chemical Co. (spot). *Writers:* Hugh B. Tabb (Am. Agricultural Chemical).
- CRAMER-KRASSEL COMPANY**, 733 N. Van Buren St., Milwaukee, Wis. *Phone:* Daly 3500. *Executives:* A. W. Seiler, president; W. A. Krassel, vice-president, treasurer; C. T. McElroy, secretary. *Branch offices:* Detroit: N. D. Craighead, manager. Los Angeles: S. E. Bisker, manager. New York: O. R. Hardwell, manager. *Radio director:* J. E. Giebish. *Spot time buyer:* H. T. Enns. *Radio clients:* Maybelline Co. (NBC Red); Sterling Products (spot transcription campaign); Norge Division, Borg-Warner Corp. (spot transcription campaign); Gillette Tire & Rubber Co. (spot campaign). *Writers:* Sandra Michael.
- CROYDON ADVERTISING AGENCY, INC.**, 18 East 41st Street, New York, N. Y. *Phone:* Ashland 4-5508. *Executives:* Saul Kampf, president and treasurer; Maurice J. Middleman, vice-president and secretary. *Radio director and spot time buyer:* Saul Kampf. *Continuity:* Maurice J. Middleman. *Radio clients:* Real-Form Girdle (local); Long Island Outfitting Co. (local).
- C. F. CUSACK ADVERTISING AGENCY**, Bus Terminal Bldg., Denver, Colo. *Phone:* Keystone 0537. *Executives:* Christopher F. Cusack, president; Marion Johnson, secretary and treasurer; Dorothy Radcliff, account executive. *Radio director:* Christopher A. Cusack. *Spot time buyer:* Dorothy Radcliff. *Radio clients:* Brown Palace Hotel; Elitch Gardens; Denver & Rio Grande Railroad (regional); National Western Stock Show.
- JIMM DAUGHERTY**, 211 N. 7th Street, St. Louis, Mo. *Phone:* MA 0790. *Executives:* James M. Daugherty, president. *Radio director and spot time buyer:* G. B. Simpson. *Radio clients:* Union Electric Light & Power (regional); Central Shoe (spot); Monarch Metal Weather Strip (spot); St. Louis Dairy; Southwestern Bell Telephone; Hydrox Ice Cream.
- Writers:* Marvin E. Mueller, Lawrence E. Neville, Brad Simpson. *Production:* Handled by agency.
- DAVID, INC.**, First National Bank Bldg., St. Paul, Minn. *Phone:* Gar. 3872. *Executives:* I. J. David, president and treasurer; J. C. Fabbrini, vice-president; R. H. David, secretary. *Radio director:* F. G. Neumeier. *Radio clients:* Acacia Park Cemetery (spot); Chicago & Northwestern Railway (spot); Ballard's & Skellet's Storage & Transfer Co. (spot); Goodrich Silvertown Stores (spot); Hotel Lowry (spot); Koppers Twin City Coke (spot); Minnehaha Cleaners (spot); Minnesota Federal Savings & Loan Assn. (spot); Stott Briquets (spot); Superior Refining Co. (spot); Federal Savings & Loan Assns. of St. Paul & Minn. (spot); Hilex Co. (spot).
- JOHN L. DE BRUEYS, ADVERTISING**, Ben Milam Hotel, Houston, Tex. *Phone:* Capitol 2241. *Executives:* John L. de Brueys, owner. *Radio director:* Charles J. Giezendanner. *Spot time buyer:* John L. de Brueys. *Radio clients:* Dairyland, Inc. (regional, local); Fogle-West Co. (local); Houston Packing Co. (local); J. J. Sweeney Jewelry Co. (local). *Writers:* Myra K. Whitson, John K. James. *Production:* Charles J. Giezendanner.
- DICKLOW ADVERTISING AGENCY**, Thomas Bldg., Dallas, Tex. *Phone:* 2-8295. *Executives:* John S. Dicklow, president; Irene Scott Dicklow, secretary-treasurer. *Radio director and spot time buyer:* Irene Scott Dicklow. *Radio clients:* Magnolia Seed Co.; Chigger Chaser; Vigoro (all regional).
- RALPH L. DOMBROWER COMPANY, INC.**, Richmond, Va. *Phone:* 3-111-3. *Executives:* Ralph L. Dombrower, president and treasurer; Morton L. Wallerstein, vice-president; H. D. Traylor, secretary. *Branch offices:* Woodward Bldg., Washington, D. C.; Philip Rosenfeld, manager. *Radio director:* E. I. Wallerstein. *Spot time buyer:* T. D. Thomas. *Other radio executives:* E. H. Gordon. *Radio clients:* Jonas Shoppes (local); Chelf Chemical Co. (spot announcements); James River Oil Co. (spot announcements); Polly Prentiss, Inc. (local); E. P. Murphy & Son (local); Richmond Hotels, Inc. (local, spot announcements); Fork Union Military Academy (spot announcements); Binder's (local); Miller & Rhoads (local).
- DONAHUE & COE, INC.**, RKO Bldg., 1270 Sixth Avenue, New York, N. Y. *Phone:* Columbus 5-4252. *Executives:* Edward J. Churchill, president; Robert MacMillan, Andrew Holmes, A. B. Churchill,

## ADVERTISING AGENCIES—Continued

- Lynn Farnol, vice-presidents; O. K. Kingsbury, secretary. *Radio director*: Lynn Farnol. *Spot time buyer*: Robert Parman. *Other radio executives*: Eileen Douglas. *Radio clients*: National Ice Industries (CBS, NBC Red); Walker-Gordon Laboratories (local); Dr. Scholl's Foot Comfort Shop (local). *Writers*: Jo Milward, Eleanor Howe, Lynn Farnol, Louis Kaufman. *Production*: Claire Olmstead, Ernest Charles.
- ELLIS ADVERTISING COMPANY**, Ellis Bldg., 3053-3057 Main Street, Buffalo, N. Y. *Phone*: University 4591. *Executives*: Rhoda Ellis (inactive); Michael E. Ellis and Jerome R. Ellis, partners. *Branch offices*: Review Bldg., 33 Jarvis Street, Fort Erie, Northern Ontario, Can. *Radio director*: Jerome R. Ellis. *Other radio executives*: Henry Guggenheimer; Henry Weil. *Radio clients*: Graybar Co.; Hamlin Air-Conditioning Co.; Bar Association of Erie County; Peoples Collateral Loan Corp.; General Floor Maintenance Co.; State Metal School; others; all local.
- S. M. EPSTEIN COMPANY**, Industrial Bank Bldg., Detroit, Mich. *Phone*: Cadillac 7760. *Executives*: S. M. Epstein, president, treasurer; S. E. Lind, vice-president; Norman R. Thal, secretary. *Radio director and spot time buyer*: Norman R. Thal. *Radio clients*: Buhl Sons (spot); Deisel-Wemmer-Gilbert Corp. (regional, spot); Finsterwald Clothing (spot); Finsterwald Furniture (spot); LaMeasure Bros. (spot); Bernard Schwartz Cigar Corp. (regional, spot); United Shirt Distributors (spot).
- ERWIN, WASEY & COMPANY, INC.**, 420 Lexington Avenue, New York, N. Y. *Phone*: Mohawk 4-8700. *Executives*: L. R. Wasey, president; O. B. Winters, executive vice-president, secretary; Howard D. Williams, vice-president, general manager; Paul E. Newman, vice-president, art director; A. G. Van Utt, treasurer. *Branch offices*: 230 N. Michigan Ave., Chicago; Chester R. Vail, executive vice-president; Holland E. Engle, radio director. Security Bldg., Minneapolis; MacMartin, manager. Packard Bldg., Philadelphia; John E. Burns, manager. 714 W. 10th St., Los Angeles; H. A. Stebbins, manager. 333 Montgomery St., San Francisco; Louis Honig, manager. Lloyd Bldg., Seattle; Warren Kraft, manager. London, England, and other European offices. *Radio director*: Lewis R. Amis. *Spot time buyer*: S. S. Milliken. *Production manager*: Innes Harris. *Radio clients*: Barbasol (NBC Blue); Kreml (NBC Red, Mutual); Zemo (NBC Red, Mutual); C-T-C (NBC Red); Musterole (NBC Red, Mutual); Olive Tablets (Mutual); Hecker H-O (CBS, spot); Carnation Co. (NBC Red); Delv (local); Macfadden Publications (spot); Gunther Brewing (spot). *Writers*: Peter Dixon (Hecker H-O).
- WILLIAM ESTY & COMPANY, INC.**, 100 East 42d Street, New York, N. Y. *Phone*: Caledonia 5-1900. *Executives*: William Esty, president, treasurer; James A. Yates, vice-president, art director; P. Wesley Combs, vice-president in charge of marketing; Dr. John B. Watson, vice-president; Edwin H. Cummings, secretary, newspaper space buyer; John J. Flanagan, Jr., production manager; Robert B. White, trade and technical space buyer; Norman D. Mattison, Jr., outdoor space buyer. *Radio director*: Sam Moore, Jr. *Spot time buyer*: John C. Esty. *Radio clients*: R. J. Reynolds Tobacco Co. (CBS); Lehn & Fink-Hind's Honey and Almond Cream (CBS); others, including various national and regional spot advertisers.
- FAIRALL & COMPANY**, 1210 Capitol Theatre Bldg., Des Moines, Iowa. *Phone*: 3-5255. *Executives*: L. R. Fairall, president, space buyer; J. L. Ruebel, production manager, business paper director. *Radio director*: C. R. Dudley. *Spot time buyer*: L. R. Fairall. *Other radio executives*: John McClaren. *Radio clients*: Colonial Baking (Iowa Network, spot), Sidles Co. (Iowa Network, spot), Royal 400 Oil (local), Sargent & Co. (spot), Associated Serum Producers (regional), Iowa State Fair & Exposition (regional, spot). *Writing and production*: Handled by agency.
- FEDERAL ADVERTISING AGENCY, INC.**, 444 Madison Avenue, New York, N. Y. *Phone*: Eldorado 5-6400. *Executives*: Robert Tinsman, president; Frederick C. Bruns, vice-president; James F. O'Brien, vice-president; George G. Dietrich, secretary-treasurer; Joseph F. Beck, director of media; J. W. Borchert, assistant space buyer; George Finley, production manager; D. E. Robinson, director of research; Hugh Connet, art director. *Radio director and spot time buyer*: George Comtois. *Radio production*: Joseph Hill. *Radio clients*: Knox Gelatine Co. (CBS); Sinclair Refining Co. (CBS).
- ROBERT G. FIELDS & COMPANY**, Nashville, Tenn. *Phone*: 6-1977. *Executives*: Robert G. Fields, president and treasurer; R. H. Lane, secretary. *Radio director*: Robert G. Fields. *Radio clients*: St. Bernard Coal Co. (spot); Ice Refrigeration

tion Agency (spot); Atlantic Ice and Coal Co. (spot); Tennessee Products Corp. (spot); Nashville Pure Milk Co. (spot); Overton-Williams-Pinner (spot); C. B. Ragland Co. (spot); Methodist Publishing House (spot).

**JAMES FISHER COMPANY, LTD.**, 204 Richmond Street, West Toronto, Ontario, Can. Phone: Adelaide 4426. *Executives:* James Fisher, president; W. H. Bowman, executive vice-president; W. R. Johnson, secretary; Mrs. C. M. Robertson, treasurer. *Branch office:* 1253 McGill College Avenue, Montreal; H. V. Petersen, manager. *Radio director and spot time buyer:* W. R. Johnston. *Radio clients:* G. T. Fulford Co., Ltd. (spot); Ralston Purina Co., Ltd. (spot); Moirs, Ltd. (spot). *Production:* Handled by agency.

**FITZGERALD ADVERTISING AGENCY, INC.**, Southern Bldg., New Orleans, La. Phone: Raymond 5194. *Executives:* Clifford L. Fitzgerald, president and treasurer; Joe L. Killeen, 1st vice-president; Joseph H. Epstein, vice-president; Leonard Gessner, vice-president; Roy M. Schwarz, secretary. *Radio director:* Joe L. Killeen. *Spot time buyer:* Temple H. Black. *Radio clients:* Wesson Oil & Snowdrift Sales Co. (NBC Pacific Red); Alabama-Georgia Syrup Co. (spot); Phil D. Mayer Co. (spot); Louisiana Power & Light Co. (spot); Jackson Brewing Co. (spot); H. G. Hill Stores (spot).

**FLETCHER & ELLIS, INC.**, 500 Fifth Avenue, New York, N. Y. Phone: Lackawanna 4-3570. *Executives:* Sherman K. Ellis, president; C. E. Staudinger, S. J. Hamilton, H. E. Houghton, vice-presidents; H. F. Townsend, Roger McDonald, art directors; E. S. Pratt, space buyer; Robert McKean, production manager. *Branch offices:* 141 W. Jackson Boulevard, Chicago; Richard Barrett, vice-president, manager. Penobscot Bldg., Detroit; Carleton Healy, manager. 1709 W. 8th Street, Los Angeles; Chet Crank, vice-president, manager. *Radio director:* H. Lawrence Holcomb. *Spot time buyer:* Eugene S. Pratt. *Radio clients:* Ward Baking Co. (CBS). *Writers:* Ray Knight, Peter Dixon, Himan Brown, M. M. Muselman. *Production:* Ray Knight, Peter Dixon, Himan Brown

**FLETCHER & ELLIS, LTD.**, C. P. R. Bldg., Toronto, Can. Phone: Adelaide 3051. *Executives:* Ralph W. Ashcroft, vice-president. (Affiliated with Fletcher & Ellis, Inc., New York). *Radio director and spot time buyer:* Ralph W. Ashcroft. *Radio clients:* T. G. Bright & Co. (Dominion network). *Production:* Dominion Broadcasting Co.

**ALBERT FRANK - GUENTHER LAW, INC.**, 131 Cedar Street, New York, N. Y. Phone: Cortland 7-5060. *Executives:* Rudolph Guenther, chairman of the board; Frank J. Reynolds, president; Russell Law, chairman of the executive committee; Robert J. Herts, secretary; Emmett Corrigan, treasurer. *Branch offices:* Boston: Joseph R. Hamlen, vice-president; August Hirschbaum, radio director. Philadelphia: Robert Ingold, manager and radio director. Chicago: R. W. Dawson, vice-president; H. W. O'Connor, radio director. San Francisco: Vincent J. Beschel, manager and radio director. *Radio director and spot time buyer:* Robert J. Herts. *Other radio executives:* Mrs. Dorothy L. Hill, Robert J. Misch, Russell S. Sims, David M. Wall, Walter W. Wiley. *Radio clients:* Chase National Bank of the City of N. Y. (CBS); Rhode Island Hospital Trust Co. (CBS); Beneficial Management Corp. & affiliated companies (CBS, spot); Joseph Martinson, Inc. (spot); Tri-Pak Hosiery (spot); Benay Art Embroidery Co. (spot). *Writers:* staff. *Production:* Neff-Rogow, Inc. (consultants, Beneficial Management, Joseph Martinson).

**CHARLES DANIEL FREY COMPANY**, 333 N. Michigan Avenue, Chicago, Ill. Phone: State 8161. *Executives:* Charles Daniel Frey, president and treasurer; L. R. Northrup, executive vice-president. *Radio director:* L. F. Triggs. *Radio clients:* Household Finance Corp. (NBC Blue, Mutual, spot); Independent Grocers Alliance of America (spot); American National Bank & Trust Co. (spot). *Writers:* Irna Phillips, Edith Meiser, Carl Busse.

**JEAN SCOTT FRICKELTON**, 1355 Market Street, San Francisco, Calif. Phone: Douglas 6565. *Radio director:* Jean Scott Frickelton. *Radio clients:* Gas Appliance Society of California (spot); Electric Appliance Society of Northern California (spot).

**HARRY M. FROST COMPANY**, 260 Tremont Street, Boston, Mass. Phone: Liberty 0813-4-5. *Executives:* Karl M. Frost, president; Harry M. Frost, treasurer; Edith G. Robinson, assistant treasurer; Harvey P. Newcomb, secretary. *Radio director:* Harvey P. Newcomb. *Spot time buyers:* Karl M. Frost, Harvey P. Newcomb. *Radio clients:* Cranberry Cannery (participation, Yankee, regional, spot); Durkee-Mower (Yankee, spot); E. R. Parker Dental System (regional); Campbell-Fairbanks Expositions (spot, spot announcements); Daggett Chocolate



(spot, spot announcements); C. E. Fay Co. (spot, spot announcements); Howard D. Johnson Co. (weather and tide forecasts); Massachusetts Sports Assn. (sports broadcasts); George E. Warren Corp. (spot, spot announcements); Acousticon Institute (spot); Bristol County Kennel Club (spot). Various other spot accounts. *Writing and production:* Agency staff, Kasper-Gordon Studios, Yankee Network Production Department.

**FULLER & SMITH & ROSS, INC.**, 1501 Euclid Avenue, Cleveland, O. *Phone:* Cherry 7700. *Executives:* A. L. Billingsley, president; E. J. Alexander, E. L. Andrew, E. K. Emerson, C. E. Horton, G. R. Hunter, L. F. Hussey, vice-presidents; C. C. Reidenbaugh, secretary-treasurer. *Branch offices:* 444 Madison Avenue, New York; F. J. Ross, chairman of the board; F. B. Duncan, C. P. Pelham, G. D. Wever, J. E. Wiley, vice-presidents. *Vice-president in charge of radio:* J. E. Wiley. *Radio clients:* American Can Co. (NBC Blue).

**GARDNER ADVERTISING COMPANY**, Mart Bldg., St. Louis, Mo. *Phone:* GA-2915. *Executives:* E. G. Marshutz, president; Mrs. E. P. Proetz, executive vice-president. *Branch offices:* 9 Rockefeller Plaza, New York; Harold Griest, manager; R. Martini, radio director. Heyburn Bldg., Louisville: Warren Schwegel, manager. *Radio director:* C. E. Claggett. *Network and spot time buyer:* E. A. W. Shulenburg. *Radio clients:* CBS; Ralston Purina (NBC Red, spot); Falstaff Brewing (spot); Staley Co. (spot); Gumpert (spot). *Writers:* Ken Robinson (Staley); Lawrence Holcomb (Ralston Purina).

**SIDNEY GARFUNKEL ADVERTISING AGENCY**, 153 Kearney Street, San Francisco, Calif. *Phone:* EX-3420. *Executives:* Sidney Garfunkel, president. *Radio director:* Florence Frederickson. *Spot time buyer:* Katherine Steinberg. *Radio clients:* Kay Jewelry Co. (NBC Pacific Red); Hastings (local); United Artists Theatre (local); Joseph Maguin Co. (local); C. H. Baker (local).

**LAWRENCE C. GUMBINNER COMPANY**, 9 East 41st Street, New York, N. Y. *Phone:* Vanderbilt 3-3550. *Executives:* Lawrence C. Gumbinner, Milton Goodman, Paul G. Gumbinner, Max A. Geller, Herschel Deutsch. *Radio director, spot time buyer:* Herschel Deutsch. *Radio clients:* American Tobacco—Roi-Tan Cigars (CBS, spot); Houbigant Sales Corp. (spot); Palm Beach Suits (spot); Royal Lace Paper Works (spot).

**GENERAL ADVERTISING AGENCY**, Granada Studios, 672 S. Lafayette Park

Place, Los Angeles, Calif. *Phone:* Drexel 2165. *Executives:* Ralf M. Spangler, president; William T. Maynard, vice-president; M. Hammond, secretary. *Executive radio personnel:* Lou Landfield, John F. Roberts, Churchill Murray. *Radio clients:* Currier's Tablets (spot). *Production:* Handled by agency. *Writers:* Churchill Murray (Currier's Tablets).

**GERTH-KNOLLIN ADVERTISING AGENCY**, 111 Sutter Street, San Francisco, Calif. *Phone:* GA 1081. *Executives:* Edwin P. Gerth and James C. Knollin, partners. *Radio director:* none; no special radio personnel. *Radio clients:* Ferry-Morse Seed (NBC Pacific Blue); Growers Fertilizer (spot); Bolde-mann Chocolate (spot); Southern Oregon Gas Corp. (spot). *Writing and production:* Handled by agency.

**J. STIRLING GETCHELL, INC.**, 405 Lexington Avenue, New York, N. Y. *Phone:* Vanderbilt 3-4800. *Executives:* J. Stirling Getchell, chairman of the board; Walter V. Templin, president; John V. Tarleton, secretary; Charles McCormack, treasurer. *Branch offices:* New Center Bldg., Detroit; H. T. Mitchell, vice-president; I. H. MacKenzie, radio director. Bryant Bldg., Kansas City, Mo.; Edward I. Clark, head. *Radio director:* Frank L. Sharpe. *Spot time buyer:* J. Loyd Williams. *Production:* George W. Allen. *Script writer:* Robert G. Hughes. *Radio control:* Carolyn R. Moser. *Radio clients:* Socony-Vacuum Oil (CBS); Plymouth Motor (CBS, NBC Red); Socony-Vacuum—Albany, Buffalo, Rochester, Syracuse Divisions (spot); Devoe & Reynolds (spot); De Soto Motor (spot); H. D. Lee (spot); Sobol Bros. Service Stations (spot). *Writers:* Frank Gill (Plymouth, Socony-Vacuum); Robert G. Hughes (Devoe & Reynolds, Socony-Vacuum, De Soto). *Production:* Bennett Larson (Plymouth); George Allen (Socony-Vacuum, Devoe & Reynolds).

**GEYER, CORNELL & NEWELL, INC.**, 745 Fifth Avenue, New York, N. Y. *Phone:* Wickersham 2-5400. *Executives:* B. B. Geyer, president; H. W. Newell, R. M. Ganger, vice-presidents; W. A. Bles, vice-president, general manager. *Branch offices:* Oakland, Calif.; R. H. Grant, manager. Kenosha, Wisc.; Karel Rickerson, manager. *Radio director:* Gordon Cooke. *Spot time buyers:* E. W. Lederer, Frank Hermer. *Production manager:* John Gibbons. *Radio clients:* Kelvinator Corp. (CBS); Oneida, Ltd. (spot); E. P. Reed & Co, Matrix Shoes (spot). *Writers:* James K. Martindale (Kelvinator, E. P. Reed); Marjorie



## ADVERTISING AGENCIES—Continued

Hyndman (Oneida, E. P. Reed); Dwight Cooke, Shirley Warde, Gordon Cooke (all accounts). *Production*: John Gibbons, Eleanor Larsen, Gordon Cooke (Kelvinator); Dwight Cooke, Shirley Warde (all accounts).

**GILLHAM ADVERTISING AGENCY, 220** Continental Bank Bldg., Salt Lake City, Utah. *Phone*: Wasatch 1347. *Executives*: M. C. Nelson, president; J. Y. Tipton, vice-president; Lon Richardson, vice-president. *Radio director*: Above-mentioned officers serve as radio directors. *Radio clients*: Sego Milk Products Co. (spot); Clover Leaf-Harris Dairy (spot); Royal Baking Co. (spot); Mountain Fuel Supply Co. (spot); Tracy Loan and Trust Co. (spot); Fisher Brewing Co. (spot); Walker Bank & Trust Co. (spot); Whitaker Cigar Co. (spot); Ure, Pett & Morris Investment Co. (spot); People's Finance & Thrift Co. (spot); First Federal Savings & Loan Assn. (spot).

**FRANCIS K. GLEW, ADVERTISING, 517** Murray Bldg., Grand Rapids, Mich. *Phone*: 8-1848. *Executives*: Francis K. Glew, owner. *Radio director and spot time buyer*: Francis K. Glew. *Radio clients*: Parisian Cleaners & Dyers; Goebel & Brown, Inc. (local).

**GRACE & BEMENT, INC., 438** New Center Bldg., Detroit, Mich. *Phone*: Madison 4514. *Executives*: Edward R. Grace, president and treasurer; Austin F. Bement, vice-president and general manager. *Radio director and spot time buyer*: L. C. Grace. *Radio clients*: Pfeiffer Brewing Co. (spot).

**GREVE ADVERTISING AGENCY, INC., 832** Minnesota Bldg., St. Paul, Minn. *Phone*: Cedar 5400. *Executives*: S. Greve, president; E. Greve, vice-president; B. Connolly, secretary; O. Lindquist, treasurer. *Radio director and spot time buyer*: B. Connolly. *Other radio executives*: S. Greve, B. West. *Radio clients*: American Gas Machines; Field Schlick, Inc.; Weyand Furniture; Griggs Cooper & Co.; New Homes, Inc.; Drewry's; Minnesota Milk Co.; Old Fashioned Millers (all spot).

**GREY COMPANY, 154** E. Erie Street, Chicago, Ill. *Phone*: Del. 4989. *Executives*: M. K. Grey; L. P. Salinger; Edward Kohner; Edward J. Myer; Nat M. Kolker. *Radio director*: M. K. Grey. *Spot time buyer*: Nat Kolker. *Other radio personnel*: L. P. Salinger; Phil Shelly. *Radio clients*: Harrison's Heart O' Orange (local); Marks Credit Clothing Stores (spot, local); Master Jewelers, Inc. (local); Paddors, Inc. (local).

**GRISWOLD-ESHLEMAN, Terminal** Tower Bldg., Cleveland, O. *Phone*: MA 7626. *Executives*: Charles L. Eshleman, president; J. F. Davis, secretary and treasurer. *Radio director*: E. B. Prible. *Spot time buyer*: W. A. Weaver. *Other radio executives*: B. C. Connor. *Radio clients*: Pocahontas Oil Corp.; Hickok Oil Corp. *Writers*: Jimmy Allen; WJR staff.

**MELVIN F. HALL, 220** Delaware Avenue, Buffalo, N. Y. *Phone*: Cleveland 4461. *Executives*: Melvin F. Hall, owner and radio director. *Radio clients*: J. Q. Clarke Coal; Peerless Laundry; Henel's Dairy.

**HAMMER ADVERTISING AGENCY, 983** Main Street, Hartford, Conn. *Phone*: 5-4883. *Executives*: M. H. Hammer, president; Murray Howard, account executive; L. Goldstein, auditor and secretary. *Radio director*: M. H. Hammer. *Spot time buyer* (also space buyer): Helen Was. *Radio clients*: Kay Jewelry Co. (New England network, spot); Old England Brewery (spot); Hygrade Oil Co. (spot); Peter Paul Candies (spot); Scott Furriers (Yankee); C and S Motors (spot); Yankee Bread (spot); Smart Shops (spot); Norman Clothing Co. (spot); Helen Beauty Co. (spot); French Dye Co. (spot); Dr. J. L. Fagan (spot); Whalen Jewelry Co. (spot); Allyn Theatres (spot); Loew's Theatres (spot); Charter Oak Bottling Works (spot); Republican State Central Committee (Connecticut network). *Writers*: George Bowe (Helen Beauty Co.); Diana Carlson (Scott Furriers, Dr. J. L. Fagan); Bert Katzen (various accounts).

**HART-CONWAY COMPANY, INC., General** Valley Trust Bldg., Rochester, N. Y. *Phone*: Main 2073. *Executives*: H. Lyman Hart, president and treasurer; Harold E. Kennedy, vice-president; Marion B. Hart, secretary. *Radio director and spot time buyer*: John P. Street, Jr. *Radio clients*: C. L. Hartmann Corp.; Quality Mattress Co.; Erskine-Healy, Inc.; Doyle Gasoline & Oil Co.; General Electric Supply Co.; Rochester Automobile Dealers Assn.; Chevrolet Dealers of Western N. Y.; Dodge Dealers of Western N. Y. (all local); various other local accounts. *Production*: Charles Siverson (Quality Mattress).

**E. W. HELLWIG COMPANY, 9** East 40th Street, New York, N. Y. *Phone*: Lexington 2-3080. *Executives*: E. W. Hellwig, president; C. L. Miller, vice-president; G. V. Carhart, secretary, assistant treasurer, space buyer. *Radio director and spot time buyer*: G. V. Carhart.

*Radio clients:* Corn Products Refining Co. (Kre-Mel, Karo, Mazola, Linit) (CBS); others, including various national and regional spot advertisers.

**HILLMAN-SHANE ADVERTISING AGENCY, INC.**, 412 W. 6th Street, Los Angeles, Calif. *Phone:* Vandike 5111. *Executives:* David S. Hillman, president; Alex Ruben, vice-president; William Berger, secretary and treasurer. *Radio director:* David Hillman. *Spot time buyer:* E. Plane. *Radio clients:* Weaver-Jackson Beauty Shops; Maier Brewing; Fox West Coast Theatres; Paramount Theatre; Sardi's (local).

**HIXSON-O'DONNELL, INC.**, 444 Subway Terminal Bldg., Los Angeles, Calif. *Phone:* Mutual 8331. *Executives:* R. M. Hixon, president; Julian E. O'Donnell, treasurer; G. K. Breitenstein, secretary. *Radio director:* Samuel C. Pierce. *Radio clients:* Rio Grande Oil Co. (CBS, Mutual); Day & Night Water Heater Co. (spot). *Writing and Production:* Samuel C. Pierce (Rio Grande Oil Co.).

**HOWER ADVERTISING AGENCY**, 413 Midland Savings Bldg., Denver, Colo. *Phone:* Cherry 1297. *Executives:* C. M. Hower, president; Mrs. C. M. Hower, vice-president; B. R. Longstreth, secretary. *Radio director and spot time buyer:* W. W. MacGruder. *Radio clients:* A.B.C. Cleaners & Dyers Co. (spot); Blue Parrot Inn (local); Cullen Thomason Motor Co. (spot); Adolph Coors Co (spot); Empire Savings Bldg. & Loan Assn. (local); Powerine Co. (local); Sterling Lumber Co. (local); Victor American Fuel Co. (spot); Riverbend Ranch (local).

**CHARLES W. HOYT COMPANY, INC.**, 551 Fifth Avenue, New York, N. Y. *Phone:* Vanderbilt 3-4690. *Executives:* R. L. Talley, chairman of the board; Winthrop Hoyt, president; F. A. Whipple, vice-president; Everett W. Hoyt, secretary. *Branch offices:* 216 Tremont Street, Boston; George N. Merritt, manager. 650 Main Street, Hartford; F. A. Whipple, vice-president. *Radio director:* Everett W. Hoyt. *Spot time buyer:* C. B. Donovan. *Radio clients:* American Molasses; B. C. Remedy Co.; Chamberlain & Co.; Diamond Ginger Ale; Charles Gulden, Inc.; Hartford Electric Light; Harvard Brewing; Pure Food Factory; Richardson & Robbins; Silent Glow Oil Burner; others (all spot). *Production:* Frank Chase (Charles Gulden, Inc.).

**H. R. HUMPHREY COMPANY**, 1235 Statler Bldg., Boston, Mass. *Phone:* Liberty 4714. *Executives:* H. B. Humphrey, chairman of the board; R. S. Humphrey,

president, treasurer; Francis S. Moulton, secretary; L. M. Fawcett, assistant treasurer; Julian L. Watkins, copy director; Sanford E. Gerard, art director; Winfield Hatch, production manager. *Radio director and spot time buyer:* John C. Strouse. *Radio clients:* American Cereal Food Corp. (Yankee); Waltham Watch; Raymond-Whitcomb; Earnshaw Knitting Co.; Commonwealth of Massachusetts (all spot).

**ROY A. HUNTER**, 710 Seymour Street, Vancouver, B. C., Can. *Phone:* Trinity 9503. *Executives:* Roy A. Hunter. *Radio director:* none. *Radio clients:* Memba Seals; Mamba Pectin; McGavins Bakeries; Pet Dog Food; Stet Wall Finish; B. C. Electric Coke; Hall Fuel (all spot); Pacific Milk; Blossom Coffee; Safeway; Health Insurance propaganda. *Writing and production:* Handled by agency.

**HUSBAND & THOMAS COMPANY, INC.**, 370 Lexington Avenue, New York, N. Y. *Phone:* Caledonia 5-8297. *Executives:* David C. Thomas, president; Theodore R. Harris, vice-president; Harvey L. Kneeland, vice-president. *Radio director:* T. R. Harris. *Spot time buyer:* David E. Evans. *Radio clients:* Omega Chemical Co. (spot); Oyster Shell Products Co. (spot); Outikamnia Co. (spot).

**HUTCHINS ADVERTISING COMPANY, INC.**, 42 East Avenue, Rochester, N. Y. *Phone:* Main 3528. *Executives:* M. S. Hutchins, president; F. A. Hutchins, vice-president; F. I. Hutchins, secretary and treasurer. *Branch office:* Hutchins Advertising Company of Canada, Ltd., 1305 Northern Ontario Bldg., Toronto; John Bennett, manager. *Radio director:* R. P. Weis. *Spot time buyer:* H. C. Scheck. *Radio clients:* Philco Radio & Television Corp. (CBS, spot); Artophone Corp. (spot); Bluefield Supply Co. (spot); Brown Distributing Co. (spot); Cabell Electric Co. (spot); Carolina Sales Corp. (spot); Columbia Wholesalers, Inc. (spot); Commonwealth Sales Corp. (spot); D. & H. Distributing Co., Inc. (spot); Electric Sales & Service, Inc. (spot); E. J. Gustafson Co. (spot); Philip Levy & Co. (spot); Oklahoma Tire & Supply Co. (spot); Philco Sales & Service, Inc. (spot); C. R. Rogers Co. (spot); Sharp Battery & Electric Co. (spot); Thalhimer Bros. (spot); Taylor Distributing Co. (spot); Utterback-Gleason Co. (spot); Wagner Radio Co. (spot).

**HUTCHINSON ADVERTISING COMPANY**, 1000 Hodgson Bldg., Minneapolis, Minn. *Phone:* Atlantic 5238. *Executives:* Merrill Hutchinson, president, treasurer; H. K. Painter, vice-president; H. R. Stevenson, vice-president; J. M.

## ADVERTISING AGENCIES—Continued

Bridge, vice-president; J. V. Pidgeon, secretary. *Radio director:* H. K. Painter. *Spot time buyer:* R. T. Klagstad. *Radio clients:* Pillsbury Flour Mills (NBC Red, spot); Gluek Brewing Co. (spot); Chipewewa Springs Corp. (spot). *Writers:* Irna Phillips (Pillsbury). *Production:* Bucky Harris, of NBC (Pillsbury).

**INTERSTATE ADVERTISING AGENCY**, 1008 Marshall Bldg., Cleveland, O. *Phone:* Main 9444. *Executives:* George A. Kirkendale, president; C. M. Marvin, vice-president; J. M. Johnson, secretary-treasurer. *Radio director:* W. B. Dye. *Spot time buyer:* C. M. Marvin. *Other radio executives:* W. A. Kirkendale, Robert C. Marvin, George A. Schneider. *Radio clients:* Marshall Drug Co.; Forest City Brewing Co.; Dan Dee Pretzel & Mfg. Co.; The Bailey Co.; Ridgewood Laboratories; The Alms & Doepke Co.; The Wurlitzer Co.; A. Polsky Co. (local).

**RALPH H. JONES COMPANY**, 431 Main Street, Cincinnati, O. *Phone:* Main 3351. *Executives:* Ralph H. Jones, president and treasurer. *Radio director and spot time buyer:* C. M. Robertson, Jr. *Other radio executives:* Charles M. Coward, George Slavin. *Radio clients:* Kroger Grocery & Baking Co.; Drackett Co.

**H. W. KASTOR & SONS ADVERTISING COMPANY**, 360 N. Michigan Avenue, Chicago, Ill. *Phone:* Central 5331. *Executives:* Louis Kastor, president; F. W. Kastor, vice-president; R. H. Kastor, vice-president; W. B. Kastor, secretary; E. H. Kastor, treasurer. *Branch offices:* Waldorf-Astoria Hotel, New York, N. Y., Arthur Kastor, head; Arcade Bldg., St. Louis, Mo., Fred Kastor, head; no radio executives in these offices. *Radio director:* Edward Aleshire. *Spot time buyer:* H. H. Hudson. *Radio clients:* Kirk's Castile Soap (spot); Drene Shampoo (NBC Red, spot); American Family Soap & Flakes (spot); Tums (NBC Red, spot); Welch's Grape Juice (NBC Blue, spot); Ward Baking Co. (spot); Crown Overall Co. (Mutual); 4 Way Cold Tablets (spot); Lavena (spot); William Penn Cigars (spot); Pluto Water (spot); Oh Henry Candy Bar (spot); Tattoo Lipstick (spot); Booth Fisheries (spot); Snow King Baking Powder (spot); Zenith Radio (spot); Pursang Tonic (spot); Hydrox Beverages (spot). *Writers:* Arch Oboler (Welch Grape Juice). *Production:* Handled by agency.

**JOSEPH KATZ COMPANY**, 16 E. Mt. Vernon Place, Baltimore, Md. *Phone:* Vernon 7094. *Executives:* Joseph Katz, president; Robert A. Smalley, vice-president; C. M. Harrison, treasurer; Kate

Katz, secretary. *Branch offices:* 247 Park Ave., N. Y.; Robert A. Smalley, vice-president. 6362 Hollywood Blvd., Hollywood, Calif. *Radio director:* J. C. Bridgewater. *Spot time buyer:* O. B. Bond. *Other radio executives:* Edward Prager, George Lucas, Stanley Blumberg. *Radio clients:* Cox Gelatine (NBC Blue); Laco Products (CBS); also various national, regional and local spot advertisers.

**HENRY J. KAUFMAN ADVERTISING**, 305 Homer Bldg., Washington, D. C. *Phone:* DIS. 7400. *Executives:* Henry J. Kaufman, proprietor; William F. Sigmond, copy director. *Radio director:* Jeffrey A. Abel. *Radio supervisor:* Helen Stewart. *Radio clients:* Cherner Motor Co.; D. J. Kaufman Stores for Young Men; Maryland-Virginia Milk Producers; Rice Bakery; Old Milwaukee Beer; Fidelity Building & Loan; Emile Beauty Salon; Marvin's Department Store; Personal Industrial Bankers; Domestic Finance Corp.; Rock Creek Ginger Ale; Palace Laundry (all local); Cherner Motor Co. (weather forecasts, spot announcements); Phillips Petroleum; Stenotype Co.; Waters Tours; Nash Boat & Marine Co.; Sears, Roebuck; Dome Oil; American Automobile Assn. (all spot). Various other spot accounts. *Writers:* Strickland Gillilan, Ronald Dawson, Arthur Godfrey, Maybelle Jennings, Lee Everett.

**STANLEY KAYE ADVERTISING AGENCY**, 1812 Guarantee Title Bldg., Cleveland, O. *Phone:* Cherry 1490. *Executives:* Stanley J. Kaye, president; Frederick Bottstein, vice-president; H. G. Strang, secretary-treasurer; H. M. Little, space buyer. *Radio director and spot time buyer:* H. W. Waddell. *Other radio executives:* Stanley J. Kaye, Frederick Bottstein. *Radio clients:* I. J. Fox, Inc. (local, spot); Bing Furniture Co. (local, spot); Lyon Tailoring Co. (spot); Young Furniture Co. (spot); K-B Co. (spot). *Writing and production:* Handled by agency.

**RAYMOND KEANE**, 414-18 Steel Bldg., Denver, Colo. *Phone:* TA. 4967. *Executives:* Raymond Keane, president; Ethel N. Hines, general manager; Ruth Graft, newspaper manager. *Radio director:* Ethel N. Hines. *Spot time buyer:* Raymond Keane. *Radio clients:* K & B Packing Co. (local); Nuckalls Packing Co. (local); Walters Brewing (local); American Furniture (local spot); American Bank (transcriptions); Pencil Drug (news bulletin); Denver Buick (local); Denver Jewelry Co. (spot). *Writers:* Ethel N. Hines.

## ADVERTISING AGENCIES—Continued

- KELLY, STUHLMAN & ZAHNRDT, INC.**, Mart Bldg., St. Louis, Mo. *Phone:* Garfield 0777. *Executives:* Charles F. Kelly, Jr., president; Conrad F. Stuhlman, vice-president, secretary; Walter W. Zahnrndt, vice-president, treasurer; Virgil A. Kelly, vice-president. *Radio director:* Virgil A. Kelly. *Spot time buyer:* Walter W. Zahnrndt. *Radio clients:* Lutheran Laymen's League (Mutual); Central Shoe Company; American Life & Accident Insurance Co.; Visit St. Louis Committee; Streckfus Steamers; Joyce 7-Up, Inc. (all spot).
- KENYON & ECKHARDT, INC.**, 247 Park Avenue, New York, N. Y. *Phone:* Wickersham 2-3920. *Executives:* Henry Eckhardt, president; Thomas D'A. Brophy, first vice-president; Otis A. Kenyon, treasurer; Charles H. Vasoll, vice-president and controller; Edwin Cox, vice-president and copy director; Stuart Campbell, vice-president and art director. *Radio director:* Tyler Davis. *Radio clients:* C. F. Mueller Co. (NBC Blue); Kellogg Co. (local); Bosco Milk Amplifier (spot, Yankee); Chasers (spot). *Writers:* Leonard Holton (Mueller's); Jack Nelson, Neil Hopkins (Kellogg). *Production:* Jean Grombach (Mueller's).
- KETCHUM, MAC LEOD & GROVE, INC.**, 2000 Koppers Bldg., Pittsburgh, Pa. *Phone:* Atlantic 1100. *Executives:* George Ketchum, president; Emil Hofsoos and Ernest T. Giles, vice-presidents; Robert E. Grove, vice-president and secretary; W. J. Thomas, treasurer. *Spot time buyer:* Homer L. Andrews. *Radio clients:* Haller Baking Co. (CBS); Natural Gas Companies Serving the Greater Pittsburgh Area (NBC Red, Blue, CBS); Ruud Manufacturing Co. (Mutual); Pittsburgh Dairy Council (NBC Blue); Edward A. Woods Co. (NBC Red, Blue); The Peoples Natural Gas Co. (spot). *Production:* Handled by agency.
- KEY ADVERTISING COMPANY**, 805 Fountain Square Bldg., Cincinnati, O. *Phone:* Main 1164. *Executives:* Samuel Glueck, president and treasurer; Nathan P. Glueck, vice-president; E. J. Deister, treasurer. *Radio director:* Edward C. Bolger. *Radio clients:* Midwest Radio Corp. (spot); Indo-Vin, Inc. (spot); Buckeye Soda Co. (spot); Sloans Furriers (spot). *Writers:* B. C. Herrick (Indo-Vin); Walter B. Martin (Buckeye Soda); Samuel Glueck (Midwest Radio); Edward C. Bolger (Sloans Furriers).
- KNOX REEVES ADVERTISING, INC.**, 307 Fourth Avenue, S., Minneapolis, Minn. *Phone:* Bridgeport 4291. *Executives:* Wayne Hunt, president, treasurer; John H. Sarles, Helen Brown, vice-presidents; K. P. Torgerson, secretary. *Radio director:* No single person; under immediate direction of officers. *Spot time buyer:* K. P. Torgerson. *Other radio executives:* B. N. Robinson, Jr., Lloyd Griffin, James T. Kelley. *Radio clients:* General Mills-Wheaties, Softasilk, Bisquick, Kitchen-Tested Flour (CBS, spot); Kelly Liquor Co. (spot).
- KRAFF ADVERTISING AGENCY**, 807 Marquette Avenue, Minneapolis, Minn. *Phone:* Bridgeport 3166. *Executives:* Norman E. Kraff, prop. *Radio director:* M. E. Johnson. *Spot time buyer:* Theodore Allen. *Other radio executives:* C. M. Schramm. *Radio clients:* Sun Ray Laboratories (spot); Mannly Research Laboratories (spot); Piggly Wiggly Corp. (local). *Writers:* Norman E. Kraff, M. E. Johnson.
- ARTHUR KUDNER, INC.**, 620 Fifth Avenue, New York, N. Y. *Phone:* Circle 6-3200. *Executives:* Arthur H. Kudner, president; E. J. Owens, vice-president; Sam D. Fuson, vice-president; C. F. Gannon, vice-president; James H. S. Ellis, vice-president. *Branch offices:* Washington, D. C.; Frank Getty, manager. Detroit, Mich.; Robert Copeland, manager. San Francisco, Calif.; John H. Hornell, manager. *Radio director:* Charles F. Gannon. *Spot time buyer:* James Fuson. *Other radio executives:* Adrian Samish, Rowena Runnette, Ella Phillips. *Radio clients:* Macfadden Publications (NBC Red); U. S. Tobacco Co. (CBS); G. Ceribelli & Co. (local); Goodyear Tire & Rubber Co. (NBC Blue); Fisher Body Craftsman's Guild Division of General Motors (CBS); Buick Motor Division of General Motors (NBC Red and Blue, spot). *Writers:* William Sweets (Macfadden); John B. Kennedy (Goodyear). *Production:* Erik Barnouw (Macfadden); J. Fuson (Ceribelli, Goodyear); Adrian Samish (Macfadden, Fisher Body).
- LAMBERT & FEASLEY, INC.**, 400 Madison Avenue, New York, N. Y. *Phone:* Plaza 3-1472. *Executives:* J. L. Johnston, president; Gordon Seagrove, executive vice-president; Bert M. Nussbaum, Martin Horrell, vice-presidents; Walter P. Lantz, secretary; Frank W. Mace, treasurer; Albert Sterling, art director; Frank Gangemi, production manager. *Radio director:* Martin Horrell. *Spot time buyer:* Thomas F. McMahon. *Radio clients:* Phillips Petroleum Co.—Phillips 66, Ethyl, etc.—(CBS, spot); Lambert Pharmacal Co.—Listerine—(spot).



## ADVERTISING AGENCIES—Continued

**LAVENSON BUREAU**, 12 S. 12th Street, Philadelphia, Pa. *Phones:* Lombard 1158; Race 7552. *Executives:* Jay Laven-son, owner; Raymond Reinhart, art di-rector; Alexis de Sakhnoffsky, designer. *Radio director and spot time buyer:* Roland Israel. *Other radio executives:* Ruth Sheehan. *Radio clients:* Fruit In-dustries Ltd. of Penna.; Grunow Electric Refrigerators; Sears, Roebuck & Co. (all spot announcements). *Writers:* Elise W. Kemper, David Levy, Mrs. Lynn Adair, Chris Wood, Jr.

**LEIGHTON & NELSON**, 243 State Street, Schenectady, N. Y. *Phone:* Schenectady 2-4202. *Executives:* Winslow P. Leigh-ton and George R. Nelson, partners. *Radio director:* Robert S. Cragin. *Spot time buyer:* Rosemary Cramb. *Radio clients:* Hudson Coal Co. (NBC Red); Alling Rubber Co. (spot); Albany Busi-ness College (spot); Alemite Products of Albany (spot); American A-1 Laun-dry (spot); Amos-Rice Coal Co. (spot); E. B. Ashton (spot); Automatic Voting Machine Corp. (spot); Bailey Rug Co. (spot); H. S. Barney Co. (spot); Beyer Fur Shop (spot); Breslaw Brothers (spot); Carl Co. (spot); Caruso, Rinella, Battaglia (spot); Central Bridge Auto Co. (spot); T. Arthur Cohen (spot); Colonial Ice Cream Co. (spot); Cotrell & Leonard (spot); D'Jimas-Reliable Fur Co. (spot); Edgewood Inn (spot); Ehmler Estate (spot); Famous Shoe Stores (spot); Fern Furniture Co. (spot); Fort Orange Chemical Co. (spot); Grosberg-Golub, Inc. (spot); P. Gould (spot); W. T. Hanson (spot); Jay Jewelry Co. (spot); Kimmey Bakeries (spot); Wm. H. Lee & Co. (spot); McManus & Riley (spot); Meyers Co. (spot); Morris Plan Bank of Schenectady (spot); National Accessories Stores (spot); New York State Bureau of Publicity (spot); Pat-ton & Hall (spot); Pinkham's (spot); G. C. Reardon (spot); Rudolph Brothers (spot); Sand Springs Corp. (spot); Sara-toga Assn. for the Improvement of the Breed of Horses (spot); Schaffer Stores (spot); Schenectady Chamber of Com-merce (spot); Schenectady County Coal Co. (spot); Schenectady County Coal Merchants (spot); Schenectady Sun Pic-torial (spot); Simmons Furniture Co. (spot); Ben V. Smith (spot); Spalt & Son, Inc. (spot); Star Furniture Co. (spot); Steiner's (spot); E. V. Stratton Corp. (spot); Sturdee Distributors (spot); Union Book Co. (spot); Wallace Co. (spot); Webster Motor Sales Co. (spot); John D. Wendell, Inc. (spot);

J. B. White (spot); Clifton F. Williams, Inc. (spot). *Writing and Production:* Handled by agency

**LENNEN & MITCHELL**, 17 East 45th Street, New York, N. Y. *Phone:* Murray Hill 2-9170. *Executives:* Philip W. Len-nen, president; Robert W. Orr, executive vice-president; Ray VirDen, vice-presi-dent; Arthur L. Lynn, secretary. *Radio director:* Mann Holiner. *Spot time buy-er:* Blayne Butcher. *Radio clients:* And-rew Jergens Co. (NBC Blue); John H. Woodbury (NBC Blue, Red); Lehn & Fink (CBS); Modern Romances (NBC Blue); Tide Water Associated Oil Co. (Yankee, spot).

**S. R. LEON, INC.**, 1775 Broadway, New York, N. Y. *Phone:* Columbus 5-0020. *Executives:* S. R. Leon, president; J. L. Brandt, secretary. *Radio director and spot time buyer:* Harry Jacknick. *Radio clients:* Holland Radio Stores (spot).

**LESSING ADVERTISING COMPANY, INC.**, 910-915 Walnut Bldg., Des Moines, Ia. *Phone:* 3-6928. *Executives:* R. J. Flynn, president and treasurer; D. L. Dungan, secretary. *Radio directors and spot time buyers:* R. J. Flynn, D. L. Dun-gan. *Local account executive:* Gus Strauss. *Radio clients:* Earl Ferris Nur-sery; Crazy Water; Cownie Furs (all spot); National Aluminate (spot an-nouncements); Younker Bros.; Sanders Motor Co.; A. A. Schneiderhan Co.; Ban-ner Coal; Ginsberg Furniture (all local).

**LOGAN & STEBBINS**, 811 W. Seventh Street, Los Angeles, Calif. *Phone:* Trinity 8821. *Executives:* Barton A. Stebbins, president; Dudley L. Logan, vice-presi-dent; Mae McDermott, secretary, treas-urer; Arthur W. Gudelman, space buyer; Henry Todd, art director. *Radio direc-tor:* No special person listed. *Radio clients:* Signal Oil Co. (NBC Pacific Coast Red); others, including spot advertisers.

**LONG ADVERTISING SERVICE**, 19 N. 2nd Street, San Jose, Calif. *Phone:* Douglas 3168. *Executives:* Alvin Long, president. *Branch offices:* Russ Bldg., San Francisco; Hassel W. Smith, man-ager. *Radio director:* Hassel W. Smith. *Other radio executives:* Mrs. Gertrude Murphy. *Radio clients:* Gallenkamps, Inc. (NBC Pacific Blue); Peters Shoe Co. (NBC Pacific Blue); Cranat Bros. (spot, time signals); Hirsch & Kaye (spot announcements); S. Young Co. (spot an-nouncements).

**LORD & THOMAS**, 247 Park Avenue, New York, N. Y. *Phone:* Wickersham 2-6600. *Executives:* Albert D. Lasker, president; Edward Lasker, vice-president, treas-

## ADVERTISING AGENCIES—Continued

urer; Mary L. Foreman, vice-president, secretary; William Sachse, vice-president, comptroller; Thomas M. Keresev, vice-president; Edgar Kobak, vice-president; Sheldon R. Coons, executive vice-president, New York; Don Francisco, executive vice-president, California; David M. Noyes, executive vice-president, Chicago; Leonard Masius, vice-president, London, England. *Branch office:* 919 N. Michigan Ave., Chicago; David M. Noyes, executive vice-president. 235 Montgomery St., San Francisco; Don Francisco, executive vice-president; Harold W. David, radio director and spot time buyer. 601 W. Fifth St., Los Angeles; Don Francisco, executive vice-president; Jack W. Runyon, radio director and spot time buyer; E. M. Benson, office manager; Harwin T. Mann, space buyer. *Radio manager:* Thomas A. McAvity. *Spot time buyer:* John D. Hymes. *Talent:* Edgar G. Sisson, Jr. *Writers and manuscripts:* Richard Carroll. *Program management:* Edgar G. Sisson, Jr. *Radio clients:* Cities Service (NBC Red, spot, spot announcements); RCA (NBC Blue); American Tobacco (NBC Red, CBS); Radio Guide (NBC Blue); Jell Well Dessert (NBC Pacific Red); Pepsodent (NBC Red, spot); Horlick's Malted Milk (NBC Red and Blue); California Chain Store Assn. (NBC Blue, Don Lee); Union Oil (NBC Red); Southern Pacific Co. (NBC Red); International Cellucotton Products (CBS—switched to NBC Red Sept. 14); Quaker Oats (NBC Red); Frigidaire (NBC Blue); Rainier Brewing (NBC Pacific Red); New Departure Mfg. (spot announcements); Nestle's Milk (participation); RCA Mfg. Co. (spot announcements); House of Pinaud (spot); California Fruit Growers Exchange (spot); Armour (spot); Public Service of Northern Illinois (local); First National Bank of Chicago (participation, CBS); Montgomery Ward (spot); People's Gas Light & Coke (local); Tide Water Associated Oil (sports, NBC and CBS Pacific); Southern Pacific Railroad (spot); Lindsay Ripe Olives (participation); Golden Nugget Sweets (local); M.J.B. Coffee (news); Sun Maid Raisin (spot). *Writers:* Agency staff, with following exceptions—Jane Crusinberry (International Cellucotton); Harry Lawrence (Quaker Oats); John Young (The Court of Kitchen Relations, Chicago local). *Production:* Handled by agency.

**LORD & THOMAS OF CANADA, LTD.,**  
67 Yonge Street, Toronto, Ont., Can. *Phone:* WA 1151. *Executives:* R. R. Faryon, manager. *Branch offices:* 1010 St. Catharine Street, Montreal, Que.; Carl Dennis, manager. *Radio time and*

*spot time buyer:* G. Adams. *Radio clients:* Nestles Milk Products (spot); Quaker Oats Co. (spot).

**LUSTIG ADVERTISING AGENCY,** 321 Euclid Avenue, Cleveland, O. *Phone:* Cherry 2840. *Radio director:* none. *Spot time buyer:* Leroy Lustig. *Radio clients:* Rosenblum's; Public Service Tire Co.; Rotbart's; Cotton Club Ginger Ale; Bill's Clothes (all local spot announcements).

**HAYS MAC FARLAND & COMPANY,** 333 N. Michigan Avenue, Chicago, Ill. *Phone:* Randolph 9360. *Executives:* Hays MacFarland, president; Malcolm A. Jennings, first vice-president, art director; Allen B. Dicus, vice-president, account executive; Andrew Coburn, vice-president; B. Ruttingh, secretary-treasurer; Willis M. Carpenter, production manager. *Radio director:* Arthur W. Stowe. *Spot time buyer:* Madge C. Child. *Radio clients:* Stewart-Warner Corp. (C.B.S.); others, including various national and regional spot advertisers.

**MACKAY & SAVARY,** Union Bldg., Calgary, Alberta, Can. *Phone:* M 4560. *Executives:* M. H. Mackay, president; A. W. Savary, managing director; S. C. James, secretary-treasurer. *Branch offices:* Affiliated with MacLaren Advertising Company, Ltd., Toronto. *Radio director and spot time buyer:* A. W. Savary. *Other radio executives:* L. Lyall. *Radio clients:* Consolidated Mining & Smelting (regional spot); Canada Dry Ginger Ale (regional spot); George Harris & Son (regional spot). Also various local accounts.

**MACKAY-SPAULDING COMPANY, INC.,**  
420 Lexington Avenue, New York, N. Y. *Phone:* Mohawk 4-1490. *Executives:* James Mackay, president; Howard E. Spaulding, vice-president; Eugene W. Spaulding, secretary. *Radio director:* William L. Rech. *Spot time buyer:* Frederick Ehli. *Radio clients:* Camel Pen Co. (spot); Candy-Cod Laboratories Corp. (spot); Pechter Baking Co., Inc. (spot). *Writers:* William L. Rech (Candy-Cod Laboratories Corp.; Pechter Baking Co., Inc.).

**MAC MANUS, JOHN AND ADAMS, INC.,**  
Fisher Building, Detroit. *Phone:* Trinity 2-8300. *Executives:* W. A. P. John, president; James R. Adams, executive vice-president, treasurer; John R. MacManus, vice-president, secretary; Harvey G. Luce, vice-president, art director; Leo A. Hillebrand, assistant treasurer. *Branch offices:* 111 Sutter Bldg., San Francisco; Peter Hurst, manager. 618 Petroleum Securities Bldg., Los Angeles, J. H. Hutchinson, manager. *Radio directors,*

## ADVERTISING AGENCIES—Continued

spot time buyers, production managers: Elmer W. Froehlich, Kelso M. Taeger. *Radio clients:* Pontiac Motor Co. (NBC Red, CBS); Cadillac Motor Co. (NBC Red); others, including various national and regional spot advertisers.

**MAC WILKINS & COLE, INC.**, 544 Mead Bldg., Portland, Ore. *Phone:* BR-6401. *Executives:* Mac Wilkins, president; George Weber, vice-president; A. E. Cole, vice-president and treasurer; G. E. Connor, secretary. *Branch office:* Seattle, Wash. *Radio director and spot time buyer* (Portland): Showalter Lynch. *Radio director* (Seattle): Larry Bradley. *Radio clients:* Fahey-Brockman (spot); Community Credit, Inc. (spot); Closset & Devers Golden West Coffee (Northwest Network); Montag (spot); Portland Federal Savings & Loan Assoc. (spot); Franz Butternut Bread (spot); Tommy Luke, Florist (spot).

**MALCOLM-HOWARD ADVERTISING AGENCY**, 20 E. Jackson Blvd., Chicago, Ill. *Phone:* Webster 2110. *Executives:* Arthur M. Holland, owner. *Radio director and spot time buyer:* Arthur M. Holland. *Radio clients:* The Newart Co. (spot); Joy Candy Shoppes (spot); Rubin's, Inc. (spot); Roller Derby (spot); P. W. Schmidt (spot); Holland's Jewelry (spot); Zeman's (spot); Greene's (spot); Bell Auto (spot). *Production:* Ben Kanter, Henry Polk.

**DAVID MALKIEL ADVERTISING AGENCY**, 260 Tremont Street, Boston, Mass. *Phone:* Liberty 1421-2-3. *Executives:* David Malkiel, owner and production manager; Harry Lawrence, art director; Martha Brest, secretary; Harry Lane, space buyer; Mildred Triger, clerk; Alfred Black, J. L. Michelson, Martin Kadis, Everett Zola, Leonard Bernhardt, account executives. *Radio director:* Harry Lane. *Spot time buyer:* David Malkiel. *Radio clients:* Tremont Theatre; Hi-Hat Barbecue; C. L. Richardson Co.; Hayward Wine & Liquor; Family Finance; R.K.O. Keith Memorial Theatre; R.K.O. Boston Theatre; Elcho Cigar Co.; Economy Grocery Stores; Epstein Drug; Great Northern Finance; Freilich Kabtzen, Paramount Baking (local).

**MARSCHALK & PRATT, INC.**, 535 Fifth Avenue, New York, N. Y. *Phone:* Vanderbilt 3-1525. *Executives:* Harry C. Marschalk, president and treasurer; Wilbur E. Johnson, vice-president; Samuel L. Meulendyke, vice-president; Sydney H. Giellerup, vice-president; Arthur R. Anderson, secretary; George A. Poetschke, recording secretary. *Radio direc-*

*tor:* Curt Peterson. *Spot time buyer:* George L. Trimble. *Radio clients:* Standard Oil of New Jersey (spot); Larus & Bros. Co. (spot); National Lead Co. (spot); Crusaders National Organization (Mutual, spot). *Writers:* Burke Boyce; Winnifred Dunn; Sparks Stringer.

**CHARLES A. MASON**, David Stott Bldg., Detroit, Mich. *Phone:* Cherry 1945. *Executives:* Charles A. Mason, owner; Rockwood N. Bullard, account exec.; Stanley G. Boynton, account exec. *Radio director:* Stanley G. Boynton. *Spot time buyer:* R. N. Bullard. *Account executive:* Harold F. Pursell. *Radio clients:* E. B. Muller & Co. (spot); Beauty Counselors, Inc. (spot); Power Seal Co. of Detroit (spot); Sno-Flake Products Co. (spot); Auto City Brewing Co. (spot); Semet-Solvay Co. (spot); Koenig Coal & Supply Co. (spot); Specialties Distributing Co. (spot); Sea-Cut Cleaner Co. (spot); Dip, Inc. (spot); Ster-L-Way, Inc. (spot); Schmitz & Shroder (spot).

**J. M. MATHES, INC.**, 122 East 42nd Street, New York, N. Y. *Phone:* Lexington 2-7450. *Executives:* J. M. Mathes, president; William Okie, vice-president; J. Ellington, vice-president; C. Landon, vice-president; F. Hodgeson, secretary-treasurer. *Radio director:* John S. Davidson. *Assistant radio director:* Wilfred King. *Spot time buyer:* Fletcher Turner. *Radio clients:* Ludens Cough Drops (NBC Red); Maltex Cereal Co. (CBS); Canada Dry Ginger Ale (spot); Eveready Dry Battery Co. (spot); New York State Milk Assn. (spot); Shick Safety Razor Co. (spot).

**MAXON, INC.**, 2761 E. Jefferson Avenue, Detroit, Mich. *Phone:* Fitzroy 5710. *Executives:* Searle Hendee, vice-president; J. T. Franz, vice-president; G. R. McKiel, secretary; W. I. O'Neil, treasurer. *Branch offices:* 570 Lexington Avenue, New York; L. R. Maxon, president, chairman of the board. Nela Park, Cleveland; W. Ray Baker, vice-president. 180 N. Michigan Avenue, Chicago; J. L. Sholty, vice-president. *Radio director:* F. W. Overesch. *Spot time buyer:* P. C. Beatty. *Radio clients:* H. J. Heinz (CBS); General Electric (NBC Blue); Iodent (NBC Red); Berry Bros. (spot); Goebel Brewing (spot announcements). *Writers:* Elaine Sterne Carrington, Mabel Albertson, Delmar Edmonson. *Production:* Wilson-Powell-Hayward.

**CHARLES H. MAYNE COMPANY**, Insurance Exchange Bldg., Los Angeles, Calif. *Phone:* Trinity 5579. *Executives:* Charles



H. Mayne, president; N. V. Mayne, vice-president; S. N. Austin, secretary-treasurer. *Radio director*: N. V. Mayne. *Spot time buyer*: Eugene P. Ramsay. *Other radio executives*: Logan Jones, Eugene J. Carman. *Radio clients*: Peerless American Canneries (spot transcriptions); Lyon Van & Storage (transcriptions); Keeno Packing Co. (spot); California Sanitary Canning (local, transcriptions and live); Kern Food Products (local); Lyon Furniture Sales (transcriptions); San Francisco Van Co. (spot announcements); Ground Gripper Shoe Store (spot announcements); Dr. Kahler Shoe Store (local). *Writers*: Eugene J. Carman, Raine Bennett, Al Gayle.

**McCANN-ERICKSON, INC.**, 285 Madison Avenue, New York. *Phone*: Lexington 2-1700. *Executives*: H. K. McCann, president; Harrison Atwood, vice-president; H. L. Palmer, vice-president; John L. Anderson, secretary, treasurer. *Branch offices*: 910 S. Michigan Avenue, Chicago; Homer Havermale, vice-president, manager; G. B. Dunscomb, radio director; G. Victor Lowrie, spot time buyer. 2246 Penobscot Building, Detroit; D. C. Hight, vice-president, manager. 625 National City Building, Cleveland; R. M. Alderman, vice-president, manager; James Watt, spot time buyer. 114 Sansome Street, San Francisco; Henry Q. Hawes, vice-president, general manager Pacific Coast Division; Walter A. Burke, radio director; T. G. McGuffick, W. R. Steffner, spot time buyers. 448 S. Hill Street, Los Angeles; August J. Bruhn, manager, radio director. 665 Skinner Building, Seattle; Burt Cochran, manager, radio director. 1308 Public Service Building, Portland; Vernon R. Churchill, manager, radio director. The H. K. McCann Co. has offices in Montreal, Toronto, Winnipeg, Vancouver, Paris, London and Frankfurt, Germany. *Supervisor of all radio activities, assistant to president*: Donald S. Shaw. *Program director*: Dorothy Barstow. *Spot time buyer*: Francis H. Conrad. *Radio clients*: National Biscuit Co. (NBC Blue, CBS, spot); Pacific Coast Borax (NBC Blue, spot); Regional Advertisers (NBC Red, spot); Standard Oil of California (NBC Pacific Red); Langendorf United Bakeries (NBC Pacific Red); Anglo-California National Bank of San Francisco (spot); Axton-Fisher Tobacco Co. (spot); Borden Dairy Delivery Co. (spot); City Ice & Fuel (spot); California Packing Corp. (spot); Consolidated Edison Co. (spot); Fannie Farmer Candy Shops (spot); Ford Motor Co. (spot); General Brewing Co. (spot);

Gruen Watch (spot announcements, chain breaks, time signals); Laclede Gas Light Co. (spot); Northwestern Electric (spot); Pacific Power and Light (spot); Portland Gas & Coke (spot); Provident Loan Society of New York (spot); Standard Oil of Indiana (spot); Standard Oil of Nebraska (spot); Standard Oil of Cuba (spot); Standard Oil of Latin America (spot); West India Oil, Puerto Rico (spot); West India Oil, South America (spot); Standard Oil of Ohio (regional spot, spot announcements); California Walnut Growers Assn. (spot); Ford Dealers: Long Beach Branch (spot announcements, news, transcriptions); Richmond Branch (spot—transcriptions); Portland Branch (spot—transcriptions); Seattle Branch (spot announcements).

**McCORD COMPANY, INC.**, 1225 First National-Soo Line Bldg., Minneapolis, Minn. *Phone*: Bridgeport 1225. *Executives*: R. D. McCord, president and treasurer; Louis Melamed, vice-president; M. E. Shulind, secretary. *Radio director*: Louis Melamed. *Spot time buyer*: W. T. Way. *Radio clients*: Theo. Hamm Brewing; McConnon & Co.; Domestic Products; Henry C. Garrott, Inc.; Coast-to-Coast Stores; Kindy Optical Co.; W. H. Barber Co.; United States Bedding; Hubbard Milling; Northern Pacific Railway; Vega Separator Corp. of America; A. J. Frank Co.; Chocolate Products; Minneapolis Gas Light Co.; Worch Cigar Co. (all spot).

**McCORMICK COMPANY**, 217 E. Seventh Avenue, Amarillo, Tex. *Phone*: 5333. *Executives*: James L. McCormick, owner-manager; John R. Forkner, director of advertising dept. *Radio director*: John R. Forkner. *Radio clients*: Borden Co.; Firestone Auto Supply & Service Store; American National Bank (local).

**McJUNKIN ADVERTISING COMPANY**, 228 N. LaSalle Street, Chicago, Ill. *Phone*: State 5060. *Executives*: William D. McJunkin, chairman, treasurer; Eric Scudder, president; L. B. Krick, vice-president; art director; Gordon Best, W. W. Garrison, Irving M. Tuteur, S. N. Becker, Harry V. Davis, vice-presidents; John T. Tattersfield, space buyer; Edward M. Tobias, production manager; Clayton Walters, copy department. *Radio director*: Frank R. Steel. *Spot time buyer*: Harriet Pistole. *Radio clients*: Princess Pat, Ltd. (NBC Blue, spot, local); Schlitz Brewing Co. (spot, local); H. Fendrich, cigars (spot, local); Curtiss Candy (spot); Seminole Flavor Co. (spot); Chicago-Roosevelt Steamship Lines (local); Coyne School (spot);



## ADVERTISING AGENCIES—Continued

- Morton Institute of America (spot); Chicago Motor Club (local).
- PHILIP J. MEANY COMPANY**, 816 West Fifth Street, Los Angeles, Calif. Phone: Michigan 3601. *Executives*: Philip J. Meany, owner. *Radio director*: None. *Radio clients*: Bireley's Inc. (local); Pierce Bros. (local). *Writers*: William Robson, J. Donald Wilson, Vera Oldham, Jerome Cady.
- MERRILL ADVERTISING COMPANY, INC.**, 925 Chamber of Commerce Bldg., Cincinnati, O. Phone: Cherry 3006. *Executives*: Harry M. Hitchcock, president; J. P. Garvey, vice-president; Morris Levinson, treasurer; Martin H. Young, secretary. *Radio director and spot time buyer*: Harry M. Hitchcock. *Radio clients*: Lehn & Fink, Inc. (spot); Albers Super Markets (spot); A. Nash Co. (spot); Old Reliable Laboratories, Inc. (spot); Lavelle, Inc. (spot); McClintock-Field Co. (spot). *Production*: J. Ralph Corbett, Inc. (Lehn & Fink's Pebeco, Lavelle Eye Lotion). *Writers*: Jimmy Scribner (Lehn & Fink's Pebeco).
- METROPOLITAN ADVERTISING COMPANY**, 92 Liberty Street, New York, N. Y. Phone: Rector 2-0450. *Executive*: Peter J. McKenna, vice-president; A. C. Bray, vice-president. *Radio director and spot time buyer*: H. D. Adair. *Other radio executive personnel*: B. St. George. *Radio clients*: Greenwich Savings Bank (local); Modern Industrial Bank (local); Wanamaker School (local); National Democratic Committee (NBC Red, Blue, Pacific).
- RAY MILLS ADVERTISING AGENCY, INC.**, 14 Lisbon Street, Lewiston, Me. Phone: Lewiston 3417. *Executives*: Ray Mills, president and treasurer; John Flaherty, new business manager; Radcliffe Mitchell, clerk. *Radio director and spot time buyer*: Ray Mills. *Other radio executives*: John Flaherty. *Radio clients*: Nissen Baking (local, regional); Lewiston Chamber of Commerce (local); B. Peck Co. (spot); Androscogging Fish & Game Assn. (spot). *Writers*: Arthur Kendall (Nissen Baking).
- DAN B. MINER COMPANY**, 250 Chamber of Commerce Bldg., Los Angeles, Calif. Phone: Prospect 2121. *Executives*: Dan B. Miner, president; John C. Morse, vice-president; L. L. Johnston, vice-president; Isabel Moses Greer, vice-president. *Radio director*: Clyde Scott. *Radio clients*: Forest Lawn Memorial Park (spot); Los Angeles Electric Range Dealers and Haas-Baruch Co., co-sponsors (spot); Western Auto Supply Co. (spot). *Writers*: Edward Lynn and Wendell Hatch (Forest Lawn Memorial Park); Caroll O'Mera (L. A. Electric Range Dealers-Haas-Baruch Co.); Clyde Scott (Western Auto Supply Co.). *Production*: Clyde Scott.
- MITCHELL-FAUST ADVERTISING COMPANY**, 230 N. Michigan Avenue, Chicago, Ill. Phone: State 6610. *Executives*: Paul E. Faust, president; Paul Holman Faust, L. H. Copeland, and C. M. Joice, vice-presidents; Lyman L. Weld, treasurer; R. A. L. Herweg, secretary. *Radio director*: Paul Holman Faust. *Spot time buyer*: C. J. Turner. *Other radio executives*: Martha Crane, Helen Joyce. *Radio clients*: Various national and regional spot advertisers including, Campbell Cereal (Malt-O-Meal); Dean's Milk Co.; Gebhardt Chili Con Carne; Reliance Mfg. Co. (Big Yank Work Shirts, underwear).
- MONTROSE ROSENBERG COMPANY**, 8 West 40th Street, New York, N. Y. Phone: Bryant 9-6345. *Executives*: J. Julius Rosenberg, principal. *Radio director*: J. J. Rosenberg. *Radio clients*: Natural Bloom Cigars; Lords Fashion Shop; Irving Savings Bank (all local).
- RAYMOND R. MORGAN COMPANY**, 6362 Hollywood Blvd., Hollywood, Calif. Phone: Hempstead 4194. *Executives*: Raymond R. Morgan, president; Ernest Hix, vice-president; R. E. Messer, secretary-treasurer. *Radio director*: Cyril Armbrister. *Spot time buyer*: R. E. Messer. *Assistant radio directors*: Richard Weil; James McCleary. *Publicity director*: Frank B. Howe. *Continuity editor*: Vera Oldham. *Music director*: Felix Mills. *Radio clients*: Folger Coffee Co. (CBS, Don Lee, spot); White King Soap Co. (CBS, Don Lee, spot); Gilmore Oil Co. (CBS, NBC Red Don Lee, spot); ExLax, Inc. (spot); General Foods (spot). *Writers*: Katherine Turney; Vera Oldham; Richard Weil; James McCleary; Cherry Wilson; Harry Balkin; Hector Chevigny; Commander Noville; Emerson Tracy. *Production*: Handled by agency.
- MORSE INTERNATIONAL INC.**, 122 East 42nd Street, New York, N. Y. Phone: Caledonia 5-8141. *Executives*: Roy Head, president; C. J. Balliett, vice-president; E. H. Gardner, vice-president; J. Van MacNair, secretary-treasurer. *Radio director*: J. L. Rawlinson. *Radio clients*: Vick Chemical Co. (CBS, spot).
- MOSER & COTINS, INC.**, 420 Lexington Avenue, New York, N. Y. Phone: Mohawk 4-7187. *Executives*: T. E. Moser, president; A. S. Cotins, vice-president, treasurer. *Branch offices*: 10 Hopper

## ADVERTISING AGENCIES—Continued

- Street, Utica, N. Y. *Radio director:* None. *Spot time buyer:* C. Veronica Welch. *Radio clients:* G. W. Van Slyke & Horton (spot).
- FARAON JAY MOSS & ASSOCIATES**, 306 Insurance Exchange Bldg., Los Angeles, Calif. *Phone:* TR 5584. *Executives:* Faraon Jay Moss, president. *Radio director:* Paul Schwankl. *Spot time buyer:* C. Church More. *Radio clients:* F. Arnold Young (spot); Dr. Wm. S. Casselberry (local); Cedar Pines Park; Christ Institute, Inc.; Sel-Realization Fellowship.
- NEFF-ROGOW, INC.**, 30 Rockefeller Plaza, New York, N. Y. *Phone:* Circle 7-4231. *Executives:* Walter J. Neff, president; William Rogow, vice-president. *Radio director:* Walter J. Neff. *Spot time buyer:* William Rogow. *Production:* Lois Henry. *Continuity:* Jean Leonard. *Personnel director:* Antoinette Mannina. *Radio clients:* Drezma, Inc.; F. Lowenfels & Sons; Loft, Inc.; Fischer Baking Co.; McCoy's Products, Inc.; Eastern Nu Enamel Co.; N. Y. Evening Post; Physical Culture Shoe Co. (all spot). In collaboration with Albert Frank-Guenther Law, handle: Personal Finance Co. (CBS, spot); Joseph Martinson, Inc. (spot). *Writers:* M. H. H. Joachim, Stanley Whitman. *Production:* Donald Peterson, M. H. H. Joachim.
- NEISSER-MEYERHOFF, INC.**, 400 North Michigan Avenue, Chicago, Ill. *Phone:* Delaware 7860. *Executives:* A. E. Meyerhoff, president; R. J. Kornhauser, vice-president; W. R. Neisser, secretary-treasurer; L. F. Schenkenberg, production manager; Frank B. Avery, space buyer. *Branch offices:* 610 S. Main Street, Los Angeles; 759 N. Milwaukee Street, Milwaukee. *Radio director:* No special person listed. *Radio clients:* William Wrigley, Jr., Co., chewing gum (CBS); others, including various national and regional spot advertisers.
- NEWELL-EMMETT COMPANY, INC.**, 40 East 34th Street, New York, N. Y. *Phone:* Ashland 4-4900. *Executives:* C. D. Newell, president; C. S. Walsh, Lucius D. Mahon, William Reydel, vice-presidents; Richard L. Strobridge, secretary; Fred H. Walsh, treasurer. *Radio executives:* William Reydel, Karl Knipe, Donald Langan, Newman McEvoy. *Radio clients:* Liggett & Myers Tobacco Co. (CBS), Loose-Wiles Biscuit Co. (NBC Red), Bigelow-Sanford Carpet Co. (Mutual).
- VAN C. NEWKIRK COMPANY**, 5225 Wilshire Blvd., Los Angeles, Calif. *Phone:* Whitney 6161. *Executives:* Van C. Newkirk, owner. *Radio director:* Van C. Newkirk. *Continuity:* Allan M. Wilson. *Music director:* Mona Content. *Production:* Lee Cooley. *Radio clients:* B. T. Corp.; Metropolitan Federated Church; Strasburgs of Hollywood; Swingtime Studios; Superbo Mfg. Co.; Andrews & Yates (all spot); Haven of Rest, Inc. (regional).
- NORTHWEST RADIO ADVERTISING COMPANY, INC.**, 802 American Bank Bldg., Seattle, Wash. *Phone:* MA 9282. *Executives:* Edwin A. Kraft, president, general manager; F. L. Thornhill, secretary; W. Paul, account executive. *Radio director:* Edwin A. Kraft. *Radio clients:* Gardner Nursery Co. (spot campaigns); Geppert Studios; Compagnie Parisienne, Inc.
- EARL C. NOYES ADVERTISING AGENCY**, Rutland, Vt. *Phone:* 56. *Executives:* Earl C. Noyes, owner; C. E. Emmke, treasurer. *Radio director:* Al Taylor. *Other radio executives:* George Tousignant. *Radio clients:* Beacon Laboratories; End-O-Corn; Seyon Products; Horton Hospitals; Braislaine, Inc. (all spot).
- OHIO ADVERTISING AGENCY**, 1740 East 12th Street, Cleveland, O. *Phone:* Prospect 7177. *Executives:* Samuel L. Abrams, president; Dave Immerman, vice-president; Saul E. Roth, secretary-treasurer. *Radio director:* Gerald Davidson. *Spot time buyer:* Dave Immerman. *Radio clients:* Weinberger Drug Co. (spot); M & N Cigar Co. (spot); H. Blonder Co. (spot); Ret Products Co. (spot); Wilcox College (spot); American Vineyards Corp. (spot); Chin's Chow Mein, Inc. (spot).
- P. F. O'KEEFE ADVERTISING AGENCY, INC.**, 45 Bromfield Street, Boston, Mass. *Phone:* Liberty 1700. *Executives:* A. J. O'Keefe, president; A. F. Wholley, clerk; W. C. Sampson, treasurer. *Radio director:* W. C. Sampson. *Radio clients:* Political accounts only.
- PACIFIC ADVERTISING STAFF**, 414 Thirteenth Street, Oakland, Calif. *Phone:* TE 2885. *Executives:* Eric F. Dandy, manager; Helen Augsburg, account executive. *Radio director:* None. *Radio clients:* Minra, Inc. (spot).
- PARIS & PEART**, 370 Lexington Avenue, New York, N. Y. *Phone:* Caledonia 5-9840. *Executives:* A. G. Peart and J. H. Rehm, partners. *Branch offices:* 428 New Center Bldg., Chicago. *Radio director and spot time buyer:* E. J. Cogan. *Radio clients:* Great Atlantic & Pacific Tea Co. (CBS, spot).
- PECK ADVERTISING AGENCY**, 444 Madison Avenue, New York, N. Y.

Phone: Plaza 3-0900. *Executives:* Harry Peck, chairman of the board; A. H. Messing, president; Harry Krawitz, secretary, treasurer, general manager; Walter Schwartz, executive vice-president, production. *Radio director:* Arthur Sinsheimer. *Foreign spot time buyer:* Alvin Moss. *Other executive radio personnel:* Ralph Henry; Irving Schendler; Martin Lieberman; Monty Casalona. *Radio clients:* Beverwyck Breweries (split NBC Red); Manhattan Soap (NBC Red, CBS, local); Phillips-Jones Corp. (NBC Blue); Tastyest, Inc. (NBC Blue); Roxy Clothes (spot); I. J. Fox (regional); Garcia Grande Cigars; Long Island Outfitting Co.; Wise Shoes; Olde Tyme Distillers; Fairfax Tobacco Co.; S. Grover Graham Co.; Hammondsport Wineries; Glyco Thymoline (all spot announcements).

**PEDLAR & RYAN, INC.**, 250 Park Avenue, New York, N. Y. Phone: Eldorado 5-7700. *Executives:* Thomas L. L. Ryan, president; Laurence Shenfield, vice-president; Frank Daugherty, vice-president; Arthur Cobb, Jr., treasurer. *Radio director:* Gregory Williamson. *Spot time buyer:* Max Hacker. *Other radio executives:* John Archer Carter, John Wiggin. *Radio clients:* Procter & Gamble (NBC Red and Blue, spot); Borden's Mel O Rol (local); B.V.D. Corp. (spot announcements); Bristol-Myers' Vitalis (WLW hookup). *Writers:* Elaine Sterne Carrington (P & G); Edward Ettinger (Mel O Rol). *Production:* John Wiggin.

**EDWIN M. PHILLIPS & COMPANY**, 420 Lexington Avenue, New York, N. Y. Phone: Mohawk 4-5590. *Radio director:* Edwin M. Phillips. *Radio clients:* State Laundries; Producers Distributing Agency; Decorative Cabinet Corp. (all spot).

**HAROLD W. PICKERING, ADVERTISING**, 310 Templeton Bldg., Salt Lake City, Utah. Phone: Wasatch 2658. *Executives:* Harold W. Pickering, owner; L. H. Malzahn, secretary. *Radio clients:* Saltair Beach Co. (spot); Utah State Fair (spot); Bennett Glass & Paint Co. (spot); Boyd Park, Inc. (spot).

**POTTS-TURNBULL COMPANY**, Carbide & Carbon Bldg., Kansas City, Mo. Phone: Victor 9400. *Executives:* W. J. Krebs, president; D. E. Dexter, vice-president and production manager; A. B. Russell, vice-president; C. R. Lawson, vice-president; C. F. McGill, secretary; E. T. Chester, treasurer; Ewing Rankin, art director; N. P. Rowe, W. B. Stone, F. J. Lauderdale, account executives; B. G. Wasser, space buyer. *Radio director:* None specified. *Radio clients:* Coleman

Lamp & Stove Co.; Derby Oil Co.; Binkley Coal Co.; Dempster Mill Mfg. Co.; Goetz Sales Co.; Gooch Milling & Elevator Co.; H. P. Lau Co.; Neuer Bros.; RefinOil Mfg. Corp.; Standard Briquette Co.; Sovereign Service (all spot).

**PRESBA, FELLERS & PRESBA**, 360 N. Michigan Avenue, Chicago Ill. Phone: Central 7683. *Executives:* Bert S. Presba, president and treasurer; E. A. Fellers, vice-president; Will B. Presba, secretary. *Radio director and spot time buyer:* E. A. Fellers. *Radio clients:* American Poultry Journal; Beautiful Lady, Inc.; Child Life Magazine; Haltom's; Household Magazine; Hyral Distributing Co.; Meadow Oaks; Roberts & Oake; Carl Shamburger Nursery; Synal Laboratories, Inc.; United Factories (all spot); Flex-O-Glass Mfg. Co. (spot); Mantle Lamp Co. (spot, Mutual); Olson Rug Co. (spot, Mutual).

**L. W. RAMSEY COMPANY**, Union Bank Bldg., Davenport, Ia. Phone: Davenport 3-1889. *Executives:* L. W. Ramsey, president; F. L. Eason, vice-president; E. G. Naeckel, secretary. *Branch offices:* 230 N. Michigan Ave., Chicago. *Radio director:* E. G. Naeckel. *Spot time buyers:* E. G. Naeckel, L. W. Ramsey. *Radio clients:* F. W. Fitch (NBC Red); Blackhawk Hotels (local); Gordon Van Tine (local); Loyal Order of Moose (transcriptions). *Production:* Bucky Harris, Maurice Wetzel.

**RAWSON-MORRILL, INC.**, Commercial Exchange Bldg., Atlanta Ga. Phone: WA 3594. *Executives:* Charles A. Rawson, president; M. P. Morrill, vice-president and treasurer; H. L. Morrill, Jr., vice-president and secretary; Embert Lusink, vice-president. *Radio director:* H. L. Morrill, Jr. *Spot time buyer:* Frank Bell. *Other radio executives:* Luella Mitchell. *Radio clients:* Seiberling Tire; Southern Gold Medal Flour; Atlanta Baking; Willingham Tift Lumber; Atlantic Beer; Crazy Crystals; Mentho Mulston; Ernest G. Beaudry, Ford Dealer; Atlanta Ice Dealers; Briarcliff Properties; Wheaties (all spot).

**CHARLES DALLAS REACH CO.**, 58 Park Place, Newark, N. J. Phone: Market 3-5100. *Executives:* Charles Dallas Reach, president; Howard E. Sands, vice-president; E. M. Reach, treasurer; Edward C. Stover, Jr., director of marketing. *Radio director:* Charles Dallas Reach. *Spot time buyer:* Richard N. Gulick. *Radio clients:* Admiracion Laboratories, Inc. (Mutual).

**EMIL REINHARDT**, 324 Thirteenth Street, Oakland, Calif. Phone: Templebar 2408.



- Executives:* Emil Reinhardt, owner. *Radio director:* Robert Baumgaertner. *Spot time buyer:* Mildred McMahon. *Other radio executives:* David Lane. *Radio clients:* Standard Beverage, Ltd. (spot); Parisian Baking Co. (spot); Kilpatrick's Bakery (spot); Apex Rotarex (Don Lee, Mutual).
- FRED A. ROBBINS COMPANY**, 360 N. Michigan Avenue, Chicago, Ill. *Phone:* State 6273. *Executives:* Fred A. Robbins, owner; Ralph N. Cushing, account executive. *Radio director and spot time buyer:* Ralph N. Cushing. *Radio clients:* Bunte Brothers (regional, spot announcements). *Writers:* WXYZ staff (Bunte).
- ROCHE, WILLIAMS & CUNNINGHAM, INC.**, 310 S. Michigan Avenue, Chicago, Ill. *Phone:* Harrison 8490. *Executives:* John P. Roche, president; Lloyd Maxwell, first vice-president; Guy C. Pierce, executive vice-president; Stewart Weston, James M. Cleary, vice-president; Miner F. Williamson, assistant treasurer, secretary; Daniel J. Kelly, treasurer; William A. Savin, George S. Lyman, art directors; R. H. Stracke, production manager; Ben F. Abeling, Frank Hake-will, space buyers; F. E. Duggan, account executive. *Branch offices:* 1500 Chestnut Street, Philadelphia, Guy C. Pierce executive vice-president; Edith Ellsworth, space buyer, 610 Carpenter Bldg., Milwaukee; Edwin B. Self, manager. *Radio director:* No special person listed. *Radio clients:* Sun Oil Co. (NBC Blue); Studebaker Corp. (NBC Blue); Cudahy Packing Co.-Old Dutch Cleanser (CBS); others, including various national and regional spot advertisers.
- ROGERS, GANO & GIBBONS, INC.**, National Bank of Tulsa Bldg., Tulsa, Okla. *Executives:* R. C. Gano, president; J. Burr Gibbons, vice-president; J. C. Bachrodt, secretary. *Branch offices:* Chicago; J. C. Bachrodt, manager. *Radio director:* J. Burr Gibbons. *Radio clients:* S.O.S. Hair Tonic; Rose Hill Mausoleum; Banfield Bros. Packing Co. (all local).
- ROHRBAUGH & GIBSON ADVERTISING AGENCY**, Lincoln-Liberty Bldg., Philadelphia, Pa. *Phone:* Rittenhouse 0567. *Executives:* C. M. Rohrbaugh, J. C. Gibson, partners; E. F. Adams, art director. *Radio client:* Wheatena Corp. (CBS).
- ROSE-MARTIN, INC.**, 21 West 46th Street, New York, N. Y. *Phone:* Bryant 9-4621. *Executives:* Irl W. Rose, president; John B. Martin, vice-president. *Radio director and spot time buyer:* Alvin H. Kaplan. *Associate radio directors:* Mollie Pomerlian, Sidney Bruck. *Radio clients:* S. Gumpert & Co. (spot); Riche Associates, Inc. (spot). *Writers:* Georgia Backus (S. Gumpert & Co.).
- ROSS-GOULD COMPANY**, Tenth and Olive Streets, St. Louis, Mo. *Phone:* Central 1646. *Executives:* Herbert O. Ross, president; Walter K. Eckles, vice-president and treasurer; Harry Meyer, vice-president; Herbert M. Ross, treasurer. *Radio director:* None. *Radio clients:* Absorene Mfg. Co. (spot announcements).
- RUTHRAUFF & RYAN, INC.**, 405 Lexington Avenue, New York. *Phone:* Vanderbilt 3-6400. *Executive:* F. B. Ryan, president; W. B. Ruthrauff, vice-president, treasurer; C. J. McCarthy, P. E. Watson, E. J. Grady, R. F. Sullivan, W. P. Littell, J. R. Busk, M. P. Kirk, F. B. Ryan, Jr., vice-presidents; R. Van Buren, secretary, assistant treasurer. *Branch offices:* Chicago: P. E. Watson, W. P. Littell, vice-presidents, Detroit: Ellis Travers, manager. St. Louis: O. A. Zahner, manager, Los Angeles: W. E. Betts, manager; E. B. Ruffner, radio director (for Pacific Coast), San Francisco: C. Perrine, manager. Lageland, Fla.: A. S. Whidden, manager. Seattle: Frederick Duerr, manager. *Radio director:* Myron P. Kirk. *Spot time buyers:* Elizabeth Black, Charles Ayres. *Department manager:* Heagan Bayles. *Production:* G. B. Larson, N. Tufts, Clark Andrews, E. Ettinger. *Director daytime programs:* Charles Christoph. *Director commercial writing:* Ruth Borden. *Commercial writers:* Regina Morgan, Ann Brae. *Radio clients:* Rinso (CBS, spot); Lifebuoy (CBS, spot); Spry (CBS, spot); Gillette Safety Razor (CBS); Cocomalt (CBS); Chrysler Corp. (CBS); Macfadden Publications (Mutual, spot); Holland Furnace (Mutual); Dodge Motor Car Co. (transcriptions—spot); Penn Tobacco (spot); Florida Citrus Commission (transcriptions—spot); Blue Coal (transcriptions—spot); Bauer & Black (transcriptions—spot); Franco-American Spaghetti (spot); Noxzema (spot); Ironized Yeast (transcriptions—spot); Goodrich Tires (spot); Corzon Corp. (spot); Dodge Dealers Assn. (spot); Eye-Gene (spot); Fawcett Publishing Co. (spot); Fendrich Cigars (spot); General Household (spot); Hyde Park Brewing (spot); Tums (spot); National Bellas Hess (spot); Oshkosh Overalls (spot). Chicago office—*Radio director:* Ross Metzger. *Radio production:* A. K. Bucholz. *Director of radio commercial writing:* Catherine Haynie. *Radio account executive:* Dale M. Perrill. *Radio writers:* Warren Johnson, Neil O'Brien, Baker Ostrin, Arthur Trask, Alice Veit.



## ADVERTISING AGENCIES—Continued

**ROBERT ST. CLAIR COMPANY, INC.**, Second National Bank Bldg., Wilkes-Barre, Pa. *Phone:* Wilkes-Barre 4-1178. *Executives:* Robert S. Conahay, Jr., president and treasurer; Hubert F. Johnson, vice-president; Arthur R. Griswold, vice-president; Charles F. Brandt, vice-president; H. A. MacQueen, secretary. *Radio director and spot time buyer:* Hubert F. Johnson. *Radio clients:* Payne Coal Co.; Consolidated Terminal Corp. (co-sponsors; spot).

**SCHEEL ADVERTISING AGENCY**, New-man Stern Bldg., Cleveland, O. *Phone:* CH 2644. *Executives:* C. W. Scheel, president; R. R. Scheel, secretary-treasurer. *Radio director:* Frey Fry. *Spot time buyer:* C. W. Scheel. *Program development:* Russell Sage. *Radio clients:* Halbot Co. (spot); Cheney Chemical Co. (spot); Triangle Shoe Co. (spot); K. B. Co. (spot); American Vineyard Corp. (spot); Bartunek Brothers; Theurer-Norton Provision Co.; Movieland Fur Studios.

**SCOTT-TELANDER**, 312 E. Wisconsin Avenue, Milwaukee, Wis. *Phone:* Daly 1080. *Executives:* N. L. Telander, president and treasurer; Harry H. Scott, vice-president and secretary. *Radio director:* No special person. Agency belongs to Continental Agency Network, with members of Chicago, Los Angeles, Milwaukee, New York, Philadelphia, Pittsburgh, Providence, Rochester, San Francisco, Seattle, St. Louis. *Radio clients:* Wadhams Oil Co., Milwaukee Div., Socony-Vacuum (All-Wisconsin network, spot); Milwaukee-Western Fuel Co. (spot); First Wisconsin National Bank (spot). *Writers:* Marvin Lemkuhl, Joe Rummeler.

**SELVIAIR BROADCASTING SYSTEM, INC.**, 75 E. Wacker Drive, Chicago, Ill. *Phone:* Randolph 8877. *Executives:* Arthur A. Kohn, president; Irving Rocklin, secretary-treasurer. *Radio director and spot time buyer:* Kenyon Linn. *Other radio executives:* Walter Zivi, M. Robert Jacobs. *Radio clients:* Sure Laboratories; Clean Home Products; Kling Bros. Co. (all national spot). Also various local accounts. *Writers:* Kenyon Linn, Myrna Deutsch, Art Cook, L. L. Davis. *Production:* Arthur A. Kohn, Irving Rocklin, Kenyon Linn, Walter Zivi.

**SIMMONDS & SIMMONDS, INC.**, 201 N. Wells Street, Chicago, Ill. *Phone:* Central 1166. *Executives:* F. M. Simmonds, Jr., president; A. B. Wilder, vice-president; C. O. Brewer, secretary-treasurer. *Radio director and spot time buyer:* C. O. Brewer. *Time buyer:* A. B. Wilder.

*Radio Clients:* Radio & Television Institute (spot); Economy Portable Housing Co. (spot).

**SIMONS-MICHELSON COMPANY**, 1207 Washington Boulevard Bldg., Detroit, Mich. *Phone:* CH 3000. *Executives:* Leonard Simons, president; Larry Michelson, vice-president, treasurer; Leon Wayburn, general manager; Arthur Copeland, art director; Seymour Kyte, space buyer. *Branch offices:* Chicago; Mr. Spiegel, manager. *Radio director and spot time buyer:* Ivan Frankel. *Other radio executives:* Glenn Kyker, Genivie Wehner. *Radio clients:* Detroit Racing Assn. (Michigan Radio Network, spot); Detroit White Lead Works; R. G. Dun Cigars; General Mills; Schmidt Brewing (all spot). *Production:* Handled by agency.

**STACK-GOBLE ADVERTISING AGENCY**, 8 S. Michigan Avenue, Chicago, Ill. *Phone:* Randolph 0160. *Executives:* E. R. Goble, president, treasurer; H. L. Hulsebuss, vice-president; E. A. Goble, secretary; F. M. Reed, space buyer; Jules C. Gerding, art director; J. M. Willem, sales and market research; M. E. Greenamyer, traffic department. *Branch offices:* 400 Madison Avenue, New York, Richard A. Porter, vice-president, general manager, radio director; 1397 Jefferson Street, E., Detroit, Cliff Knoble, vice-president. *Radio director:* Bess N. Johnson. *Radio clients:* Cummer Products-Molle Shaving Cream (NBC Red and Pacific Coast Red); Packer Tar Soap, Inc. (NBC Red); Swift & Co., Sunbrite Cleanser (CBS); others, including various national and regional spot advertisers.

**STERLING ADVERTISING AGENCY**, 70 West 40th Street, New York, N. Y. *Phone:* Longacre 5-4614. *Executives:* Saul M. Brown, chairman of the board; Joseph S. Edelman, president; William Forray, secretary; Herbert Goldsmith, treasurer. *Radio director and spot time buyer:* Leon A. Friedman. *Assistant:* Nathan Berlin. *Radio clients:* Julius Grossman Shoes (local). *Writing and Production:* Handled by agency.

**LOU STERLING & ASSOCIATES**, 12024 Addison Street, North Hollywood, Calif. *Phone:* North Hollywood 2877. *Executives:* Lou Sterling, Lou Sterling, Jr. *Radio director and spot time buyer:* Lou Sterling. *Radio clients:* O. M. Tablet Co. (NBC Pacific Blue, spot); St. George Winery (spot); Rome Chemical Co. (spot). *Writing and Production:* Handled by agency.

**FRED D. STEVENS ADVERTISING AGENCY**, 14 Devereux Street, Utica,

## ADVERTISING AGENCIES—Continued

N. Y. Phone: 4-9339. *Executives:* Fred D. Stevens, W. D. Stevens. *Radio director:* None. *Radio clients:* Wicks & Greenman (spot).

**STEVENSON & SCOTT, LTD.**, 1620 University Tower Bldg., Montreal, Can. Phone: HA 4131. *Executives:* F. E. Scott, president; H. E. Smith, vice-president; Miss M. L. Young, secretary. *Radio director and spot time buyer:* H. E. Smith. *Announcer:* T. Archer. *Radio clients:* Dawes Brewery (spot); Habacure (spot, Canada); Boswell Brewery (spot, Quebec). *Writers:* Robert Choquette, Ted Archer. *Production:* United Radio Services.

**STEWART, HANFORD & FROHMAN, INC.**, 11 James Street, Rochester, N. Y. Phone: Stone 1453. *Executives:* A. T. Stewart, president; R. M. Cole, vice-president; Jack Knabb, vice-president; S. H. Hanford, treasurer; L. A. Casler, secretary. *Branch offices:* 509 Fifth Avenue, New York; O. G. Carpenter in charge. *Radio director:* Elmer M. Kern. *Radio clients:* Rochester Telephone Corp. (local); Paine Drug Co. (local); Albany Packing Co. (spot); Rochester Packing Co., Inc. (spot); Snider Packing Corp. (Yankée, spot).

**STOCKWELL & MARCUSE**, 1824 National Bank Bldg., Detroit, Mich. Phone: Cadillac 4484. *Executives:* William H. Stockwell and Philip R. Marcuse, partners. *Radio director and spot time buyer:* William H. Stockwell. *Radio clients:* S. C. Hadley, real estate; Michigan Memorial Park; Michigan Insulation; Terminal Sales; Acme Pie Co.; Star Carpet Cleaning; Engelman Gardens Assn.; Crow Dairy (all local); Rollins Co. (regional); Perfect Cleaners & Dyers (regional); Automobile Club of Michigan (regional).

**STRANG & PROSSER**, Smith Tower, Seattle, Wash. Phone: Eliot 1322. *Executives:* William T. Prosser, manager; F. C. Doig, ass't manager; J. R. Lunke, radio manager; Wade Thompson, radio production manager; R. H. Burke, manager general production dept.; K. S. Wilson, secretary; George Hager, manager art dept. *Radio director:* J. R. Lunke. *Production manager:* Wade Thompson. *Radio clients:* Puget Sound Power & Light Co. (regional, spot announcements); Chicago Engineering Works (regional, Don Lee); Schwabacker Bros. (local); Northern Pacific Railroad (spot announcements); Seattle Milk Shippers Assn. (local); Seattle Laundry & Dry Cleaning Assn. (spot announcements); General Insur-

ance Co. (spot announcements); North Coast Bus Lines (spot announcements). *Writing and production:* Wade Thompson (all accounts).

**CHARLES R. STUART**, 625 Market Street, San Francisco, Calif. Phone: DO 2438. *Executives:* Charles R. Stuart, president; Georgia Friedmann, secretary. *Branch offices:* Park Central Bldg., Los Angeles; Charles Levitt, manager. *Radio director:* Charles P. Johnson. *Radio clients:* Bank of America (NBC Pacific Red and Blue, spot); Occidental Life Insurance (NBC Pacific Red); Sutliff Tobacco (local); Peninsula Stores (local). *Writers:* John Nesbitt, Van Fleming, Samuel B. Dickson, Gene Sullivan, Bess Bye.

**THOMPSON ADVERTISING AGENCY**, 324-26 W. Federal Street, Youngstown, O. Phone: 66159. *Executives:* Ray M. Thompson, president; Albert L. Parella, art director; Sara M. Spinks, space buyer. *Radio director:* Ray M. Thompson. *Radio clients:* Kellogg Petroleum Products (spot); Liberty Baking Corp. (spot).

**J. WALTER THOMPSON**, 420 Lexington Avenue, New York, N. Y. Phone: Mohawk 4-7700. *Executives:* Stanley Resor, president; Lloyd W. Baille, R. Lynn Baker, Milton J. Blair, William L. Day, Henry C. Flower, Howard Henderson, Walter R. Hine, Kennett W. Hinks, Gilbert Kinney, Marvin S. Knight, Willard F. Lockridge, Samuel W. Meeks, Jr., William G. Palmer, William Resor, S. Hunter Richey, Rae H. Smith, Henry T. Stanton, Henry M. Stevens, M. V. Wieland, James D. Woolf, James W. Young, A. Thayer Jaccaci, Elwood Whitney, William C. McKeehan, Jr., Clement H. Watson, John U. Reber, vice-presidents; Howard Kohl, secretary; Earle Clark, treasurer, assistant secretary; A. V. Pollock, assistant treasurer. *Branch offices:* 410 N. Michigan Avenue, Chicago; Henry T. Stanton, vice-president, western manager. Shell Building, San Francisco; Arthur C. Farlow, vice-president, Pacific Coast manager. Edison Building, Los Angeles: T. Russell Paulson, manager. 1221 Locust St., St. Louis: Fred Fidler, manager. 2021 Exchange Building, Seattle: Norton W. Mogge, manager. *Radio director:* John U. Reber. *Spot time buyer:* Linnea Nelson. *Radio clients:* Lever Bros-Lux Toilet Soap (CBS); Nash-Kelvinator Corp.—Nash Motors Division (CBS); Elgin National Watch Co. (CBS); Sealtest System Laboratories, Inc.—milk and ice cream (NBC Red); Scott Paper Co. (NBC Pacific Coast Red); Kraft-Phenix Cheese Corp. (NBC Red); Lamont Corliss & Co.—Ponds

## ADVERTISING AGENCIES—Continued

cream and face powder (NBC Blue); Shell Eastern Petroleum Products, Inc. (NBC Red); Standard Brands—Tenderleaf Tea (NBC Red), Fleischmann Yeast for Bread (NBC Blue), Fleischmann Yeast for Health (NBC Red), Royal Gelatin (NBC Red), Chase & Sanborn Coffee (NBC Red), others, including various national and regional spot advertisers.

**NORMAN W. TOLLE AND ASSOCIATES**, 631 Third Avenue, San Diego, Calif. Phone: Franklin 6606. *Executives:* Norman W. Tolle, owner and manager; Muriel M. Tolle, secretary; G. Brown Bradshaw, production director. "Branch offices" in 16 other cities through affiliation with Allied Service Agencies Network. *Radio director and spot time buyer:* Norman W. Tolle. *Radio clients:* Cramer's Bakery, Ltd. (spot); Hage's, Ltd. (spot announcements); Honold's Exclusive Imports (spot); San Diego Ice & Cold Storage Co. (spot announcements). *Writing and production:* S. W. Fuller, David R. Young.

**TOMASCHKE - ELLIOTT, INC.**, 1624 Franklin Street, Oakland, Calif. Phone: Glencourt 4941. *Executives:* Frederick L. Tomaschke, president; Wallace F. Elliott, vice-president; William M. Maxfield, secretary. *Radio director and spot time buyer:* Wallace F. Elliott. *Account executive:* Earl V. Weller. *Radio clients:* Cardinet Candy Co. (NBC Pacific Red, spot); Pacific Guano Co. (NBC Pacific Red); Gordon-Allen, Ltd. (spot announcements); Hoyt Heater Co. (spot announcements); Glikbarg Motor Co. (spot announcements and transcriptions). *Writers:* J. A. McDonald ("Garden Guide," Pacific Guano Co.); Hal Burdick (all other shows listed above). *Production:* Transcriptions handled by agency.

**TRACY-LOCKE-DAWSON, INC.**, 22 East 40th Street, New York, N. Y. Phone: Ashland 4-1690. *Executives:* Shelley Tracy, president; Raymond P. Locke, vice-president, treasurer; Joe M. Dawson, vice-president; V. M. Wallace, vice-president; C. B. Wakely, secretary; H. H. Robins, assistant treasurer. *Branch offices:* Dallas, Texas; Raymond P. Locke, vice-president; Jimmie J. Jefferies, radio director; Monty Mann, spot time buyer. *Radio director:* Donald Cornell. *Spot time buyer:* Harold Hendrick. *Radio clients:* Imperial Sugar (Texas Quality Network, spot); Conoco; Gebhardt Chili; Borden Companies of Texas; Postex Cotton Mills; A. Harris & Co.; Texas Centennial; Central Exposition; Mrs. Baird's Bakery; Greater Texas & Pan-American

Exposition (all spot). *Writers:* Carveth Wells (Conoco); Raymond P. Locke, Jimmie Jefferies, Glenn Addington, Allen Duckworth, Ishmael Grant (Dr. Pepper); Vera Eikel, C. B. Wakely, Donald Cornell, Philip Lohman (various Dallas accounts). *Production:* WFAA staff.

**UNITED RADIO SERVICE OF AMERICA**, 1434 St. Catherine West, Montreal, Canada. Phone: Plateau 1788. *Executives:* H. R. Vineberg, president; S. Vineberg, vice-president. *Branch offices:* Associated with Conquest Alliance Company, Inc. *Radio director:* None, as agency handles radio exclusively. *Radio clients:* Bell Telephone of Canada; Chatelaine Hosiery; Wampole's Extract of Cod Liver; Black Horse Ale; Canada Starch; Dupuis Freres; Pertussin Cough Syrup; Keen's Mustard; Atkinson's Perfume; South African Wine; Rolls Razors; Tintex; Musteroie; Nu-Enamel Paint; Di-So-Ma; General Motors of Canada; Toronto Star; Oat-Puffs; Arch-Aid Shoe; Quaker State Oil; Veedol Motor Oil; Loew's Theatre; T. Eaton Co.; Hudson Terraplane; Chevrolet Motor Sales of Montreal, Ltd.; 2 in 1 Shoe Polish (all spot); Leonard Registered Shoe Stores (Canadian Network).

**VANDEBIE & RUBENS, INC.**, 540 N. Michigan Avenue, Chicago, Ill. Phone: Superior 8436. *Executives:* H. S. Vandebie, president and treasurer. Walter L. Rubens, vice-president and secretary. *Radio director:* Both principals handle radio. *Radio clients:* Murine Co. (Mutual, spot); Nacor Medicine Co. (spot); Sunsol Products (spot); Hamlin's Wizard Oil Co. (spot). *Production:* Handled by agency.

**VICKERS & BENSON, LTD.**, Keefer Bldg., Montreal, Can. Phone: PL 5051. *Executives:* R. H. Vickers, president; D. F. Benson, vice-president; C. M. Mutch, R. R. Delong, R. C. Gaisford, directors. *Branch offices:* 217 Bay St., Toronto; D. F. Benson, vice-president; C. M. Mutch, manager; Bruce W. Young, radio director and spot time buyer. *Radio director:* H. George Gonthier. *Radio clients:* Canada Starch (regional, spot, transcriptions); National Optical (regional); Frontenac Breweries (regional); Imperial Optical (transcriptions); Blue Coal (local); Dodd's Medicine Co. (spot); Ledue Drug Stores (local). *Writers:* Frank M. Harris, Eddy Baudry, Charles Marshall.

**VOX COMPANY OF ADVERTISING, INC.**, 22 West 48th St., New York, N. Y. Phone: Bryant 9-9729. *Executives:* Jack



## ADVERTISING AGENCIES—Continued

Rauch, president; Egon Hood, art director; Henry Brenner, production manager. *Radio director and spot time buyer:* Fred A. Kugel. *Radio clients:* Ballard's Golden Oil (spot); Bonat & Bonat (spot); Federal Pharmacal Co. (spot). *Production:* Handled by agency.

**LOUIS E. WADE, INC.,** 312 Utility Bldg., Fort Wayne, Ind. *Phone:* Eastbrook 1438. *Executives:* Louis E. Wade, president; George B. Buist, secretary-treasurer. *Radio director:* V. H. Campbell. *Spot time buyer:* M. E. Cook. *Radio clients:* Allied Mills (spot).

**HUGO WAGENSEIL & ASSOCIATES,** 834 Third National Bldg., Dayton, O. *Phone:* HE-1151. *Executives:* Hugo Wagenseil, owner. *Branch offices:* None, but associated with Allied Service Agencies. *Radio director and spot time buyer:* Ralph Kircher. *Radio clients:* Gaseteria, Inc. (spot); Dayton Bread Co.; Charles Sucher Packing Co.; Cincinnati R. R. & Bus Co.

**CARL C. WAKEFIELD ADVERTISING AGENCY,** 660 Market Street, San Francisco, Calif. *Phone:* Douglas 5407. *Executives:* Carl C. Wakefield, owner. *Radio director:* None. *Spot time buyer:* Carl C. Wakefield. *Radio clients:* The Emporium (spot); Henry Doelger, Inc. (spot); California Crusaders (spot).

**WAXELBAUM JEWISH ADVERTISING SERVICE,** 110 West 40th Street, New York, N. Y. *Phone:* Pennsylvania 6-0043. (Company places Jewish programs on local stations exclusively.) *Executives:* Benjamin Waxelbaum, principal. *Radio director:* Benjamin Waxelbaum. *Radio clients:* Morris Plan Industrial Bank of N. Y. (spot); Tree Mark Shoe Co., Inc. (spot); Arnold Sorensin Co. (spot); Liss Bakery (spot); H. Triebitz (spot).

**LUTHER WEAVER & ASSOCIATES,** 200 Globe Bldg., St. Paul, Minn. *Phone:* Cedar 3777. *Executives:* Luther Weaver, chief executive; Florian J. Schleck; E. J. Megroth; musical director. *Radio director:* Luther Weaver. *Script writer:* Marjorie Peterson. *Radio clients:* Star Laundry; F. C. Hayer Co.; Consumers Milk Co.; Royal Laundry; Empire National Bank; Friendly Counselors, Optometrists; Minnesota Federal Savings & Loan Assn.; Miller Cafeteria; Northern Pacific Railway (all spot).

**ARMAND S. WEILL COMPANY,** 17 Court Street, Buffalo, N. Y. *Phone:* Washington 6250. *Executives:* Armand S. Weill, president; Harold C. Desbecker, vice-president and treasurer; Robert K. Weill, assistant secretary. *Radio director and*

*spot time buyer:* Robert K. Weill. *Continuity director:* Don N. Tranter. *Radio clients:* Loblaw Groceries, Inc. (spot); Harris Soap Co. (spot); Remington Rand, Inc. (spot); George F. Stein Brewery, Inc. (spot). *Writing and production:* Handled by agency.

**WENDT ADVERTISING AGENCY,** 1060 Spitzer Bldg., Toledo, O. *Phone:* Adams 4713. *Executives:* Harold F. Wendt, president; M. F. Wendt, secretary-treasurer. *Radio director and spot time buyer:* H. F. Wendt. *Radio clients:* Athletic Supply Co. (spot); Gallager Cleaners (spot); State Theatre (spot); World Theatre (spot). *Writing and production:* H. F. Wendt.

**L. D. WERTHEIMER COMPANY, ADVERTISING, INC.,** 230 Park Avenue, New York, N. Y. *Phone:* Murray Hill 2-6860. *Executives:* Erwin DeW. Schmerler, president; Mark Mitchell, vice-president and space buyer; Arthur Sachtleben, vice-president; John H. Small, secretary-treasurer. *Branch offices:* 230 North Michigan Avenue, Chicago; George Enzinger, vice-president in charge. *Radio director:* No special person. *Radio clients:* Thomas Cook & Son-Wagon-Lits, Inc. (CBS).

**WESSEL COMPANY,** 458 East 30th Street, Chicago, Ill. *Phone:* Victory 1300. *Executives:* E. Wessel, president; H. L. Wessel, vice-president; S. L. Wessel, executive vice-president and treasurer; T. T. Weldon, vice-president; A. Flesham, secretary. *Branch offices:* James E. Sauter, New York representative, 630 Fifth Ave. *Radio director:* T. T. Weldon. *Copy chief:* L. B. Sherman. *Production:* R. U. Moore. *Contact:* S. C. Florsheim. *Radio clients:* Group of 71 National Banks (CBS).

**WESTCO ADVERTISING AGENCY,** 206 Sansome Street, San Francisco, Calif. *Phone:* Sutter 6744. *Executives:* E. E. Sylvestre, president; R. W. Stafford, assistant secretary-treasurer, space buyer; J. C. Jennings, production manager. *Radio director:* E. E. Sylvestre. *Radio clients:* General Mills-Sperry Flour (NBC Pacific Red).

**WESTON-BARNETT, INC.,** Arts & Crafts Bldg., Waterloo, Ia. *Phone:* 766. *Executives:* Wells H. Barnett, president; A. C. Barnett, vice-president; F. G. Weston, treasurer; Phillips Taylor, secretary. *Branch offices:* 520 N. Michigan Avenue, Chicago; A. C. Barnett, in charge; Martha Swartz, radio director. *Radio director:* Phillips Taylor. *Radio clients:* American Bird Products; Walker Remedy Co.; Iowa Soap (spot).



## ADVERTISING AGENCIES—Continued

**JOHN L. WIERENGO & STAFF**, Grand Rapids Trust Bldg., Grand Rapids, Mich. *Executives:* John L. Wierengo, president and treasurer; G. H. England, vice-president; Lucy M. Powell, secretary. *Radio director:* G. H. England. *Radio clients:* Nu-Nut Foods, Inc. (Michigan Network); Vita Products Co. (spot).

**HOWARD E. WILLIAMS, ADVERTISING**, 485 California Street, San Francisco, Calif. *Phone:* Douglas 2990. *Executives:* Howard E. Williams, owner; Charles Henry Carter, art director; C. Ruegg, space buyer. *Radio director:* Howard E. Williams. *Radio clients:* Duart Sales Co., Ltd. Creme of Milk (NBC Red).

**ED WOLFF & ASSOCIATES**, 428 Taylor Bldg., Rochester, N. Y. *Phone:* Stone 191. *Executives:* Ed Wolff, president; Lawrence Sterling, technical chief; John Larner, service director; Henrietta S. Feeser, production manager. *Radio director:* Ed Wolff. *Spot time buyer:* Henrietta S. Feeser. *Radio clients:* First Federal Savings & Loan Assn. (spot); Germanow-Simon Co. (spot); Rochester Brewing Co. (spot).

**HUGHES WOLFF & COMPANY**, Taylor Bldg., Rochester, N. Y. *Phone:* Stone 2080. *Executives:* F. A. Hughes, president; John P. McCarthy, secretary. *Radio director:* F. A. Hughes. *Spot time buyer:* John P. McCarthy. *Other radio executives:* A. H. Hartshorn. *Radio clients:* Good Luck Food Co. (Yankee, spot); International Laboratories (spot); W. B. Conon Co. (spot).

**WORLD WIDE ADVERTISING CORP.**, 11 West 42nd Street, New York, N. Y. *Phone:* Longacre 5-4500. *Executives:* Emil M. Scholz, president and treasurer; Phoebe C. Marks, secretary; Howard S. Zoll, art director. *Radio director:* Emil M. Scholz. *Radio clients:* Atlas, Liberty and Terminal Cabs (spot). *Writers:* Bryce Oliver.

**FRANK WRIGHT & ASSOCIATES**, Rialto Bldg., San Francisco, Calif. *Phone:* Douglas 8487. *Executives:* Frank Parke Wright, general manager; Katharine Chan, secretary, auditor, space buyer; Pearl Randolph, production manager. *Radio director:* Frank Parke Wright. *Radio clients:* Philco Radio (regional); General Electric Supply (regional); Schwartz Ginger Ale (regional spot); Lem-Lur Bottling Co. (regional spot); Capwell, Sullivan & Furth Department Store (local spot); Hale Bros. Department Stores (regional); Dial Shops, Inc. (regional); Danark Food Products (regional spot); Jenkel-Davidson Optical

Co. (local); International Correspondence Schools (national transcriptions).

**C. ELLSWORTH WYLIE COMPANY**, Beaux Arts Bldg., Los Angeles, Calif. *Phone:* Drexel 3239. *Executives:* C. Ellsworth Wylie, president; I. Cole, space buyer, production manager. *Radio director:* None. *Radio clients:* National Life & Accident Insurance Co. (spot); Halsco Co. Trailers (spot).

**YOUNG & RUBICAM, INC.**, 285 Madison Avenue, New York, N. Y. *Phone:* Ashland 4-8400. *Executives:* Raymond Rubicam, chairman; Chester J. La Roche, president; J. H. Geise, treasurer; Clarence E. Eldridge, vice-president and plans board chairman; A. V. B. Geoghegan, vice-president, director of media and general production; Sigurd S. Larson, Arthur Andrews, Donald Payne, executive vice-presidents; Edward Barnes, John E. Grimm, Jr., vice-presidents; Samuel Cherr, vice-president and merchandising director; Charles L. Whittier, vice-president and copy director; Vaughn Flannery, vice-president and art director; John F. Reeder, vice-president and manager of Detroit office. *Branch offices:* 7430 Second Blvd., Detroit, John F. Reeder, manager; 221 N. LaSalle Street, Chicago, D. G. Schneider, manager; 6253 Hollywood Blvd., Hollywood, Calif., Thomas F. Harrington, manager and radio director. Young & Rubicam, Ltd., Montreal and Toronto (separate company; listed under Canadian agencies). *Radio director:* William R. Stuhler. *Spot time buyer:* Jack R. Latham. *Manager of radio department:* Donald D. Stauffer. *Assistant radio director:* Hubbell Robinson. *Station relations:* Carlos Franco. *Production supervisor:* Pat Weaver. *Manager, commercial copy:* Joseph A. Moran. *Radio publicity:* F. W. Wile, Jr. *Radio production:* M. W. Barnum, Jr., J. R. Stauffer, George McGarrett, Harry Von Zell, Walter Johnson, Bill Rousseau. *Radio clients:* Axton-Fisher Tobacco Co. (NBC Blue, spot); Bristol-Myers Co. (NBC Red, spot); General Foods Corp.; Calumet Baking Powder (NBC Blue); Grape-Nuts (NBC Red, spot); Jell-O (NBC Red); Minute Tapioca (NBC Blue); Sanka Coffee (NBC Blue, spot); Fels & Co. (CBS, spot); Borden Co. (spot); Gulf Refining Co. (CBS, spot); Packard Motor Car Co. (NBC Red). *Writers:* Edith Meiser, Anne Barley, E. R. McGill, Knowles Entrikin, Hal Block, Sam Perrin, Art Phillips, Paul Conlin, Al Boasberg, Ed Beloin, Bill Morrow, Austin Peterson, Jess Oppenheimer, Eddie Moran, Brown & Corcoran, Jack Van Nostrand, John P.

Medbury, David Freeman. *Production:* Pat Weaver (Bristol-Myers; Minute Tapioca; Jell-O summer show; Bristol-Myers summer show); Harry Von Zell (Bristol-Myers; Minute Tapioca; Axton-Fisher); M. W. Barnum (Gulf Refining; Sanka Coffee); T. F. Harrington (Jell-O; Packard); J. R. Stauffer (Packard); George McGarrett (Bristol-Myers; Ax-

ton-Fisher); Hubbell Robinson, Jr. (Calumet); Bill Rousseau (Fels & Co.).

**YOUNT COMPANY**, 12 East Tenth Street, Erie, Pa. *Phone:* 22-816. *Executives:* M. A. Yount, owner. *Radio director and spot time buyer:* M. A. Yount. *Radio clients:* Baldwin Laboratories, Inc. (spot); Erie Brewing Co. (spot).

## ASSOCIATIONS IN ADVERTISING

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# ENGINEERING

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## ENGINEERING CONSIDERATIONS FUNDAMENTAL TO THE SOLUTION OF BROADCAST STATION COVERAGE AND ALLOCATION PROBLEMS

By C. M. JANSKY, JR.

Principal: Jansky & Bailey, Consulting Radio Engineers, Washington

*Editor's Note: Station coverage and allocation problems are not merely subjects for intricate engineering diagrams, nor a field of concern purely to equipment manufacturers. Radio's position as an advertising medium makes it mandatory that the topics of coverage and allocation be familiar to the buyer (sponsor) as well as the seller (station).*

*In this discussion of coverage and allocation, C. M. Jansky, Jr., one time university professor and now principal in his own firm, attempts a quantitative analysis of the problem. This analysis, simplified as to terminology, is intended for all parties concerned—buyers and sellers.*

*What may at first hand appear to be a flight into controversy (in re: "listener habit" studies, Chapter II) is not intended as such by the author nor the VARIETY RADIO DIRECTORY. Rather, the discussion at this point endeavors, via a critical synopsis, to show that isolated research must henceforth be correlated into a cogent whole. Again, the oft-repeated truism must be made here—that many a subject in radio cannot be discussed without assuming a viewpoint distinct from those expressed in previous years; for radio's growth has perhaps tended to foster piecemeal craftsmanship, rather than broad panoramas. This is no criticism of radio. It is solely a commentary on the speed of its development.*

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### I

Radio broadcasting as we know it today began about 1920. Shortly after its birth public interest in this new medium for obtaining information and entertainment reached such heights that the number of broadcast stations increased with great rapidity. A point was soon reached where new stations resulted in destructive interference with service from old stations while they themselves could not render adequate service because of the interference they themselves received. This situation brought the necessity for federal regulation with its attendant problems of coverage and interference to the forefront.

In the early days of broadcasting but little quantitative information was available with respect to the requirements for satisfactory reception. It was observed that under certain circumstances reception would be clear while under others

"static" or other electrical disturbances became annoying. Some times stations which gave clear reception in the daytime proved to be erratic and distorted at night (subject to fading) while in other instances stations located at long distances which could not be heard in the daytime delivered a fairly satisfactory service at night. However, just what to expect in the way of coverage or interference from a station of a particular power on a particular frequency in a particular part of the country was in the early days of broadcasting a matter of mere conjecture rather than of accurate measurement or prediction as is the case now.

### **Fundamental Necessity for Quantitative Study of Reception Conditions**

Two great needs furnished the incentive for the development of apparatus and methods for quantitative measurement of the results obtained by a broadcast station. They were (1) the necessity of having fundamental data upon which to base an orderly broadcast allocation structure that the maximum number of stations might operate with minimum interference and (2) the need of evidence with which to define for a prospective radio advertiser the area or areas a particular station or network could reach with a given degree of reliability. It is a strange commentary upon the astuteness of American business men that there has always been far greater recognition of the need for quantitative data on broadcast station coverage and interference by the federal regulatory authorities than on the part of those who pay out their good money for advertising time. If broadcast station and network executives attempted to prove their cases before the Federal Communications Commission by the kind of evidence some of them succeed in using as a basis for securing large advertising contracts they would be literally laughed out of court.

### **Factors Which Affect Broadcast Reception**

All that a broadcast receiving antenna connected to a particular receiving set knows is that there are present certain electrical radio signals which may be classified as follows:

1. *Electrical impulses from a particular and desired broadcast station to which the receiving set is tuned.*
2. *Electrical impulses from one or more broadcast stations which are undesired and which may interfere with and prevent satisfactory reception of the desired station.*
3. *Electrical impulses produced by nature, i.e., "static."*
4. *Electrical impulses produced by street cars, electric motors, and other man-operated devices, i.e., "inductive interference."*

Now if the electrical intensities from the desired broadcast station as described under (1) above are sufficiently strong with respect to the electrical intensities from (2), (3), and (4) then (except for fading) reception will be satisfactory while otherwise it will not. Two conclusions are obvious.

(1) *To study reception conditions it is necessary to make quantitative measurements of the signal strengths produced by broadcast stations at points of reception, but*

(2) *It is not the absolute value of signal strength which is important, but the ratio of the signal strength of the desired station to the intensity of the other disturbances.*

### **Signal Strength, Field Strength, or Field Intensity**

The three terms named in the heading above are not strictly synonymous, but for the purposes of this article they may be considered so. The electrical



intensity produced at a point of reception is referred to as the radio field intensity and it is expressed in terms of the electrical pressure or "voltage" which exists between two points one above the other and one meter apart. Thus the radio field intensity at a point may be referred to as so many volts per meter. However, because in practice the values are low, it is more common to use the terms "millivolts per meter" or so many "microvolts per meter." A millivolt is one thousandth of a volt (.001 volt) while a microvolt is one millionth of a volt (.000001 volt).

Ten years ago a field strength measuring set capable of measuring accurately values as low as a few millionths of a volt (5 to 10 microvolts) weighed about as much as a grand piano and was about half the size of one. Today accurate sets which can be mounted in high speed automobiles are available, as well as small semi-portable units which can be carried at least short distances by hand. However, although apparatus has grown simpler and less bulky during the past 10 years, the taking of accurate data and its proper interpretation will always require the services of trained and experienced radio engineers.

### Ground Waves and Sky Waves

During the daytime the electrical intensities present at a particular point of reception will have traveled along the ground between the transmitter and the receiving antenna. Therefore, the wave which brings these intensities is referred to as the "ground wave." If in the daytime a radio engineer moves away from a broadcast station measuring the field intensity produced by the station at various points, he will find in general that the farther away from the station he happens to be, the lower will be the field intensity produced. If he goes far enough, eventually the field strength will drop to so low a value that it cannot be measured. The rate of falling off of field strength will be different for different directions and will vary greatly for different stations, depending upon frequency assignment, geographic location, etc. The effect of these factors on daytime field intensities will be discussed later.

At night there will be present at the point of reception, electrical field intensities which have been reflected or refracted back to the earth from the ionized layers of the upper atmosphere. The waves which produce these intensities are referred to as "sky waves." The resultant field intensity may be a combination of the field intensities produced by the "ground wave" and the "sky waves" or if the point of reception is far enough distant from the transmitter it may be due only to the "sky waves." In either case the signal will vary in intensity, that is, it will "fade."

On shared channels at night, the sky wave radiations from one station will penetrate into the good service areas of other stations operating on the same channel, limiting the size of the good service area of each to an area smaller than for daytime operating conditions when sky waves are absent. However, where only one station operates on a frequency assignment at night (a clear channel) the effect of sky waves is to permit the delivery of what at times is a very satisfactory secondary service to areas distant from 300 to 1,000 miles or more. This service, however, is limited to nighttime broadcasting.

### Field Intensity Contours

A line drawn on a map through all points of equal altitude above sea level is an altitude contour. A line drawn on a map around a broadcast station through all points where the field intensities produced by that station are

the same is a field intensity contour. Thus the  $\frac{1}{2}$  millivolt per meter contour around a station is the locus of all points where the field intensity is  $\frac{1}{2}$  millivolt, the 2 millivolt contour is the locus of all points where the intensity is 2 millivolts, etc. Only under rare conditions of uniformity do field intensity contours approach circles. For instance the  $\frac{1}{2}$  millivolt contour for a station may be 40 miles from the transmitter in one direction and 200 miles distant in another direction. Such irregularities may be due to differences in terrain, antenna directivity characteristics or a combination of both factors.

### Factors Which Affect the Strength of Received Signals

Any discussion of the factors which determine signal strength should be preceded by an emphatic statement to the effect that areas which receive the same signal intensity are *not necessarily* areas where the same reception conditions exist. For instance, one station may at night have interference-free service out to its 1 or even its  $\frac{1}{2}$  millivolt contour, while because of interference of one sort or another, a second station may deliver satisfactory service only out to the 10 millivolt contour. While the first step in the determination of the coverage areas of a station is the determination of the location of its field intensity contours, this must then be followed by an evaluation of other factors which affect reception, if the result is to be of value.

Although less than five years ago the yardstick most used by prospective advertisers in evaluating coverage was "power," it is today well recognized that power is relatively unimportant in determining coverage. Similarly it will not be long before the fallacy of defining coverage in terms of field strength contours without an evaluation of other factors which affect reception will be just as well recognized as is the fallacy of the power yardstick.

For purely rural territory (no cities or towns) and in the absence of interference from other broadcast stations on the same or adjacent frequency assignments (daylight broadcasting) the area receiving a primary broadcast service may be considered as the area inside the  $\frac{1}{2}$  millivolt contour. Therefore, it becomes important to consider the number of square miles included inside the  $\frac{1}{2}$  millivolt contour for various conditions of operation. The factors which affect the location of the  $\frac{1}{2}$  millivolt contour and therefore the number of square miles included are as follows:

(1) *The character of the territory the signal must travel over, that is, its electrical conductivity—The range of values for the United States is as follows: High (good) —  $3 \times 10^{13}$ , Low (poor) —  $1 \times 10^{14}$ , Average —  $1 \times 10^{13}$ .*

(2) *The position of the frequency assignment in the broadcast spectrum—For the regular broadcast band the range of value is as follows: High—1500 kc., Low—550 kc., Average—1000 kc.*

(3) *The efficiency of the antenna system—In practice the following ranges are encountered (expressed in terms of millivolts per meter for 1000 watts at one mile): High—250, Low—75, Average—150.*

(4) *Power—In the United States regular power assignments vary from 0.1 kw. (100 watts) to 50 kw. For illustrative purposes an average power will be taken as 1000 watts (1 kw.).*

In the examples which will be given below it will be assumed that non-directional antenna systems are used and that the conductivity around each particular station is the same in all directions.

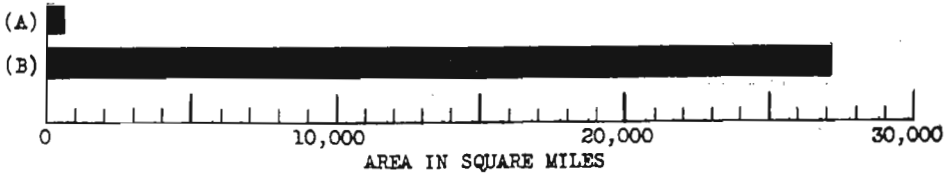


Fig. 1 Number of square miles inside 0.5 millivolt contour for (A) LOW CONDUCTIVITY and (B) HIGH CONDUCTIVITY for 1000 watts power and average antenna efficiency on 1000 kilocycles.

**The Effect of Terrain on Coverage**

In New England the electrical conductivity is low (poor), while in Texas and the middle west it is high (good). Fig. 1 above shows graphically the difference in coverage to be expected in the two territories for 1000 watts power on 1000 kc. with average antenna efficiency. In an area of high conductivity such as Texas, the area inside the 1/2 millivolt contour for an average frequency assignment and an average antenna will be 43 times as great as in New England or other localities where the conductivity is low. Fortunately for New England broadcast stations the density of population is high as compared with most areas which enjoy a higher and more favorable conductivity.

**The Effect of Frequency Assignment on Coverage**

Fig. 2 below compares the number of square miles inside the 1/2 millivolt contour of a 1000 watt station on 550 kc. with the number of square miles inside the same contour for a station of the same power on 1500 kc., assuming average conductivity and average antenna efficiency in each case. The ratio of the coverage on 550 kc. to that on 1500 kc. is 8.8 to 1. It would take a power in excess of 75 kw. on 1500 kc. to serve as much rural territory as can be served by 1 kw. (1000 watts) on 550 kc.

**The Effect of Antenna Efficiency on Coverage**

Fig. 3 (next page) shows the increase in the area inside the 1/2 millivolt contour which would result if a 1000 watt station on 1000 kc. in average con-

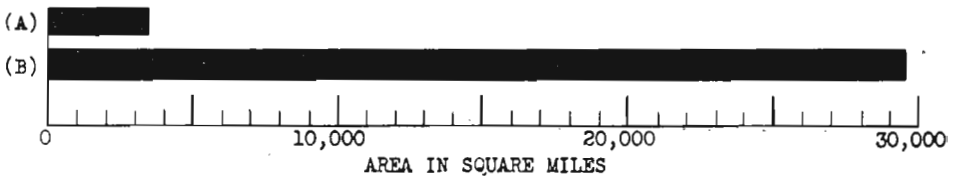


Fig. 2 Number of square miles inside 0.5 millivolt contour for (A) HIGH FREQUENCY ASSIGNMENT (1500 kilocycles) and (B) LOW FREQUENCY ASSIGNMENT (550 kilocycles) for 1000 watts power with average antenna efficiency and average conductivity.

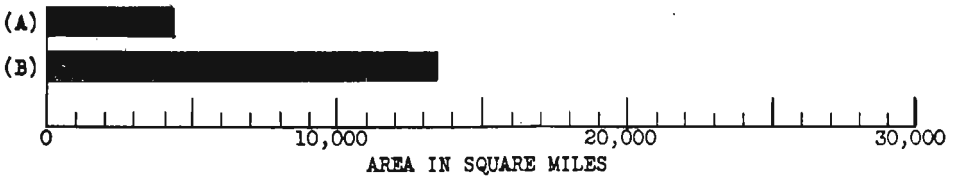


Fig. 3 Number of square miles inside 0.5 millivolt contour for (A) LOW ANTENNA EFFICIENCY (75 millivolts at one mile) and (B) HIGH ANTENNA EFFICIENCY (250 millivolts at one mile) for 1000 watts power on 1000 kilocycles with average conductivity.

ductivity territory should abandon an antenna system of low efficiency for one of high efficiency. The area inside the  $\frac{1}{2}$  millivolt contour would be increased by the factor 3.1 to 1.

### The Effect of Power on Coverage

The above examples show how important are (1) the part of the country in which a station happens to be located, (2) the frequency assignment, and (3) antenna efficiency in determining the coverage area of a station. Fig. 4 below shows how relatively unimportant is a change in power of five times (from 1000 watts to 5000 watts) for the conditions which have been taken as average in the first four examples.

The increase in area inside the  $\frac{1}{2}$  millivolt contour is less than 2 to 1 for an increase in power of five times as contrasted with a possible increase of 3.1 to 1 for an improvement in antenna efficiency, an increase of 8.8 to 1 for a frequency shift, such as might be made inside the broadcast band, and an increase of 43 to 1 such as would result from moving from a low conductivity territory to a high conductivity one.

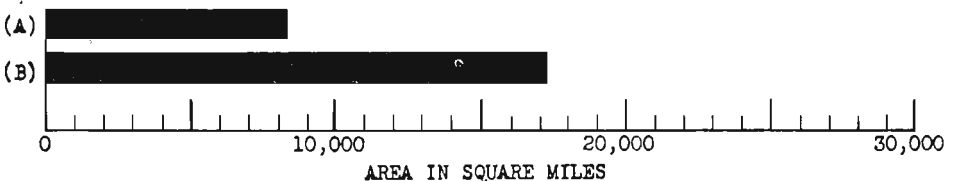


Fig. 4 Number of square miles inside 0.5 millivolt contour for (A) 1000 WATTS and (B) 5000 WATTS on 1000 kilocycles, average antenna efficiency and average conductivity.



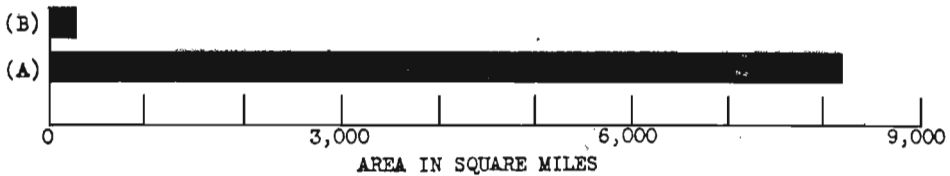


Fig. 5 (A) PRIMARY DAY COVERAGE to 0.5 millivolt contour in square miles for 1000 watts power on 1000 kilocycles with average conductivity and average antenna efficiency and (B) PRIMARY NIGHT COVERAGE in square miles for the same station when limited by interference at night to the 10 millivolt contour.

### The Effect of Interference on Coverage

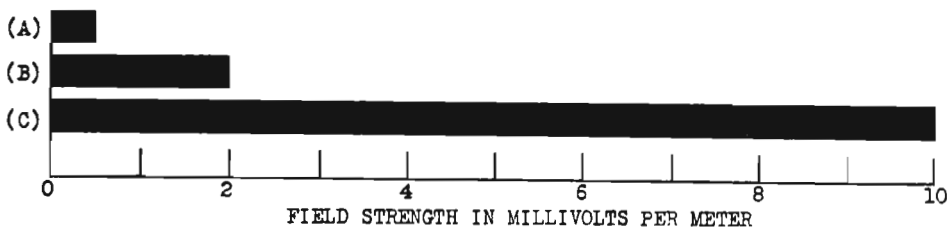
Attention has already been directed to the fact that while the entire area inside the  $\frac{1}{2}$  millivolt contour of a station may receive interference-free reception in the daytime, an entirely different situation may exist at night. Fig. 5 above compares for a 1000 watt station on 1000 kc. with average conductivity and average antenna efficiency the number of square miles inside the  $\frac{1}{2}$  millivolt contour (the interference-free area for daytime operation) with the number of square miles inside the 10 millivolt contour (the possible interference-free area under very unfavorable nighttime operating conditions). The ratio of the two areas is 28 to 1.

Fig. 5 shows conclusively the folly of relying only upon field strength measurements as a measure of coverage without considering also the evaluation of other factors equally important. *As was stated earlier in this article it is not the absolute value of field intensity which is important in any particular instance, but the ratio of that intensity to the intensity of other electrical disturbances.* In the illustration given above, the other electrical disturbances are interfering signals from other stations occupying the same channel as the desired station.

While many stations enjoy interference-free daytime reception out to the  $\frac{1}{2}$  millivolt contour, only a few enjoy the same freedom of interference at night and admittedly not many are subject to as severe a limitation as to the 10 millivolt contour. Nevertheless, the examples given illustrate the approximate extreme conditions which do exist in practice even though the majority of actual cases lie between them.

### The Effect of Electrical Noise on Coverage

It has already been pointed out that an interference-free signal of  $\frac{1}{2}$  millivolt is satisfactory for good reception in rural territory free of electrical disturbances. Signal intensities of this order of magnitude are not, however, considered sufficient for cities and towns. The actual field intensity necessary for the delivery of good service to any particular city depends upon condi-



**Fig. 6** Field intensity necessary for primary service

(A) IN RURAL TERRITORY FREE OF ELECTRICAL NOISE

(B) IN AN AVERAGE RESIDENTIAL DISTRICT

(C) IN AN AVERAGE BUSINESS DISTRICT

tions which exist in that city. In general, the larger the population, the higher must be the field intensity for noise-free reception.

Annual reports of the Federal Communications Commission state that for an average residential district 2 millivolts is necessary for good reception, and for an average business district 10 millivolts is necessary. These standards are for average conditions only. Some residential districts will receive good service on field intensities as low as 1 millivolt, while there are some business districts such as the center of New York City, for instance, which require field intensities of the order of magnitude of 50 millivolts for good service. The range of intensities covered by the Federal Communications Commission standards for average conditions is shown above in Fig. 6. It will be seen that the signal intensity necessary for serving a business district for average conditions must be at least 20 times as strong as the intensity necessary for giving the same grade of service to a rural area.

## II

### Listener Habit Formulas as Methods for Evaluating Broadcast Station Effectiveness

The value of listener habit studies for the determination of broadcast program popularity is quite universally recognized. However, the gross inaccuracies which have resulted from some of the outstanding attempts to develop uniform yardsticks for the determination of areas served by the use of mail analyses and listener habit polls, do not seem to be quite so apparent as should be the case.

Reference is here made particularly to those methods which establish a par factor for each station studied, which par factor is based upon the mail or listener response to some particular program or series of announcements as received from some arbitrarily defined key area. Listener habit response from other areas is then related by an arbitrary formula to the response established as par for the key area. In some applications of the method, the key area is the county in which the station is located, while in others it is some other county, or perhaps the area inside some particular field intensity contour.

Any yardstick based on any one of the numerous variations of the above general method will inevitably be composed of rubber of the most elastic

variety, because the method ignores a number of very fundamental facts, two of which are set forth below :

(1) *Physical reception conditions in the key area for one station may be perfect, while for the key area of a second station they may be quite unsatisfactory.*

(2) *For one station the par area may receive no good service except from the station under study, while the par area for a second station may receive a number of excellent competing services.*

No one can deny that the circumstances listed above will vitally affect the listener response and therefore the par rating factor, although in themselves they have nothing to do with the definition of the *total* areas a station is capable of serving.

It is a peculiar quirk of fate that the broadcast station which delivers the best physical coverage to its key area, which has the least competition in that area and which has the most popular programs is the station most grossly discriminated against by the application of the listener habit methods of study which have been described above. Just a little thought on the subject should make obvious to anyone the reasons why this is true.

### **F.C.C. Engineering Department Standards**

A thorough and comprehensive discussion of the development of the allocation standards used by the Engineering Department of the Federal Communications Commission would require considerably more space than can be devoted to the subject in this article. Therefore, this analysis will be limited to a classification of those standards with examples and a consideration of the reasons for this classification.

It is important to remember that the Federal Communications Commission, and more particularly the Federal Radio Commission, which preceded it, have been faced with the necessity of building and maintaining a workable broadcast allocation structure in advance of a truly adequate supply of sound engineering data, with respect to the performance of radio waves in the broadcast band. This has necessitated the adoption of regulations and policies in terms of what are defined as average conditions, even though many specific situations may deviate from the average by several hundred percent, and even though it may be seriously questioned whether the paucity of data on specific cases justifies the emphasis placed upon the average value itself.

Recognition of the circumstances described above does not imply criticism of them. On the contrary, too much credit cannot be given to the members of the staff of the Commission's Engineering Department for their readiness to step into the breach created by a general lack of knowledge in the early days and to make decisions on questions involving allocation and operating standards in the interest of orderliness and stability, knowing full well that as the art developed and more engineering data became available, those early standards would have to be changed. The remarkable extent to which the engineering rules, regulations and policies of the Commission have kept abreast of the broadcasting art speaks for itself.

The Commission's engineering standards, expressed sometimes as regulations and sometimes as policies, may be classified under two heads. First, there are what may be called "standards based on average operating conditions." Second, there are those standards for specific situations which are best described by the classification "point of reception standards."

Typical illustrations of the standards based on average operating conditions

are the familiar frequency, power, mileage separation tables. These express what under average conditions are considered the minimum geographic separations for satisfactory operation between stations of given power assignments on the same or closely adjacent frequency assignments. To illustrate, it is considered satisfactory for nighttime operation if two 1000 watt stations on the same frequency assignment are at least 1000 miles apart. If the two stations are limited to daylight hours then a geographic separation of 300 miles is considered sufficient.

Now, in applying these standards it is fully recognized that in the daytime two 1000 watt stations on a high frequency assignment in territory of low (poor) conductivity can be placed much closer than 300 miles and also that the same stations if on low frequency assignments in high (good) conductivity territory, must be considerably farther apart than 300 miles if there is to be no mutual interference inside their normal good service areas. Nevertheless, in the absence of field intensity data with respect to a specific situation, it can be expected that the standards for average operating conditions will be applied.

A second illustration of standards based on average operating conditions is that given previously in this article to the effect that an average city residential district requires 2 millivolts, and an average business district 10 millivolts, for good service. It is fully recognized that some residential districts will receive good service from field intensities of less than 2 millivolts, and some business districts may require several times 10 millivolts for the same grade of service.

If sufficient field data are available on a particular situation, then the "point of reception standards" may be applied. The following are typical illustrations of point of reception standards:

(1) *A desired signal on a given frequency assignment must be at least 20 times as strong as the signal intensity produced at the point of reception by any undesired station operating on the same frequency assignment, if interference is to be absent.*

(2) *The signal intensity from a desired station must be at least twice as strong as the signal intensity produced by any other station operating on a frequency assignment 10 kc. removed from the desired station.*

A third classification should be mentioned which covers what are really not service standards at all, but engineering policies which depend upon the application of the point of reception standards. The following is an illustration:

*A regional station is entitled to protection during daylight hours out to its ½ millivolt contour from interference which would be produced by proposed new stations on the same or closely adjacent frequency assignments.*

### **Evolutionary Development of the Allocation Structure**

From the standpoint of legal and administrative procedure, it would be much simpler if all problems of coverage and interference in the broadcast band could be settled by a consideration of power, frequency and mileage tables with the aid of such simple tools as an atlas, scale of miles and a set of population statistics. Unfortunately, radio transmission phenomena are far too complex to lend themselves to such simple analysis if we are to make anything like efficient use of the facilities nature has made available to us.

The engineering regulations and policies of the Federal Communications Commission are admirably fitted to the preservation of order among broadcast stations as they are operated today while at the same time they possess that flexibility necessary to permit the evolutionary development of the allocation structure by taking advantage of newest developments and latest knowledge.





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(Automatic frequency control units, transmitters).

## D. V. TOSTENSON

Moorhead, Minn.  
(Automatic frequency control units, automatic temperature control chambers, transmitters).

## TRUSCON STEEL CO.

1315 Albert St., Youngstown, O.  
(Vertical radiators).

## WESTERN ELECTRIC CO.

195 Broadway, New York, N. Y.  
(Automatic frequency control units, transmitters, power amplifiers).

## WESTERN RADIO ENGINEERING CO., INC.

5th and St. Peter St., St. Paul, Minn.  
(Automatic frequency control units).

## WESTINGHOUSE ELECTRIC AND MANUFACTURING CO.

Chicopee Falls, Mass.  
(Rectifiers, condensers, transmitting inductances generators, transformers, instruments and meters).

## UNIVERSAL MICROPHONE CO., LTD.

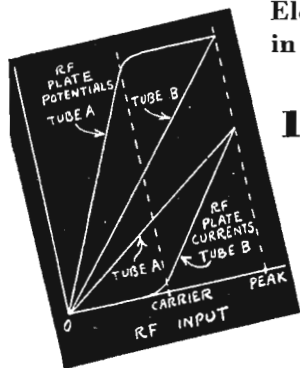
432 Warren Lane, Inglewood, Calif.  
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Hundreds of broadcasters use Western Electric equipment because they have faith in the unbeatable combination behind it:

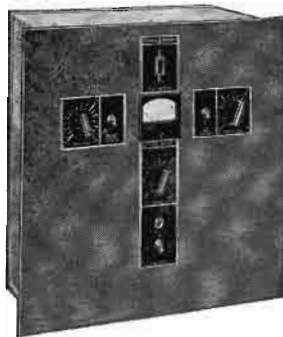
## 1. Bell Telephone Laboratories

—whose engineers have made such outstanding contributions as the “Salt-Shaker” mike, stabilized feedback, the Doherty circuit, and automatic volume limitation.



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Maker of Bell Telephones since 1882, Western Electric is the recognized leader in the manufacture of radio telephone apparatus for aviation, police and marine use as well as for broadcasting.



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Distributed by GRAYBAR Electric Co. In Canada: Northern Electric Co., Ltd.

**RADIO TELEPHONE BROADCASTING EQUIPMENT**

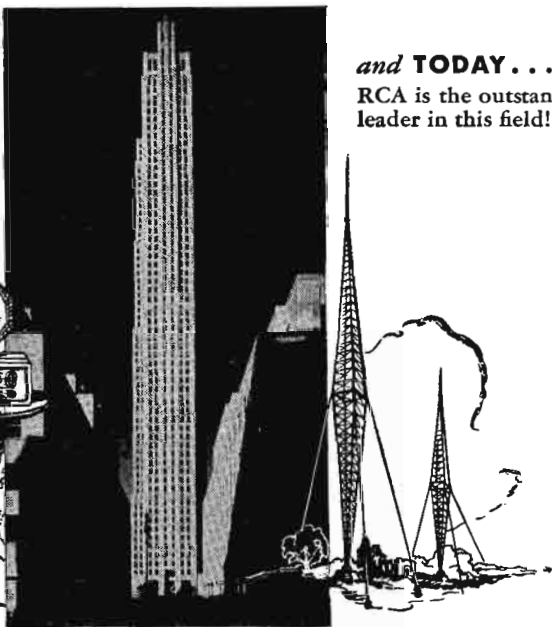
## 8 YEARS AGO . . .

RCA was a newcomer in the highly technical field of transmitting and broadcast equipment manufacture.



## and TODAY . . .

RCA is the outstanding leader in this field!



## THE REASON FOR RCA'S AMAZING SUCCESS ...*Right Quality at Right Prices!*

The reason for RCA's thrilling progress is this: No other manufacturer has the vast experience enjoyed by RCA. Only RCA does and makes *everything* in radio. And its background of research and experience—plus its large staff of highly skilled engineers, is reflected in RCA transmitters, power tubes, microphones, speech input and other broadcast equipments. RCA provides you with

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Just remember, when considering broadcast apparatus, that RCA makes all types of equipment, for every purpose. A letter to us will bring you, without obligation, full details about the complete RCA Broadcast Equipment Service.

New York: 1270 Sixth Ave. Chicago: 589 E. Illinois St. Atlanta: 490 Peachtree St., N. E.  
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# *Broadcast Equipment*

RCA Mfg. Co., Inc., Camden, N. J. • A Service of the Radio Corporation of America



# CONSULTING ENGINEERS

Engineers engaged in doing various types of surveys, coverage tests, and other consulting work for radio stations are listed below:

- Barron, John H.**  
Earle Building  
Washington, D. C.
- Cohen, Louis (Dr.)**  
4701 Connecticut Avenue  
Washington, D. C.
- Cullum, A. Earl, Jr.**  
2935 North Henderson Ave.  
Dallas, Texas.
- de Mars, Paul A.**  
21 Brookline Avenue  
Boston, Mass.
- De Witt, J. H.**  
In care of Station WSM  
7th and Union Streets  
Nashville, Tenn.
- Doolittle & Falknor, Inc.**  
1306-08 West 74th Street  
Chicago, Illinois
- Everitt, W. L. (E. E., Ph.D.)**  
Communication Laboratory  
The Ohio State University  
Columbus, Ohio
- Feikert, Grant S.**  
Oregon Agricultural College  
Corvallis, Oregon
- Felix, Edgar H.**  
32 Rockland Pl.  
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Tower Building  
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- Gillett, Glenn D.**  
National Press Building  
Washington, D. C.
- Godley, Paul F.**  
Montclair, New Jersey
- Grimwood, Fred O.**  
Evansville, Indiana
- Hilliard, William P.**  
801 Clyde Avenue  
Chicago, Illinois
- Hogan, John V. L.**  
41 Park Row  
New York, New York
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National Press Building  
Washington, D. C.
- Kiebert, Martin V.**  
66 Cobb Building  
Seattle, Washington
- McNary & Chambers**  
National Press Building  
Washington, D. C.
- Marriott, Capt. Robert H.**  
1470 East 18th Street  
Brooklyn, New York
- Mashbir, Col. Sidney F.**  
Washington Institute of Technology  
College Park, Maryland, or  
McLachlen Building  
Washington, D. C.
- Page, E. C.**  
1311 Livingston Street  
Evanston, Illinois
- Parrish, Robert B.**  
5155 South Grammercy Place  
Pacific Engineering Laboratory Co.  
Los Angeles, Calif.
- Peterkin, Ernest P.**  
Peterkin Radio Laboratories  
13176 Manor Avenue  
Detroit, Michigan
- Singleton, H. C.**  
In care of Station KGW  
615 Alder Street  
Portland, Oregon
- Van Nostrand, W.**  
Van Nostrand Radio Engineering Service,  
P. O. Box 50, Station E  
Atlanta, Georgia
- Wilmotte, Raymond M.**  
3220 Connecticut Ave., N. W.  
Washington, D. C.
- Wilson, H. L. (Dr.)**  
260 East 161st Street  
New York, New York



# Technical Research

## TELEVISION: 1937

During the course of the year 1936-1937, the following nations of the world evidenced some interest in television: U. S., England, Sweden, Russia, Czechoslovakia, Holland, Germany, France, Poland and Belgium.

### In the U. S.

In the United States, RCA-NBC held a public demonstration of its apparatus at the time of NBC's 10th birthday celebration, in the fall of 1936. In the spring of 1937 Philco held a similar public demonstration. Meantime the Don Lee Broadcasting System staged a number of public viewings. And recently the Columbia Broadcasting System has ordered some equipment for television trials atop the Chrysler Tower in New York City. (See details in further articles appended.)

On May 8, 1937, V. K. Zworykin, W. H. Painter and R. R. Law of RCA described a new projection tube to the Institute of Radio Engineers which, via a demonstration, produced a picture 3x4 feet in size. Meantime the U. S. television scene was characterized by a series of arguments and counter-arguments about television, all of which pointed out (1) that the costs—as well as problems—of transmission and production are indeed vast; and (2) that the trend has unquestionably been away from mechanical to electronic systems of scanning and reception.

### In England

England has often been characterized as the heaviest experimenter in television from the layman's point of view—because, according to U. S. opinion, that nation is favored with fewer problems of size and wide population distributions. Television experimentation (low definition) was begun in England 10 years ago by the Baird Co. In the autumn of 1929, the British Broadcasting Corporation gave Baird facilities for experimental transmissions from a broadcasting station.

Then, in August, 1932, the BBC arranged with Baird for public experimental transmissions from Brookman's Park on a wavelength of 261 meters, with accompanying sound on a wavelength of 398 meters from the Midland Regional Transmitter. These transmissions employed a definition of 30 lines per picture, with a frequency of  $12\frac{1}{2}$  pictures per second.

After these preliminaries on May 14, 1934, a Television Committee was appointed for the BBC to consider the further development of television and to advise the Postmaster General on the relative merits of various systems, with a view to public service.

As a result a station was built into the Alexandra Palace in 1936, and two companies—Baird Television and Marconi-E. M. I.—were entrusted with service in alternate weeks for an experimental period which came to an end on Feb. 6, 1937. At this time the Television Committee decided to use the

Marconi-E. M. I. system exclusively. The expenditures during 1936 for this experimentation amounted to roughly \$900,000, the cost being allocated from the existing 10 shilling fee on radio receiving sets.

Specifications of BBC-Marconi-E. M. I. television are as follows:

Director of Television is Gerald Cock, with R. A. Rendall as assistant. The conductor of the television orchestra is Hyam Greenbaum. Production manager is D. H. Munro. The system operates on a peak visual output of 17 kilowatts on 45 megacycles. Aural power amounts to 3 kilowatts on a frequency of 41.5 megacycles. The Marconi-E. M. I. system itself is highly similar to the RCA system of the United States. Pictures contain 405 lines, interlaced, at 50 frames per second. The ratio of synchronizing impulse to picture is 30:70. This system is in operation daily, except Sunday, from 3 to 4 p.m. and 9 to 10 p.m. Official service areas are described as a radius of 25 to 30 miles, although in practice good results are reported from Brighton (60 miles) and Ipswich (70 miles).

No estimate of the number of receivers in use can be made. Recently, however, the General Electric Co., Ltd., has advertised a receiver with built-in all-wave radio for 80 guineas (\$420), and another model, sans the radio equipment, for 60 guineas (\$315).

As to programming, the experience seems to be that camera close-ups yield the best results, though distance-shots are being tried. The programs are either of 10 or 15-minute length, and include: appearances of well-known musicians and theatrical people; excerpts from stage plays; fashion forecasts; golfing demonstrations; illustrated cookery talks; illustrated lectures by economists, politicians, etc.; and cabaret features.

Meantime the Baird system, which was not adopted for further experimentation by the BBC, at first suffered a reaction on the stock market according to U. S. Department of Commerce reports. It was, however, tried out as adjunct entertainment in a motion picture theatre. This venture ended when the Crystal Palace fire destroyed the transmission apparatus.

A third system, never tried out by the BBC, but attempting to win favor, is the Scophony (entirely mechanical) System, said to have a close connection with E. K. Cole Co., Ltd., manufacturers of radio receiving sets. The expressed object of this company is to create an image large enough to be suitable for motion picture theatres.

### **In Germany**

During the Olympic games of August, 1936, the Post Office Department in Germany televised the stadium and swimming pool events. Large screen cathode-ray type projection was used, with a definition of 180 lines at 25 frames per second. Observers, sending reports to the U. S., made unfavorable comments about this showing, claiming that the images were "shadowy" and "unrecognizable."

### **In Sweden**

A U. S. Department of Commerce report in the fall of 1936 stated that "one Swedish firm, Svenska Radiobolaget, has been in touch with the German firm of Loewe and with Marconi in regard to television and has imported, it is understood, a few receivers and one transmitter."

### **In Russia**

Considerable interest in television has arisen in the U.S.S.R. It was reported at the close of 1936 that the V.Ts.S.P.S. (trade union) station in Mos-

## TELEVISION—Continued

cow maintained a regular television transmission based on the 30-line or 1,200 element-system. No receivers, however, were reported on the market by the U. S. Department of Commerce.

Early in 1937, the U.S.S.R. placed an order with RCA for a television apparatus, said to involve a 7,500-watt output, and costing in the vicinity of \$1,000,000.

### In Poland

The Polish Radio Company and the State Institute of Tele-Communications were reported by the Polish press to have become jointly interested in the erection and maintenance of an experimental television apparatus.

### In Czechoslovakia

A television station is being erected in Prague and will begin scheduled transmissions toward the end of 1937.

### In Holland

Philips Radio Works, reputed to be the largest radio manufacturer in the world, has been experimenting with an "intermediate film" method. The principle involves filming an occurrence, and then televising the film.

In all instances of television transmitting, both in the U. S. and abroad, the work has been purely experimental.

## U. S. TELEVISION LICENSES

There are 18 licensed television stations in the United States, operating experimentally under permit of the Federal Communications Commission.

### 2000-2100 Kilocycles for Rural Service

Call Letters	Power		Licensee	Location
	Visual	Aural		
W9XAK	125w	125w	Kansas State College of Agriculture and Applied Science.....	Manhattan, Kan.
W9XG	1500w	.....	Purdue University.....	West Lafayette, Ind.
W9XX	100w	.....	University of Iowa.....	Iowa City, Iowa

### 42000-56000, 60000-86000 Kilocycles

W2XAX	50w	.....	Columbia Broadcasting System, Inc.	New York, N. Y.
W6XAO	150w	.....	Don Lee Broadcasting System.....	Los Angeles, Calif.
W3XPF	4kw	1kw	Farnsworth Television, Inc.....	Philadelphia, Pa.
(Construction Permit)				
W9XAL	300w	150w	First National Television, Inc.....	Kansas City, Mo.
W1XG	500w	.....	General Television Corp.....	Boston, Mass.
W9XD	500w	.....	The Journal Company.....	Milwaukee, Wis.
W2XBS	12kw	15kw	National Broadcasting Co., Inc.....	New York, N. Y.
W3XE	1500w	250w	Philco Radio & Television Corp...	Philadelphia, Pa.
W2XDR	1000w	500w	Radio Pictures, Inc.....	Long Isl. City, N. Y.
W3XAD*	500w	500w	RCA Manufacturing Co., Inc.....	Portable
W3XEP	30kw	30kw	RCA Manufacturing Co., Inc.....	Camden, N. J.
W1OXX	50w	.....	RCA Manufacturing Co., Inc.....	Portable
W8XAN	100w	100w	Sparks-Withington Co.....	Jackson, Mich.
W9XUI	100w	.....	University of Iowa.....	Iowa City, Iowa
W9XAT	500w	.....	Dr. George W. Young.....	Portable

\* Licensed to operate on 124000-130000 kilocycles only.



# TELEVISION STATIONS

Because of the difficulties of television terminology, a thumbnail lay explanation is herewith appended:

**Scanning:** This term signifies the process whereby the television camera "sees" the image before it.

**Mechanical television:** Television in which the principle of transmission, and generally reception, is based on a mechanism having moving parts. Mechanical television usually involves a disc, perforated with holes in a certain sequence, through which a beam of light plays as the disc is whirled. A photoelectric eye catches up the play of the light on the image, and these impulses are thereupon broadcast. At the receiving end, a similar disc, spinning at similar speed, reproduces the entire process in reverse.

**Electronic television:** In this process, no discs or moving mechanical parts of any kind are employed. An electronic "gun" sprays a beam of electrons against the image. The resulting impulses are broadcast, and at the receiving end are re-sprayed against a fluorescent surface to re-create the image. Electronic television is, by and large, newer than mechanical television.

**Frame:** One complete "scanning" of the image. A frame corresponds to one segment of a motion picture film. Many such segments, or frames, produced at high speed, show the image in action. Frames are calculated at so-and-so many per second, the higher the number, the more composite the picture.

**Line:** A "frame" is composed of many lines, or horizontal-vertical subdivisions. They correspond to the "screen" in a cut or plate for printing purposes. Naturally, the more lines per frame, the denser the image.

## W9XAK, MANHATTAN, KANSAS

**Licensee:** Kansas State College of Agriculture and Applied Science. **Phone:** 3-7182. **Power (visual):** 125 watts on 2050 kc. **Power (aural):** 125 watts permitted by the FCC; none used, however. **Station opened:** In 1932.

**Chief engineer:** Prof. R. G. Kloeffler.

**Hours of broadcast:** Mondays and Wednesdays, 7 to 8 p.m., CST. **Type of broadcasts:** Not listed.

**System of transmission:** Mechanical scanning; 60 lines and 20 frames; use the "flying spot" system for studio pick-ups.

**Distance of reception:** W9XAK states that "regular reports received over 500 to 800 miles." **Sets in the area:** Probably about 100.

## W9XG, WEST LAFAYETTE, INDIANA

**Licensee:** Purdue University. **Power (visual):** 1,000 watts on 2050 kc. **Power (aural):** No aural broadcasts. **Station opened:** March, 1932.

**Executive in charge:** Dr. C. F. Harding, head of the School of Electrical Engineering.

**Hours of broadcast:** No definite schedule given. **Type of broadcasts:** 35 mm film only; newsreels, comedies, and other films specially made for this purpose.

**System of transmission:** System developed independently at Purdue University; cathode ray tube used for receiving, while a scanning disc is employed for transmission; 35 mm film only used for

broadcasts under this system; inventors are R. H. George and H. J. Heim; patents are described as being held by RCA.

**Distance of reception:** "This station has been heard 3,000 miles away." **Sets in area:** "Basing an estimate on reports, 150 or more amateur receivers have reproduced our pictures at one time or another."

## W2XAX, NEW YORK, N. Y.

**Licensee:** Columbia Broadcasting System, Inc., 485 Madison Ave. **Phone:** Wickersham 2-2000. (Note: station is not constructed. Will be atop the Chrysler Tower.)

**System of transmission:** RCA equipment to be used (completely electronic) with an expected range of 40 miles; images will be of the 441-line type, with a frequency of 60 per second.

(Note: CBS previously—1931 to 1933—operated an experimental transmission system with 60-line images at the rate of 20 per second.)

## W6XAO, LOS ANGELES, CALIFORNIA

**Licensee:** Don Lee Broadcasting System, 1076 W. 7th St. **Phone:** Vandike 7111. **Power (visual):** 150 watts on 45,000 kc. **Power (aural):** Uses facilities of radio station KHJ (also Don Lee-owned) which broadcasts on 900 kc. with 5,000 watts. **Station opened:** Dec. 23, 1931. (Note: For a while—Nov. 17, 1932, until Oct. 25, 1934—W6XS was operated by the same licensee.

It had 1,000 watts on 2800 kc and transmitted 80-line images.)

*Director of television:* Harry R. Lubcke. *Assistant director:* Wilbur E. Thorp. *For the Don Lee Broadcasting System:* Lewis A. Weiss.

*Hours of broadcast:* Daily except Sunday, 6:30 to 7:15 a.m.; Monday, 9 to 10 a.m.; Tuesday, 10 to 11 a.m.; Wednesday, 11 to 12 noon; Thursday, 12 to 1 p.m.; Friday, 1 to 2 p.m.; Saturday, 2 to 3 p.m. *Type of broadcast:* Short film subjects; Pathe Newsreels; Paramount Pictures; Paramount Newsreels; other films.

*System of transmission:* High-definition cathode ray system; 300-line definition with 24 frames per second; sawtooth-wave sequential scanning. *Patents:* Several issued, or pending, to Harry R. Lubcke.

*Distance of reception:* Has been measured as 58 miles "in a favorable location." Daily reception, available to the public, conducted 3¾ miles airline from the transmitter in a location behind two hills. Says W6XAO: "Because of the hills, this reception is equivalent to that conducted at a greater distance." Independent reports have come in from as far as 20 miles. *Sets in area:* No record; the station maintains two; additionally it has issued 3,000 blueprints so that interested listeners might build receivers.

**W3XPF, PHILADELPHIA,  
PENNSYLVANIA**

*Licensee:* Farnsworth Television, Inc., of Pennsylvania, 127 E. Mermaid Lane. *Phone:* Chestnut Hill 5966. *Power (visual):* 4,000 watts on 62,750 kc (projected). *Power (aural):* 1,000 watts on 66,000 kc (projected). *Station opened:* Under construction.

*Station director:* P. T. Farnsworth. *Chief engineer:* A. H. Brolly.

*Hours of broadcast:* Irregular for experimental work. *Type of broadcasts:* Not listed.

*System of transmission:* Farnsworth System; electronic type. *Patents:* Held by Farnsworth Television, Inc., 506 Crocker Bldg., San Francisco, Cal.

*Distance of reception:* Not listed. *Sets in area:* No records.

**W9XAL, KANSAS CITY, MISSOURI**

*Licensee:* First National Television, Inc., 106 W. 14th St. *Phone:* Harrison 5818. *Power (visual):* 100 to 150 watts on 44,000 kc (license permits a power range up to 300 watts). *Power (aural):* No aural transmitter, but license calls for 42,000 to 56,000 kc, and 60,000 to 86,000 kc, powered with 150 watts. *Station opened:* October, 1932; since Sept. 15, 1936, the current system of transmission has been in use, and an older

system on 2800 kc was abandoned. (Note: W9XAL is owned and operated by the company which maintains radio station KXBY, Kansas City; experimental television programs are synchronized with the broadcasting station KXBY so that the sound is carried over KXBY as a sustaining feature titled "Television Flashes." Talent includes guest artists and staff talent, as well as visiting artists.)

*Station director and manager:* Sidney Q. Noel. *Chief engineer:* K. Alexander.

*Hours of broadcast:* 12 noon and 1 p.m. daily, except Saturday and Sunday. *Types of broadcast:* Musical and dramatic.

*System of transmission:* Two systems are used; one is mechanical (disc scanning); the other is completely electronic. Both are used for instructional purposes in connection with the radio-television school with which this station is affiliated.

*Distance of reception:* Within a 35-mile radius of the station. *Sets in the area:* No record.

**W1XG, BOSTON, MASSACHUSETTS**

*Licensee:* General Television Corp., 70 Brookline Ave. *Phone:* Com. 8512. *Power (visual):* 500 watts on 44,000 kc. *Power (aural):* None. *Station opened:* September, 1934. (Note: Same personnel operated a mechanical television station for five years.)

*Station director, chief engineer:* Hollis S. Baird. *Camera director:* Fred Kuehl.

*Hours of broadcast:* 3 to 4 p.m., Mondays to Fridays. *Type of broadcast:* Not listed.

*System of transmission:* RCA system (electronic); use Iconoscope camera and Kinescope image-receiver.

*Distance of reception:* About 20 miles. *Sets in area:* Company has issued several of its own.

**W9XD, MILWAUKEE, WISCONSIN**

*Licensee:* The Journal Co. *Power (visual):* 500 watts on 42,000-56,000 kc and 60,000-86,000 kc.

*System of transmission:* Disc scanning, triple spiral 45-line method; developed by Wade; equipment borrowed from Western Television Corp. *Type of broadcast:* Still pictures only.

*Distance of reception:* About 10 miles. (Note: The Journal Co. owns The Milwaukee Journal, radio station WTMJ, and facsimile stations W9XAF and W9XAG.)

**W2XBS, MANHATTAN, NEW YORK**

*Licensee:* National Broadcasting Co., Inc., 30 Rockefeller Plaza. *Phone:* Circle 7-8300. *Power (visual):* 8,000 watts on 49,500 kc. *Power (aural):* 10,000 watts on 52,750 kc. *Station opened:* April, 1928. (Note: This

## TELEVISION STATIONS—Continued

station has been operated on various scanning standards since opening; NBC has also operated visual stations W2XF, W3XAK, W2XBT and W9XAP.)

*President:* Lenox R. Lohr. *Vice-president in charge of programs:* John F. Royal. *Program manager:* C. W. Fitch. *Production manager:* W. S. Rainey. *Chief engineer:* O. B. Hanson. *Television coordinator:* C. W. Farrier. *Development engineer:* R. M. Morris. *Television supervisor:* R. E. Shelby. *Station engineer:* T. J. Buzalski.

*Hours of broadcast:* No definite schedules; the work is entirely experimental and not designed to entertain amateurs. *Types of broadcasts:* Musical, sketches, comedians, fashion show, name artists.

*System of transmission:* RCA Television System; completely electronic; 441-line scanning standard, interlaced lines; image size, 7 by 9½ inches; black and white images produced by receivers. (Note: Further description of system involved, complete with diagrams, etc., is available via RCA Institute's Technical Press.)

*Distance of reception:* Good reception reported at Westport, Connecticut (40 miles). *Sets in area:* 75 check sets have been issued; this number will be increased.

### W3XE, PHILADELPHIA, PENNSYLVANIA

*Licensee:* Philco Radio & Television Corp., Tioga & C Sts. *Phone:* Neb. 5100, extension 650. *Power (visual):* 4,000 watt peak on 49,000 kc (FCC lists power at 1,500 watts). *Power (aural):* 250 watts on 54,000 kc. *Station opened:* No date given.

*Hours of broadcast:* Operated for experimental development of television only.

*System of transmission:* Philco system; completely electronic; patent data not given out.

*Distance of reception:* About 10 miles.

### W8XAN, JACKSON, MICHIGAN

*Licensee:* Sparks Withington Co., Sparks Withington Co. Plant No. 3. *Phone:* 531. *Power (visual):* 100 watts on 43,000 kc. *Power (aural):* 100 watts on 46,000 kc.

*Station manager, chief engineer:* H. V. Nielsen. *Publicity director:* M. Bickford.

*Hours of broadcast:* 3 to 5 p.m.; and 7 to 9 p.m.; at irregular intervals. *Types of broadcast:* Not listed; investigation for suitable broadcasts being made.

*System of transmission:* Electronic system "similar to RCA."

No other data available at time of inquiry.

### W9XAT, MINNEAPOLIS, MINNESOTA

*Licensee:* Dr. George W. Young, WDGY Bldg. *Phone:* Cherry 3377. *Power (visual):* 500 watts on 43,000 kc. *Power (aural):* None listed in the Federal Communications Commission records; W9XAT lists 5,000 watts on 1180 kc, which is the power and frequency of radio station WDGY, also owned by Dr. George W. Young. *Station opened:* 1934.

*Director:* Dr. George W. Young. Names of the program director, two chief engineers and camera director are not given.

*Hours of broadcast:* 12:15 to 12:30 p.m. daily, except Sunday. *Types of broadcast:* Mostly vocal artists, with instrumental accompaniment.

*System of transmission:* Mechanical type; the line definition is 125 (triple spiral multiple discs); image frequency is 15 per second. *Patents:* Dr. Young owns patents for continuous moving 36 mm film at the rate of 24 frames per second, and scanning of 15 frames per second.

*Distance of reception:* Approximately 20 miles. *Sets in the area:* Five W9XAT check sets have been issued.

## TELEVISION FUTURE AND DIFFICULTIES

Future prospects of television, as well as the difficulties still standing in its way, were summed up thus by David Sarnoff, president of the Radio Corporation of America (stockholder's report, April 6, 1937):

"The requirements of a (U.S.) nationwide television service must be viewed from the standpoint of eventual coverage of more than three million square miles of territory with approximately 130 million inhabitants. The size of this problem is much more formidable here than is the case, for example, in England, where the area is small and the population is concentrated. . . .

"Technically, the art of television needs still further improvement in transmission as well as reception. As these improvements are made, the cost should decrease and thereby reduce the magnitude of the financial problems of establishing a nationwide television service. In addition to these practical considerations, there is the further problem of developing studio and program technique to meet the requirements of such a revolutionary form of public entertainment, information and education. The program service will be costly. . . ."

# TELEVISION PROGRAMS

The following programs and program types have been used thus far by U. S. experimental television stations. These descriptions are intended to supplement the write-ups of the stations themselves.

## W6XAO (Don Lee)

Test subjects; short film subjects; earthquake scenes (March 10, 1933); World Wide Pictures—"The Crooked Circle"—March 23, 1933; Pathe newsreels, April 4, 1933 (178 issues—changed twice weekly).

Also (beginning Aug. 24, 1933), the following Paramount feature pictures: "The Texan"; "The Mighty"; "Western Stars"; "True to Navy"; "Young Eagles"; "Shadow of the Law."

"Studio Murder"; "Only the Brave"; "Thunderbolt"; "Benson Murder"; "Blonde Venus"; "Love Me Tonight"; "Madame Butterfly"; "Song of the Eagle"; "If I Had a Million"; "A Farewell to Arms."

"The Phantom President"; "The Way to Love"; "Pick Up"; "Hot Saturday"; "Madison Square Garden"; "Trouble in Paradise"; "Devil Is Driving"; "Luxury Liner"; "Hello, Everybody"; "Woman Accused."

"A Lady's Profession"; "A Bedtime Story"; "I Love That Man"; "Eagle and the Hawk"; "The Girl in 419"; "Three Cornered Moon"; "One Sunday Afternoon"; "This Day and Age"; "Torch Singer"; "Too Much Harmony"; "I'm No Angel."

"Tillie and Gus"; "The Way to Love"; "Take a Chance"; "Cradle Song"; "Duck Soup"; "Sitting Pretty"; "Eight Girls in a Boat"; "Alice in Wonderland"; "Miss Fane's Baby Is Stolen"; "His Double Life"; "Search for Beauty"; "Six of a Kind"; "Melody in Spring"; "Thirty Day Princess."

"Little Miss Marker"; "Belle of the Nineties"; "The Great Flirtation"; "The Old Fashioned Way"; "Elmer and Elsie"; "Shoot the Works"; "Here Comes the Groom"; "The Scarlet Empress"; "You Belong to Me"; "Pursuit of Happiness"; "Lemon Drop Kid"; also 48 Paramount short subjects.

Stanford-U.S.C. football game (Nov. 11, 1933) presented three hours and 45 minutes after close of game.

Visual announcements of motorcycle races for charity, Los Angeles Coliseum (Jan. 28, 1934).

Paramount newsreels — 48 — two per week, beginning Sept. 1, 1936.

"Empire of the West," March 18, 1937.

## W9XAL

Program titles used so far: "Television Flashes"; "Pictures on the Air"; "Tomorrow Today"; "Leaping Out"; "Seeing Is Believing"; "Hear-See"; and "All the World's a Stage."

Talent used so far:

*Emile Chaquette*, violinist, orchestra leader, musical conductor. *Dorothy Chaquette*, singer, dramatics, production work; *Estela Gaziola*, singer, dramatics; *Darwin Curteman*, singer; *Zerlina Nash*, musical and dramatic work; *Judy Conrad*, orchestra leader, pianist, arranger, composer.

## W2XBS (NBC)

The following talent has appeared over NBC's television broadcasts:

*Eddie Green and partner*; *Henry Hull*; *Pickens Sisters*; *Ed Wynn and Graham McNamee*; *Lucille Manners and Walter Cassel*; *Jack & Loretta Clemens*; *Mario Cozzi*; *Eton Boys*; *Phil Duey*; *Kirilloff and his Russians*; *Grace and Eddie Albert*; *Southernaires*; *Richard & Robert Butterfield*; *Hildegarde*; *Vass Family*; *Bill Robinson*; *Revellers Quartet*; *Betty Goodwin (announcer)*; *Dunninger*; *Jessica Dragonette*; *Ink Spots*; *Armand Tokatyan*; *Irvin S. Cobb*; *Dorothy Page*; *Clarence Muse*; *Ramona*; *Jean Sablón*; *Oswald Mazzucchi and Laura Newell*; *Chu-Chu Martinez and His South Americans*; *Hanna Klein and Pauline Gilbert*.

The following sketches, etc. have been presented:

"Tobacco Road" excerpts; "If Men Played Cards As Women Do" (sketch); "Just Married"; fashion show; "The Trailing Arbutus Nature Study Club" (sketch); "The Maid's Night Out" (sketch).

## W9XAT

The following programs have been presented: "Running the City of Minneapolis"; also virtually every type of program broadcast via WDGX, Minneapolis (owners of W9XAT), except those requiring more than six people to a unit.

Some of the talent used: *Al Salin*, banjoist; *James Paulist*, violinist; and the *Jackson Trio*.



# FACSIMILE

By way of a compendium on facsimile, very little material presents itself at the current writing. Some experimenting has been, and is going on, but the results are better suited to the eye of the engineer than the average member of the radio industry.

Four facsimile stations are experimentally licensed by the Federal Communications Commission. They are:

W9XAF, owned by the Milwaukee Journal (WTMJ), and operating on 41,000 kc with 500 watts power.

W9XAG, likewise owned by the Milwaukee Journal, and utilizing 1,000 watts on 1,614 kc (the 2398, 3492.5, 4797.5, 6425 and 8655 kc bands have been reserved for the station).

W7XBD, owned by the Oregonian Publishing Co., Portland, and operating at 1,000 watts on 1614 kc (the 2398 and 3492.5 bands have also been reserved for this station).

W2XBH, owned by Radio Pictures, Inc., Long Island City, New York, operating on 500 watts on 1614, 2012-2398, 23,100-41,000, and 86,000-400,000 kc.

Additionally, the Radio Corporation of America (RCA) has engaged with success in the transmission of point-to-point pictures since 1924 and is currently experimenting further. Also prospecting is Transradio Press, which to date has not divulged its results.

## INTERNATIONAL BROADCAST STATIONS IN THE UNITED STATES

Frequency and Power		Call	Licensee	Location
kc	kw	Letters		
6040	20	W1XAL	World Wide Broadcasting Corp.....	Boston, Mass.
6040	2.5	W4XB	Isle of Dreams Broadcasting Corp....	Miami Beach, Fla.
6060	10	W3XAU	WCAU Broadcasting Co.....	Newton Square, Pa.
6060	10	W8XAL	The Crosley Radio Corp.....	Mason, Ohio
6080	½	W9XAA	Chicago Federation of Labor.....	Chicago, Ill.
6100	35	W3XAL	National Broadcasting Co., Inc.....	Bound Brook, N. J.
6100	10	W9XF	National Broadcasting Co., Inc.....	Downer's Grove, Ill.
6120	5	W2XE	Columbia Broadcasting System, Inc...	Wayne, N. J.
C. P. for 10				
6140	40	W8XX	Westinghouse Elec. & Mfg. Co.....	Nr. Saxonburg, Pa.
9530	40	W2XAF	General Electric Company.....	Schenectady, N. Y.
9570	40	W8XX	Westinghouse Elec. & Mfg. Co.....	Nr. Saxonburg, Pa.
9570	10	W1XX	Westinghouse Elec. & Mfg. Co.....	Millis, Mass.
9590	10	W8XAL	The Crosley Radio Corp.....	Mason, Ohio
9590	10	W3XAU	WCAU Broadcasting Company.....	Newtown Square, Pa.
11790	20	W1XAL	World Wide Broadcasting Corp.....	Boston, Mass.
11830	5	W2XE	Columbia Broadcasting System, Inc...	Wayne, N. J.
C. P. for 10				
11830	½	W9XAA	Chicago Federation of Labor.....	Chicago, Ill.
11870	40	W8XX	Westinghouse Elec. & Mfg. Co.....	Nr. Saxonburg, Pa.
15210	40	W8XX	Westinghouse Elec. & Mfg. Co.....	Nr. Saxonburg, Pa.
15250	20	W1XAL	World Wide Broadcasting Corp.....	Boston, Mass.
15270	5	W2XE	Columbia Broadcasting System, Inc...	Wayne, N. J.
C. P. for 10				
15330	25	W2XAD	General Electric Company.....	Schenectady, N. Y.
17760	5	W2XE	Columbia Broadcasting System, Inc...	Wayne, N. J.
C. P. for 10				
17780	40	W8XX	Westinghouse Elec. & Mfg. Co.....	Nr. Saxonburg, Pa.
17780	35	W3XAL	National Broadcasting Co., Inc.....	Bound Brook, N. J.
17780	½	W9XAA	Chicago Federation of Labor.....	Chicago, Ill.
17780	10	W9XF	National Broadcasting Co., Inc.....	Downer's Grove, Ill.
21460	20	W1XAL	World Wide Broadcasting Corp.....	Boston, Mass.
21520	5	W2XE	Columbia Broadcasting System, Inc...	Wayne, N. J.
C. P. for 10				
21540	40	W8XX	Westinghouse Elec. & Mfg. Co.....	Nr. Saxonburg, Pa.

# UNIONS

## DEVELOPMENTS OF 1937

Unionization of various branches of the broadcasting industry became a major trend during 1937. As the VARIETY RADIO DIRECTORY goes to press, further assertions of that trend, plus a fluid aspect of the entire radio-unionization picture, appear to be the norms.

### American Federation of Musicians

Biggest and oldest of the unions affecting radio is the American Federation of Musicians, whose manifold branches touch on virtually every live talent program broadcast. In a list appended to this resume appears this union's complete setup. The AF of M is an American Federation of Labor (AF of L) affiliate.

*It does not operate under any set union scale of wages and hours, equally binding on all sections of the United States. Rather the procedure—to describe it loosely—is a plan whereby each local branch of the union sets wages and hours for the territory under its jurisdiction.* Amended plans, whereby national headquarters would set the pay-hour scales, have been mentioned; but to date the old scheme of local autonomy in such matters still pertains.

In addition to affecting live talent broadcasts, the American Federation of Musicians has lately also been attempting regulatory measures in the field of electrical transcriptions. The theory behind this move, as explained by the union, is that one recording (representing one payment to an orchestra) later tends to eliminate work of other musicians, because the recording can again and again be played. Ergo, under the leadership of the Chicago local (headed by James C. Petrillo), a movement has been started to force a radio station to employ as many stand-by musicians as were employed in making the original recording. This tendency was described in VARIETY thus (March 31):

Some 40 locals of the American Federation of Musicians have expressed sympathy for the movement started by James C. Petrillo of the Chicago Federation of Musicians to forbid the playing of recorded music on the radio stations in their various jurisdictions, unless there are as many stand-by musicians employed by the broadcasting studio as were used in the original making of the disc (i.e., recording). . . .

Among the cities which have said that they will insist on stand-by musicians are San Antonio, Pittsburgh, Butte, Superior, St. Louis, Canton, San Francisco, Jersey City, Boston, Bangor, Akron, Wheeling, Mason City, Atlanta, Omaha, Baltimore, Denver, Minneapolis, Rochester, Wichita Falls, Waterloo, Mobile, Louisville, Billings, Indianapolis, Milwaukee, Seattle and Philadelphia.

The movement described above has subsequently continued. In New York City the following happened (VARIETY, June 2):

The executive board of the New York musicians' union has cleared decks for drastic action on the use of recordings in radio and other media at the forthcoming convention of the American Federation of Musicians.

After drawing up a set of resolutions on the recording issue for submission to the AF of M meeting, the Local 802 board instructed band leaders to refrain from making any sort of recording contract without first submitting the papers to the union. . . .

The outcome of these actions, either locally or nationally, remain undecided matters as the **VARIETY RADIO DIRECTORY** goes to press.

### **ARTA and IBEW**

Two unions which rose into some prominence in radio broadcasting during 1937, and are classifiable as brand new developments, are the American Radio Telegraphers' Association (ARTA) and the International Brotherhood of Electrical Workers (IBEW). These unions concern themselves chiefly with "panelmen" (i.e., station engineers).

Of the two, the IBEW is an old American Federation of Labor union. It did not concern itself much about radio (although prominent in stage and screen affairs) until in the spring of 1937 the ARTA group, said to have CIO leanings, sought to telescope out IBEW Local No. 97 (New York) and make a drive for radio unionization. Between the ARTA's own original members, and such as crossed over from the IBEW No. 97, a sizable group was formed which began making contracts with stations in and around New York.

Following this maneuver, a separate drive was started by the IBEW. These two tendencies are currently in the process of strengthening. Further information about the various locals, officers, etc., of these two groups are herein omitted due—again—to the newness of the developments and the characteristic state of flux in the total picture.

### **American Guild of Radio Announcers and Producers**

A fourth union—as yet unaffiliated with either AF of L or CIO—is the American Guild of Radio Announcers and Producers (AGRA). The president is Roy Langham, and the group's initial contract was signed with the Columbia Broadcasting System the last of May. The terms were thus described (**VARIETY**, June 2):

Agreement with CBS on its New York division is for five years, and permits either side to call for a revision at the end of the first nine months. Any dispute that can't be settled between them at that time will be submitted to arbitration, with the decision from that score being final and binding. CBS pledges itself not to reopen the question of the closed shop during the run of the covenant, nor to have anything to say about the Guild's outside affiliations.

Members of the Guild will work under a basic five-day, 40-hour week, with time and a half for overtime. A minimum of \$50 per week has been provided for staff announcers, with a scale of increase which over a period of five years will raise this basic figure to \$65. In the case of producers (asst. directors) the basic rate is \$85, with automatic increases stipulated over a period of seven years. Any of the minimums are open to adjustment at the end of nine-month intervals.

While the producers' income is restricted to what they get from the network, staff announcers will collect a minimum of \$5 from commercial programs, but the time so consumed will not be deductible from the required 40-hour week. In other words, if an announcer has 20 hours of commercial programs and sustaining hours he will, if he works no more than 40 hours that week, be entitled to only half of his regular salary, plus whatever fees paid him by advertisers.

**"Inside" Unions**

By way of a fifth classification of unions may be mentioned the various "inside" unions operating only within the confines of a single organization or station, and not overtly planning any expansion. Among such is an NBC engineers' group. Other groups, of like nature, have arisen within other local fields.

**IATSE and Equity**

Also in the domain of radio, especially in larger cities, is the International All Theatrical Stage Employees Union. Its field cuts across visual broadcasts presented in theatres, etc., and lately a contemplated drive on the part of Actors' Equity to organize radio players has become apparent.

**AMERICAN FEDERATION OF MUSICIANS**

International officers of the A. F. of M. for the United States and Canada are:

*President:* Joseph N. Weber, 1450 Broadway, New York City.

*Vice-president:* C. L. Bagley, 720 Washington Building. Los Angeles, Calif.

*Secretary:* Fred W. Birnbach, 39 Division St., Newark, N. J.

*Financial secretary-treasurer:* H. E. Brenton, Box B, Astor Station, Boston, Mass.

*Executive committee:* C. A. Weaver, 616 Insurance Exchange, Des Moines, Iowa; A. C. Hayden, 1011 B St., S. E., Washington, D. C.; John W. Parks, 1105 Allen Building, Dallas, Texas; James C. Petrillo, 1039 N. Austin Boulevard, Chicago, Ill.; Walter M. Murdoch, 42 Coady Ave., Toronto, Canada.

Local chapters of this union in those cities having radio stations are:

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
1	<b>Cincinnati, Ohio</b> ..... Musicians' Protective Association Pres., Oscar F. Hild, 206 Atlas Bank Bldg., 524 Walnut st. Sec., V. L. Hofmann, 206 Atlas Bank Bldg., 524 Walnut st.	Twenty miles.
2	<b>St. Louis, Mo</b> ..... Musicians' Mutual Benefit Association Pres., Samuel P. Meyers, 3535 Pine st. Sec., Clarence E. Maurer, 3535 Pine st. (Subsidiary Local)..... Pres., Eligah W. Shaw, 3912 Finney av. Sec., Winston Walker, 3912 Finney av.	Fifteen miles.   Fifteen miles.
3	<b>Indianapolis, Ind.</b> ..... Musicians' Protective Association Pres., John Goll, 4246 College av. Sec., A. Hammerschlag, Room 105, 136 North Delaware.	Ten miles.
4	<b>Cleveland, Ohio</b> ..... Musical Mutual Protective Association Pres., Milton W. Krasny, 2200 E. 21st st. Sec., Elmer H. Wahl, 2200 E. 21st st.	All of Cuyahoga County; east to Willowick Country Club; Geauga Lake Park in Gauga County and 17 miles south to reach the jurisdiction of Local 24, Akron, Ohio.
5	<b>Detroit, Mich.</b> ..... Federation of Musicians Pres., Albert Luconi, 5562 Second Blvd. Sec., George V. Clancy, 5562 Second Blvd.	All of Wayne and Macomb Counties, Mich- igan, including all that portion of Oakland County lying south of the fourteen-mile road.



A. F. OF M. LOCALS—Continued

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
6	<b>San Francisco, Calif.</b> ..... Musicians' Union Pres., Walter A. Weber, 230 Jones st. Sec., Eddie B. Love, 230 Jones st. <b>Branch No. 1, Oakland, Calif.</b> Sec., Albert Morris, 12th & Washington sts.	Includes San Francisco, Oakland, Alameda, Berkeley, Fruitvale, Melrose, Mill Valley, Elmhurst, San Rafael, San Anselmo and Palo Alto, Calif.
8	<b>Milwaukee, Wis.</b> ..... Musicians' Association Pres., V. Dahlstrand, 1228 North 44th st. Sec., Roland Kohler, 1714 North 12th st.	Ten miles; includes South Milwaukee and Cudahy.
9	<b>Boston, Mass.</b> ..... Musicians' Protective Association Pres., George Gibbs, 56 St. Botolph st. Sec., Morris Galben, 56 St. Botolph st.	Boston proper, Revere, Malden, Melrose, Stoneham, Medford, Winchester, Arlington, Winthrop, Chelsea, Everett, Somerville, Belmont, Waltham, Wakefield, Lexington, Cambridge, Watertown, Brighton, all the Newtons, Riverside, Brookline, Dedham, Hyde Park, Milton and Blue Hill Reserva- tion, Quincy, Braintree, East Braintree, Hull, Nantasket (Beach and Reservation included), Reading, all islands in Boston Harbor.
10	<b>Chicago, Ill.</b> ..... Federation of Musicians Pres., James C. Petrillo, 1039 N. Austin blvd. Sec., E. A. Benkert, 175 W. Washington st.	Cook County, other than the jurisdiction of Local 48, Elgin, Ill., and continues along the shores of Lake Michigan north of Cook County as far as the southern boundary of Fort Sheridan.
11	<b>Louisville, Ky.</b> ..... Musicians' Mutual Protective Association Pres., George P. Laffell, Kentucky Hotel. Sec., A. W. Stuebling, 812 So. Second st.	Fifteen miles and including New Albany and Jeffersonville, Ind.
12	<b>Sacramento, Calif.</b> ..... Musicians' Protective Union Pres., Jack Alderson, 3540 Folsom Blvd. Sec., E. R. Drake, 813½ Jay st.	A radius of 25 miles and all of Sacramento County.
13	<b>Troy, N. Y.</b> ..... Troy Musical Union Pres., Ralph W. Eyclesheimer, 507 Grand st. Sec., Ernest A. Martin, 886 Fourth av.	Ten miles which includes Troy, Greater Troy, Cohoes, Waterford, Watervliet, Green Island, Menands Cemetery, West Sand Lake and Sand Lake.
14	<b>Albany, N. Y.</b> ..... Musical Union Pres., Frank Walter, 11 Barrow st. Sec., Harry J. Seaman, 85 Beaver st.	North to Schuyler Ridge, where Local No. 13 begins; west, 8 miles, where Schene- tady jurisdiction begins; east, to Rense- laer and Electric Park. All territory south of Albany to and including the Townships of Durham, Greenville and Coxsackie, where the jurisdiction of Local No. 215, Kingston, N. Y., ends.
15	<b>Toledo, Ohio.</b> ..... Musical Protective and Benevolent Assn. Pres., John C. Hahn, 1936 Linwood av. Sec., Hal Carr, 419 Gardner Bldg.	Fifteen miles, including Rossford, Maumee, Perrysburg, Waterville, Toledo Beach, West Toledo, Point Place, Inverness and Country Clubs, Luna Pier and Woodville Gardens, La Salle, Vollmers, Forest, Hick- ory, Willow Beach and Parkers Parks, and intermediate points.

**A. F. OF M. LOCALS—Continued**

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
16	<b>Newark, N. J.</b> ..... Musicians' Mutual Protective Union Pres., Selig Finkelstein, 401 Plane st. Sec., Matty Franklin, 401 Plane st. <b>Branch No. 1, Fife and Drum Corps</b> Pres., John B. Chenoweth, 448 Summer av. Sec., Michael A. McCann, 288 Broad st., Bloomfield, N. J.	Newark, East Newark, North Newark, Nut- ley, Belleville, Arlington, North Arlington, Harrison, Kearny, Hilton, Maplewood, Irvin- gton, Wyoming, Millburn, Short Hills, Summit, Orange, East Orange, South Orange, West Orange, Livingston, Rose- land, Cedar Grove, Caldwell, Verona, Montclair, Upper Montclair, Glen Ridge, Brookdale and Bloomfield (all in New Jer- sey)
17	<b>Erie, Pa.</b> ..... Musicians' Protective Association Pres., Oscar L. Nutter, 61 Kellog st. Sec., S. G. Anderson, 531 French st.	Twenty-five mile radius, excepting Cam- bridge Springs.
18	<b>Duluth, Minn.</b> ..... Duluth Musicians' Association Pres., Walter E. Lange, 1608 Jefferson st. Sec., Roy H. Flaaten, 301 Glencoe Bldg.	Thirty-five miles.
19	<b>Springfield, Ill.</b> ..... Musicians' Association Pres., Frank E. Leeder, 841 S. Glenwood av. Sec., L. Kent Kyes, 320 South Fourth st.	Ten miles.
20	<b>Denver, Colo.</b> ..... Musical Protective Association Pres., Michael Muro, 616 Kittridge Bldg. Sec., Chas. C. Keys, 616 Kittridge Bldg.	Twelve miles from the city limits, and to include Grand Lake and Denver Mountain Park System and all other lands embraced within townships 3, 4, 5 and 6 south, ranges 69, 70, 71, 72, 73 and 74 west of the 6th Principal Meridian.
23	<b>San Antonio, Texas.</b> ..... Musicians' Society Pres., John H. Anderson, 2422 W. Travis st. Sec., R. S. Atchison, 126 North st.	Fifty miles.
24	<b>Akron, Ohio.</b> ..... Musicians' Protective Association Pres., A. C. Light, 42 S. Adams st. Sec., Logan O. Teagle, 311-312 Everett Bldg.	A radius of 17 miles in each direction ex- cept on the south, which is 10 miles, and on the west, which is 15 miles.
25	<b>Terre Haute, Ind.</b> ..... Musicians' Association Pres., Herman A. Diekhoff, 515 N. 14th st. Sec., Paul D. Johnson, 1508 S. 11th st.	All of Vigo County.
26	<b>Peoria, Ill.</b> ..... Peoria Federation of Musicians Pres., Wm. F. Groover, 600 Fourth av. Sec., J. D. Edie, 505 Monson st.	Ten miles.
30	<b>St. Paul, Minn.</b> ..... Musicians' Protective Union Pres., E. W. Winter, 1376 Summit av. Sec., Edward Ringius, 436 Wabash st.	City of St. Paul, including Inver Grove, Fort Snelling, Merriam Park, Como Park, Wildwood, White Bear, St. Paul Park, Tan- ner Lake, Snail Lake, Long Lake and Lake Josephine, State Fair Grounds and Lake Owasso; also South St. Paul, North St. Paul and Mendota.

**A. F. OF M. LOCALS—Continued**

<b>No.</b>	<b>City, Title, Officers and Addresses.</b>	<b>Jurisdiction Claimed.</b>
32	<b>Anderson, Ind.</b> ..... Musicians' Protective Association Pres., C. L. Mason, 1327 Ohio av. Sec., John F. Niblock, 2716 Lynn st.	Ten miles.
34	<b>Kansas City, Mo.</b> ..... Musicians' Association Pres., Floyd D. Zook, 4420 Prospect av. Sec., Fred. S. Joste, 1017 Washington st.	Thirty miles, and to include Excelsior Springs, Mo.
35	<b>Evansville, Ind.</b> ..... Musicians' Association Pres., Herman Drier, 727 W. Illinois st. Sec., Bert Reed, 516 E. Cherry st.	Ten miles, including Henderson, Ky.
36	<b>Topeka, Kans.</b> ..... Musical Association Pres., Otto L. Rahn, 207 Kendall av. Sec., V. L. Knapp, 1116 Taylor	Ten miles.
37	<b>Joliet, Ill.</b> ..... Musicians' Protective Union Pres., Elmer Brockway, 104 Park Road Sec., J. S. Simpson, 103 S. Prairie av.	Monooka, Plattsville, Mokena, Frankport and Manhattan
38	<b>Richmond, Va. (colored)</b> ..... Musicians' Protective Union Pres., Roy F. Johnson, 1200 Oak st. Sec., Leroy Wyche, 510½ N. Third st.	Counties of Henrico, Chesterfield, Prince George and Dinwiddie, and also West Point, Petersburg, Farmville and Basic City.
40	<b>Baltimore, Md.</b> ..... Musical Union of Baltimore City Pres., Oscar Apple, 1828 Walbrook av. Sec., J. Elmer Martin, 847 Hamilton ter.	Ten miles; Tolchester Beach, Blue Mountain House, Pen Mar, Deer Park, Annapolis, Md., and Howard, Carroll, Anne Arundel, Baltimore and Hartford Counties, Md.
41	<b>Johnstown, Pa.</b> ..... Musical Society Pres., C. C. Cutteridge, 744 Sherman st. Sec., Edgar T. Callio, 210 Blaine st.	Ten miles.
42	<b>Racine, Wis.</b> ..... Musicians' Union Pres., Erwin Sorenson, 1117 Augusta st. Sec., W. Clayton Dow, 1254 Arthur av.	All of Racine County.
43	<b>Buffalo, N. Y.</b> ..... Musicians' Protective Association Pres., Harry C. Davis, 114 Saranac av. Sec., John F. Hassler, 2 Sycamore st.	Ten miles and Lancaster, Depew, Bomansville, Townline, Clarence, Elma, Alden, Gardenville and Crystal Beach, Ontario.
47	<b>Los Angeles, Cal.</b> ..... Musicians' Mutual Protective Association Pres., Frank D. Pendleton, 1417 Georgia st. Sec., F. W. Forbes, 1417 Georgia st.	Twenty-five miles and Catalina Island.
50	<b>St. Joseph, Mo.</b> ..... Musicians' Association Pres., J. M. Bova, 704 N. 10th st. Sec., H. A. Rensch, Empire Trust Bldg.	Ten miles, and including St. Joseph, Savannah and Amazonia, Mo., and Elwood and Wathena, Kans.
51	<b>Utica, N. Y.</b> ..... Musicians' Protective Union Pres., Stanley D. Jones, 1125 Brinckerhoff av. Sec., O. C. Bergner, 1501 Kemble st.	West to and including Oriskany, east to Frankfort, north 15 miles, including Trout Brook Inn and Three Islands Inn, and south fifteen miles.

**A. F. OF M. LOCALS—Continued**

<b>No.</b>	<b>City, Title, Officers and Addresses.</b>	<b>Jurisdiction Claimed.</b>
53	<b>Calgary, Alta., Canada</b> ..... Musicians' Association Pres., W. R. Herbert, 24 Argyle court Sec., Wm. Morris, Room 5, Labor Temple	North to but not including Red Deer, east to Drumheller, south to the international boundary and west to Field.
54	<b>Zanesville, Ohio</b> ..... Musicians' Protective Association Pres., Ray McElfresh, 929 Munson av. Sec., Louis C. Roberts, 743 Monroe st.	Half way between Zanesville and Coshoc-ton, north; Roseville, south; Cambridge, east; Newark, west.
56	<b>Grand Rapids, Mich.</b> ..... Musicians' Protective Association Pres., Robt. C. Wilkinson, 232 Fitz, S. W. Sec., Leon Knapp, 211 Monroe St., N. W.	Ten miles.
58	<b>Fort Wayne, Ind.</b> ..... Musical Protective Association Pres., H. James Flack, 1324 Colerick st. Sec., Robt. A. Jellison, Rooms 504-505 Citizens Trust Bldg.	Ten miles.
60	<b>Pittsburgh, Pa.</b> ..... Musical Society Pres., Clair E. Meeder, 810 Penn av. Sec., Chas. A. Graffelder, 810 Penn av.	Entire County of Allegheny.
62	<b>Trenton, N. J.</b> ..... Trenton Musical Association Pres., John E. Curry, Jr., 703 W. State st. Sec., Alvah R. Cook, 620 Lafayette av.	Trenton, N. J., with ten-mile radius, and extended territory, taking Hightstown (14 miles), Lambertville (16 miles), New Hope (15 miles); within radius of ten miles there are Morrisville, Bristol, Newton, Yardley, Tullytown, Pa.; Bordentown, Lawrenceville, Hamilton Square and Allentown, N. J., and a few smaller villages.
63	<b>Bridgeport, Conn.</b> ..... Musicians' Union Pres., Jesse Greenwald, 55 Garfield av. Sec., J. H. Schmidt, 176 Cedar st.	Fairfield, Southport, Stratford, Long Hill, Stepney, Milford and Bridgeport.
65	<b>Houston, Texas</b> ..... Musicians' Protective Union Pres., H. B. Amick, Route 2, Box 502 Sec., E. E. Stokes, 621 Kress Bldg.	Harris County and extending to and including Missouri City and Sugarland in Ft. Bend County.
66	<b>Rochester, N. Y.</b> ..... Musicians' Protective Association Pres., Leonard Campbell, 81 Clinton av., N. Sec., Harry Waterhouse, 81 Clinton av., N.	Ten mile radius; westward, shore of Lake Ontario, including Manitou Beach, Churchville Park and the Barn at Leroy; eastward, including Nine Mile Point; southwest, Conesus Lake and one-half mile bordering lake.
67	<b>Davenport, Iowa</b> ..... Tri-City Musical Society Pres., Arthur A. Petersen, 426 West Locust st. Sec., Al. B. Woekener, 310 Security Bldg.	Davenport, Bettendorf, Iowa; Rock Island, Moline, East Moline and Silvis, Ill., and a radius of fifteen miles.
69	<b>Pueblo, Colo.</b> ..... Musicians' Protective Union Pres., J. D. Byrne, 1508 Lake av. Sec., Jack Balfe, 206 N. Main st.	Twenty-five miles north; sixty-five miles east, including La Junta, and fifty miles west and south.



**A. F. OF M. LOCALS—Continued**

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
70	<b>Omaha, Neb.</b> ..... Musicians' Association Pres., Ernest Nordin, Sr., Room 201 Mickel Bldg. Sec., P. J. Christman, Room 201 Mickel Bldg.	Ten miles.
71	<b>Memphis, Tenn.</b> ..... Memphis Federation of Musicians Pres., W. A. Ward, 2006 Cowden Sec., R. L. Lesem, 89 Beale av.	Twenty-five miles and to include Marion, West Memphis and Crawfordsville.
72	<b>Fort Worth, Texas.</b> ..... Musicians' Protective Union Pres., Woods C. Moore, 108½ E. Sixth st. Sec., Woods C. Moore, 108½ E. Sixth st.	Eighteen-mile radius, and to the Dallas- Tarrant County line on the east, and in- cluding Mineral Wells.
73	<b>Minneapolis, Minn.</b> ..... Musicians' Association Pres., George E. Murk, 32 Glenwood av. Sec., Stanley Ballard, 32 Glenwood av.	Hennepin County, which embraces the en- tire Lake Minnetonka district; also St. Louis Park, Hopkins and Robbinsdale.
74	<b>Galveston, Texas.</b> ..... Musicians' Protective Union Pres., Felix Stella, 714 17th st. Sec., John Ragone, 1306 Avenue K	All of Galveston County.
75	<b>Des Moines, Iowa.</b> ..... Musicians' Association Pres., Walter G. Samuels, 3815 Fifth st. Sec., Claude E. Pickett, 221 Jewett Bldg.	Twenty miles, including Ankeny, Polk City, Sycamore Park, Grimes, Bondurant, Al- toona, Mitchellville, Avon Lake, Indianola, Cummings, Van Meter, Waukee and Holly- wood Club.
76	<b>Seattle, Wash.</b> ..... Musicians' Association Pres., O. R. McLain, 1927½ Fifth av. Sec., J. J. Curley, 1927½ Fifth av.	Twenty miles, including Bremerton, Port Orchard and Charleston.
77	<b>Philadelphia, Pa.</b> ..... Musicians' Protective Association Pres., Americo A. Tomei, 120 N. 18th st. Sec., A. Rex Riccardi, 120 N. 18th st.	Ten miles on the east, embracing Camden and extending to Medford Lakes, N. J.; south, to Chester; north, to Bristol and half way to West Chester on the west and the summer resorts of Wildwood, Avalon, Sea Isle City, Beach Haven and Corsons Inlet, N. J.
78	<b>Syracuse, N. Y.</b> ..... Musicians' Protective Association Pres., Carl L. Bly, 261 W. Borden av. Sec., Geo. F. Wilson, 216 Dillaye Bldg.	Includes Syracuse, East Syracuse, Minoa, Manlius, Fayetteville, Edwards Falls, North Syracuse, Cicero, South Bay, Boysens Bay, Bewerton and all resorts on Onondaga Lake, Solvay, Camillus, Marcellus, Nedrow and Three Rivers.
80	<b>Chattanooga, Tenn.</b> ..... Musical Society Pres., George Rodgers, care Burkart- Schier Chemical Co. Sec., Ed. Carter, 10 E. Seventh st.	Fifty miles.
83	<b>Lowell, Mass.</b> ..... Musicians' Union Pres., Henry Lavigueur, 428 High st. Sec., Frank B. McCashin, 194 Ludlam st.	Cities of Lowell and Woburn, towns of Wilmington, Burlington, Billerica, Tewks- bury, Chelmsford, Tyngboro, Westford, Dracut, Pelham, Carlisle.

**A. F. OF M. LOCALS**—Continued

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
85	<b>Schenectady, N. Y.</b> ..... Musical Union Pres., Earl Shear, 2314 Broadway Sec., Sid De Feo, 221 Elm st.	Ten miles; includes Burnt Hills, Ballston Lake, Scotia, Rotterdam, Pattersonville, Village of Niskayuna, Rexford, Alplaus, Carmen, Karner and Mariaville.
86	<b>Youngstown, Ohio</b> ..... Musicians' Protective Union Pres., Harry M. Dunspaugh, 1233 Elm st. Sec., Benj. J. Seaman, Renner Block, 33 N. Hazel st.	Ten miles, including Yankee Lake and Craig Beach Park, but not to include Niles (five miles given to Local No. 118 of Warren, Ohio).
89	<b>Decatur, Ill.</b> ..... Musical Union Pres., Chas. P. Housum, 823 N. Church st. Sec., Geo. E. Weatherby, 223 N. Main st.	Ten miles.
94	<b>Tulsa, Okla.</b> ..... Musicians' Protective Union Pres., Lee Roy Duffy, 3502 E. 12th Pl. Sec., Grafton J. Fox, 911 S. Ellwood av.	Thirty miles; including Bristow, Barnsdall, Haskell, Hominy, Cushing, Drumright, Oilton, Pawhuska and Shamrock.
95	<b>Sheboygan, Wis.</b> ..... Musicians' Association Pres., Harvey Glaeser, 818 Jefferson av. Sec., William Haack, 1419 Jefferson av.	All of Sheboygan County, that part of Ozaukee County lying in a twenty-mile radius of Sheboygan, and that part of Manitowoc County that lies within a fifteen-mile radius of Sheboygan, including Cedar Lake.
99	<b>Portland, Ore.</b> ..... Musicians' Mutual Association Pres., Herman Kenin, 821 S. W. Fourth av. Sec., L. D. Staats, 821 S. W. Fourth av.	Twenty miles.
101	<b>Dayton, Ohio</b> ..... Musicians' Protective Union Pres., George Becker, 1648 Meriline av. Sec., P. Culvertson, 303 Canby Bldg.	Ten miles.
102	<b>Bloomington, Ill.</b> ..... Federation of Musicians Pres., Wm. Peterson, 14 Maizefield av. Sec., Vincent Dornaus, 910 S. Madison st.	Ten miles.
103	<b>Columbus, Ohio</b> ..... Federation of Musicians Pres., Arthur E. Streng, 66 E. Broad st. Sec., E. C. Kershaw, 66 E. Broad st.	Ten miles.
104	<b>Salt Lake City, Utah</b> ..... Federated Musicians Pres., Guy W. Heric, 53 Redondo av. Sec., James Foley, 44½ South Main st.	All of Salt Lake County and that portion of Davis County as far north as Lagoon.
105	<b>Spokane, Wash.</b> ..... Musicians' Association Pres., Dudley Wilson, Ridpath Hotel. Sec., R. L. McMullen, 522 W. Sprague av.	Ten miles, and to include Liberty Lake, Newman Lake and Medical Lake.

**A. F. OF M. LOCALS—Continued**

<b>No.</b>	<b>City, Title, Officers and Addresses.</b>	<b>Jurisdiction Claimed.</b>
107	<b>Ashtabula, Ohio</b> ..... Musicians' Protective Association Pres., Lloyd G. Davis, Mutual Bank Bldg., Conneaut, Ohio Sec., Tom L. Smith, Mutual Loan Bank Bldg., Conneaut, Ohio	Fifteen miles.
110	<b>Hutchinson, Kans.</b> ..... Musicians' Protective Association Pres., A. R. Ashley, 516 W. Seventh st. Sec., H. C. Stephenson, P. O. Box 145.	Ten miles.
111	<b>Canton-Massillon, Ohio</b> ..... Musicians' Protective Association Pres., Paul S. Herrnstein, 339 Harrison av., N. W. Sec., C. C. Weeks, 1640 Woodland av., N. W.	North, 12 miles; east, 9½ miles; south, to the Carroll County-Tuscarawas County line, including all of the Village of Mag- nolia; west, 10 miles west of Massillon city limits.
112	<b>Danville, Va.</b> ..... Musicians' Protective Union Pres., Clarence Cowan, Stonewall Bar- ber Shop Sec., Frank M. Fowler, 312½ Main st.	Danville, Martinsville, South Boston, Clarksville, Chatham, Gretna and Altavista in Virginia; and Roxboro, Henderson, Ox- ford, Reidsville and Leaksville in North Carolina.
114	<b>Sioux Falls, S. D.</b> ..... Musicians' Union Pres., A. K. Bailey, 708 N. Summit av. Sec., Burton S. Rogers, 625 S. Phillips av.	Ten miles.
115	<b>Olean, N. Y.</b> ..... Musicians' Protective Union Pres., Samuel Matzner, 113 N. 17th st. Sec., Jas. R. Silvernail, 128 N. First st.	Allegany, 3 miles; Hinsdale, 7 miles; Port- ville, 6 miles; Rock City, 7 miles, and Wes- ton, 3 miles.
116	<b>Shreveport, La.</b> ..... Musicians' Protective Union Pres., Ernest Hatley, Y. M. C. A. Sec., P. W. Lee, P. O. Box 507.	Fifteen miles.
117	<b>Tacoma, Wash.</b> ..... Musicians' Mutual Protective Union Pres., George S. Johnson, 316 S. "K" st. Sec., Jos. E. Rausch, 1109½ A st.	Ten miles.
119	<b>Quebec, P. Q., Canada</b> ..... Musicians' Protective Union Pres., L. Crepault, 64 Maisonneuve Sec., Claud Richardson, 11 Burton	Ten-mile radius, and to include Latuque, Chicoutimi, Murray Bay, Riviere Du Loup and Montmagny.
120	<b>Scranton, Pa.</b> ..... Musicians' Protective Association Pres., Allan Lawrence, 311 Adams av. Sec., J. T. Harris, 313 Adams av.	Scranton, Taylor, Old Forge, Minouka, Moosic, Avoca, Duryea, Moscow, Olyphant, Throop, Peckville, Jessup, Clark, Summit, Dalton, Factorville, Delmore and Elm- hurst, all in ten miles east to Pittston; west to Archibald; north to Dalton; south to Mt. Pocono.
123	<b>Richmond, Va.</b> ..... Musical Protective Association Pres., Frank P. Cowardin, 125 N. 8th st. Sec., Carl N. Wallnau, 203 W. Grace st.	Counties of Henrico, Chesterfield, Prince George and Dinwiddie, and also West Point, Petersburg, Farmville, Basic City.

**A. F. OF M. LOCALS**—Continued

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
124	<b>Olympia, Wash.</b> ..... Musicians' Protective Union Pres., Arthur R. Kinney, Jr., 113 N. Pear st. Sec., Ray W. Walker, 1057 Capitol Way.	Ten miles, but not to intrude on the jurisdiction of a local previously chartered.
125	<b>Norfolk, Va.</b> ..... Musicians' Protective Association Pres., Frank Lo Furno, 1904 DeBree av. Sec., Sam Silberman, 314 W. 17th st.	Counties of Princess Anne, Norfolk, Nansemond, Isle of Wight, Southampton, Sussex to the town of Waverly and territory in Surrey County east of a line drawn from Waverly to Scotland.
127	<b>Bay City, Mich.</b> ..... Federation of Musicians Pres., James Gates Sec., B. F. Shephard, 216 N. Monroe	Six miles.
134	<b>Jamestown, N. Y.-Warren, Pa.</b> ..... Jamestown-Warren Musicians' Assoc. Pres., Hugh Lambert, 22 Bush st., Jamestown, N. Y. Sec., George Callison, 101 Gokey Bldg., Jamestown, N. Y.	A radius of 15 miles of Jamestown, including all points on Chautauqua Lake as Celoron, Lakewood, Stow, Chautauqua Assembly Grounds, Mayville, Point Chautauqua, Midway Park, Maple Springs, and Bemus Point, and a radius of 20 miles from Warren, Pa.
135	<b>Reading, Pa.</b> ..... Musicians' Protective Association Pres., F. L. Diefenderfer, 605 N. Fifth st. Sec., Edw. A. Glicker, 1950 Perkiomen av.	To the north, 18 miles to include Mohrsville, Schoemakersville and Hamburg; to the south and east, 10 miles, including Birdsboro; to the west and northwest, 14 miles and including Womelsdorf and Bernville and all South Mountain summer resorts.
136	<b>Charleston, W. Va.</b> ..... Musicians' Union Pres., Geo. Crumb, 1537 Washington st. Sec., R. Blumberg, P. O. Box 898.	Ten-mile radius, and also fifty miles up the river, north.
137	<b>Cedar Rapids, Iowa.</b> ..... Musicians' Protective Union Pres., Jos. Kitchin, 1723 Third av., S.E. Sec., Frank J. Trcka, 504 Forest Drive, S. E.	Ten miles.
139	<b>Hazleton, Pa.</b> ..... Musicians' Protective Union Pres., Michael Whittig, 658 Lincoln st. Sec., Wm. Schmauch, 638 W. Diamond av.	North side, all territory within five miles; east, west and south sides, ten miles; the other territory to the north given to Free-land.
140	<b>Wilkes-Barre, Pa.</b> ..... Musicians' Protective Union Pres., Frank Magalsky, cor. First and Nesbit sts., Larksville, Pa. Sec., Chas. E. Tite, 52 Carlisle st.	Pittston, West Pittston, Exeter, Plainsville, Plains, Parsons, Miners Mills, Kingston, Dorranceton, Luzerne, Edwardsville, Larksville, Plymouth, Nanticoke, West Nanticoke, Ashley, Sugar Notch, Harvey's Lake, Dallas, Trucksville, Fern Brook, Glen Summit, Fair View, Laurel Run, Bear Creek, San Souci Park, Valley View Park, Inkerman, Georgetown.



**A. F. OF M. LOCALS**—Continued

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
142	<b>Wheeling, W. Va.</b> ..... Wheeling Musical Society Pres., Nicolas von Berg, 412 S. Front st. Sec., Howard N. Kellinger, 511 Rich- land av.	Ten miles, north, east and south, and fif- teen miles west; includes Wheeling, War- wood, Triadelphia, Benwood, McMechen and Glendale, W. Va.; Rayland, Martin's Ferry, Bridgeport, Lansing, Blaine, Bar- ton, Bellaire, Klee, Neffs, Shadyside, St. Clairsville, Ohio and the Belmont Club.
143	<b>Worcester, Mass.</b> ..... Musicians' Protective Association Pres., John F. McGrath, Bryn Mawr av., Auburn, Mass. Sec., L. X. Fontaine, 418 Main st.	Petersham, Hubbardston, Sterling, Prince- ton, West Boylston, Holden, Rutland, Barre, Dana, Hardwick, Oakham, Paxton, New Braintree, West Brookfield, North Brook- field, Brookfield, Warren, Spencer, Leices- ter, Auburn, Millbury, Grafton, Shrews- bury, Sutton, Northbridge, Oxford, Charl- ton, Sturbridge, Dudley, Douglas and Wor- cester, Mass., and the towns of South- bridge, Webster, Woodstock, and City of Putnam, Conn.
145	<b>Vancouver, B. C., Canada</b> ..... Musicians' Mutual Protective Union Pres., J. Bowyer, 2704 Fourth av., East Sec., Edw. A. Jamieson, 319 Pender st., M.	Greater Vancouver, Fraser Valley, Amo Nanaimo on Vancouver Island.
147	<b>Dallas, Texas</b> ..... Musicians' Protective Association Pres., Wm. J. Harris, 408½ S. Ervay st. Sec., J. W. Parks, 1105 Allen Bldg.	Fifteen miles, to Tarrant-Dallas County line on the west, and to include Lake Dal- las.
148	<b>Atlanta, Ga.</b> ..... Federation of Musicians Pres., J. T. Bourn, 4 Pritchard Way Sec., Herman Steinichen, 423 Mortgage Guarantee Bldg.	Fifty miles.
149	<b>Toronto, Ont., Canada</b> ..... Musicians' Protective Association Pres., Walter M. Murdock, 42 Coady av. Sec., Arthur Dowell, Room 402 Metro- politan Bldg.	Toronto easterly to Oshawa; direct north from Oshawa, through Fenelon Falls, Lake of Bays, to Mattawa, and westerly to Port Credit; northwest to Brampton, through to Alliston, Stayner, Wasaga Beach, Midland, Parry Sound, to Sturgeon Falls, and all intervening territory, including Lake Sim- coe and Muskoka Lakes, with the excep- tion of territory included in the Huntsville jurisdiction.
150	<b>Springfield, Mo.</b> ..... Association of Musicians Pres., Fred Davey, 1223 N. Campbell st. Sec., E. F. Lloyd, care Commercial Club.	Ten miles.
153	<b>San Jose, Cal.</b> ..... Musicians' Protective Union Pres., W. T. Munjar, 919 Riverside av. Sec., A. H. Kuhn, 114 E. Santa Clara st.	Entire Santa Clara County.
154	<b>Colorado Springs, Colo.</b> ..... Pike's Peak Musicians' Association Pres., Wm. G. Snyder, 460 First National Bank Bldg. Sec., E. D. Woodworth, 460 First National Bank Bldg.	Forty miles north, east and west, and seventeen miles in a southerly direction.

**A. F. OF M. LOCALS—Continued**

<b>No.</b>	<b>City, Title, Officers and Addresses.</b>	<b>Jurisdiction Claimed.</b>
157	<b>Lynchburg, Va.</b> ..... Musicians' Protective Union Pres., Coy Miller, Oakridge Road Sec., Darrin F. O'Brien, 825 Main st.	Ten-mile radius, but not to intrude on the jurisdiction of a local previously chartered.
161	<b>Washington, D. C.</b> ..... Musicians' Protective Union Pres., A. C. Hayden, 1011 B st., S. E. Sec., John E. Birdsell, 1105 16th st., N. W.	Ten miles; includes Laurel and Rockville, Md.; Mt. Vernon and Great Falls, Va.; Cabin John and Chesapeake Beach, Md.; Alexandria, Va., and Prince George, Montgomery and Calvert Counties, Md.
162	<b>Lafayette, Ind.</b> ..... Musicians' Protective Association Pres., Huber Galloway, 1621 Tippecanoe st. Sec., L. B. Elmore, 634 N. Sixth st.	Ten miles.
164	<b>Grand Junction, Colo.</b> ..... Musicians' Protective Union Pres., Ben Redding, 427 Ouray av. Sec., Milo Brown, 735 Rood av.	Mesa, Montrose and Delta Counties and a portion of Garfield County, including the town of New Castle.
165	<b>Roanoke, Va.</b> ..... Musicians' Protective Union Pres., D. G. Windley, 102 Third st. Sec., W. E. Powell, Vinton, Va.	Ten-mile radius, but not to intrude on the jurisdiction of a local previously chartered.
166	<b>Madison, Wis.</b> ..... Musicians' Protective Union Pres., C. C. Halvorsen, 114 N. Carroll st. Sec., Frank P. Fosgate, 114 N. Carroll st.	Twenty miles.
167	<b>San Bernardino, Cal.</b> ..... Orange Belt Musicians' Association Pres., R. L. Adams, 807 N. Gibbs st., Pomona, Calif. Sec., Allan D. O'Hara, Labor Temple	Five miles, to include Redlands on the east and Pomono on the west and all of Riverside County.
168	<b>Dallas, Texas (colored)</b> ..... Musicians' Protective Union Pres., Lawson Brooks Sec., Vernie Johnson, 2815 Floyd st.	Ten miles.
169	<b>Manhattan, Kans.</b> ..... Musicians' Protective Union Pres., Matthew Betton, 413 N. Denison Sec., Tom Stansbery, Jr., 413 N. Denison.	Ten miles but not to intrude on the jurisdiction of a local previously chartered.
171	<b>Springfield, Mass.</b> ..... Hampden County Musicians' Association Pres., Cyril L. La Francis, 1252 Main st. Sec., E. H. Lyman, 1694 Main st. Room 340, Massoit Bldg.	Includes Springfield, Chicopee (except that portion included in the jurisdiction of Local 144 of Holyoke), Longmeadow, East Longmeadow, Hampden, Wilbraham, Monson, South Monson, Wales, Indian Orchard, Ludlow, Palmer, Three Rivers, Thorndike, Bondsville, Forest Lake, Ware, Brimfield, Agawam, West Springfield, Matteneague, Feeding Hills (all in Massachusetts) and Thompsonville, Hazardville, Somers and Suffield (in Connecticut).
	<b>Subsidiary Local</b> ..... Pres., Clarence Clinton, 178 Walnut st. Sec., Alvin Miller, 105 Tenth st.	
174	<b>New Orleans, La.</b> ..... Musicians' Mutual Protective Union Pres., G. Pipitone, 123 N. Cortez st. Sec., R. L. Chabao, 1416 Bourbon st.	Ten miles north, west and south, and east as far as and including Biloxi, Miss.

**A. F. OF M. LOCALS—Continued**

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
176	<b>Marshalltown, Iowa</b> ..... Marshalltown Federation of Musicians Pres., Chas. F. Johnson, 210 N. Seventh st. Sec., H. E. Cobb, 13 N. First st.	Ten miles.
180	<b>Ottawa, Ont., Canada</b> ..... Musicians' Protective Association Pres., H. Cossage, 39 Granville av. Sec., Fred Muhlig, 47 Strathcona av.	Twenty miles.
184	<b>Everett, Wash.</b> ..... Musicians' Mutual Protective Union Pres., John M. Norland, R. F. D. No. 1 Sec., H. L. Brunner, 3312 Hoyt av.	All of Snohomish County except that part lying within a twenty-mile radius of Local No. 76, Seattle, Wash.
185	<b>Parkersburg, W. Va. (colored)</b> ..... Progressive Musical Association Pres., Charles Reed, 914 12th st. Sec., D. A. Butler, 1615½ Beaver st.	Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.
186	<b>Waterbury, Conn.</b> ..... Musicians' Protective Association Pres., Chas. B. Durbin, Platts Mills, R.F.D. Sec., E. S. Beardslee, Box 36, Thomaston, Conn.	Ten miles.
189	<b>Stockton, Cal.</b> ..... Stockton Musicians' Association Pres., Grattan Guerin, 1214 E. Church st. Sec., Elbert Bidwell, 518 E. Fourth st.	San Joaquin County.
190	<b>Winnipeg, Mani., Canada</b> ..... Musicians' Mutual Protective Union Pres., Edward Taylor, 486 Home st. Sec., D. Swailes, 843 Somerset Bldg.	North to Hudson Bay, south to Interna- tional Boundary, west 28 miles, being half way to Portage, La. Prairie, Mani.; east 200 miles, being half way to Fort William and Port Arthur, Ont., and west to and in- cluding Brandon, Mani.
195	<b>Manitowoc, Wis.</b> ..... Musicians' Protective Union Pres., Delmare Hansen, 857 N. 15th st. Sec., Richard J. Fricke, 930 N. 16th st.	All of Manitowoc County, including Kiel, except that part south of Manitowoc which lies in the jurisdiction of Local 95, She- boygan, Wis., and as much of Kewaunee County as will include Tisch Mills.
196	<b>Champaign, Ill.</b> ..... Musicians' Protective and Benefit Assn. Pres., Wm. C. Casad, 611 S. Lynn st. Sec., D. M. Slattery, 506 S. Lynn st.	Ten miles.
198	<b>Providence, R. I.</b> ..... Musicians' Protective Union Pres., Vincent Castronovo, 123 Sutton st. Sec., Ambrose W. Carroll, 620 Caesar Misch Bldg.	Ten-mile radius, including Pawtucket, Cen- tral Falls, Lonsdale, Berkley, Ashton, Val- ley Falls, Saylesville, Cumberland, Centre- dale, Greystone, Cranston, Auburn, War- wick, West Warwick, East Providence, North Providence, Oakland Beach, Rocky Point, Crescent Park, East Greenwich, Ap- ponaug, and North Scituate.
199	<b>Newport News, Va.</b> ..... Peninsula Musical Association Pres., Roland Shockley, 1033 25th st. Sec., E. S. Harmon, 4611 Virginia av.	Newport News and Gloucester, Mathews, Elizabeth, York and Warwick Counties.

**A. F. OF M. LOCALS—Continued**

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
200	<b>Paducah, Ky.</b> ..... Musicians' Protective Association Pres., Harry Ware, 304 S. Fourth st. Sec., I. Donald Farrington, 521 Clay st.	Ten miles.
201	<b>La Crosse, Wis.</b> ..... Musicians' Association Pres., Merritt Wagner, 114 N. 21st st. Sec., Kingston Weisbecker, 511 Jackson st.	Ten miles.
203	<b>Hammond, Ind.</b> ..... Hammond Federation of Musicians Pres., J. Arthur Davis, 264 Highland st. Sec., Reinhardt Elster, 650 Sibley st.	All of Lake County, Ind., and Calumet City, Ill., including cities and towns of Ainsworth, Black Oak, Brunswick, Cedar Lake, Cook, Creston, Crown Point, Deep River, Dyer, East Chicago, East Gary, Gary, Griffith, Hammond, Highland, Hobart, Indiana Harbor, Lowell, Merrillville, Miller, Munster, Schererville, Schneider, Shelby, St. John, Whiting and Winfield, Ind.
205	<b>Green Bay, Wis.</b> ..... Green Bay Federation of Musicians Pres., Wm. Grohndorf, 409 Third st., De Pere, Wis. Sec., Frank Renard, 934 E. Walnut st.	Ten miles.
208	<b>Chicago, Ill. (colored)</b> ..... Musicians' Protective Union Pres., A. T. Steward, 3934 S. State st. Sec., Herbert H. Byron, 3934 S. State st.	Cook County, by agreement with Local No. 10.
210	<b>Fresno, Cal.</b> ..... Musicians' Protective Association Pres., Geo. D. Hennessy, 835 Blackstone av. Sec., H. Boettcher, Jr., 1149 Fulton st.	Fresno County and the city of Kingburg, and Kings River Park in Tulare County.
213	<b>Stevens Point, Wis.</b> ..... Musicians' Protective Union Pres., Ray Jacobs, 11 S. Third st. Sec., Ray Copeland, 409 Franklin st.	Ten miles, but not to intrude on the jurisdiction of a local previously chartered.
214	<b>New Bedford, Mass.</b> ..... Musicians' Protective Union Pres., Adolph Coimbra, 20 Kane st. Sec., Walter M. Wayland, 188 Washington st.	Marion, Acushnet, North and South Dartmouth, Horse Neck Beach, South Westport, Martha's Vineyard and Nantucket Islands.
215	<b>Kingston, N. Y.</b> ..... Musicians' Protective Union Pres., Jacob Mollott, 49 Green st. Sec., John A. Cole, 272 W. Chestnut st.	East, to the Hudson River; north, to and including the Townships of Athens, Cairo, Windham, Ashland and Prattsville in Green County; west, to and including the Townships of Halcot, Lexington in Green County, and Shandaken, Hardenburgh and Denning in Ulster County; south, to and including the Townships of Warwarsing, Rochester, New Paltz and Lloyd in Ulster County and that part of the Township of Middletown in Delaware County not included in the jurisdiction of Local No. 443. Oneonta, N. Y.