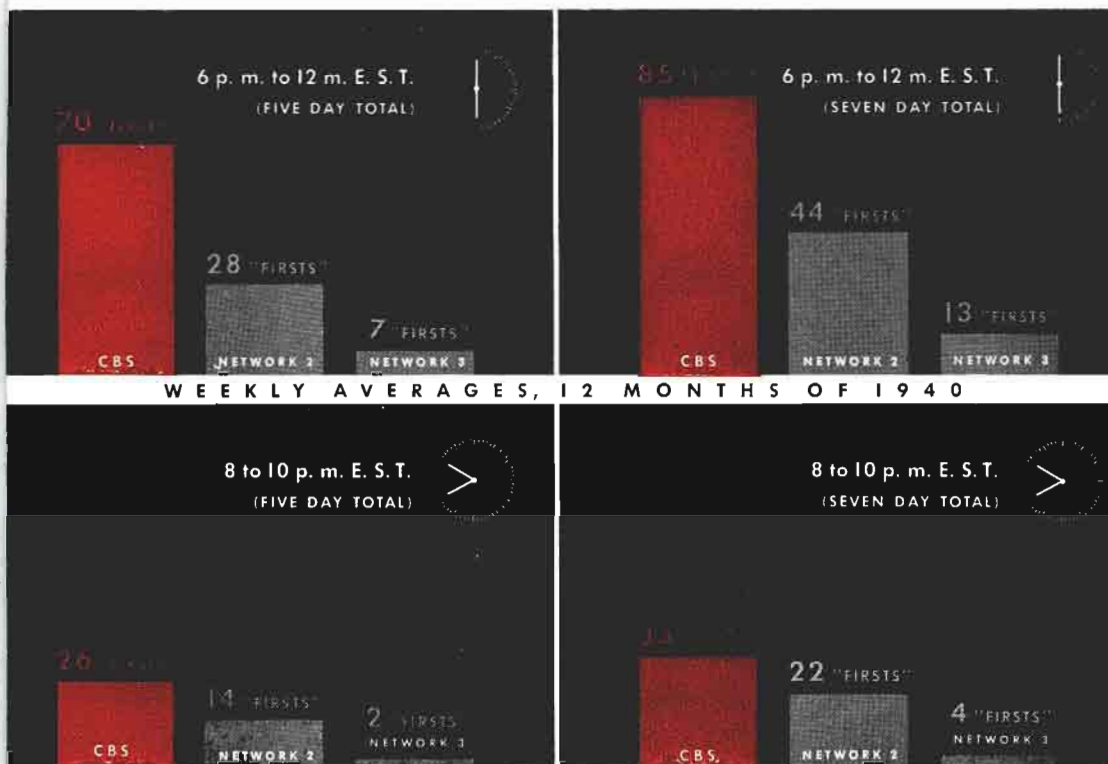


Leadership in 1940

*"In the major battlegrounds of network competition"**



These charts are based on CAB rated sponsored programs in 1940, and show the average number of quarter hours, each week in 1940, in which each network delivered the largest audience to its clients against *all* other network competition.

* 6:00 p. m. to 12:00 midnight E. S. T. and 8:00 to 10:00 p. m. E. S. T. See text on facing page for score on *entire* broadcasting day.

and 

Advertisers invested
more money for CBS
facilities in 1940 than
for *any* other network
... more than was
ever before invested
in *any* network!

And in 1940, more of the 100
largest U.S. advertisers chose
CBS than any other network
... for the 7th consecutive year!

— Agency National — Network Expenditures

	1940	1939	1938
Blackett-Sample-Hummert	\$12,108,788 (1)	\$10,714,498 (1)	\$9,093,125 (1)
Benton & Bowles	7,678,574 (2)	5,385,301 (4)	4,800,399 (4)
Young & Rubicam	6,497,166 (3)	6,481,352 (2)	5,093,640 (3)
Ruthrauff & Ryan	6,343,379 (4)	4,991,348 (5)	4,015,959 (6)
Compton Advertising	5,282,502 (5)	3,811,128 (7)	3,107,788 (7)
J. Walter Thompson	4,572,235 (6)	6,342,268 (3)	5,320,608 (2)
Lord & Thomas	3,779,806 (7)	3,891,308 (6)	4,791,586 (5)
Newell-Emmett	3,526,349 (8)	1,987,362 (11)	1,693,314 (9)
BBD&O	3,411,767 (9)	2,481,296 (10)	1,588,554 (10)
Ward Wheelock	3,344,475 (10)	2,595,270 (9)	2,258,425 (8)
Pedlar & Ryan	2,880,022 (11)	2,902,570 (8)	1,588,185 (11)
Wm. Esty	2,652,805 (12)	1,852,529 (12)	1,096,359 (18)
Russel M. Seeds	1,920,143 (13)	1,400,433 (15)	*
Biow Co.	1,850,340 (14)	1,234,522 (18)	1,081,115 (19)
H. W. Kastor	1,603,328 (15)	1,732,120 (13)	1,245,302 (15)
Lennen & Mitchell	1,579,545 (16)	1,613,974 (14)	1,500,635 (12)
Knox Reeves	1,556,256 (17)	*	*
N. W. Ayer	1,495,547 (18)	1,144,316 (20)	1,397,535 (13)
Stack-Goble	1,460,784 (19)	1,294,410 (16)	1,007,060 (20)
Wade Advertising	1,393,382 (20)	1,236,254 (17)	1,383,741 (14)

* Not among 20 leaders

Columbia Broadcasting System 1940 Sponsor Expenditures

General Foods Corp.	\$1,092,519
Campbell Soup Co.	1,013,389
Colgate-Palmolive-Peet Co.	3,368,706
Lever Brothers Co.	3,056,922
Procter & Gamble Co.	2,239,961
Liggett & Myers Tobacco Co.	1,121,327
William Wrigley Jr. Co.	1,368,221
Brown & Williamson Tobacco Corp.	1,158,722
R. J. Reynolds Tobacco Co.	1,084,619
American Tobacco Co.	1,071,751
Chrysler Corp.	986,019
Ford Motor Co.	911,638
American Home Prod. Corp.	912,622
The Texas Co.	911,171
Continental Baking Co., Inc.	908,101
Sterling Products, Inc.	871,116
Phillip Morris & Co., Ltd.	855,148
Prudential Insurance Co. of America	721,655
Pet Milk Sales Corp.	713,883
General Mills, Inc.	613,917
Corn Products Refining Co.	566,121
Lady Esther Co.	517,795
American Oil Co.	469,393
Gulf Oil Corp.	459,113
Chesebrough Mfg. Co.	115,315
Penn Tobacco Co.	108,237
E. S. Tobacco Co.	100,103
The Lambert Co.	383,463

Campana Sales Co.	371,012
The Cudahy Packing Co.	368,199
California Fruit Growers Exchange	348,363
Nehi Corp.	331,836
George A. Hormel & Co.	305,610
International Silver Co.	302,000
Gillette Safety Razor Co.	264,291
Ethyl Gasoline Corp.	262,590
Eversharp, Inc.	231,403
Lehn & Fink Products Corp.	221,121
Commercial Credit Co.	209,067
Sinclair Refining Co.	185,861
Pepsi Cola Co.	165,212
Sealttest, Inc.	158,310
Thomas J. Lipton, Inc.	150,149
Hawaiian Pineapple Co., Ltd.	136,105
Bowey's, Inc.	135,567
Florida Citrus Commission	132,153
Best Foods, Inc.	119,023
Libbey-Owens-Ford Glass Co.	111,050
Mennen Co.	106,010
Los Angeles Soap Co.	99,819
The Pure Oil Co.	98,021
Purity Bakeries Service Corp.	89,985
Fels & Co.	79,575
Stephano Brothers	55,857
Coca Cola Co.	14,510
National Lead Co.	39,129
Columbia Recording Corp.	32,995
Axton Fisher Tobacco Co.	30,737
Beneficial Management Corp.	20,735
Union Oil Co.	19,975
Bathasweet Corp.	19,222
P. Lorillard Co.	19,008
Chamberlain Labs., Inc.	13,829
Wilmington Trans. Co.	17,707
Colonial Dames, Inc.	17,103
Tidewater Associated Oil Co.	16,080



ARTIE SHAW

MANAGEMENT: GENERAL AMUSEMENT CORP.

Peter Paul, Inc.	14,684
Albers Brothers Milling Co.	11,295
Atlantic Refining Co.	13,781
Planters Nut & Chocolate Co.	12,283
Langendorf United Bakeries	11,667
Great Atlantic & Pacific Tea Co.	8,993
General Petroleum Corp. of Calif.	8,896
Paramount Pictures, Inc.	8,858
Smith Brothers	8,802
Knox Gelatine Co., Inc.	7,566
Holland Furnace Co.	6,026
E. R. Squibb & Sons	5,061
F. B. Washburn Candy Corp.	4,890
D. Ghiradelli Co.	3,912
Luden's, Inc.	3,749
Rio Grande Oil, Inc.	3,510
Chocolate Products Co.	3,278
H. P. Hood & Sons	2,208
Noxema Chemical Co.	1,701
Political Advertisers	535,106

TOTAL \$11,025,519

**Mutual Broadcasting
System 1940 Sponsor
Expenditures**

The Wander Company	\$ 526,026
Bayuk Cigars, Inc.	510,949
Gospel Broadcasting Association	402,232
General Cigar Co.	343,681
Macfadden Publications	199,091
Richfield Oil Corporation	197,388
General Baking Co.	181,221
American Safety Razor Corp.	158,857
Lutheran Laymen's League	127,166
Wheeling Steel Corp.	123,556
Gillette Safety Razor Co.	116,731
The Carnation Company	99,852
Ironized Yeast Co.	99,173
The Cudahy Packing Co.	95,710
White Laboratories, Inc.	91,265
American Economic Foundation	72,115
Delaware, Lackawanna & Western Coal Co.	70,317
Illinois Meat Co.	68,940
R. B. Semler, Inc.	51,395
American Tobacco Co.	50,892
Phillp Morris & Co.	48,195
United Air Lines	42,150
Howard Clothes	40,618
The Mennen Company	40,344
Griffin Manufacturing Co.	40,291
Peter Paul, Inc.	27,858
National Refining Co.	26,975
V. La Rosa & Sons, Inc.	26,025
Bell & Company	22,376
Young People's Church of the Air	19,189
American Bird Products, Inc.	18,051
Hartz Mountain Products	17,148
Phileo Radio & Television Co.	15,000
Moody Bible Institute	14,370
Paul F. Beich Co.	13,657
Detroit Corporation	13,472
Fidelio Brewery, Inc.	11,880
John B. Canepa Company	10,847
Paramount Pictures, Inc.	5,331
William Demuth & Co.	4,410
National Conference of Prayer & Evan- gelism	3,987
Detroit Bible Class	2,576
Swift & Company	2,003
The Maltex Company, Inc.	1,316
El Paso County Board of Development	1,086
Political	293,898
Cooperative	410,688

TOTAL \$1,707,054

**National Broadcasting Co.
1940 Sponsor
Expenditures**

Adam Hat Stores, Inc.	\$ 217,772
Air Conditioning Training Corp.	74,416
American Home Products Co.	1,909,117
American Oil Co.	3,320
American Tobacco Co., Inc.	1,144,570
Babbitt, Inc., B. T.	618,961
Bank of Amer. Nat. Trust & Savings Assn.	16,844
Bell Telephone System	406,308
Better Speech Institute of America	82,046
Bristol-Myers Co.	1,077,176
Brown & Williamson Tobacco Corp.	1,814,033
Canada Dry Ginger Ale, Inc.	310,933
Canadian Railway Assn.	79,368
Cardinet Candy Co.	36,208
Carnation Co.	611,904
Chamberlain Laboratories, Inc.	42,291
Chemicals, Inc.	4,101
Cities Service Co.	626,101
Colgate-Palmolive-Peet Co.	965,516
Consolidated Royal Chemical Corp.	15,984
DuPont de Nemours Co., E. I.	370,521
Emerson Drug Co.	104,982
Fendrich, Inc., H.	61,425
Firestone Tire & Rubber Co.	492,842
Fitch Co., F. W.	515,393
Food & Beverage Broadcasters Ass'n.	92,566
Gallenkamp Stores Co.	33,264
General Electric Co.	525,796
General Foods Corp.	1,794,830
General Mills, Inc.	2,195,735
Gillette Safety Razor Co.	47,850
Gordon Baking Co.	82,084
Greyhound Lines	168,028
Griswold Mfg. Co.	5,451
Grove Laboratories, Inc.	188,280
Gu'den, Inc., C. H.	52,720
Hall Bros., Inc.	63,328
Hecker Products Corp.	216,751
Hormel, Geo. A. & Co.	260,880
Illinois Central Railroad	11,310
Jergens Co., Andrew	1,033,807
Johnson, S. C. & Son, Inc.	633,512
Knapp-Monarch Co.	26,600
Lady Esther Co., Ltd.	37,104
Lance Packing Co.	16,019
Langendorf Bakeries, Inc.	31,320
Larus Bro. Co.	6,861
Lever Bros.	114,152
Lewis-Howe Co.	957,351
Liggett & Myers Tobacco Co.	1,932,386
Loose Wiles Biscuit Co.	4,424
Lorillard Co., P.	526,730
Manhattan Soap Co.	114,680
Mars, Inc.	514,714
Miles Laboratories, Inc.	1,393,382
Modern Food Process Co.	69,887
Moore & Co., Benjamin	35,280
Morrell & Co., John	135,018
Morris, Philln, & Co., Ltd.	704,868
Muel'ler, C. F., & Co.	45,600
Musterole Co.	102,600
Nash-Kelvinator Corp.	169,628
National Dairy Products Corp.	1,339,299
Ohio Oil Co.	75,048
Pacific Coast Borax Co.	318,096



ORRIN TUCKER

And His Orchestra



Management: Music Corporation of America

Pepsodent Co.	624,010
Pillsbury Flour Mills Co.	230,424
Procter & Gamble Co.	8,759,452
Pure Oil Co.	259,679
Quaker Oats Co.	955,756
Ralston Purina Co.	310,004
Remington Rand, Inc.	31,112
Reynolds Tobacco Co., R. J.	1,012,990
Richardson & Robbins	70,560
Richfield Oil Corp.	201,137
Sherwin Williams Co.	250,376
Signal Oil Co.	61,212
Skelly Oil Co.	49,506
Standard Brands, Inc.	1,501,199
Standard Oil Co. of Cal.	68,580
Sterling Products, Inc.	5,001,680
Sun Oil Co.	676,712
Swift & Co.	4,788
Texas Co.	118,238
Tidewater-Associated Oil Co.	19,019
Tillamook County Creamery Ass'n.	16,324
Union Oil Co. of Cal.	39,456
U. S. of Brazil	21,752
Vick Chemical Co.	29,543
Wander Co.	28,260
Ward Baking Co.	76,244
Warner, Wm. R., Co., Inc.	209,034
Welch Grape Juice Co.	246,721
Wesson Oil & Snowdrift Sales Corp.	48,924
Westinghouse Elec. & Mfg. Co.	503,592
Wheatena Corp.	26,730
Williams Co., J. B.	328,861
Williamson Candy Co.	16,224

TOTAL GROSS COMMERCIAL

EXPENDITURES \$49,853,394

**POLITICAL ADVERTISERS
1940**

American Labor Party	\$ 3,103
American Writers Committee for Willkie	23,733
Associated Willkie Clubs	104,570
Committee of Business Men for Willkie	7,788
Communist National Election Committee	7,397
Democratic National Committee	260,109
Democratic State Committee of New Jersey	23,298
Democrats for Willkie	46,474
District of Columbia Republican State Committee	1,121
Hiram Johnson for Senator	1,928
Jeffersonian Democrats of the 11 Western States	600
National Federation of Republican Women's Clubs of America	9,386
National Independent Committee of Voters for Roosevelt and Wallace	3,078
New York State Democratic Committee	83,582
New York State Republican Committee	31,915
North. California Willkie-McNary Campaign Committee	1,435
No Third Term Democrats	3,522
No Third Term Democrats of Illinois	6,624
Republican National Committee	158,924
Republican State Committee of Pennsylvania	8,131
Socialist Labor Party	4,234
Townsend for Willkie Club	2,910
Willkie War Veterans National Committee	4,488
Willkie Volunteers	212
Women's Republican Clubs of Boston	7,342
Women Workers for Willkie	1,032
Writers Committee for Roosevelt	2,670

TOTAL GROSS POLITICAL

EXPENDITURES \$ 809,606
TOTAL (125 Advertisers) \$50,663,000

**Columbia Broadcasting
System 1940 Agency
Gross Billings**

Benton & Bowles, Inc.	\$5,928,983
Ruthrauff & Ryan, Inc.	4,569,185
Young & Rubicam, Inc.	4,362,245
Ward Wheelock Co.	3,311,475
BBD&O, Inc.	2,063,012
Blackett-Sample-Hummert, Inc.	1,959,603
Newell-Emmett Co., Inc.	1,589,539
William Esty & Co., Inc.	1,515,550
J. Walter Thompson Co.	1,333,142
Lord & Thomas	1,274,855
The Blow Co., Inc.	1,094,199
N. W. Ayer & Son, Inc.	1,033,432
Neisser-Meyerhoff, Inc.	960,661
Pedlar & Ryan, Inc.	929,519
Buchanan & Co., Inc.	920,329
Compton Advertising, Inc.	889,617
Gardner Advertising Co.	704,733
H. W. Kastor & Sons Adv. Co., Inc.	613,185
C. L. Miller Co.	566,121
Arthur Kudner, Inc.	532,256
McCann-Erickson, Inc.	476,830
Joseph Katz Co.	469,393
Knox Reeves Advertising, Inc.	413,378
Lambert & Feasley, Inc.	383,463
Aubrey, Moore & Wallace, Inc.	371,042
Maxon, Inc.	264,294
Reche, Williams & Cunningham, Inc.	255,031
O'Dea, Sheldon & Canady, Inc.	209,067
Federal Advertising Agency, Inc.	185,864
McKee & Albright, Inc.	158,340
Sorensen & Co.	135,567
H. M. Kiesewetter Adv. Agency, Inc.	125,232
William Blair Baggley Agency	121,339
Sherman & Marquette, Inc.	116,535
Raymond R. Morgan Co.	112,132
U. S. Advertising Corp.	111,050
Leo Burnett Co., Inc.	98,024
Campbell-Mithun, Inc.	89,985
Erwin Wasey & Co.	57,336
Aitkin-Kynett Co.	55,857
Westco Advertising Agency	55,037
D'Arcy Advertising Co., Inc.	44,510
Weiss & Geller, Inc.	30,727
Lennen & Mitchell, Inc.	19,008
L. W. Ramsey Co.	18,829
Glasser Advertising Agency	17,403
Brisacher, Davis & Staff	14,684
Leon Livingston Advertising Agency	11,667
Gillham Advertising Agency	9,150
Paris & Peart	8,993
Smith & Drum, Inc.	8,896
J. D. Tarcher & Co.	8,802
William R. Rankin Agency	7,968
Kenyon & Eckhardt, Inc.	7,566
Harold Cabot & Co., Inc.	6,129
Walter Barusch	5,910
Geyer, Cornell & Newell, Inc.	5,061
Bennett, Walther & Menadier, Inc.	4,890
J. M. Mathes, Inc.	3,749
Hixson-O'Donnell Adv., Inc.	3,510
Ray Davidson	3,408
McCord Co.	3,278
Al Paul Lefton Co., Inc.	1,857
Harry M. Frost Co., Inc.	1,430
Bernard F. Ostreicher Adv.	800
Cesana & Associates	386
Callaway Associates	320
Badger & Browning, Inc.	214
Direct (no agency)	326,937

TOTAL \$11,025,549



**CONNIE
BOSWELL**

KRAFT MUSIC HALL

DECCA RECORDS

**Mutual Broadcasting
System 1940 Agency
Gross Billings**

Blackett-Sample-Hummert, Inc.	\$ 581,766
Ivey & Ellington, Inc.	510,919
R. H. Alber Co.	421,421
Erwin, Wasey & Co., Inc.	270,831
J. Walter Thompson Co.	266,977
Federal Advertising Agency, Inc.	237,561
Sherman K. Ellis, Inc.	221,672
Batten, Barton, Durstine & Osborne, Inc.	181,221
Ruthrauff & Ryan, Inc.	169,520
Critchfield & Co.	137,926
Kelly, Stuhlman & Zahrdt, Inc.	127,166
Maxon, Inc.	116,731
Wm. Esty & Co.	94,265
Arthur Kudner, Inc.	79,510
Bayless-Kerr Co.	72,115
Neisser-Meyerhoff, Inc.	68,940
N. W. Ayer & Son, Inc.	55,807
Lord & Thomas	50,892
Biow Co., Inc.	18,195
H. M. Kiesewetter	40,314
Redfield-Johnston, Inc.	40,618
Birmingham, Castleman & Pierce, Inc.	40,291
Roche, Williams & Cunningham, Inc.	37,000
Platt-Forbes, Inc.	27,858
Commercial Radio Service Advertising Agency	26,025
Anderson, Davis & Platte, Inc.	22,376
Weston-Barnett, Inc.	18,051
Geo. W. Hartman Co.	17,148
McKee & Albright, Inc.	15,000
Bass-Luckoff, Inc.	13,472
Dillingham, Livermore & Durham, Inc.	11,880
J. Edward Long Advertising Agency ...	10,847
Buchanan & Co., Inc.	5,331
Grey Advertising Agency	4,410
Van Sant, Dugdale & Co., Inc.	2,691
Aircasters, Inc.	2,576
Samuel Croot Co., Inc.	1,316
Mithoff & White.	1,086
Political	293,898
Direct	3,987
Cooperative	410,688
TOTAL	\$1,767,051

**National Broadcasting
Co. 1940 Agency
Gross Billings**

Blackett-Sample-Hummert, Inc.	\$9,564,419
Compton Advertising, Inc.	4,392,855
J. Walter Thompson Co.	2,972,116
Lord & Thomas	2,451,059
Young & Rubicam, Inc.	2,134,921
Pedlar & Ryan, Inc.	1,950,503
Newell-Emmett Co., Inc.	1,936,810
Russel M. Seeds Co., Inc.	1,920,143

Benton & Bowles, Inc.	1,749,591
Ruthrauff & Ryan, Inc.	1,604,674
Lennen & Mitchell, Inc.	1,560,537
Stack-Goble Advertising Agency	1,460,784
Wade Advertising Agency	1,393,382
Batten, Barton, Durstine & Osborn, Inc.	1,164,534
Knox Reeves Advertising, Inc.	1,142,878
Wm. Esty & Co., Inc.	1,042,990
H. W. Kastor & Sons Advertising Co., Inc.	990,143
Erwin, Wasey & Co., Inc.	725,610
Biow Co., Inc.	707,916
Roche, Williams & Cunningham, Inc.	676,712
Needham, Louis & Brorby, Inc.	633,512
L. W. Ramsey Co.	557,681
Grant Advertising Co., Inc.	541,714
Fuller & Smith & Ross, Inc.	503,592
Sweeney & James Co.	192,842
N. W. Ayer & Son, Inc.	406,308
McCann-Erickson, Inc.	386,676
Warwick & Legler, Inc.	378,402
McKee & Albright, Inc.	346,105
Henri, Hurst & McDonald, Inc.	335,724
Gardner Advertising Co.	319,004
Wm. H. Rankin Co.	313,010
J. M. Mathes, Inc.	310,933
Maxon, Inc.	295,966
Leo Burnett Co., Inc.	259,679
Hutchinson Advertising Co.	230,424
Sherman & Marquette, Inc.	225,388
Glicksman Advertising Co., Inc.	217,772
Hixson-O'Donnell Advertising Inc.	201,137
Geyer, Cornell & Newell, Inc.	169,628
Beaumont & Hohman, Inc.	168,028
Konyon & Eckhardt, Inc.	126,564
Westco Advertising Agency	123,449
C. W. Hoyt Co., Inc.	123,280
Buchanan & Co., Inc.	118,238
Franklin Brueck Advertising Corp.	114,680
Wm. Blair Bagglely, Inc.	93,479
Brisacher, Davls & Staff.	92,566
McJunkin Advertising Co.	82,046
Sherman K. Ellis & Co., Inc.	76,244
Byer & Bowman Advertising Agency ...	75,048
Clements Co., Inc.	69,887
National Classified Advertising Agency.	67,836
Barton A. Stebbins Advertising Agency.	61,212
Fitzgerald Advertising Agency, Inc.	48,924
M. M. Fischer Associates.	40,718
Tomashcke-Elliott, Inc.	36,208
Leeford Advertising Agency.	34,112
Long Advertising Service.	33,264
Leon Livingston Advertising Agency ...	31,320
Morse International, Inc.	29,543
Cramer-Krasselt Co.	26,600
Campbell-Ewald Co., Inc.	21,752
Botsford, Constantine & Gardner.	20,428
Charles R. Stuart.	16,844
Critchfield & Co.	16,364
Aubrey, Moore & Wallace, Inc.	16,224
Nachman-Rhodes, Inc.	16,019
W. W. Garrison Agency.	11,670
The Caples Co.	11,310
Al Paul Lefton Co., Inc.	8,131
Grady & Wagner Co.	7,788
Weill & Wilkins, Inc.	6,580
Albert Guenther-Frank Law, Inc.	4,488
Joseph Katz Co.	3,320
Lisle Sheldon Agency.	2,910
M. H. Hackett, Inc.	2,670
Wood, Brown & Wood, Inc.	1,944
Cesanna & Associates, Ltd.	1,928
Lowe Features	1,435
Wm. A. Ingoldsbys Co.	600
Walter Barusch Advertising Agency ...	296
Glasser Advertising Agency.	212
No agency (Billed Direct)	142,701
TOTAL	\$50,663,000

TEDDY POWELL

AND HIS

"Band of Tomorrow"



featuring ~

A sweet style that's SWEET!

AND

Swing that is HOT!



BLUEBIRD RECORDS

Management: Consolidated Radio Artists

NATIONAL SPOT ADVERTISERS

— 101 OF MAJOR IMPORTANCE —

AGRICULTURAL

Dr. Hess & Clark

GASOLINES & OILS

Atlantic
Esso
Gulf
Richfield
Shell
Socony-Vacuum Oil Co.
Texaco
Tydol
White Rose

PASSENGER CARS

Dodge
Ford
Mercury
Packard

TIRES & TUBES

Goodyear

CONFECTIONS

Beechnut Gum
Double-Bubble Gum
Planter's Peanuts
Henry Heide Cough
Drops

GROCERIES

Baking Products
Bits Baking Chocolate
Calumet
City Baking Company
Davis Baking Powder
Drake's Cakes
Dromedary Gingerbread
Mix
Dromedary Date Nut
Bread
Fleischmann's Yeast
Loose-Wiles Biscuits
Presto Flour
Ward Bread
Beverages
Boscul Coffee
Chase & Sanborn Coffee
Dole Pineapple Juice
Folger Coffee
Lipton's Tea
Pepsi Cola
Sanka Coffee
Vanti Pa-Pi-A

Breakfast Foods & Cereals

Cubs
Force
H-O Oats
Kellogg's All-Bran
Wheatena

Dairy Products

Borden's Chateau Cheese
Borden-Wieland Milk
Bosco Milk Amplifier
Breyer's Ice Cream
Carnation Milk
Sheffield Farms Milk

Disinfectants & Exterminators

Flit

Laundry Soap & Cleaners

Double Duty Soap
Flakes
Fels Naphtha Bar & Chips

Hershey Soap Granules
Procter & Gamble
Wyandotte Cleanser
Meats, Fish & Poultry
Treet

Miscellaneous

Birds Eye Frosted Foods
Dole Pineapple Products
Dromedary Dates
Knox Gelatine
Kroger
Mueller's Macaroni
Spry
Sunkist Fruits

HOUSING EQUIPMENT & SUPPLIES

D. L. & W. Blue Coal
Kopper's Coke

INSURANCE

North American
Insurance Co.

MEDICAL

Aspartane
Band-Aid Bandages
Baume-Bengue
B-C-S Cough Syrup

Blackstone Aspirin
Bromo Seltzer
Lydia Pinkham
Minit Rub
Mistol
Musterole Chest Rub
Nujol-Vita Nujol
Sal Hepatica
Saraka
Serutan
Stanback

PUBLICATIONS

Look Magazine

TOBACCO—CIGARS

Cinco
Harvester
Henrietta

TOBACCO—CIGARETTES

Camels
Chesterfields
Lucky Strikes
Old Golds
Sensations

TOBACCO—SMOKING

Beechnut
George Washington
Prince Albert
Union Leader

TOILET REQUISITES—DENTIFRICES

Bost Toothpaste

TOILET REQ.—PERFUMES & COSMETICS

Daggett & Ramsdell
Hinds Honey & Almond
Cream
Kreml Hair Tonic

TOILET REQ.—TOILET SOAPS, ETC.

Barbasol
Woodbury Facial Soap



DAVID BROEKMAN



PERSONAL REPRESENTATIVE:

DAVID BENJAMIN

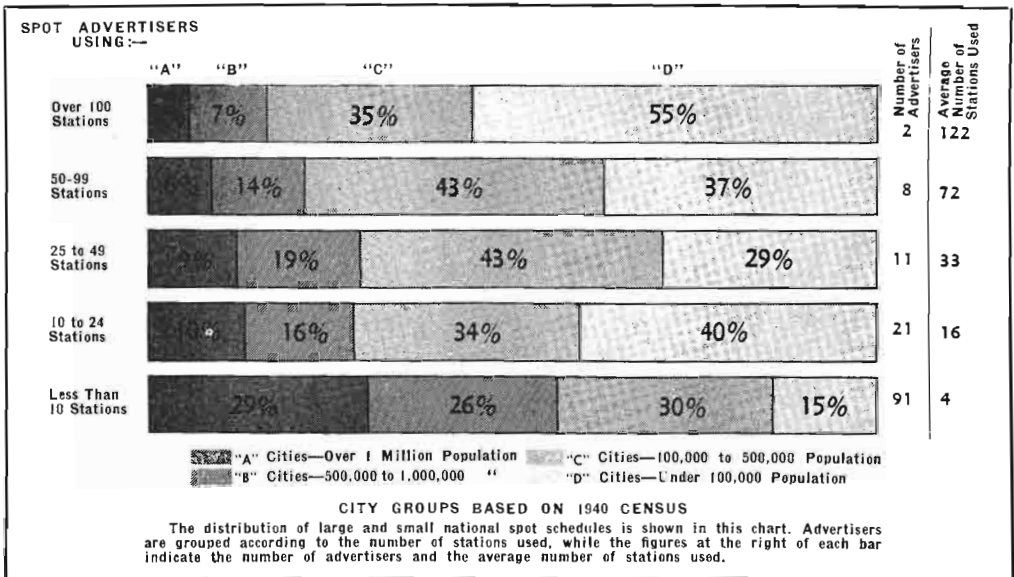
DISTRIBUTION OF NATIONAL SPOT SCHEDULES

By N. Charles Rorabaugh, President National Radio Records

During November, 1940, twenty leading advertising agencies reported the complete schedules of 133 national advertisers who were active in spot broadcasting. An analysis of the stations and markets used during this month discloses a picture of city selection which should prove significant to all broadcasters.

Of the 133 national advertisers, 2 used an average of 122 stations, 8 averaged 72 stations, 11 averaged 33 stations, 21 averaged 16 stations, and 91 averaged 4 stations.

When it came to the selection of markets, however, "C" cities proved the most used. (In this discussion "A" cities are those of over 1,000,000 population; "B" cities, with 500,000 to 1,000,000 population; "C" cities with 100,000 to 500,000 population, and "D" cities are those with less than 100,000 population.)



The distribution of all national spot advertising schedules reported by city sizes shows that 10 per cent of all cities used were "A" cities, 16 per cent were "B" cities, 38 per cent were "C" cities, and 36 per cent were "D" cities.



GARNETT MARKS

ANNOUNCER—NARRATOR

1939

RUPPERT'S RELAXATION TIME—NBC

ACTOR

DR. CHRISTIAN—CBS

ECHOES OF NEW YORK—NBC

SPORTS AND NEWS COMMENTATOR

BASEBALL FOR GENERAL MILLS, SOCONY-VACUUM,

PROCTER & GAMBLE WABC—WSAY 1939

PARAMOUNT NEWSREEL, 1940

NOW ANNOUNCING

WKRC—CINCINNATI, OHIO

THE PROBLEM OF FREE TIME BROADCASTING

By

Ed Kirby

*Secretary, NAB Code
Compliance Committee*

UNTIL recently time-chiselling efforts emanated—with few exceptions—from the twilight zone of advertising. While reputable agencies have always endeavored to secure adequate merchandising of their shows, it is fairly recently that they began openly to attempt to “grab” free time.

This is an evil which has grown and fed upon itself because of two factors—(1) The loose policy of scores of stations and, (2) competition among agencies to secure free time for clients as a demonstration of their fine “servicing” of the account.

A Case in Point

A representative of a highly respected agency inquired at the NAB not so long ago as to its attitude in connection with what was to be an outright effort to secure free time for commercial purposes.

He stated his case. “We cannot tell our client to go across the street to the other agency if this is the sort of ‘merchandising’ service he wants. So long as radio stations accept such material, and so long as competing agencies use it as evidence of their ability to secure more results for the advertiser, we are forced to compete with them in securing free time.”

This is the heart of the problem. The fact that free time is not commissionable and brings no revenue to the agency is no point of argument now.

Mistaken Notion

Many stations use such material in the mistaken notion that it “will put them in good” with the agency and that eventually they’ll snare some business. As a matter-of-fact, agency people state that they find most of the stations which accept such “deals” weaken their standing by giving time away. Agencies know that if they give it away, they can’t sell it—so it must not be very good. On the other hand, many stations carrying a volume of business from the agency feel compelled to accept some of these chisel “deals,” thus encouraging more and more of the same thing.

A Problem

Reputable agencies do not like the idea of competing with one another in non-commissionable time chisels, but as long as several hundred stations find such “deals” acceptable, they are forced to do so in self-protection and will continue to do so until stations put an end to the practice.

But with requests coming from outstanding, recognized agencies, it is time the industry paused and considered the matter as one of the most important commercial problems to be settled this year.

(Editor's Note: A year-end statement from the NAB's Bureau of Advertising reported that the business of time chiseling was notably "off." According to the Bureau only one actual "free offer had been reported by member-stations, while several advertising agencies (or sponsors) had sought to place 'cost-per-inquiry' advertising on stations." The Bureau notifies member-stations of various types of objectionable business and also communicates with such prospective advertisers. They are invited to buy time on the regular basis and thus maintain the continued goodwill and cooperation of the broadcasting industry and at the same time secure all the advantages of legitimate radio advertising in selling their goods to the public.)



100 Watts to 50 Kilowatts

In 1941, Look to  for YOUR Transmitter!

Highest operating efficiency . . . highest fidelity . . . superb appearance and performance . . . you get them *all* in the RCA line of transmitters. Any RCA transmitter you choose will pay you extra dividends for years to come. *Flexibility* protects your investment against obsolescence.

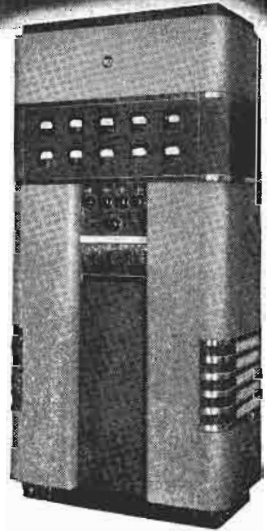
RCA 50,000 Watt Model 50-E

Unified Front Panel Construction • High Level, Class B Modulation • Air-stream Cooled Throughout • Small Floor-Space Requirements • 5 Kw. Stand-by Service • Lower Operating Costs • Higher-Fidelity Performance.

Use RCA Radio Tubes for reliable performance night and day.

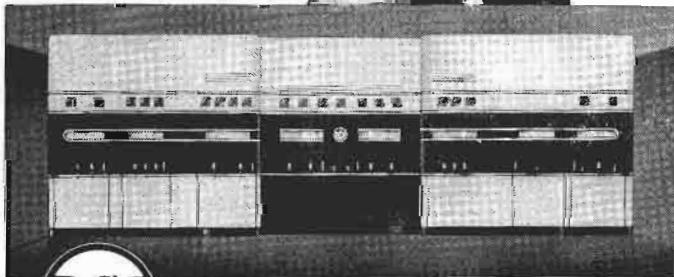
RCA 100-250 Watt Model 250-K

You'll find it all over America! Wherever you go, you're scarcely ever out of the service area of some 250-K, somewhere!



Flat within 1.5 DB from 30 to 10,000 cycles, up to 95% modulation • Stabilized Feedback keeps distortion down to less than 3% RMS, 50-7500 cycles, even at 95% modulation! • Noise and Hum better than 60 DB below 100% modulation.

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 530 Citizens & Southern Bank Bldg. • Dallas: Santa Fe Bldg. • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.



Broadcast Equipment

RCA MANUFACTURING COMPANY, INC., Camden, N. J.

A Service of the Radio Corporation of America • In Canada, RCA Victor Co., Ltd., Montreal

RADIO SURVEY —ITS VALUE TO THE SPONSOR

By

Benn Hall

Staff of Radio Daily

IT'S pretty hard to conceive of bacon without eggs or radio without surveys. As radio's popularity has grown by leaps and bounds with listeners, the survey's popularity with sponsors and agencies has kept pace. Surveys have helped convince hard-headed business executives that radio *does* a selling job and it has accelerated the acceptance of radio as a dominant advertising medium.

Sometimes the forest may be a bit hard to see because of the trees, but essentially the types and purposes of surveys are simple. There are various methods to compute the number of people who listen to a particular program at a particular time, but the objective remains the same. No one technique may be satisfactory for all types of inquiries, but through the proper use of available "tools," most radio research problems may be solved.

Early History

Radio surveys were born when pioneer sponsors back in the twenties wondered who listened to their programs. They asked their friends, the office boy, bellhop, and business associates. With increased use of radio by national advertisers came increasing demands for yardsticks. Sponsors wanted to know what shows reached relatively the largest audiences at the lowest costs.

Advertisers using other media had been "educated" over the years to expect accurate breakdowns of coverage claims. Newspapers and magazines used the Audit Bureau of Circulations (ABC) figures as a general basis in selling their advertising pages. Advertising managers, account executives, and space buyers accepted these statistics as invaluable yardsticks in determining proper media selection for projected campaigns.

Radio, however, offered no such measuring stick. It was a husky, growing youth—getting stronger every day—but never positive of its own strength. The introduction of the radio survey served, therefore, as a weight and height-measuring device. It enabled radio to make accurate and logical claims which won respect and recognition from advertisers who had demanded just such facts.

Various services were established to meet this demand. The Cooperative Analysis of Broadcasting (CAB), which was started in March, 1930, was not the first survey group, but it was one of the first cooperative surveys and it aided in showing the way to lasting techniques. The field work is done for the CAB by Crossley, Inc. The CAB is a non-profit organization "sponsored" by the Association of National Advertisers and the American Association of Advertising Agencies.

Among the private survey organizations which conduct various types of radio research are: Crossley, Inc.; C. E. Hooper, Inc.; Hooper-Holmes Bureau, Inc.; Market Research Corp. of America; A. C. Nielsen Co.; Elmo Roper; Ross Federal Research Corp., and Daniel Starch.

Types of Surveys

Research organizations conduct all types of surveys desired by advertisers, their agencies, stations, and networks. While some agencies specialize in one particular type of survey, a client can always secure the desired study from one or more of the research groups.

The Hooper-Holmes organization, for example, employs the roster (aided recall) method, using inspectors and correspondents throughout the country. This firm also checks spot announcements. Ross Federal Research Corp. conducts coincidental surveys, although other types of surveys are available. The C. E. Hooper company prepares Radio Reports as well as audience reports for individual cities. The Crossley organization, in addition to its work for the CAB, also conducts private studies for individual clients. The A. C. Nielsen Co. is continuing experiments with the Audimeter.

The number of surveys conducted by private organizations also appears to be growing. Various universities and institutions including Princeton and Columbia, Kansas State College, the Rockefeller Foundation and "Fortune" magazine have sponsored studies of radio. While the objectives of such surveys may differ from those of the commercial organizations, the results are valuable to all concerned with the habits of listeners as well as with radio's influence in American life.



ESTHER RALSTON

RADIO:

"We, The Abbotts" "Portia Faces Life" . . . Benton & Bowles
"Big Sister" . . . Ruthrauff & Ryan
"Our Gal Sunday" . . . Blackett, Sample & Hummert.

SCREEN:

"Tin Pan Alley" . . . 20th Century-Fox
"San Francisco Docks" . . . Universal

DOLAN & DOANE, INC.
New York-Hollywood

Still Growing

Radio and surveys are predestined mates. While the number of surveys conducted in broadcasting has grown rapidly, there is no indication that the peak has been reached. Instead there is every indication that the number of surveys will continue to grow.

Research—honest research—which admits its limitations, is an important factor in the growth of radio advertising. The vital question of cost per listener is told by the survey. The relative effectiveness of different time periods, different stations, different programs, different talent—different media—are told by surveys.

The sponsor who has stood at broadcasting's door, hesitant, has often been "sold" on radio through a survey. It has done more. Surveys have influenced so-called "trends" in broadcasting, they have put the seal of research approval on up-and-coming stars, have actually and impartially indicated that the public has started to tire of a star.

The survey is an impartial critic with no ax to grind. It has helped along struggling unknowns and has put them in the big-money brackets. It has "given the hook" to flops and has showed the extravagance of paying huge salaries to stars who do not draw radio audiences.

In this manner the survey also serves as an economic brake. Costs are relative to some extent, but the highly-paid, top-ranking star must continue to draw large audiences, or be dropped in favor of a better buy.

Listening Trends

Many an agency with a successful record in radio owes part of this leadership to shrewd analyses of listening trends as indicated by surveys. And on more than one occasion, the sad but true story told by graphs and charts has convinced sponsors that they are not showmen and had better return to their desks and leave show business to their agencies.

Several types of surveys are in general use to determine

(1) Quantitative measurement, pertaining to the number of sets, coverage, etc.;

(2) Qualitative measurement, including the number of listeners, their likes and dislikes, etc.;

(3) Sales effectiveness.

Among the survey methods used to determine qualitative facts which are in increasing demand are the: coincidental, mechanical recording devices, recall and roster. The coincidental survey offers a mechanically-accurate method of measuring by minutes the station or programs

to which the set is tuned. The recall method offers a measurement of the total number of set owners who listen consciously, while with the roster method, the informant is given a printed list of names of programs which he might have heard. He is asked to check off those he has heard.

Functions

Among the functions of a survey, according to the CAB, are:

(1) To enable the sponsor to determine the best day and hour, wherever there is a choice;

(2) To follow the trend in program audience by types;

(3) To purchase talent advantageously by comparing performances on different programs;

(4) To decide whether a given season should be kept or dropped;

(5) To make comparisons of day and evening broadcasting;

(6) To compare differences of audiences as to sections of country, population groups, and income levels;

(7) To learn where most important competition is and thus find desirable time to buy;

(8) To learn by studies of leaders and jagers what makes a good program.

The function of a program survey, according to C. E. Hooper, is to "establish a trustworthy comparative measurement of audience size between all radio programs." Such measurements "must be based on the consistent use of the same method—the identical words in every interview." These are the questions asked by interviewers representing this firm:

(1) "Were you listening to your radio just now?"

(2) "To what station are you listening?"

(3) "What program is coming over that station now?"

(4) "What advertiser puts on that program?"

The importance of the base used in establishing ratings is also stressed. Ratings supplied "must be uniformly computed against the same base. The only uniform base in use in all radio research which is literally comparable between all areas of the country, all parts of the day, all kinds of weather, and all seasons of the year, is 'Total Homes Called,'" it is said. To qualify as "Total Homes Called," every number dialed must be included in the computation, according to this research executive. The only numbers dropped are "Disconnects." "Busys" and "Refusals" are included in the base and pro-rated in the ratings because they are "At Homes."

Independents Look to Future

By

HAROLD A. LAFOUNT

President, National Independent Broadcasters, Inc.

NEVER before in radio history have independent broadcasters so thoroughly represented local thought and culture as at present. Their place in the radio picture has always been appreciated, but not nearly to the same extent as at present.

The great national chains with approximately 400 affiliated stations do a grand national job, but it must be remembered that each show is carried by from 50 to 120 member stations so that 400 chain stations may have only 4 programs or one on each chain.

In contrast, think of the 400 independent stations presenting 400 different programs every hour they operate and each one calculated to serve and please the listeners in their particular location.

These independent stations are used by schools, universities, churches, clubs, societies and other groups and play a very important part in the civic and political activities of their communities. They develop local talent, employ local engineers, sales people, announcers. The independent

station is the voice of its community and as such is a vital force in community life.

When a local group broadcasts, hosts of friends and neighbors forsake other shows to tune in. Local news and market quotations, music and other programs build a loyal and steady local audience.

Among the most resourceful men and women in America will be found those undertaking the enormous task of rendering public service through independent broadcasting stations. Not bewildered by increasing problems, the local broadcaster donates much of his time and most of his income intelligently solving various complicated problems as they appear until at this date he commands the largest day audience and a substantial number of night listeners.

His efforts are now definitely producing results and he starts each year with a determination to cooperate with government, state, and local officials and all others who offer constructive suggestions to the end that his station may become a vital factor in molding public opinion and rendering a service to his public.

A MARKET WITHIN A MARKET ...

Yours for the Asking!

2,500,000 CONSUMERS . . . the Jewish population of Greater New York

12 YEARS OF EXPERIENCE AND TESTED
SERVICE

give you the BEST APPROACH to
JEWISH BUYING POWER . . . 30% of
the Greater New York Market.

ADVERTISERS' Broadcasting Company . . . specializing in the art of appealing and selling to the Jewish people . . . young and old . . . the *whole* family.

We plan and produce Jewish radio programs in either Yiddish or English—affording the MARKET COVERAGE that brings RESULTS! Advertisers' Broadcasting Company cooperates with advertising agencies to produce the best results for their Clients.

Telephone us or drop us a line. We'll be glad to send you your copy of "A MARKET WITHIN A MARKET"

ADVERTISERS' BROADCASTING CO., Inc.

117 West 46th Street

BRyant 9-1176

New York, N. Y.

LOCAL SELLING OF A NATIONAL KEY STATION

By
Arthur Hull Hayes
*General Manager
Station WABC*

"HOW do you sell a network's key station locally?" That's a question put to me frequently in the last four years—ever since CBS' key station, WABC, organized itself to sell time to advertisers interested in reaching WABC's market on a local basis. And always, the tone in which the question was asked has implied that in some basic, major respect, selling a network's key outlet locally is different than selling any other station on a local basis.

It isn't!

You don't merely sell it on the prestige it has acquired by its unique position as a network key outlet (though the underlying reasons for that prestige are, of course, selling tools). You don't merely sell it on the quality of its network programs (though the high degree of regular listening which the audience accords the station because of those programs is an invaluable selling aid).

Specific Selling

In the final analysis, you do sell it for only one reason. Its ability to produce results, during local broadcast periods, for local advertisers. Just as every other radio station in the country stands or falls by that criterion, so too does the key station. Granted that "key outlet" status imparts certain basic advantages to a station. They become real advantages to the local advertiser only when the station uses them to do a specific selling job for that advertiser.

Certainly WABC has found this to be true. See what has happened—and how it happened—to the sale of early-morning time on WABC during these four years:

As of January 1, 1941, WABC had 19 advertisers sponsoring programs on a local basis before 9:00 A.M. Four years ago there were none. The record of how

WABC has built its early-morning audience to the point where these 19 advertisers find their WABC campaigns successful is a dramatic radio story. Yet were you to see it in a day-by-day recital, there would be little obvious drama in it.

Early Hours

When WABC began selling time locally, it was immediately recognized that broadcast periods before 9:00 A.M. were potentially valuable to commercial sponsors. But only potentially. In other large cities, early-morning commercial broadcasting had been an established practice for years. But in New York City only one of the four 50,000-watt stations carried sponsored programs before 9:00 A.M. The other three had not made this time available for sponsorship, and signed-on only a short while before the start of the network schedule. Yet these early-morning periods could attract audiences. They were, therefore, far more desirable for many advertisers than any periods which might be available at any time during the day. One of WABC's main jobs, for that reason, was to develop the early-morning audience to a salable size and constancy of listening.

To do the job, a local WABC program department was developed, where none had existed before. And here, I think, is a good example of where WABC turned a basic potential advantage into a real one. WABC drew upon network program department personnel for its own local department. George Allen, who for two years had been a leading network director, after more than a decade in the industry as an agency radio executive, came to WABC as program director. From the first, therefore, WABC's local programs have conformed to network standards. And profited thereby! Under Allen's direction, WABC has built such outstanding early-morning programs as "Morning Almanac," "Rising Son," "Woman's Page of the Air," and many others. Each of them upheld—in talent, script and direction—the entertainment standards of network programs.

Thus, a potential audience which includes 14 per cent of all of America's radio homes now had available an enticing program schedule in early-morning hours.

Did they all immediately become early-morning listeners? No, of course not. But the growth of the early-morning audience in and around New York has been unmistakable. We have measured it year-by-year since 1937. We have watched it expand at a rapid rate. Today, some of radio's most advantageous buys for advertisers at any time of the day or night exist right within those early-morning periods.

Audience Response

I've made that statement to many advertisers. Some of them have met it with obvious surprise and not-too-well concealed incredulity. But the essential truth of it can be proved. Bear in mind the real measure of an advantageous buy in radio advertising. It isn't size of audience alone. It's audience size in relation to advertising costs! Early-morning periods, remember, are lower in cost than daytime and evening periods. So simple arithmetic will indicate whether or not an advertiser is buying as much audience per dollar expended at 7:30 in the morning as at some afternoon or evening period which, on the surface, seems more desirable. And simple arithmetic has proved the case for early-morning broadcasting on many occasions.

This isn't a dissertation on radio statistics, or costs. If it were, I might use bar charts, survey figures, and equations to illustrate my point. There is another method by which I can make it clear. It's less precise than a statistician's slide-rule, but much more common in the experience of all of us who work in radio. Let's look at the record of a few advertisers who have invested in early-morning broadcasting on WABC.

The Record

The Krug Baking Company started on WABC January 8th, 1940, on the "Woman's Page of the Air." Krug delivers to the home, making no sales through retail outlets. Krug route men reach the listeners' homes on their daily call during the morning and afternoon. So aside from all factors of lower costs, Krug finds it most advantageous to reach an audience in the early-morning. Obviously, broadcasting at a later period of the day could not achieve this goal. This advertiser would have to depend almost entirely on the carry-over effect of his broadcasts if his program reached its audience during the afternoon or evening. With early-morning broadcasting he combines long-range selling with immediate selling appeals.

Or take another case, that of the Melville Shoe Company, which manufactures shoes and sells them through its own retail outlets (the Thom McAn shoe stores) throughout the area covered by WABC. Thom McAn Shoes were first advertised over WABC on December 5, 1938 on a 15-minute news program broadcast from 7:45 to 8:00 A.M. Today, more than two years after that initial broadcast, Thom McAn shoes are still being advertised over WABC at that same time, with the same program. And shortly before the end of 1940 the contract was renewed for a third consecutive 52-week period of broadcasting.

I am convinced that this early morning campaign on WABC is more productive of successful results than broadcasting at any other time of the day would have been. Reaching listeners before they leave home in the morning means that Thom McAn can successfully combine institutional appeals with immediate sales appeals. Greater stress in the commercial copy can be placed upon buying today such low cost items as socks, stockings and slippers. And yet, the customer, although he has come into the store for a small purchase, also has been sold in advance on the quality of the shoes themselves. Thus, the program is doing a double job—more easily and more effectively, I think, because it is broadcast in the early morning.

Many experiences such as the two indicated here have convinced us that we were correct, when WABC first began the sale of time for local sponsorship, in setting the development of the early-morning audience as one of our chief goals. We have thereby created for WABC a new potential of sales and profits which never before existed.

Network-Trained Personnel

But to return to the original question. Our position as the key station of CBS has, of course, influenced our thinking and action frequently. The same consideration which was observed in the selection of a program director for the station, for instance, has been a guide in the subsequent executive additions to WABC's staff for publicity, sales promotion and sales service departments. In each case these jobs have been filled by network-trained personnel. And that means that the functioning of these departments is on a plane which agency and advertiser, alike, had come to associate with WABC because it is a network key station.

And because every listener tends to think of a network in terms of the station on that network which he hears regularly, it isn't entirely accurate, I suppose, to say that you don't sell a network's key station on the basis of its network programs, or network prestige. After all, agency men and advertisers are listeners, as well as buyers. And a very significant portion of all of them in America live right here in New York, and listen to WABC when they want to hear CBS programs.

No, come to think of it, you sell any station—even a key outlet—on its ability to produce results. But the prestige of stature and programming which inevitably attaches itself to a key outlet help considerably.



NEWS SERVICES

International News Service

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

Executives

President.....Joseph V. Connolly
Editor-In-Chief.....Barry Faris
News Editor.....Leo Dolan
Sales Manager.....Walter E. Moss

Press Association, Inc. (Associated Press)

New York—50 Rockefeller Plaza.....Circle 6-4111

Executives

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

Radio News Association

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

Executive

President.....Frederick M. Harmon

Transradio Press Service, Inc.

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

Executives

President.....Herbert Moore
Vice-President.....Dixon Stewart
Vice-President.....W. G. Quisenberry
Editor.....Dixon Stewart
General Sales Manager.....Sims Guckenheimer

United Press Associations

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

Executives

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

FURGASON & WALKER



Radio Station Representatives



OFFICES:

CHICAGO—State 5262

NEW YORK—MU. 6-9151

SAN FRANCISCO—Douglas 4475

LOS ANGELES—Granite 1726

SEATTLE—Elliot 6662

KANSAS CITY—Grand 0810

National Foreign Language Broadcasting Service



- Pioneers in the specialized field of Foreign Language Broadcasting.
- We offer Productive Program ideas in every language.
- Pertinent Facts, Figures and capable Station Presentation.



J. FRANKLYN VIOLA & CO

56 WEST 45th STREET
NEW YORK CITY

RADIO ADVERTISING CORPORATION

STATION REPRESENTATIVES

Giving a service of personalized selling to a selected group of stations.

9 EAST 40th STREET • NEW YORK CITY

CHICAGO

CLEVELAND

SAN FRANCISCO

★ RADIO STATION REPRESENTATIVES ★

Radio station representatives have been responsible in no small measure for the phenomenal growth of broadcasting in the past two decades. Their cumulative efforts in selling both spot and network time to national and regional advertisers, in servicing agencies and in supplying pertinent information, availabilities and other data, have contributed much to the industry which, because of its national characteristics, depends on the station representative to perform a most valuable and indispensable service. The listing that follows is as of February 1, 1941.

ADAMS & ADAMS

New York—11 East 44th St. MURRAY HILL 2-6148
 John T. Adams, J. Trevor Adams, Jr.
Stations—KFOX, Long Beach, Calif.; WTAL, Tallahassee, Fla.; KCMO, Kansas City, Mo.; WMBO, Auburn, N. Y.; WGNC, Gastonia-Charlotte, N. C.; WHBQ, Memphis, Tenn.; KVNU, Logan, Utah; The North Central Broadcasting System (KATE, Albert Lea, Minn.; KWNO, Winona, Minn.; KGDE, Fergus Fall, Minn.; WDSM, Superior, Wisc.; KVOX, Moorehead-Fargo, N. D.; KRMC, Jamestown, N. D.; KOVC, Valley City, N. D.; KDLR, Devil's Lake, N. D.; KLPM, Minot, N. D.; KGCU, Mandan-Bismarck, N. D.; KABR, Aberdeen, S. D.)

ALL AMERICAN NEWSPAPER REPRESENTATIVES, INC.

(Latin American Representative)

New York—420 Lexington Ave. MURRAY HILL 5-6515
 Edwin Seymour, Vice-President.
Bogota, Colombia
 M. Garcia Pena, President.
Stations—All stations in Colombia, South America.

ALL-CANADA RADIO FACILITIES LIMITED

Calgary—Southam Bldg. M 7691
 H. R. Carson, President-Managing Director; A. R. Gibson, Secretary-Treasurer.
Montreal—Dominion Square Bldg., B. Hall Lancaster 6400
Toronto—Victory Bldg., G. F. Herbert Elgin 2464
Winnipeg—Royal Alexandra Hotel, P. H. Gayner 92-266
Vancouver—541 West Georgia St., J. E. Baldwin Marine 9542
Stations—CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJRC, Winnipeg, Man.; CFNB, Fredericton, N. B.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CJCS, Stratford, Ont.; CKGB, Timmins, Ont.; CFRB, Toronto, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CKVD, Val D'Or, Que.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CJRM, Regina, Sask.; CHAB, Moose Jaw, Sask.; VONF, St. Johns, Newfoundland.

ASSOCIATED BROADCASTING CO., LTD.

Montreal—Dominion Square Bldg. BELAIR 3325
 M. Maxwell, President; M. Feldman, Vice-President; G. Ticktin, Secretary-Treasurer; L. Chodos, Sales Director; M. Krushen, Program Production; J. Fuller, Script Director; J. Winter, Talent Director; J. O. Denis, French Director; R. Desrochers, French Scripts; J. Feldman, Recording Department.

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

ASSOCIATED RADIO MARKETS

Minneapolis—914 Northwestern Bank Bldg. Atlantic 3774
 Alden R. Grimes, Manager; Frank E. Reed, Jr., Traffic Manager; Eileen Baker, Merchandising; Marjorie Collins, Merchandising; Fred Kedney, Artist.

BERTHA BANNAN

(*New England Representative**)

Boston—538 Little Bldg., Bertha Bannan Hubbard 4370
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<i>New York</i> —20 East 57th Street.....	Plaza	8-2600
Loren L. Watson, General Manager; Robert E. Howard; E. Schuyler Ensell; Arthur H. Sherin, Jr.; Peggy Stone, Research & Sales Promotion; Genevieve Dessart, Sales Service.		
<i>Chicago</i> —326 W. Madison Street.....	Central	4547
R. N. Weil, Manager; Robert M. Flanigan, Peterson Kurtzer.		
<i>San Francisco</i> —Hearst Bldg., John Livingston, Manager.....	Douglas	2536
Stations—KYA, San Francisco, Calif.; WOL, Washington, D. C.; WKAT, Miami Beach, Fla.; WSUN, St. Petersburg, Fla.; WGPC, Albany, Ga.; WATL, Atlanta, Ga.; WRBL, Columbus, Ga.; WKBB, Dubuque, Ia.; KANS, Wichita, Kans.; WBAL, Baltimore, Md.; WJEJ, Hagerstown, Md.; WINS, New York, N. Y.; WAIR, Winston-Salem, N. C.; WAKR, Akron, Ohio; WLW & WLWO, Cincinnati, Ohio (West coast only); WSAI, Cincinnati, Ohio; WCAE, Pittsburgh, Pa.; WAIM, Anderson, S. C.; WCOS, Columbia, S. C.; WISN, Milwaukee, Wisc.; WCED, Dubois, Pa.; WLOF, Orlando, Fla.; WERC, Erie, Pa.; WJHL, Johnson City, Tenn.; WTBO, Cumberland, Md.; WCOV, Montgomery, Ala.; WBML, Macon, Ga.; KZRH, Manila, Philippines; KZRC, Cebus, Philippines.		

THE KATZ AGENCY, INC.

<i>New York City</i> —500 Fifth Avenue.....	Longacre	5-4594
G. R. Katz, President; S. L. Katz, Vice-President; Eugene Katz, Secretary; M. J. Beck, Treasurer; G. W. Brett, Vice-President & Sales Manager; A. Doris, S. R. Rintoul, M. O'Mara, M. S. Kellner, D. H. Denenholz, Ted Kruglak, M. J. Flynn, Harold Winter, H. R. Goldberg, Martin Beck.		
<i>Chicago</i> —307 N. Michigan Avenue.....	Central	4238
G. H. Gunst, Vice-President & Manager; Sidney L. Katz, Lowell E. Jackson, O. R. Whitaker, Jr., Stanley Reulman, Buell Herman, Earl Hodgson.		
<i>Detroit</i> —General Motors Bldg.....	Trinity	2-7685
Ralph Bateman, Manager; David H. Decker.		
<i>Kansas City</i> —Bryant Bldg.....	Victor	7095
Gordon Gray, Manager; Thomas J. Flanagan, Jr.		
<i>Atlanta</i> —22 Marietta Street Bldg.....	Walnut	4795
Fred M. Bell, Manager; Marvin Smith.		
<i>Dallas</i> —Republic Bank Bldg., Frank Brimm.....	Dallas	2-7936
<i>San Francisco</i> —Monadnock Bldg.....	Sutter	7498
Richard S. Railton, Manager; Thomas M. Ray.		
Stations—KLRA, Little Rock, Ark.; KVOR, Colorado Springs, Colo.; KLZ, Denver, Colo.; WGST, Atlanta, Ga.; WMAZ, Macon, Ga.; WTOG, Savannah, KGU, Honolulu, Hawaii; WCFL, Chicago, Ill.; WFBM, Indianapolis, Ind.; WMT, Cedar Rapids, Ia.; KRNT, Des Moines, Ia.; KSO, Des Moines, Ia.; WWL, New Orleans, La.; WLAW, Lawrence, Mass.; KGHL, Billings, Mont.; KOB, Albuquerque, N. M.; WKRC, Cincinnati, Ohio; WSPD, Toledo, Ohio; WKY, Oklahoma City, Okla.; WNAX, Yankton, S. D.; WREC, Memphis, Tenn.; KFPY, Spokane, Wash.		

JOHN KEATING

<i>Portland, Ore.</i> —Studio Bldg.....	BEacon	1009
John Keating, Manager; James McLoughlin, Assistant Manager.		
*Stations—KAST, Astoria, Ore.; KBKR, Baker, Ore.; KBND, Bend, Ore.; KORE, Eugene, Ore.; KFJI, Klamath Falls, Ore.; KLBW, LaGrande, Ore.; KOOS, Marshfield, Ore.; KMED, Medford, Ore.; KRNR, Roseburg, Ore.; KSLM, Salem.		

*Represented on regional accounts only.

KMPC, THE STATION OF THE STARS, INC.

<i>New York</i> —101 Park Ave., Lloyd George Venard, Eastern Representative.	MURray Hill	5-9249
Stations—KMPC, Los Angeles, Calif.		

JOSEPH HERSHEY MCGILLVRA

<i>New York</i> —366 Madison Avenue (Main Office).....	MURray Hill	2-8755
Joseph M. McGillvra, Owner; Adam J. Young, Jr., Sales Manager; Stanley Young, Jack Carson.		

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

<i>Chicago</i> —919 North Michigan Avenue.....	Superior	3444
S. M. Ashton, Manager; Sterling B. Beeson, Fred C. Witmer.		
<i>Los Angeles</i> —445 Western Pacific Bldg., Philip Bissell, Manager.....	Prospect	5319
<i>San Francisco</i> —627 Mills Building, Duncan A. Scott, Manager.....	Sutter	1393
<i>Toronto</i> —Metropolitan Building	Adelaide	4429
C. W. Wright, Manager; Walter Enger		
<i>Montreal</i> —Confederation Bldg., A. McDermott, Manager.....	Belair	3145
<i>Stations</i> —KARM, Fresno, Calif.; KJBS, San Francisco, Calif.; WBRY, Waterbury, Conn.; WMEX, Boston, Mass.; WHAI, Greenfield, Mass.; WSOO, Sault Ste. Marie, Mich.; WEW, St. Louis, Mo.; KGFV, Kearney, Nebr. WLNH, Laconia, N. H.; WTNJ, Trenton, N. J.; KUTA, Salt Lake City, Utah; WSVA, Harrisonburg, Va.; KINY, Juneau, Alaska; WNEL, San Juan, Puerto Rico; CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CJOR, Vancouver, B. C.; CKX, Brandon, Man.; CKY, Winnipeg; CKCW, Moncton, N. B.; CHSJ, Saint John, N. B.; CKPR, Ft. William, Ont.; CFPL, London, Ont.; CKCO, Ottawa, Ont.; CFOS, Owen Sound, Ont.; CFRB, Toronto, Ont.; CKCL, Toronto, Ont.; CKLW, Windsor, Ont.; CKAC, Montreal, Que.; CHRC, Quebec, Que.; CJBR, Rimouski, Que.; CHGB, Ste. Anne de la Pocatiere, Que.; CJRM, Regina, Sask.; CJGX, Yorkton, Sask.; CFQC, Saskatoon, Sask.; XEW & XEQ, Mexico City, Mexico.		

J. P. MCKINNEY & SON, SPECIAL AGENT

<i>New York City</i> —30 Rockefeller Plaza, N. L. O'Brien.....	Circle	7-1178
<i>Chicago</i> —400 N. Michigan Avenue, Ray Davis, C. W. Erwin.....	Superior	9866
<i>San Francisco</i> —681 Market Street.....	Sutter	5333
<i>Stations</i> —WTHI, Hartford, Conn.; WDAN, Danville, Ill.; WOKO, Albany, N. Y.; WABY, Albany, N. Y.; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WRAK, Williamsport, Pa.		

NATIONAL BROADCASTING COMPANY

(National Spot and Local Sales Division)

<i>New York City</i> —30 Rockefeller Plaza.....	Circle	7-8300
James V. McConnell, National Spot and Local Sales Manager; W. O. Tilenius, Assistant Manager.		
<i>Boston</i> —Bradford Hotel, Elmer Kettel.....	Hancock	4261
<i>Cleveland</i> —815 Superior Ave., N. E., Donald G. Stratton.....	Cherry	0942
<i>Chicago</i> —Merchandise Mart.....	Superior	8300
Maurice M. Boyd, Manager; Oliver Morton.		
<i>Denver</i> —1625 California Street, Lloyd oder.....	Main	6211
<i>Hollywood</i> —Sunset Blvd. & Vine St., Sidney Dixon.....	Hollywood	6161
<i>San Francisco</i> —111 Sutter Street, Glenn Ticer.....	Sutter	1920
<i>Stations</i> —KPO, San Francisco, Calif.; KGO, San Francisco, Calif.; KOA, Denver, Colo.; WRC, Washington, D. C.; WMAL, Washington, D. C.; WENR, Chicago, Ill.; WMAQ, Chicago, Ill.; WGL, Fort Wayne, Ind.; WOWO, Fort Wayne, Ind.; WBZ-WBZA, Boston-Springfield, Mass.; WEF, New York, N. Y.; WJZ, New York, N. Y.; WGY, Schenectady, N. Y.; WTAM, Cleveland, Ohio; KYW, Philadelphia, Pa.; KDKA, Pittsburgh, Pa.		

NEW ENGLAND RADIO ADVERTISING

<i>Boston</i> —507 Statler Bldg.....	Hubbard	3225
Ralph C. Foster, Manager; Gertrude Saxe, Secretary.		
* <i>Stations</i> —WDRC, Hartford, Conn.; WELI, New Haven, Conn.; WABI, Bangor, Me.; WGAN, Portland, Me.; WSAR, Fall River, Mass.; WHAI, Greenfield, Mass.; WNBH, New Bedford, Mass.; WBRK, Pittsfield, Mass.; WESX, Salem, Mass.; WSPR, Springfield, Mass.; WORC, Worcester, Mass.; WFEA, Manchester, N. H.; WHEB, Portsmouth, N. H.; WPRO, Providence, R. I.; WCAX, Burlington, Vt.		

*Represented on regional accounts only.

NORTHERN BROADCASTING & PUBLISHING, LTD.

<i>Timmins, Ont.</i> —Thomson Bldg.....	Timmins	1500
Roy Thomson, President; Jack K. Cooke, General Manager of Broadcasting Division.		
<i>Toronto</i> —305 Victory Bldg., J. Reg Beattie, Manager.....	Elgin	2464
<i>Stations</i> —CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CKGB, Timmins, Ont.; CKVD, Val D'Or, Que.		

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

NORTHWEST RADIO ADVERTISING CO., INC.

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

PAN AMERICAN BROADCASTING COMPANY

(*Latin-American and Philippine Station Representative*)

New York City—330 Madison Avenue, E. Bernald, Manager. MUrRay Hill 2-0811
Chicago—228 North La Salle St., F. R. Jones, Manager. State 5096
Cleveland—1635 East Twenty-Fifth St., Alonzo Hawley. Prospect 2922

JOHN H. PERRY ASSOCIATES

New York City—225 West 39th Street. BRyant 9-3357
 William K. Dorman, Manager; W. T. Kelly, H. H. Hatchette.
Chicago—122 S. Michigan Avenue, O. J. Ranft, Manager. Harrison 8085
Detroit—7338 Woodward Avenue, J. J. Higgins, Manager. Madison 0790
Atlanta—406 Chamber of Commerce Bldg., R. S. Kendrick, Manager. Walnut 3443
Philadelphia—1524 Chestnut St., M. S. Lewin. Rittenhouse 0886
Stations—WALA, Mobile, Ala.; WMFJ, Daytona Beach, Fla.; WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLP, Panama City, Fla.; WCOA, Pensacola, Fla.; WCMI, Ashland, Ky.; WLAP, Lexington, Ky.

EDWARD PETRY & COMPANY, INC.

New York City—17 East 42nd Street. MUrRay Hill 2-4401
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Chicago—400 N. Michigan Avenue. Delaware 8600
 Edward Voynow, Vice-President; John Ashenhurst, Robert Boneil, James L. Thompson.
Detroit—General Motors Bldg. Madison 1035
 William Cartwright, John W. Brooke.
San Francisco—111 Sutter Street, Earle H. Smith. Garfield 4010
Los Angeles—601 W. 5th Street, Chester Matson. Michigan 8729
St. Louis—Southwestern Bell Telephone Bldg., George Kercher. Garfield 5194
Stations—KARK, Little Rock, Ark.; KFI, Los Angeles, Calif.; KSFO, San Francisco, Calif.; KVID, Denver, Colo.; WICC, Bridgeport, Conn.; WSB, Atlanta, Ga.; KFH, Wichita, Kans.; WHAS, Louisville, Ky.; WSMB, New Orleans, La.; WFBR, Baltimore, Md.; WAAB, Boston, Mass.; WNAC, Boston, Mass.; WLLH, Lowell, Mass.; WMAS, Springfield, Mass.; WTAG, Worcester, Mass.; WJR, Detroit, Mich.; KSTP, St. Paul, Minn.; WDAF, Kansas City, Mo.; KFAB, Lincoln, Nebr.; KOIL, Omaha, Nebr.; WBEN, Buffalo, N. Y.; WGAR, Cleveland, Ohio; KVOO, Tulsa, Okla.; KEX, Portland, Ore.; KGW, Portland, Ore.; WFIL, Philadelphia, Pa.; WEAN, Providence, R. I.; WSM, Nashville, Tenn.; WFAA, Dallas, Texas; WBAP, Fort Worth, Texas; KPRC, Houston, Texas; WOAI, San Antonio, Texas; KSL, Salt Lake City, Utah; WTAR, Norfolk, Va.; WRNL, Richmond, Va.; KJR, Seattle, Wash.; KOMO, Seattle, Wash.; KGA, Spokane, Wash.; KHQ, Spokane, Wash.; WTMJ, Milwaukee, Wisc.; Colonial Network; Texas Quality Network; Yankee Network.

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 Francisco Velasco, Manager.
Stations—KZRF, Manila; KZRM, Manila.

RALPH L. POWER

(*Australian Representative*)

Los Angeles—407 Van Nuys Bldg. Madison 5617
Stations—Macquarie Broadcasting Services, Macquarie Network (24 stations); transcription companies.

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

RADIO ADVERTISING ASSOCIATES

(Southeastern Representatives*)

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Stations—WFOY, St. Augustine, Fla.; KALB, Alexandria, La.; KMBL, Monroe, La.; KGFF, Shawnee, Okla.; KFRO, Longview, Texas; KFYO, Lubbock, Texas.

*Stations represented on a regional basis only.

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 William B. Gellatly, President; Walter I. Tenney, Secretary-Treasurer; Louis F. J. Moore, Vice-President.

Chicago—307 North Michigan Ave., John Toothill, Manager.....Central 1743

Cleveland—Terminal Tower, Charles A. Stevens, Manager.....Prospect 5800
Stations—WINX, Washington, D. C.; WTSP, St. Petersburg, Fla.; WCAR, Pontiac, Mich.; WOLF, Syracuse, N. Y.; WCLE, Cleveland, Ohio; WHK, Cleveland, Ohio; WHKC, Columbus, Ohio; WTOL, Toledo, Ohio; WIP, Philadelphia, Pa.; WJHL, Johnson City, Tenn.; KPAC, Port Arthur, Texas; KRSC, Seattle, Wash.

RADIO SALES

(A Division of the Columbia Broadcasting System)

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 Howard Meighan, Eastern Sales Manager; William H. Hylan, Jr., Robert Somerville, Frank McDonnell, Edwin Reynolds, Howard Schreiber, Eldon Hazard.

Chicago—410 N. Michigan Avenue.....Whitehall 6000
 Kelly Smith, General Sales Manager; Henry Jackson, Western Sales Manager; David Sutton, Wendell Campbell.

Detroit—902 Fisher Bldg., Herbert Carlborg.....Trinity 2-5500

San Francisco—Palace Hotel.....Yukon 1700
 Gordon Owen, Sales Manager for Northern California & the Northwest.

Los Angeles—Columbia Square.....Hollywood 1212
 Roger K. Huston, Sales Manager for Southern California.
Stations—WAPI, Birmingham, Ala.; KNX, Los Angeles, Calif.; WJSV, Washington, D. C.; WBBM, Chicago, Ill.; WEEL, Boston, Mass.; WCCO, Minneapolis-St. Paul, Minn.; KMOX, St. Louis, Mo.; WABC, New York, N. Y.; WBT, Charlotte, N. C.; CBS California Network; CBS New England Network; CBS Pacific Network.

WILLIAM G. RAMBEAU COMPANY

Chicago—360 N. Michigan Ave., William G. Rambeau, Manager.....Andover 5566

New York City—Chanin Bldg., Roy Shults, Manager.....Caledonia 5-4940
Stations—WELL, New Haven, Conn.; WORL, Boston, Mass.; WESX, Salem, Mass.; WDSM, Duluth-Superior, Minn.; WDGY, Minneapolis-St. Paul, Minn.; WHB, Kansas City, Mo.; WBNY, Buffalo, N. Y.; WOV, New York, N. Y.; WHJB, Greensburg, Pa.; WPEN, Philadelphia, Pa.; KQV, Pittsburgh, Pa.; WJAS, Pittsburgh, Pa.; Kansas State Network.

PAUL H. RAYMER CO.

Chicago—435 N. Michigan Avenue.....Superior 4473
 Paul H. Raymer, Manager; George W. Diefenderfer, Richard F. Kopf.

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

Detroit—General Motors Bldg., George W. Diefenderfer.....Trinity 2-8060

San Francisco—Russ Bldg., David H. Sandberg.....Douglas 2373

Los Angeles—530 West 6th St., J. Leslie Fox.....Vandike 1901
Stations—Mason-Dixon Radio Group; WBRC, Birmingham, Ala.; Arizona Broadcasting Co.; KWJB, Globe Ariz.; KCRJ, Jerome, Ariz.; KTAR, Phoenix, Ariz.; KYCA, Prescott, Ariz.; KGLU, Safford, Ariz.; KYUM, Yuma, Ariz.; KVOA, Tucson, Ariz.; California Radio System; KERN, Bakersfield, Calif.; KMJ, Fresno, Calif.; KFVB, Los Angeles, Calif.; KFBK, Sacramento, Calif.; KFSD, San Diego, Calif.; KTMS, Santa Barbara, Calif.; KWG, Stockton, Calif.; WDRC, Hartford, Conn.; WDEL-WILM, Wilmington, Del.; WMBR, Jacksonville, Fla.; WDBO, Orlando, Fla.; WDAE, Tampa, Fla.;

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

WJJD, Chicago, Ill.; WSBT, South Bend, Ind.; WGAN, Portland, Me.; WCAO, Baltimore, Md.; Michigan Radio Network; WXYZ, Detroit, Mich.; WOOD-WASH, Grand Rapids, Mich.; KWK, St. Louis, Mo.; KOH, Reno, Nev.; WKNE, Keene, N. H.; WJTN, Jamestown, N. Y.; WHEC, Rochester, N. Y.; WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa.; WAZL, Hazelton, Pa.; WGAL, Lancaster, Pa.; WCAU, Philadelphia, Pa.; WORK, York, Pa.; WPRO, Providence, R. I.; WDOD, Chattanooga, Tenn.; WLAC, Nashville, Tenn.; KWFT, Wichita Falls, Texas; WRVA, Richmond, Va.

VIRGIL REITER & CO.

Chicago—360 N. Michigan Ave. State 9493
Virgil Reiter, Jr., J. M. Ward.
Stations—WMCA, New York, N. Y.; WIBX, Utica, N. Y.; WCAU, Philadelphia, Pa.

REYNOLDS-FITZGERALD, INC.

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Chicago—360 N. Michigan Ave. State 4294
John T. Fitzgerald, George A. Jones, Lee Small, Edwin C. Allen.
Detroit—General Motors Bldg., Richard T. Healy. Madison 4250
Philadelphia—Land Title Bldg., J. David Cathcart. Rittenhouse 3839
Seattle—1423 Joseph Vance Bldg., Fred A. Bartlett. Elliott 6452
San Francisco—58 Sutter Street. Garfield 6144
Judson H. Carter, Ralph E. DeMotte.
Los Angeles—117 West Ninth Street, Charles E. Fisher. Tucker 2474
Stations—KQW, San Jose, Calif.; KFNF, Shenandoah, Ia.; WIL, St. Louis, Mo.; KOL, Seattle, Wash.; WHBY, Appleton, Wisc.; WTAG, Green Bay, Wisc.; WIBA, Madison, Wisc.; WMAM, Marinette, Wisc.; WSAU, Wausau, Wisc.; XERB, Rosarito, Mexico; XEMO, Tia Juana, Mexico.

SEARS & AYER, INC.

Chicago—612 N. Michigan Ave. Superior 8177
B. H. Sears, President; A. T. Sears, Secretary-Treasurer.
New York City—565 Fifth Ave., Paul Adler, Manager. PLaza 8-1312
Stations—WJBY, Gadsden, Ala.; WHBB, Selma, Ala.; WCOV, Montgomery, Ala.; WMSD, Muscle Shoals, Ala.; WKEU, Griffin, Ga.; WDWS, Champaign, Ill.; WSOY, Decatur, Ill.; WTMV, East St. Louis, Ill.; WGIL, Galesburg, Ill.; WJPF, Herrin, Ill.; WCLS, Joliet, Ill.; WCBS, Springfield, Ill.; WHBU, Anderson, Ind.; KTSW, Emporia, Kans.; WGRM, Greenwood, Miss.; WFOR, Hattiesburg, Miss.; WSLI, Jackson, Miss.; KWOS, Jefferson, Mo.; WMBH, Joplin, Mo.; KWOC, Poplar Bluff, Mo.; WRAL, Raleigh, N. C.; WAIR, Winston-Salem, N. C.; WLPM, Suffolk, Va.; KDFN, Casper, Wyo.; KWYO, Sheridan, Wyo.; Carolina Broadcasting System.

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Stations—CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CKPR, Fort William, Ont.; CKCR, Kitchener, Ont. (Montreal only); CKTB, St. Catherines, Ont. (Montreal only); CFQC, Saskatoon, Sask.; CJGX, Yorkton, Sask.

EDWARD S. TOWNSEND COMPANY

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*Stations represented for the broadcasting and producing of foreign language programs only.

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<i>Chicago</i> —203 N. Wabash Avenue.....	Randolph	7730
C. C. Weed, Vice-President.		
<i>Detroit</i> —General Motors Bldg., Charles M. Adell, Manager.....	Madison	6366
<i>San Francisco</i> —111 Sutter St., Roy Frothingham, Manager.....	Douglas	2445
<i>Stations</i> —WTIC, Hartford, Conn.; WJNO, West Palm Beach, Fla.; WEOA, Evansville, Ind.; WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.; KGLO, Mason City, Ia.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.; WCHS, Portland, Me.; WORC, Worcester, Mass.; KFRU, Columbia, Mo.; KXOK, St. Louis, Mo.; KFBB, Great Falls, Mont.; WFEA, Manchester, N. H.; WEBR, Buffalo, N. Y.; WHBC, Canton, Ohio; WCOL, Columbus, Ohio; WJAR, Providence, R. I.; WFBC, Greenville, S. C.; KABR, Aberdeen, S. D.; WCAX, Burlington, Vt.; CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CKOV, Kelowna, B. C.; CJOC, Lethbridge, Alta.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CFAR, Flin Flon, Man.; CFRC, Winnipeg, Man.; CFNB, Fredericton, N. B.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CFRC, Kingston, Ont.; CKJL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CJCS, Stratford, Ont.; CKGB, Timmins, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHAB, Moose Jaw, Sask.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.		

WGN, INC.

(Eastern Representative)

<i>New York City</i> —220 East 42nd Street.....	Murray Hill	2-3033
Norman Boggs, New York Office Manager.		
<i>Station</i> —WGN, Chicago, Ill.		

WHDH, NATIONAL SALES OFFICE

<i>New York</i> —366 Madison Ave.....	Murray Hill	2-1593
George M. Watson, Jr., Manager; Flora E. Watson, Secretary.		
<i>Stations</i> —WHDH, Boston, Mass.		

F. LACELLE WILLIAMS

<i>Atlanta</i> —617 Walton Bldg., F. Lacelle Williams, Owner.....	Jackson	1678
* <i>Stations</i> —WJHO, Opelika, Ala.; KPMC, Bakersfield, Calif.; KFOX, Long Beach, Calif.; KGB, San Diego, Calif.; WRUF, Gainesville, Fla.; WMBR, Jacksonville, Fla.; WFOY, St. Augustine, Fla.; WTAL, Tallahassee, Fla.; WDAE, Tampa, Fla.; WJNO, West Palm Beach, Fla.; WMGA, Moultrie, Ga.; WAYX, Waycross, Ga.; WJPR, Greenville, Miss.; WAIM, Anderson, S. C.; WMPS, Memphis, Tenn.; KFRO, Longview, Texas; KELA, Centralia-Chehalis, Wash.		

*Stations represented on a regional basis in southern territory only.

HOWARD H. WILSON COMPANY

<i>Chicago</i> —75 East Wacker Drive.....	Central	8744
Howard H. Wilson, Owner; J. F. Johns, Harlan G. Oakes.		
<i>New York</i> —551 Fifth Ave.....	Murray Hill	6-1230
J. F. Johns, Manager; Edward J. Devney.		
<i>Kansas City, Mo.</i> —1012 Baltimore, George E. Wilson, Manager.....	Grand	1473
<i>San Francisco</i> —681 Market St., Gordon Heater, Manager.....	Douglas	4475
<i>Hollywood</i> —6362 Hollywood Blvd., Homer O. Griffith.....	Granite	1726
<i>Stations</i> —KGHF, Pueblo, Calif.; WHBF, Rock Island, Ill.; WDZ, Tuscola, Ill.; WIBC, Indianapolis, Ind.; KFBI, Wichita, Kans.; WINN, Louisville, Ky.; WKZO, Kalamazoo, Mich.; KYSM, Mankato, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KDRO, Sedalia, Mo.; KMMI, Grand Island, Nebr.; WDNC, Durham, N. C.; WPIC, Sharon, Pa.; WORD, Spartanburg, S. C.; WSPA, Spartanburg, S. C.; KELO, Sioux Falls, S. D.; KSOO, Sioux Falls, S. D.; KGNC, Amarillo, Texas; KFDM, Beaumont, Texas; KROD, El Paso, Texas; KFYO, Lubbock, Texas; KTSA, San Antonio, Texas; KRGV, Westaco, Texas; WDEV, Waterbury, Vt.; WKBH, La Crosse, Wisc.; WHBL, Sheboygan, Wisc.; Lone Star Chain; The Minnesota Radio Network.		

WOR (Newark, N. J.)

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Paul A. Belaire, Manager.		
<i>Chicago</i> —Tribune Tower, Harold C. Higgins, Manager.....	Superior	5110
<i>San Francisco</i> —Russ Bldg., Edward S. Townsend.....	Douglas	2373

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Services Offered: Market data, economic studies, media coverage studies, radio coverage maps, decorative maps, economic maps, charts, trade paper advertising, brochures, dramatized sales presentation, complete promotion plans, trade area counsel on FM applications.

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Phone Adelaide 2067

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Branch Offices

Operating branches in 99 Canadian cities and towns with a total staff of 2100.

Services Offered: All types of marketing research including market coverage data, consumer studies, dealer investigations and checks on effectiveness of various media.

•

PAUL T. CHERINGTON

c/o McKinsey & Co., 2 Wall Street,
New York, N. Y.

Phone REctor 2-2820

Services Offered: Distribution consultant, market surveys, media studies.

•

COMMERCIAL RESEARCH SERVICE

1474 Olive St., Louisville, Ky.
Phone Sb. 1312W

President.....Newton P. Owen
Secretary-Treasurer.....P. A. Johns

Services Offered: Checking service for advertising and agencies, coincidental telephone surveys.

•

ROBERT S. CONLON & ASSOCIATES

New York Life Bldg., Kansas City, Mo.
Phone Victor 1973

Principal.....Robert S. Conlon
Branch Office
Dallas, Texas

Executive-In-Charge.....George Walker
Services Offered: Market research; monthly surveys, radio surveys.

THE COOPERATIVE ANALYSIS OF BROADCASTING

330 West 42nd Street, New York, N. Y.
Phone, MEdallion 3-3898

Manager.....A. W. Lehman
Governing Committee:

D. P. Smelser, Chairman (Procter & Gamble Co.); George H. Gallup, Treasurer (Young & Rubicam); C. H. Lang (General Electric Co.); A. Wells Wilbor (General Mills); L. D. H. Weld (McCann-Erickson); F. B. Ryan, Jr. (Ruthrauff & Ryan); A. W. Lehman, Manager.

Services Offered: CAB rates all commercial network programs, daytime as well as evening, and in addition analyzes these ratings by geographical sections, income groups, etc. It is authorized by the Association of National Advertisers and the American Association of Advertising Agencies to carry on this work which it has been doing since March, 1930.

CROSSLEY, INC.

330 West 42 St., New York, N. Y.
Phone BRyant 9-5462

President.....Archibald M. Crossley
Services Offered: Program rating, nationwide or individual area studies, general marketing consultants.

THE REUBEN H. DONNELLEY CORPORATION

350 East 22nd St., Chicago, Ill.
Phone Victory 3-3232

President.....George V. Overton
General Manager, Direct Mail Division,
D. L. Harrington

Branch Offices

305 East 45th St., New York, N. Y.
Phone MUrray Hill 4-7000

Eastern Manager, Direct Mail Division,
Herbert F. Lewis

727 Venice Boulevard, Los Angeles, Calif.
Phone Richmond 0221

Western Manager, Direct Mail Division,
William LeGore

Services Offered: (1) Contests: contest judging service handles every detail from pick-up of contest entries at post office to the delivery of winners to the advertiser

including the creation of contests to fit advertisers' merchandising problems. (2) Premiums: premium mailing service relieves advertisers of all detail on mailed premium including the creation and selection of premiums to meet the advertisers' exact situation.

FACT-FINDERS ASSOCIATES

444 Madison Ave., New York, N. Y.
Phone ELdorado 5-1600

President.....George P. Johnson
Branch Offices

367 offices in United States and Canada.

Services Offered: Advertising checking, brand popularity surveys, consumer surveys, checking field inventories, marketing plans, package testing, public opinion, tabulations, radio audience surveys, survey analyses, trade surveys, outdoor poster and carcard checks.

FACTS CONSOLIDATED

68 Post Street, San Francisco, Calif.
Phone Garfield 4047

President.....Roy S. Frothington
Vice-President.....A. B. Mueller
Secretary.....Mary E. Haak

Branch Office

8268 West Norton Ave., Hollywood, Calif.
Phone Granite 6403

Manager.....Dorothy D. Corey

Services Offered: Monthly continuing recall survey of radio programs on the Pacific coast to determine station and program preferences based on personal interviews in a properly distributed sample of radio families.; public opinion, consumer, product, brand, listening, etc., surveys.

EDGAR FELIX

18 East 48th St., New York, N. Y.
Phone PLaza 5-5052

Director.....Edgar Felix
Chief Field Engineer.....L. C. Skipper
Statistician.....J. Murray

Services Offered: Radio coverage reports (coverage and service areas of broadcasting stations).

ROY S. FROTHINGHAM

111 Sutter Street, San Francisco, Calif.
Phone, Douglas 2445

Services Offered: Sales and advertising research; market and product studies; radio-program preference surveys.

HERMAN S. HETTINGER

4537 Spruce St., Philadelphia, Pa.
Phone, Evergreen 9857

Services Offered: Marketing consultancy on broadcasting, station research, etc.

C. E. HOOPER, INC.

51 East 42nd St., New York, N. Y.
Phone, VAnDerbilt 6-1500

President.....C. E. Hooper
Vice-President.....E. A. Tomsett
Manager, Radio Program Reports,
A. M. Wharfield
Manager, Station Audience Reports,
H. G. Boyd
Technical Director on Special Studies,
Dr. M. N. Chappell

Services Offered: Radio audience and listening survey specialists, publishers of monthly "Hooper Radio Reports"—(National daytime programs, national evening programs, regional sets-in-use reports, regional program ratings, station audience reports, radio sales effectiveness reports, etc.)

HOOPER-HOLMES BUREAU

102 Maiden Lane, New York, N. Y.
Phone WHitehall 3-9700

Director of Research.....Chester E. Haring
Branch Offices

83 Offices Throughout
United States and Canada

Services Offered: Commercial research.

IRWIN & IRWIN

1627 Locust St., St. Louis, Mo.
Phone, Sterling 4460

Manager.....M. C. Irwin
Services Offered: Market research.

JOINT COMMITTEE ON RADIO RESEARCH

(cooperative AAAA, ANA & NAB survey)
420 Lexington Ave., New York, N. Y.
Phone MOhawk 4-7982

ChairmanJohn Benson

HELEN KING

17 East 48th St., New York, N. Y.
Phone, Wickersham 2-1127

Services Offered: Contest consultant, research and management (i.e., judging, planning, research, statistics, etc., on contests).

WALTER MANN & STAFF

Newtown, Conn.
Phone, Newtown 213

President.....Walter Mann
Associate.....Theodore Van Doorn
Associate.....Milton MacMurray
Associate.....Frank Persky
Branch Office

350 Madison Ave., New York, N. Y.
Phone, MURray Hill 2-3479

Executive-In-Charge....Theodore Van Doorn
Services Offered: Research, surveys, and counsel for scientific advertising and sales strategy for advertisers, agencies, publishers and radio stations; editorial, circulation and program counsel.

MARKET DATA SERVICE, INC.

7 West 44th St., New York, N. Y.
Phone, MURray Hill 2-7462

President.....William Noble
Vice-President.....Sperry Butler
Secretary-Treasurer.....Walter P. Burn

Services Offered: Market data, economic studies, media coverage studies, radio coverage maps, decorative maps, economic maps, charts, trade paper advertising, brochures, dramatized sales presentation, complete promotion plans.

MARKET RESEARCH CORP. OF AMERICA

444 Madison Ave., New York, N. Y.
Phone PLaza 3-8920

President.....Percival White
Vice-President.....Pauline Arnold
Secretary-Treasurer.....Matilda White

Services Offered: Marketing studies for manufacturers, publishers, radio networks and stations; consumer and retailer surveys; product tests; editorial content analyses for publishers; consumer panels, etc.

**MARKET RESEARCH OF
CLEVELAND**

435 Schofield Bldg., Cleveland, Ohio
Phone, CHerry 4710

Director.....Albert E. Strass
Assistant Director.....Idamae Brignan
Services Offered: Advertising surveys; radio surveys; market analysis and marketing surveys.

NATIONAL RADIO RECORDS

347 Madison Ave., New York, N. Y.
Phone MUrray Hill 4-4351

President.....N. Charles Rorabaugh
Sales Manager.....Leon Dick
Services Offered: Spot and network radio advertising statistics via confidential monthly publications.

A. C. NIELSEN COMPANY

2101 Howard Street, Chicago, Ill.
Phone, Hollycourt 6100

President.....A. C. Nielsen
Executive Vice-President.....F. K. Leisch
Executive Vice-President in Charge of
Nielsen Radio Index.....H. L. Rusch
Branch Office

500 Fifth Ave., New York, N. Y.
Phone, PENnsylvania 6-7126

Executive Vice-President In Charge of
N. Y. Office.....J. O. Peckham
Services Offered: Market research work including the publication of indexes on the drug, food, liquor, radio and British business.

NORTHWEST MARKETING SERVICE

610 Pence Bldg., Minneapolis, Minn.
Phone, Main 0497

Manager.....Aurilla Smith
Assistant Manager.....Naomi Emerson
Services Offered: Market and product research in manufacturing, wholesaling, retailing and among consumers; merchandising plans and promotions; retail store demonstrations, displays, sampling and cooperative merchandising; resident investigator work.

**OPINION RESEARCH
CORPORATION**

90 Nassau Street, Princeton, N. J.
Phone, Princeton 1676

President.....Dr. Claude Robinson
Vice-President.....Harold Read
Vice-President.....Dilman M. K. Smith
Vice-President.....Dr. Floyd Ruch
Services Offered: Opinion sampling.

PARB RESEARCH SERVICES

1526 - 48th Ave., San Francisco, Calif.
Phone Overland 2935

Librarian.....Alice Thompson
Assistant Librarian.....James Wellman
Field Supervisor.....Charles MacDonald
Services Offered: Radio and theatrical research of all types. Services offered in fourteen key city offices.

R. L. POLK & CO., INC.

354 Fourth Ave., New York, N. Y.
Phone CAledonia 5-8500

President.....R. L. Polk
Vice-President.....E. J. Loranger
Secretary-Treasurer.....F. R. Mixer

PSYCHOLOGICAL CORP.

522 Fifth Ave., New York, N. Y.
Phone MUrray Hill 2-2145

Managing Director.....Paul S. Achilles
Director of Research.....Dr. Henry C. Link
Branch Office

310 S. Michigan Ave., Chicago, Ill.
Phone Wabash 3880

Director.....A. W. Kornhauser
Executive Secretary.....R. N. McMurry
Services Offered: Market research.

**PUBLISHERS' INFORMATION
BUREAU, INC.**

31 East 10th St., New York, N. Y.
Phone, STuyvesant 9-7334

President.....Anne R. Edgerly
Vice-President.....Sarah E. Barnes
Treasurer.....Mae B. Irving
Branch Office

333 N. Michigan Ave., Chicago, Ill.
Phone, Randolph 3442

Services Offered: Records and special reports of advertising in general magazines, farm publications, and of network and spot radio business.

RADIO REPORTS, INC.

220 East 42nd St., New York, N. Y.
Phone MUrray Hill 2-3564

President-Treasurer.....Edward F. Loomis
Services Offered: Provides subscribers with digests and texts of radio news and comment.

ROSS FEDERAL RESEARCH CORP.

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

Chairman of Board-President-
Treasurer.....Harry A. Ross
Vice-President-General Manager
 Densmore A. Ross
Vice-President-General Sales Manager
 Clifford B. Ross
Vice-President.....Richard Ross
Director of Research.....William B. Shine
Secretary.....Frank X. Miske
Director of Advertising and Publicity

 Thomas B. Ellsworth

Branch Offices

59 E. Van Buren St., Chicago, Ill.
753-55 Book Bldg., Detroit, Mich.
817 Hanna Bldg., Cleveland, Ohio
1225 Grant Bldg., Pittsburgh, Pa.
606 West Wisconsin Ave., Milwaukee, Wis.
1553 Carew Tower, Cincinnati, Ohio
320 N. Meridian St., Indianapolis, Ind.
817-18 Metropolitan Bldg., Boston, Mass.
17 Court St., Buffalo, N. Y.
Market St. National Bank Bldg., Philadel-
phia, Pa.
1028 Connecticut Ave., Washington, D. C.
1807 Grand Ave., Kansas City, Mo.
3615 Olive St., St. Louis, Mo.
3723 Wilshire Blvd., Los Angeles, Calif.
963 Monadnock Bldg., San Francisco, Calif.
1904 Third Ave., Seattle, Wash.
Tower Petroleum Bldg., Dallas, Texas
903 United States National Bank Bldg., Den-
ver, Colo.
47 West South Temple St., Salt Lake City,
Utah
Rand Tower Bldg., Minneapolis, Minn.
507 Tenth St., Des Moines, Ia.
8 N. Third St., Memphis, Tenn.
314 Johnston Bldg., Charlotte, N. C.
206-7 Palmer Bldg., Atlanta, Ga.
90 State St., Albany, N. Y.
208 Pan American Bldg., New Orleans, La.
413 Equity Bldg., Oklahoma City, Okla.
306 S. Fifteenth St., Omaha, Nebr.
602 Porter Bldg., Portland, Ore.
Street Bldg., New Haven, Conn.

Services Offered: Market research, con-
sumer studies, radio surveys.

ELSIE M. RUSHMORE

551 Fifth Ave., New York, N. Y.
Phone MUrray Hill 2-3053

Services Offered: Surveys for market defi-
nition; management and analysis of contests.

**PAUL W. STEWART &
ASSOCIATES, INC.**

9 Rockefeller Plaza, New York, N. Y.
Phone, CIrcle 5-5447

President.....Paul W. Stewart
Vice-President.....Arthur B. Dougall
Services Offered: Program checking; mar-
keting and advertising analysis; listener
studies.

DANIEL STARCH

420 Lexington Ave., New York, N. Y.
MOhawk 4-6624

President.....Daniel Starch
In Charge of Sales.....Charles A. Wolcott
In Charge of Production...T. Mills Shepard

DOROTHEA REILLY

16 East 43rd St., New York, N. Y.
Phone, VAnDerbilt 6-3882

Owner.....Dorothea Reilly
Office Manager.....K. B. Weir
Secretary.....Evelyn Ross

Branch Office

RFD No. 2, Montgomery, N. Y.
Phone, Montgomey 5775

Services Offered: Contest management in-
cluding ideas, plans and mail; market re-
search including phone and field surveys and
product testing.

RESEARCH BUREAU OF AMERICA

280 Madison Ave., New York, N. Y.
Phone, MUrray Hill 5-8183

Director.....Doris Drucker
Services Offered: Consumer and dealer
surveys; radio audience measurements; in-
ventory checking; merchandising and sales
policy investigations.

ELMO ROPER

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

Executives.....Elmo Roper, Arthur B.
Chivvis, Carolyn W. Crusius, Robert W.
Pratt, Robert Williams.

Services Offered: Marketing research, dis-
tribution consultant, trade and consumer
studies.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

HEADQUARTERS

420 LEXINGTON AVENUE, NEW YORK
Telephone—MOhawk 4-7982

OFFICERS

JOHN BENSON
President

ATHERTON W. HOBLER
Chairman of the Board

FREDERIC R. GAMBLE
Managing Director

GUY C. SMITH
Vice-President

E. DE WITT HILL
Treasurer

DAVID M. BOTSFORD
Secretary

L. W. MAC KENZIE
Director of Service

COMMITTEE ON RADIO BROADCASTING

Chairman: L. T. BUSH
Compton Advertising, Inc.
630 Fifth Avenue, New York

JOHN U. REBER
J. Walter Thompson Company
420 Lexington Ave., New York

Vice-Chairman: A. K. SPENCER
J. Walter Thompson Company
420 Lexington Ave., New York

MAC WILKINS
Mac Wilkins & Cole, Inc.
Corbett Bldg., Portland, Ore.

Added Members:

C. LAWTON CAMPBELL
Ruthrauff & Ryan, Inc.
405 Lexington Ave., New York

JACK SMALLEY
Batten, Barton, Durstine & Osborn, Inc.
633 Hollywood Blvd., Hollywood, Calif.

CHARLES F. GANNON
Arthur Kudner Inc.
630 Fifth Ave., New York

JOHN F. ARNDT
John Falkner Arndt & Co.
Lewis Tower, Philadelphia, Pa.

CHESTER J. LaROCHE
Young & Rubicam, Inc.
285 Madison Ave., New York

L. L. SHENFIELD
Pedlar & Ryan, Inc.
250 Park Ave., New York, N. Y.

EDWARD LASKER
Lord & Thomas
247 Park Ave., New York

ARTHUR PRYOR, JR.
Batten, Barton, Durstine & Osborn, Inc.
383 Madison Ave., New York

R. J. SCOTT
Schwimmer & Scott
75 E. Wacker Drive, Chicago, Ill.

ADVERTISING MOVES FORWARD DURING 1940

By
John Benson
President
American Association of
Advertising Agencies

AS an advertising medium, radio has had a good year, and again demonstrated its usefulness in building up sales of merchandise as well as creating good will. Its low cost of coverage is doubtless a factor, but not the only factor, in a steadily developing use of the medium. It has an intimate influence of its own which continues to be productive.

From the standpoint of public opinion, radio has also been making progress, although there is still much to be done in avoiding broadcasts to which people object from the standpoint of good taste and consideration for the welfare of the American home and its children.

NAB Code

In this connection, the Code adopted by the NAB a year and a half ago, and applicable to commercial broadcasting since October, 1940, has been a landmark of improvement in helping radio to live up to its full possibilities and discharge its obligation for entertainment and information over the air. This was a courageous step to take and will have important results to the benefit of the medium.

Advertisers and advertising agencies are as much interested in preserving the popularity of radio in the American home as the broadcasters themselves are, as no medium can create maximum goodwill which itself is lacking to any degree in that respect.

The finer possibilities of entertainment and education through radio are being steadily realized and doubtless will be improved in the future.

Research

Advertisers are learning more and more how to use radio most effectively through evaluation of the coverage of stations, of listener habits, made possible by the yardsticks defined by the Joint Committee on Radio Research. These have given an impulse to obtaining further knowledge about how far stations can reach in geographic spread and with what clarity and freedom from interference, and how large a listening audience is available.

The number of homes and automobiles equipped with radio receiving sets increased materially during the year: 11,000,000 new sets have been produced* making a total of some 52,000,000 in use throughout the land.**

We are getting more and more knowledge of the relative popularity of programs as reported by the Cooperative Analysis of Broadcasting, so that more intelligent choice of entertainment can be made in meeting the needs of the public.

Progress

The news broadcasts have registered a new high of accomplishment in reporting daily the events and moves of the war abroad, with enlightening comment by well-known reporters on the spot. Through radio endless speeches were heard on the election issues—by political leaders of all parties.

On the whole it seems that the year 1940 has been one of progress and a stepping stone to what may be done in 1941 in the way of further improvement, both in the service radio can render the American home and the aid it can be to American business.

*—Estimated by Institute of Radio Engineers.

**—Estimated by "Radio Today."



STANDARDS OF PRACTICE

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

We hold that advertising agencies have an obligation not only to their clients but to the media they employ, to the public, and to each other.

This obligation arises from mutuality of interest. The principles which govern the discharge of this obligation are various in application; some are rooted in a standard of honor which we all acknowledge, and others are based on the requirements of good business.

What is unfair in agency practice is explicitly stated in this, our Standards of Practice.

Advertising is a business, and it must therefore operate within the framework of competition. It is not the intention to limit the vigor of competition. Rather, we hold that it is necessary for the health of advertising.

Certain competitive methods are condemned in this code. They are condemned not because they are competitive, but because, if universally used, they would tend to destroy the business of advertising.

PROFESSIONAL PRACTICE

ADVERTISING COPY

It is unsound and unprofessional for the advertising agency to prepare or handle any advertising of an untruthful or indecent character, as exemplified by the following copy practices disapproved in a code jointly adopted by the American Association of Advertising Agencies and the Association of National Advertisers:

1. False statements or misleading exaggerations.
2. Indirect misrepresentation of a product, or service, through distortion of details, or of their true perspective, either editorially or pictorially.
3. Statements or suggestions offensive to public decency.
4. Statements which tend to undermine an industry by attributing to its products, generally, faults and weaknesses true only of a few.
5. Price claims that are misleading.
6. Pseudoscientific advertising, including claims insufficiently supported by accepted authority, or that distort the true meaning or practicable application of a statement made by professional or scientific authority.
7. Testimonials which do not reflect the real choice of a competent witness.

COMPENSATION

REBATING

The advertising agency should retain the full amount of compensation granted by media owners without direct or indirect rebating.

It shall be considered as rebating to supply materials for advertising on any basis that can be considered as direct, indirect or secret rebating. It shall also be considered as rebating to place men in the service of the advertiser at the agency's expense, or to assume all or part of the salary of any employee of the advertiser, or to pay any fee or compensation to any one connected directly or indirectly with the advertiser, for obtaining or holding an account. It shall also be considered as rebating to agree to allow cash discounts not earned.

EXTRA COMPENSATION

The advertising agency should not take from any third party a profit, discount or commission other than the regular agency compensation allowed by media owners, unless disclosed to the client.

COMPETITION

SPECULATIVE MATERIALS

In view of its obligation to provide adequate service to clients, as well as the sound business principle of making a reasonable profit on its effort, the advertising agency should refrain from practices that dissipate its income in any unsound or uneconomic solicitation for new business.

It is recognized as unsound, uneconomic and unprofessional to submit speculative material in competitive solicitation.

OFFERING CREDIT EXTENSION

It is unsound and uneconomic to offer extension of credit or banking service as an inducement in solicitation.

UNFAIR TACTICS

The advertising agency should compete on merit and not by depreciating a competitor or his work directly or inferentially, or by circulating harmful rumors about him, or by making unwarranted claims of scientific skill in judging or prejudging advertising copy, or by seeking to obtain an account by hiring a key employee away from the agency in charge.

* * *

These Standards of Practice of the American Association of Advertising Agencies are based on the belief that sound practice is good business . . . that confidence and respect are indispensable to success in a business embracing the many intangibles of agency service and involving relationships so dependent upon good faith.

They express ideals which are based on a broad experience of what has been found to be the best advertising practice. They are feasible and practical . . . involving no restrictions which advertising agencies should not voluntarily adopt.

STANDARD CONDITIONS

GOVERNING CONTRACTS AND ORDERS FOR SPOT BROADCASTING

National Association of Broadcasters

In cooperation 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 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.

Copyright, 1933, A.A.A.A.

ADVERTISING AGENCIES

The following listing includes agencies placing network and important spot business during 1940 as well as those handling the larger local accounts.

Key to Symbols of Membership and Recognition Abbreviations

- AAAA . . . American Association of Advertising Agencies
 ABP . . . Associated Business Papers
 ANPA . . . American Newspaper Publishers' Association
 NOAB . . . National Outdoor Advertising Bureau
 PPA . . . Periodical Publishers' Association
 PRB . . . Pacific Recognition Bureau
 SAAA . . . Southwestern Association of Advertising Agencies
 SNPA . . . Southern Newspaper Publishers' Association

ADVERTISERS BROADCASTING CO.

117 West 46th St., New York, N. Y.
 Phone BRyant 9-1176

Officers

President.....Z. H. Rubinstein
 Treasurer.....M. Keilson

ADVERTISING-BUSINESS CO.

1213 Throckmorton St.
 Fort Worth, Texas
 Phone 3-2421
 SNPA—ABP—APA

Officers

Directing Manager.....Thomas L. Yates
 Radio Production Manager...A. E. Hubbard

ADVERTISING, INC.

1523-29 Central National Bank Bldg.,
 Richmond, Va.
 Phone 32800 & 32809
 ANPA—SNPA—APA

First Advertising Agency Group

Officers

President.....J. Lynn Miller
 Vice-President.....M. T. Miller
 Secretary-Radio Director...A. G. Smithers
 Art Director.....M. F. Riggs
 Production Manager.....Aubrey F. Watson
 Office Manager.....Mildred Valentine

Radio Accounts Placed—Southern Dairies, R. F. & P. Railroad, Richmond Maid Mfg. Co., Henry R. Haase Furs, The Young Men's Shop.

AIRCASTERS, INC.

423 New Center Bldg.
 Detroit, Mich.
 Phone Trinity 1-2552
 ABP—ANPA

Officers

President.....S. G. Boynton
 Vice-President.....L. C. Boynton
 Vice-President.....Gordon B. Castle
 Secretary.....J. Burbank
Radio Accounts Placed—American Writing Machine Co., Sin-O-Vac, Association of Osteopathic Physicians, Phillips Petroleum Co., Motor City Speedway, Crowley-Milner & Co., Sears Roebuck & Co., Berea Tabernacle Pentecostal Church, Detroit Bible Class, Wesley Radio League, Chicago Evangelistic Institute, Thomas Brothers Flying Service, Wayne Oakland Bank, Demery's.

ADVERTISING AGENCIES

THE AITKIN-KYNETT COMPANY

1400 South Penn Square
Philadelphia, Pa.
Phone Rittenhouse 7810
AAAA — ABC — NOAB — ABP — ANPA
APA — PPA

Officers

Senior Partner-Radio Director..H. H. Kynett
PartnerA. K. Aitkin
PartnerM. E. Goldman
Radio Accounts Placed—Stephano Bros.

R. H. ALBER COMPANY

458 Chamber of Commerce Bldg.,
Los Angeles, Calif.
Phone Prospect 3331
ANPA

President.....R. H. Alber
Radio Accounts Placed—Gospel Broadcasting Association, Young People's Church of the Air, Hudson-Terraplane Sales Corp. (South California Division).

ALLEN, HEATON & McDONALD, INC.

1001 Enquirer Bldg., Cincinnati, Ohio
ABP—ANPA—PPA

Officers

President.....Douglass M. Allen
Vice-PresidentRalph Heaton
Vice-PresidentDonald McDonald
Secretary.....Josephine L. Quigley
TreasurerTempleton Briggs

ALLEN & REYNOLDS, INC.

833 Insurance Bldg.
Omaha, Nebr.
Phone At. 4445

Officers

President-TreasurerEarl Allen
Vice-President-Secretary..Milton H. Reynolds
Vice-PresidentRichard Cole
Radio Director.....Harold Roll

ANDERSON, DAVIS & PLATTE, INC.

1270 Sixth Ave., New York, N. Y.
Phone Columbus 5-4868
PPA — ANPA

Officers

President.....T. H. Anderson, Jr.
Executive Vice-President.....A. F. Platte
Vice-President.....H. H. Smith
Secretary-Treasurer.....H. L. Ives
Radio Accounts Placed—Bell & Co.

ANIOL & AULD, ADVERTISING

Smith Young Tower, San Antonio, Texas
Phone Fan. 9148
ABP—APA—SNPA

Personnel

Claude B. Aniol
Orrin C. Auld
Marshall Roland
Erin McGary

Radio Accounts Placed—Southern Steel Co., Guaranty Finance Co., St. Anthony Hotel, A. B. Poe Motor Co., Edwards Appliance Co., George Mueller Motors.

AUBREY, MOORE & WALLACE, INC.

230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 0830
ANPA — ABP — PPA — APA

Officers

PresidentJames T. Aubrey
Vice-PresidentsJohn C. Moore,
L. T. Wallace, John J. Finlay, L. O. Wilson

Radio Time Buyer-Production..John H. North
Radio Accounts Placed—Campana Sales Co., Chicago Motor Club, Chicago Solvay Coke Co., International Harvester Co., Creamette Co., Williamson Candy Co., McIlhenny Co.

N. W. AYER & SON, INC.

West Washington Square, Philadelphia, Pa.
Phone Lombard 0100
ANPA — PPA — ABP

Officers

PresidentH. A. Batten
Executive Vice-President..Gerold M. Lauck,
Clarence L. Jordon

Vice-President In Charge of Radio,
H. L. McClinton
Assistant.....H. C. Sanford
Business Manager.....Robert Collins
Chief Time Buyer.....T. J. McDermott
Talent.....N. E. Keesely
Copy Chief.....James E. Hanna
Program Promotion.....Russell E. Pierce

Branch Offices

30 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-0200
Vice-President.....Edward R. Dunning
Vice-President in Charge of Radio,
H. L. McClinton
Statler Office Bldg., Boston, Mass.
Phone Hubbard 4970
Manager.....E. Craig Greiner
135 S. LaSalle St., Chicago, Ill.
Phone Randolph 3456
Vice-President.....Sterling E. Peacock
Radio Department Head....Burke Herrick

• • • **ADVERTISING AGENCIES** • • •

235 Montgomery St., San Francisco, Calif.
 Phone Sutter 2534
 Vice-President.....Carl J. Eastman
 Penobscot Bldg., Detroit, Mich.
 Phone Randolph 3800
 Vice-President.....Frank L. Scott, Jr.
 80 Richmond St. West, Toronto, Canada
 Phone Adelaide 6156

Vice-President.....John F. Graydon
Radio Accounts Placed—American Export
 Lines, Atlantic Refining Co., Bell Telephone
 System, Paul F. Beich Co., Bovril of America,
 Inc., Clicquot Club Co., Farnsworth
 Television & Radio Corp., Fisher Schools,
 Frank H. Fler Corp., J. B. Ford Co., Golden
 State Co., Goodyear Tire & Rubber Co.,
 Hawaiian Pineapple Co., Dr. Hess & Clark,
 Inc., Illinois Bell Telephone Co., Jersey Ice
 Cream Co., Kirkman & Son, Inc., Phila-
 delphia Coke Co., Thomas D. Richardson,
 Russell-Miller Milling Co., Sheffield Farms
 Co., Supplee-Wills-Jones Co., United Air
 Lines, Webster-Eisenlohr, Inc.

•
BADGER & BROWNING

75 Federal St., Boston, Mass.
 Phone Liberty 3364
 ANPA—ABP—PPA—APA

Officers

President.....J. L. Badger
 Treasurer.....F. S. Browning
 Vice-Presidents.....C. P. Parcher,
 J. Paul Hoag, L. C. Keyes

Affiliated Agency

Badger & Browning & Hersey
 30 Rockefeller Plaza, New York, N. Y.
 Phone Circle 7-3720

President.....R. W. Hersey
 Time Buyer.....H. W. Mallison, Jr.
Radio Accounts Placed—American Chiclé
 Co., First National Stores, New England
 Confectionery Co., Boston Consolidated Gas
 Co.

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

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

Officers

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

Affiliated Agency

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

Radio Account Placed—American Chiclé
 Co.

WILLIAM BLAIR BAGGLEY, INC.
 8 South Michigan Ave., Chicago, Ill.
 Phone State 2154

Officers

President.....W. B. Baggaley
 Treasurer.....P. G. Heldman
 Secretary.....H. H. Hammer

•
**BARLOW ADVERTISING AGENCY,
 INC.**

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

Officers

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

Radio Accounts Placed—Dairymen's League
 Co-operative Association, Inc., Proeino &
 Rossi.

•
BARRONS ADVERTISING CO.

Kirkwood Bldg., McGee at 18th,
 Kansas City, Mo.
 Phone HArrison 7730-1

Officers

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

Radio Accounts Placed—Zerbst Pharmaceal
 Co., Seidlitz Paint & Varnish Co., Diesel
 Power Engineering School, Manor Baking
 Co., Chevrolet Dealers of Kansas City, Amer-
 ican Royal Live Stock Show, The Sodiphene
 Co., Atlas Burner Co.

•
BASS-LUCKOFF, INC.

Lafayette Bldg., Detroit, Mich.
 Phone Randolph 0707

Officers

President.....Louis Bass
 Vice-President.....Louis H. Luckoff
Radio Account Placed—Detrola Corp.

•
TED BATES, INC.

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

Officers

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

Director of Media-

Asst. Secretary.....Edgar Small
 Time & Space Buyer.....Alman Taranto
 Assistant Treasurer.....Carlos Justiz
 Radio Director.....Jack Runyon
 Assistant Radio Director.....Cecil Secrest
Radio Accounts Placed—Colgate-Palmolive-
 Peet Co. (Colgate Dental Cream, Octagon
 Soap Products, Palmolive Shave Cream);
 Continental Baking Co.

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

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

Officers

Chairman of Board.....William H. Johns
 PresidentBruce Barton
 Chairman of Executive Committee-
 TreasurerF. R. Feland
 Executive Vice-President.....Alex F. Osborn
 Secretary.....F. M. Lawrence
 Vice-President-Director of Radio,
 Arthur Pryor, Jr.

Radio Producers and Writers,
 William Spier, Homer Flickett, David
 White, Kenneth Webb, Frank Linder, C.
 M. Underhill, Kirk Alexander, John
 Driscoll, Kay Winn.
 Business Manager,
 Radio Dept.....C. E. Midgley, Jr.

Branch Offices

919 N. Michigan Ave., Chicago, Ill.
 Phone Superior 9201
 Vice-PresidentR. B. Barton
 Rand Bldg., Buffalo, N. Y.
 Phone Cleveland 7915
 Vice-President.....Stanley P. Irwin
 Grant Bldg., Pittsburgh, Pa.
 Phone Grant 8060
 Vice-President.....Leon D. Hansen
 178 Tremont St., Boston, Mass.
 Phone Hubbard 0430
 Vice-President.....Francis W. Hatch
 Northwestern Bank Bldg., Minneapolis, Minn.
 Phone Atlantic 4575
 Vice-President.....John C. Cornelius
 1515 Terminal Tower, Cleveland, Ohio
 Phone Prospect 3621
 Vice-President.....C. L. Davis
 404 Guaranty Bldg., Hollywood, Calif.
 Phone Hollywood 7337
 ManagerJack Smalley
 Russ Bldg., San Francisco, Calif.
 Phone Garfield 1017
 Manager.....R. L. Hurst

Radio Accounts Placed—American Cran-
 herry Exchange, American Unitarian, Amer-
 ica First Committee, Archer Daniels Mid-

land Company, Armstrong Cork Co., Baskin
 Clothing, Berwind Fuel Co., Borden Co.,
 Boston Edison Co., Boston Globe, Broadway-
 Hollywood Department Stores, Brown & Wil-
 liamson Tobacco Corp., Cream of Wheat,
 L. S. Donaldson Co., P. Duff & Sons, E. I.
 Du Pont de Nemours & Co., Inc., Ethyl Gaso-
 line Corp., Fenn Bros., Fort Pitt Brewing
 Co., Fruit Dispatch Co., Gamble Stores, Gen-
 eral Baking Co., General Electric, Griesed-
 dieck Bros. Brewing Co., Hoffman Beverage,
 Geo. A. Hormel & Company, Household
 Finance Corp., Leisy Brewing Co., Lyon Van
 & Storage Co., Marine Trust Co., Minneap-
 olis Brewing Co., Mutual Savings Bank Assn.
 of Massachusetts, Nehi Corp., N. Y. Tele-
 phone Co., Penick & Ford, Ltd., Remington
 Rand, Inc., Royal Crown Bottling Co., Sat-
 urday Evening Post, F. & M. Schaefer Brew-
 ing, Servel, Inc., Southern New England Tel-
 ephone Company, Sportsmen's Service Bu-
 reau, Tennessee Coal, Iron & R.R. Co., Wil-
 liam Underwood Company, U. S. Steel Corp.,
 Waitt & Bond, Inc.

**BRACE BEEMER, INC.
 RADIO ADVERTISING**

2180 E. Milwaukee, Detroit, Mich.
 Phone Madison 3363

President & Director of Radio.Brace Beemer
 Vice-President.....B. B. O'Brecht
 Secretary-Treasurer.....K. S. Carrick

**BENNETT, WALTHER &
 MENADIER, INC.**

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

Officers

PresidentNelson Bennett
 Vice-President.....Arthur M. Menadier
 Vice-President.....Frederick P. Walther, Jr.
 Treasurer.....Royal W. Leith
 SecretaryDorothy Dodge
 Production Manager.....Selden M. Loring
Radio Accounts Placed—Washburn Candy
 Co., Hudson Coal Co., Massachusetts Wharf
 Coal Co., Quality, Inc., Reliable Flour Co.

BENTON AND BOWLES, INC.

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

Officers

Chairman of Board.....Chester B. Bowles
 President.....Atherton W. Hobler

• • • **ADVERTISING AGENCIES** • • •

Vice-President-General Manager,
James G. Rogers, Jr.
Vice-President & Director of Radio,
Tom Revere

Branch Offices

Equitable Bldg., Hollywood, Calif.
Phone Hillside 9151

Production Head.....Mar:n Holiner
Radio Accounts Placed — General Foods Corp. (Maxwell House Coffee, Diamond Crystal Salt, Huskies, Post Toasties, Post's Bran Flakes); Best Foods, Inc. (Nucoa); Prudential Insurance Co., Dr. Pepper Co., Hudnut Co.

BERMINGHAM, CASTLEMAN & PIERCE, INC.

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

Officers

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

GEORGE BIJUR, INC.

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

Officers

Radio Director.....George Bijur
Radio Accounts Placed—Mutual Broadcasting System, Radio Station WOR.

THE BIOW CO., INC.

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

Officers

President and Treasurer....Milton H. Biow
SecretaryAnna Hauptman
Director of Radio.....Regina Schuebel
Dramatic Radio Director.....Jack Johnstone
Radio Accounts Placed — Bulova Watch Co., Joe Lowe Corp., Philip Morris & Co., Revelation Tobacco, Bond Street Tobacco, Postal Telegraph & Cable Co., Westfield Watches, Eversharp, Inc.

BLACKETT-SAMPLE-HUMMERT, INC.

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

Officers

President-Director.....H. M. Dancer
Vice President-Director.....J. G. Sample
Vice President-Director.....Hill Blackett
Director.....H. N. Pritchard
Assistant to President.....Paul Keenan
Vice-Presidents.....Lucius A. Crowell,
Marvin Harms, Homer McKee, L. D. Milligan, O'Neill Ryan Jr., Robert M. Wenban
Secretary.....J. R. Lieber
Space Buyer.....Jack Loucks
Radio Time Buyer.....J. James Neale

Branch Offices

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

Officers

Vice President-Director...E. Frank Hummert
Vice-PresidentsAnne Hummert,
Maurice H. Bent, George G. Tormey
Radio Accounts Placed—Affiliated Products, Inc., American Automobile Insurance Co., Anacin Co., Bayer Co., Bi-So-Dol Co., A. S. Boyle Co., Continental Illinois National Bank & Trust Co., Cudahy Packing Co., F. & F. Laboratories, General Mills, Inc., Knowlton Danderine Co., Kolynos Co., Midway Chemical Co., Morton Salt Co., Mystic Laboratories, Parker Pen Co., Chas. H. Phillips Chemical Co., Procter & Gamble Co., Public Health Institute, The Pullman Co., Sears, Roebuck & Co., A. E. Staley Mfg. Co., Sterling Products Co., The Wander Co., R. L. Watkins Co., Wyeth Chemical Co.

THE BLAINE THOMPSON CO.

321 West 44th St., New York, N. Y.
Phone Circle 6-0170
ANPA — PPA

Officers

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

Branch Office

234 West 44th St., New York, N. Y.
Phone Chickering 4-6169

BOTSFORD, CONSTANTINE & GARDNER

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

Officers

President.....David M. Botsford
Treasurer.....Merle W. Manly
Secretary.....Frankie Coykendall

• • • **ADVERTISING AGENCIES** • • •

Vice-Presidents.....C. P. Constantine,
Stanley G. Swanberg, John H. Weiser,
Ray Andrews, Frankie Coykendall, Merle
W. Manly.

Branch Offices
814 2nd Ave. Bldg., Seattle, Wash.
Phone Elliott 3523

Vice-President.....C. P. Constantine
350 Russ Bldg., San Francisco, Cal.
Phone Exbrook 7565

Vice-President.....Stanley G. Swanberg
323 Petroleum Securities Bldg.,
Los Angeles, Cal.
Phone Prospect 0206

Vice-President.....John H. Weiser
Radio Accounts Placed—Tillamook County
Creamery Association, Gilhore Oil Co., Mac-
Fralane Candy Co., Chemicals, Inc., Rose-
field Packing Co., California Grown Sugar
Group, Davidson Baking Co., First Federal
Saving & Loan Association, Popt Investment
Co., Sego Mills, Santiseptic Co.

•

BRISACHER, DAVIS AND STAFF

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

PresidentEmil Brisacher
Vice-President.....Robert J. Davis
Account Executive.....Charles H. Gabriel

Branch Offices

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

Robert J. Davis, Louise Ludke,
Vernon Wosnick

Radio Accounts Placed—Acme Breweries,
Tea Garden Products, Albert Samuels & Co.,
Peter Paul, Inc., S & W Fine Foods, Cali-
fornia Conserving Co., Van Camp Sea Food
Co., Challenge Cream & Butter Association,
"I Want a Divorce" Cooperative Programs.

•

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

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

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

AAAA — ANPA — PPA — ABP
APA — NOAB

Officers

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

Treasurer.....Charles W. Brooke
Vice President-

Secretary.....H. H. Ohlmacher
Vice-Presidents.....H. M. Overstreet,
Henry E. Pengel, Jr., Charles C. Kahlert,

C. C. Wilmot, J. G. Williams, Walter C.
Ayers
Manager, Media Dept.....Herbert R. Bayle
Production Managers.....Fred P. Zick,
John A. Cremer

Director of Research.....Walter C. Ayers
Director of Radio.....H. H. Ohlmacher
Radio Accounts Placed—Detroit: Goebel
Brewing Co., Hudson Motor Car Co., Auto-
mobile Club of Michigan. New York: State
of Maine, Church & Dwight, Christmas Club.

•

D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit, Mich.
Phone Trinity 2-8250
AAAA — ANPA — PPA
Officers

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

•

**FRANKLIN BRUCK ADVERTISING
CORP.**

RKO Bldg., Rockefeller Center,
New York, N. Y.
Phone Circle 7-7661
ANPA — PPA — APA
Officers

PresidentFranklin Bruck
Secretary and Radio

Director.....M. J. Kleinfeld
TreasurerMort Heineman
Radio Production.....A. Funt
Research Director.....Jules Nathan
Radio Accounts Placed—North American
Accident Insurance Co., Manhattan Soap
Company, The Sitroux Co., Remington-Rand,
Inc., Simplicity Patterns, Inc., Johnson Candy
Co., Parkehouse Candy Co.

•

BUCHANAN & COMPANY, INC.

1501 Broadway, New York, N. Y.
Phone MEdallion 3-3380
AAAA — ANPA — PPA — ABP — SNPA
Officers

Chairman of Board.....Joseph A. Hanff
President.....T. S. Buchanan
Secretary-Treasurer.....L. J. Seeger
Executive Vice-President...A. O. Dillenbeck
Vice-President.....A. E. Bonn
Vice-President.....John Hertz, Jr.
Radio Director.....Paul Munroe
Assistant Director.....Robert Salter

Branch Offices

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

• • • **ADVERTISING AGENCIES** • • •

Vice-President.....George Enzinger
427 West 5th St., Los Angeles, Cal.
Phone Michigan 2156
Vice-President.....Fred M. Jordan
Radio Accounts Placed—The Texas Co.,
Royal Typewriter Co., Paramount Pictures,
Inc., The B. F. Goodrich Co.

LEO BURNETT COMPANY, INC.

360 North Michigan Ave., Chicago, Ill.
Phone Central 5959
AAAA — ANPA — PPA — APA

Officers

President and Treasurer.....Leo Burnett
Executive Vice-President.....R. N. Heath
Secretary-Treasurer.....E. Ross Gamble
Vice-President.....DeWitt O'Kieffe
Vice-President.....Frank Smith
Vice-President.....R. N. Heath
Radio Accounts Placed—Pure Oil Co.

**BYER & BOWMAN
ADVERTISING AGENCY**

203 East Broad St., Columbus, Ohio
Phone Main 3276
ABP — ANPA — PPA

Partners

Herbert Byer
Gus K. Bowman
Joel M. Burghalter

Radio Accounts Placed—The Ohio Oil Co.,
Ohio Seed Improvement Association, Moores
& Ross, Capital City Laundry-Cleaners.

HAROLD CABOT & CO.

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

Officers

President-Treasurer.....Harold Cabot
Executive Vice-President.....Henry W. Patterson
Vice-President.....Donald D. Douglass
Vice-President.....John E. Kennedy
Secretary.....Richard Holland
Assistant Treasurer.....Eveleth R. Todd
Radio Accounts Placed—H. P. Hood &
Sons, Boston & Maine Railroad, The James
Hanley Co., Massachusetts Republican State
Committee, S. S. Pierce Co.

CAHN, MILLER & NYBURG, INC.

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

Officers

President.....Louis F. Cahn
Vice-President-Treasurer.....C. LeRoy Miller
Secretary.....Robert Nyburg
Account Executive.....E. Lyell Guntz
Radio Accounts Placed—Chatham Home-
spun Suits, Homeland Tailors, Inc., Jarman
Motors, Baltimore Milk Dealers, Gibbs &
Co., Maryland Publicity Commission, Elite
Laundry, H. B. Davis Co., Burke-Savage Co.

CAMPBELL-EWALD CO.

General Motors Bldg., Detroit, Mich.
Phone Trinity 2-6200
AAAA — ANPA — ABP — PPA

Officers

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

Branch Offices

714 W. Olympic Blvd., Los Angeles, Calif.
Phone Prospect 1275
Manager.....Steven S. Arnett
1709 Central Tower Bldg.,
San Francisco, Calif.
Phone Douglas 5670
Manager.....R. V. Dunne
230 N. Michigan Ave.,
Central 1946
Chicago, Ill.
Manager.....M. S. Charlton

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

1230 Sixth Ave., New York, N. Y.
Phone Circle 7-6383
AAAA — ABP — ANPA — PPA

NOAB — ABC

Officers

Chairman of Board.....H. T. Ewald
President & General Manager.....F. D. Richards
Treasurer.....Duane W. Beurmann
Secretary.....L. B. Dudley
Vice-President.....W. W. Lewis
Vice-President.....W. E. Blodgett
Director of Radio.....Kenneth Young
Radio Continuity Writer.....Vernon Welsh

Branch Offices

1214 19th St., N.W., Washington, D. C.
Phone Metropolitan 5670
Manager.....Emmett Deady
Radio Accounts Placed—The Paton Corp.,
General Motors Acceptance Corp., Purity
Bakeries Corp., U. S. Rubber Co.

CECIL & PRESBRY, INC.

247 Park Ave., New York, N. Y.
Phone Wickersham 2-8200
AAAA — ANPA — PPA — ABP

Officers

Chairman of Board.....Charles Presbrey
President.....James M. Cecil
Secretary-Treasurer.....Luther Wait
Vice-President.....Edward B. Noakes
Manager, Radio Dept.....Edward Tompkins
Radio Production.....Henry Souvaine, Inc.

Branch Office

228 North LaSalle St., Chicago, Ill.
Phone Central 5255
Manager.....Edwin C. Olson

• • • **ADVERTISING AGENCIES** • • •

Radio Accounts Placed—Booth Fisheries, Cunard White Star Lines, G. Washington Coffee Co., Nestles Chocolate Co., Regal Shoe Co., Art Metal Works, Inc.

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C. P. CLARK, INC.

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

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

Officers

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

Branch Office

910 Norris Bldg., Atlanta, Ga.
Phone Walnut 6341

Executive-in-Charge.....F. G. Storey

•

THE CLEMENTS COMPANY, INC.

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

Officers

President-Treasurer.....I. W. Clements
Vice-President-Secretary...E. D. Masterman
Director of Radio.....A. West

•

COMPTON ADVERTISING, INC.

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

AAAA
Officers

PresidentRichard Compton
Executive Vice-President.....Trell Yocum
Secretary-Treasurer.....Leonard T. Bush
Vice-Presidents.....Leonard T. Bush,
Alfred Stanford, Robert Holbrook,
Chauncy Landon, Gordon Aymar, Craig
Davidson.

Vice-President-Director of Radio,
John E. McMillin
Radio Time Buyers.....William Maillefert,
Frank B. Kemp

Branch Offices

Gwynne Bldg., Cincinnati, O.

Manager.....Robert Marsh
Assistant Manager.....Mary Wright
221 N. La Salle St., Chicago, Ill.
Phone State 8747

Radio Account Placed—Procter & Gamble Co. (Ivory Soap, Ivory Flakes, Crisco, P. & G. Naptha Soap, Fluffo, Ivory Snow, Barsalou Soap, Duz), Wheatena Corp.

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Radio Continuity Writer.....W. Pflueger
Terminal Bldg., Cleveland, Ohio
Phone Cherry 0158
Stanley Seward, H. M. Cooper
P. O. Box 1734, Atlanta, Ga.
Phone Hemlock 7608
J. H. Kinsella

Radio Account Placed—The Coca-Cola Co.

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706 Chestnut St., St. Louis, Mo.

Phone Main 0790-0791

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Inc., Radio Station WAVE, Radio Station
WHO, Radio Station WDAY, Radio Station
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Metro-Goldwyn-Mayer, United Artists, Na-
tional Theatre, The Playwrights Co., Asso-
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Phone Adelaide 3051
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Radio Accounts Placed—Ward Baking Co., Quaker Oats Co., Richfield Oil Co., Saraka, Calox, MacLaughlin's Manor House Coffee, Falstaff Brewing Corp., Pennsylvania Salt Co., Standard Brands, Inc., The National Refining Co.

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Phone Atlantic 1223

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ler, Inc.; The Olive Tablet Co., Florida
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Dougall, Hildegard Dixon, William
Moore

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Phone Columbus 5-2000

Vice-President in Charge of Radio,

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1419 Heyburn Bldg., Louisville, Ky.

Phone Jackson 5328

Radio Accounts Placed—Pet Milk Co.,
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Phone Trinity 8446

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Radio Time Buyer.....I. H. MacKenzie
Bryant Bldg., Kansas City, Mo.
Harrison 8102

Radio Time Buyer.....K. Rickerson
59 E. Van Buren St., Chicago, Ill.
Phone Harrison 2606

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Radio Accounts Placed — Socony-Vacuum Oil Co.; Devoe & Reynolds Co.; Chrysler Corp. (Plymouth and DeSoto cars).

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Phone Madison 6750

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 tional Shoe Co., Hall Bros., Inc., Skelly Oil
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1235 Statler Bldg., Boston, Mass.
Phone Liberty 4714

AAAA — ABP — ANPA — PPA — APA

Officers

Chairman of Board....Henry B. Humphrey
President-Treasurer...Richard S. Humphrey
Vice-President-Copy Chief,
Julian L. Watkins
Vice-President-Radio Director,
John C. Strouse
Account Executives....Herbert T. Hand, Jr.,
William J. Breen
Production Manager.....G. L. Leonard
Assistant Production Manager..T. M. Munch
Art Director.....William L. Caffrey
Office Manager.....H. S. Kenyon
Secretary.....Francis S. Moulton
Assistant Treasurer.....L. M. Fawcett
Radio Accounts Placed—Boston Beer Co.,
Rumford Chemical Works.

HUTCHINS ADVERTISING COMPANY, INC.

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

APA — ANPA — PPA — ABP

Officers

President.....M. S. Hutchins
Treasurer.....F. I. Hutchins
Secretary.....F. R. Hutchins
Vice-President & Director of Radio
F. A. Hutchins
Radio Account Placed—Philco Radio and
Television Corp.

INTERSTATE ADVERTISING AGENCY, INC.

1008 Marshall Bldg., Cleveland, Ohio
Phone Main 9444

Officers

President.....G. A. Kirkendale
Vice-President.....C. M. Marvin
Secretary-Production Manager,
Evelyn A. Bowyer
Radio Accounts Placed—Marshall Drug
Co., The Bailey Co. (department store),
Fisher Bros. Co., The William Taylor Co.,
Goodrich Clothes.

IVEY & ELLINGTON, INC.

1400 South Penn Square, Philadelphia, Pa.
Phone Locust 7909
ANPA — PPA

Officers

President.....Neal D. Ivey
Vice-President-Treasurer...Jesse T. Ellington

• • • **ADVERTISING AGENCIES** • • •

Secretary.....George V. Strong
Media Director.....F. H. Anderson

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

Radio Accounts Placed—Bayuk Cigars Inc.,
General Baking Co., J. S. Ivins' Sons Inc.,
Packers Tar Soap Inc.

•
JESSOP ADVERTISING CO.
First Central Tower, Akron, Ohio
Phone Franklin 3232

Officers

President.....M. K. Jessop
Space Buyer.....Charles A. Jessop
Radio Director.....M. Rodgers

•
THE RALPH H. JONES COMPANY

Carew Tower, Cincinnati, Ohio
Phone Main 3351
AAAA — ANPA — PPA

Officers

Chairman of Board.....Ralph H. Jones
Director of Radio.....C. M. Robertson, Jr.
Assistant Director.....M. MacPherson
Radio Producer.....Edward Obrist
Radio Continuity Writer....George Sparling

Branch Office

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

Radio Accounts Placed—Dow Drug Co.,
Kroger Grocery & Baking Co., Carter Coal
Co.

•
**H. W. KASTOR & SONS
ADVERTISING CO., INC.**

360 N. Michigan Ave., Chicago, Ill.
Phone Central 5331
ANPA — APA — PPA — ABC — NOAB

Officers

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

Branch Offices

9 Rockefeller Plaza, New York
Phone Columbus 5-6135

Radio Accounts Placed—Procter & Gamble
Co., Welch Grape Juice Co., Lewis-Howe
Co.

•
THE JOSEPH KATZ COMPANY

16 E. Mt. Vernon Place, Baltimore, Md.
Phone Vernon 7094
AAAA — ANPA — PPA — ABP

Officers

President.....Joseph Katz
Treasurer.....Charles M. Harrison

Director of Radio.....Gordon Ross
Radio Producers & Continuity Writers,
Gordon Ross, Edward Prager, Roland
Brave, Nat C. Wildman

Branch Offices

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

Manager.....Nat C. Wildman
Radio Accounts Placed—American Oil Co.,
Maryland Pharmaceutical Co., Ex-Lax, Inc.,
Arrow Beer, Jests, Inc., Laco Products, Inc.

•
**STANLEY KAYE
ADVERTISING AGENCY**

1012 NBC Bldg., Cleveland, Ohio
Phone Cherry 1490

Officers

President-Radio Director.....Stanley Kaye
Art Director.....R. B. Foley
Secretary.....Helen M. Little
Radio Accounts Placed—I. J. Fox, Inc.,
The Ring Co., Ohio Floor Covering Co.,
Dream House Corp., Perry Auto Stores.

•
KAYTON-SPIERO CO., INC.

230 West 41st St., New York, N. Y.
Phone LOngacre 5-5090
ANPA — PPA — ABP

Officers

President.....Gerald B. Spiero
Secretary-Treasurer.....Alvin J. Kayton
Radio Accounts Placed—Twentieth Century-Fox Film Corp.

•
**RAYMOND KEANE
ADVERTISING AGENCY**

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

Officers

Owner-Manager.....Raymond Keane
Partner.....Ethel N. Hines
Space Buyer.....R. L. Graft
Radio Production.....Wesley Battersea

•
KELLY, NASON, INCORPORATED

30 Rockefeller Plaza, New York, N. Y.
Phone COlumbus 5-6300
ABP — ANPA — PPA

Officers

President.....John C. Kelly
Treasurer.....James R. P. Nason

• • • **ADVERTISING AGENCIES** • • •

SecretaryFrank J. Herel
 Media DirectorJoseph Burland
Radio Accounts Placed—Hotel Seymour,
 Grace Line, Inc., All American Brands Inc.,
 Roosevelt Hotel.

KELLY, STUHLMAN & ZAHRNDT, INC.

1101-1128 Mart Bldg., St. Louis, Mo.
 Phone Garfield 0777

Officers

President.....C. F. Kelly, Jr.
 Vice-Pres. and Treasurer...W. W. Zahrndt
 Vice-Pres. and Secretary.....V. A. Kelly
 Director of Radio.....C. F. Kelly, Jr.
 Assistant Director.....W. W. Zahrndt
 Radio Producers.....C. F. Kelly, Jr.,
 V. A. Kelly
 Radio Continuity Writers...C. F. Kelly, Jr.,
 V. A. Kelly, C. F. Stuhlman
Radio Accounts Placed—Central Shoe
 Company, Lutheran Laymen's League, Pine
 Balm Co., Trems, Inc.; American Life &
 Accident Insurance Co., Democratic Cam-
 paign Committee.

KENYON & ECKHARDT, INC.

247 Park Avenue, New York, N. Y.
 Phone Wickersham 2-3920
 AAAA — ANPA — PPA — ABP

Officers

Chairman of Board.....Henry Eckhardt
 President.....Thomas D'Arey Brophy
 Treasurer.....Otis Allen Kenyon
 Secretary.....Joseph A. Vessey
 Director of Radio.....Tyler Davis
Radio Accounts Placed—Charles B. Knox
 Gelatine Co.

H. M. KIESEWETTER ADVERTISING AGENCY, INC.

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

Officers

President & Treasurer...E. T. Kiesewetter
 General Manager.....H. M. Kiesewetter
 Radio Time Buyer.....A. E. Maier
Radio Accounts Placed—The Mennen Co.,
 The Bathasweet Co.

KLINGER ADVERTISING CORP.

119 W. 57th St., New York, N. Y.
 Phone Columbus 5-3435

Officers

President-Radio Time Buyer...A. A. Klinger
 Vice-President.....E. A. Tenner

Secretary.....E. French
 Radio Production.....Emory Ellis
Radio Accounts Placed—Madison Long
 Island Personal Loan Co., Madison Finance
 Co. of N. J., Servus Clothes, United Shoe
 Exchange, Wucker Furniture Co., Whole-
 sale Utilities, Purepar Corp., Klizmoth Corp.,
 Flemex Corp.

KNOX REEVES ADVERTISING, INC.

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

Officers

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

Branch Office

925 Chanin Bldg., New York, N. Y.
 Phone MURray Hill 4-3982

Radio Account Placed — General Mills,
 Inc.

ARTHUR KUDNER, INC.

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

Officers

President.....Arthur Kudner
 Vice-Presidents.....J. H. S. Ellis,
 E. J. Owens, Sam D. Fuson
 V-P in Charge of Radio..Charles F. Gannon
 Assistant Radio Director...Louis E. Dean
 Script Buyer.....Alan Ward
 Radio Time Buyers.....William O'Connor,
 Ed. Krug

Branch Offices

New Center Bldg., Detroit, Mich.
 Phone Madison 5315
 Robert Copeland
 Albee Bldg., Washington, D. C.
 Phone National 5506
 Frank Getty

Radio Accounts Placed—Macfadden Pub-
 lications, Inc.; United States Tobacco Co.,
 Buick Motor Division, Goodyear Tire & Rub-
 ber Co., Florida Citrus Commission, General
 Motors Corp.

ADVERTISING AGENCIES

LAMBERT & FEASLEY, INC.

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

Officers

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

LANG, FISHER & KIRK, INC.

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

Officers

President-Treasurer H. Jack Lang
Vice President-Secretary A. B. Fisher
Vice-President Fred P. Stasbower
Production Manager Robert O. Fishel

LAUESEN & SALOMON

520 North Michigan Ave., Chicago, Ill.
Phone Superior 0738
ABP — ANPA — PPA

Executives

A. M. Salomon
Wendell Walker
F. P. Wagener

Radio Accounts Placed—Foley & Co.

LEEFORD ADVERTISING AGENCY

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

Officers

President-Radio Director David D. Lee
Treasurer W. C. Hoyt
Radio Account Placed—Remington-Rand, Inc., American Writing Machine Co.

LEIGHTON & NELSON

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

Officers

Partners Winslow P. Leighton
and George R. Nelson
Space Buyer Winifred Niles
Production Manager Edward F. Flynn
Radio Director George R. Nelson
Copy Director Robert S. Cragin

Account Executives Winslow Leighton,
George R. Nelson, R. S. Cragin
Radio Continuity Writers R. S. Cragin,
G. R. Nelson, E. F. Flynn

CY LELAND, INC., ADVERTISING

Trinity Bldg., Fort Worth, Texas
Phone 3-3949

Officers

President-Radio Director Cy Leland, Jr.
Vice-President M. R. Smith, Jr.
Secretary-Treasurer C. J. Leland, Sr.
Radio Accounts Placed—Bewley Mills, Ridglea Development Co., McCulloch Insurance Agency.

LENNEN & MITCHELL, INC.

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

Officers

President Philip W. Lennen
Secretary Arthur L. Lynn
Vice-President and Treasurer Robert W. Orr
Director of Radio Jay Clark
Radio Producers Blayne Butcher,
Jay Clark, William Robson

Branch Offices

8949 Sunset Blvd., Los Angeles, Calif.
Phone CRestview 1-5206

Executive-in-charge of Radio William Robson
Radio Accounts Placed—John H. Woodbury, Inc., Andrew Jergens Co., P. Lorillard Co., Inc., Lehn & Fink, Tidewater Associated Oil Co.

ADDISON LEWIS & ASSOCIATES

1414 Foshay Tower, Minneapolis, Minn.
Phone ATLantic 6235
ABP — ANPA — PPA

Officers

Owner Addison Lewis
Space Buyer Margie M. Anderson
Production Manager Loraine Wilson
Radio Director John D. Finley
Account Executives Edward Grubb,
James A. Quint, Harvey R. Kruse, John D. Finley

Radio Accounts Placed—Med-O-Vapo Co., General Management Co.

LEON LIVINGSTON ADVERTISING AGENCY

Mills Bldg., San Francisco, Calif.
Phone Sutter 7340
ANPA — ABP — AAAA — NOAB

Officers

President Leon G. Livingston
Vice-President W. C. Day

• • • **ADVERTISING AGENCIES** • • •

Space Buyer.....B. B. Biederman
Radio Accounts Placed — Langendorf
 United Bakeries, Nestle's Milk Products,
 Inc.

**LLOYD, CHESTER &
 DILLINGHAM, INC.**

9 Rockefeller Plaza, New York, N. Y.
 Phone Circle 5-8800
 ABP — ANPA — PPA — NOAB — APA

Officers

President.....Laurence M. Lloyd
 Vice-President-Treasurer....Robert S. Hotz
 Secretary.....R. S. Pierrepont, Jr.
 Vice-Presidents.....Charles F. Pietsch,
 Colhy M. Chester 3rd, Daniel Topping
 Space Buyer.....Frank Leiss
 Production Manager.....William T. Kaleb
 Director of Radio.....Robert S. Hotz
 Account Executives James B. Dillingham, Jr.,
 Harvey Volkmar, William W. Prout
Radio Accounts Placed—Fidelio Brewery,
 Inc., National Graphite Co.

LORD & THOMAS

247 Park Ave., New York, N. Y.
 Phone Wickersham 2-6600
 AAAA — ANPA — ABP — PPA

Officers

Chairman of the Board....Albert D. Lasker
 First Vice President-General Manager,
 Edward Lasker
 Vice President-Manager....Leonard Masius
 Vice-Presidents.....Thomas M. Kersey,
 Emerson Footc, Walter C. Krause
 Vice-President & Radio Director,
 Thomas A. McAvity
 Radio Time Buyer.....John Hymes
 Script Buyer.....Frank Wilson

Branch Offices

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

Executive Vice-President....John F. Whedon
 Vice-Presidents.....R. R. Faryon
 Howard A. Jones, Leo H. Rosenberg
 Vice-President-Treasurer..William R. Sachse
 Radio Time Buyer.....Jack Laemmer
 6331 Hollywood Blvd., Hollywood, Calif.
 Phone Hollywood 6265

Manager.....Norman W. Morrell
 601 West Fifth St., Los Angeles, Calif.
 Phone Michigan 7651
 Vice President-Manager.....Don Belding
 235 Montgomery St., San Francisco, Calif.
 Phone Sutter 2355
 Vice President-Manager.....Fairfax M. Cone

Radio Accounts Placed—American Tobac-
 co Co., Pepsodent Co., Petroleum Advisers
 Inc., Union Oil Co., California Fruit Grow-
 ers Exchange, J. A. Folger & Co., Southern
 Pacific Co., Sunnyvale Packing Co., Associ-
 ated Hotels of the West. Lindsay Ripe Olives,
 Safeway Stores, Inc., Armour & Co., Roos
 Bros., Tidewater Associated Oil Co., Pabst
 Sales Co.

HAYS MacFARLAND & COMPANY

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

Officers

President.....Hays MacFarland
 Secretary-Treasurer.....B. G. Ruttingh
 1st Vice-President.....Malcolm A. Jennings
 Vice-Presidents....A. B. Dicus, S. V. Horton
 Director of Radio.....Evelyn Stark
Radio Accounts Placed — Northwestern
 Yeast Co., Omar, Inc., J. W. Marrow Mfg.
 Co.

**MacLAREN ADVERTISING CO.
 LTD.**

372 Bay St., Toronto, Ont., Canada
 Phone Elgin 0321-2551

CAAA

Officers

President-General Manager..J. A. MacLaren
 Vice President-Assistant General
 Manager.....E. V. Rechnitzer
 Broadcast Advertising Dept...C. M. Pasmore,
 M. Rosenfeld

Branch Office

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

Office Manager.....E. H. H. Smith
Radio Accounts Placed—General Motors
 Corp., Hydro-Electric Power Commission of
 Ontario, Imperial Oil, Ltd.; People's Credit
 Jewelers, Tuckett, Ltd.

MacMANUS, JOHN & ADAMS, INC.

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

Officers

President.....W. A. P. John
 Executive Vice President-Treasurer,
 James R. Adams
 Vice President-Secretary John R. MacManus
 Vice-Presidents.....Harvey G. Luce,
 R. A. Brewer
 General Manager.....Leo A. Hillebrand
 Media Director.....Elmer W. Froehlich

• • • **ADVERTISING AGENCIES** • • •

Branch Office

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

Executive-In-Charge.....F. A. Berend
405 Montgomery St., San Francisco, Calif.
Executive-In-Charge.....Edward Scharet
Radio Accounts Placed—Pontiac Motor Co., Cadillac Motor Co., Altes Brewing Co., Boydell Paint & Varnish Co., Dow Chemical Co., LaChoy Food Products, Inc., Simple Simon Products, Champion Spark Plug Co.

MALCOLM-HOWARD ADVERTISING AGENCY

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

Officers

Owner.....Arthur M. Holland
Continuity Director.....Ray Freedman
Radio Writers.....Hal Tate,
Maury Cliffer, Ray Freedman
Radio Accounts Placed—Dad's Root Beer, Joy Candy Shoppes, Roller Derby, Washington Auto Sales, Alert Laundry, Holland Jewelers, Newart Co., Rubin's Apparel, Clinton Watches, Lamm Co.

DAVID MALKIEL ADVERTISING AGENCY

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

Officers

PresidentDavid Malkiel
SecretaryMartha Brest
Account Executives.....Harry Lane,
Alfred Black, Martin Kadis
Radio Accounts Placed—I. J. Fox Co., Babi-Juice Oranges, Ace Vacuum Cleaners, Blueway Bus Lines, Drive-In Theatres, Inc., Gordon Mfg. Co., Paramount Baking Co., Lincoln Oil Co., E. M. Loew's Theaters, Greater Boston Theaters, Inc., RKO Theaters, L. P. Rogers & Sons, Steuben's Restaurant, Canadian Ace Ale.

MARSCHALK & PRATT, INC.

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

Officers

President.....Harry C. Marschalk
Secretary.....Arthur R. Anderson

Vice-Presidents.....Wilbur E. Johnson,
S. H. Giellerup, S. L. Meulendyke.
Director of Radio.....Curt Peterson
Radio Continuity Writers...G. W. Freeman,
Bennett Kolb, Eric Crosby, E. T. Clark
Radio Accounts Placed—Standard Oil Co.
of N. J., Congress Cigar Co.

J. M. MATHES, INCORPORATED

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

Officers

President.....J. M. Mathes
Treasurer.....A. E. Cox
SecretaryCarle Rollins
Vice-Presidents.....William B. Okie,
Hyland L. Hodgson, Lester Loh,
Charles O'Donnell
Vice-President-Director of Radio,
Wilfred S. King
Assistant Director.....Fletcher Turner
Radio Accounts Placed—Ludens, Inc.; National Carbon Co., New York State Milk Publicity, Canada Dry Ginger Ale, Magazine Repeating Razor Co., Cocomalt Co., International Salt Co., Cheryny Perfumes.

MAXON, INC.

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

Officers

Chairman of Board.....Lou R. Maxon
PresidentT. K. Quinn
Vice-PresidentSearle Hendee
Treasurer.....W. I. O'Neil
Radio Time Buyer.....H. G. Selby
Radio Director.....Ed Wilhelm

Branch Offices

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

• • • **ADVERTISING AGENCIES** • • •

McCANN-ERICKSON, INC.

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

Officers

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

Secretary-Treasurer and In-Charge of Radio,
 John L. Anderson

Director of Research.....L. D. H. Weld
 Radio Time Buyer.....Robert W. Tannehill
 Program Directors.....Stuart D. Ludlum,
 Margaret E. Jessup, Lillian Steinfeld,
 T. F. Gannon, William J. Reddick

Branch Offices

910 S. Michigan Ave., Chicago, Ill.
 Phone Webster 3701

Vice-President and Manager,
 Homer Haverinale

Vice-President.....H. G. Smith

Vice-President.....J. H. Jameson
 Guardian Bldg., Cleveland, O.
 Phone Cherry 3490

Acting Manager.....R. T. Hanks
 Penobscot Bldg., Detroit, Mich.
 Phone Randolph 9550

Vice-President and Manager, Donald C. Hight
 Patterson Bldg., Denver, Colo.
 Phone Keystone 4297

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

Manager.....August J. Bruhn
 114 Sansome St., San Francisco, Calif.
 Phone Douglas 5660

Vice-President and Manager, Henry Q. Hawes
 Vice-Presidents.....M. S. Achenbach,
 R. H. Cochran, F. H. McCrea, C. E.
 Persons
 Skinner Bldg., Seattle, Wash.
 Phone Main 7459

Manager.....Vernon Churchill
 Public Service Bldg., Portland, Ore.
 Phone Atwater 4305

Manager.....Vernon Churchill
 10 Pryor St., Atlanta, Ga.

Manager.....Robert H. Scott
 Liberty Bank Bldg., Dallas, Texas

Manager.....D. S. Gillean
Radio Accounts Placed—New York: Chese-
 brough Mfg. Co., Consolidated Edison Co.,
 Crowell Publishing Co., Edelbrau Beer,
 Ford Deal Advertising, Ford Motor Co.,

Gruen Watch Co., Manufacturers' Trust Co.,
 National Biscuit Co., Pacific Coast Borax
 Co., Stanco., Inc., Standard Brands, Inc.,
 Standard Oil Co. of Latin America, Val-
 entine Paint Co.

San Francisco: Anglo California National
 Bank, Bordens Associated Companies, Bor-
 den Co. (Manufactured Products Division),
 California Packing Corp., California Walnut
 Growers, Dwight Edwards Co., Fisher Flour-
 ing Mills, Ford Dealer Advertising, W. P.
 Fuller & Co., General Brewing Corp., North-
 western Electric Co., Pacific Gas & Electric
 Co., Pacific Power & Light Co., Palace Ho-
 tel Co., Portland Gas & Coke Co., Standard
 Oil Co. of Calif., Yosemite Park & Curry
 Co., Los Angeles & Suburban Gas Companies.

Chicago: Standard Oil Co. of Nebr.,
 Standard Oil Co. of Ind., Ford Motor Co.

Atlanta: Ford Branches, Ford Dealer Ad-
 vertising.

Denver: Ford Motor Co., Great Western
 Sugar Co., Industrial Federal Savings & Loan
 Assn.

Cleveland: Ford Motor Co., Perfection
 Stove Co., Richman Bros., Standard Oil Co.
 of Ohio, Tappan Stove Co., National City
 Bank.



THE McCORD COMPANY

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

Officers

President & Treasurer.....R. D. McCord
 Vice-President.....Louis Melamed
 Secretary & Space Buyer.....C. F. Baker
 Director of Radio.....E. B. Grove
 Production Manager.....Lee Skaar

Radio Accounts Placed—W. H. Barber Co.,
 Breezy Point Lodge, Conrad Fur Co., Central
 Cooperative Livestock Assn., Furniture
 Exposition Mart, The Hilex Co., Chocolate
 Products Co., Goodman Bros. Jewelers, The
 Mackwin Co., Minneapolis Gas Light Co.,
 Minnesota Farm Bureau Federation, Tom
 Moore Coca-Cola Bottling Co., The Roy-
 craft Co., G. Thomas Stores. Milk Founda-
 tion of Minneapolis, The Peavey Co., Mc-
 Connon & Co.



McJUNKIN ADVERTISING CO.

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

Officers

President.....William D. McJunkin
 Executive Vice-President.....Gordon Best

• • • **ADVERTISING AGENCIES** • • •

Vice-Presidents.....Roy M. Kirtland,
 Leroy A. Kling, Willard E. Stevens, Dade
 B. Epstein, James W. Egan
 Manager, Radio Dept.....Sam Bartlett
 Media Dept. Manager.....Edwin A. Trizil
 Production Manager.....W. C. Mottershead
Radio Accounts Placed—The Better-Speech
 Institute of America, Carey Salt Co., Flor-
 sheim Shoe Co., Chef Boiardi Food Products
 Co., Brumner Bros., Carson, Pirie, Scott &
 Co., Benson & Rixon, Jewel Food Stores,
 Frank Febr Brewing Co., Andes Candies,
 Feltman & Curme Shoe Stores, State Street
 Council.

McKEE & ALBRIGHT, INC.

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

Officers

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

Branch Office

30 Rockefeller Plaza, New York, N. Y.
 Phone COLUMbus 5-2058
 Equitable Bldg., Hollywood, Calif.
 Phone Hollywood 8363
Radio Accounts Placed—Sealtest, Inc.

A. McKIM, LTD.

Confederation Bldg., Montreal, Que., Canada
 Phone Lancaster 5192

Officers

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

Branch Offices

320 Bay St., Toronto, Ont., Canada
 Phone Elgin 5351
 Manager.....D. E. Longmore
 Electric Railway Bldg., Winnipeg, Man.,
 Canada
 Manager.....A. A. Brown
 514 Province Bldg.,
 Vancouver, B. C., Canada
 Manager.....A. Brown

ARTHUR MEYERHOFF CO.

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

Officers

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

Branch Offices

530 W. Sixth Ave., Los Angeles, Calif.
 Phone Madison 1151
 Manager.....George Taylor
 759 N. Milwaukee St., Milwaukee, Wis.
 Phone Marquette 3144
 Manager.....George Grabin
 Radio Director.....Nelson A. Shawn
Radio Account Placed—Wm. Wrigley Jr.
 Co., Santa Catalina Island Co.

C. L. MILLER COMPANY

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

Officers

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

Branch Office

35 East Wacker Drive, Chicago, Ill.
 Phone Central 1640
 Manager.....I. M. Tutour
Radio Accounts Placed—Corn Products
 Refining Co., Curtis Candy Co., Blue Chan-
 nel Corp., Keeley Brewing Co., Cooter
 Brokerage Co.

DAN B. MINER CO.

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

Officers

President.....Dan B. Miner
 Treasurer.....M. R. Sweeney
 Vice-Presidents.....J. C. Morse,
 Isabel Moses, Fred W. Meyer
 Director of Radio-Talent, Continuity &
 Script Buyer.....John Guedel
 Radio Time Buyer.....Fred W. Meyer
 Producer.....John Guedel

Radio Accounts Placed—Wilshire Oil Co.,
 Coast Fishing Co., Forest Lawn Memorial
 Park, Western Auto Supply Co., Los Angeles
 Electrical League, Blecho Co., Los Angeles
 Downtown Shopping News, George Belsey,
 Globe Grain & Milling Co., Barbara Ann
 Baking Co.

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MITCHELL-FAUST ADVERTISING CO.

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

Officers

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

MITHOFF & WHITE

706 Martin Bldg., El Paso, Texas
Phone Main 4500
ABP — SAAA — AAAN

Officers

Partner-Manager of Radio Dept.,
Warren T. Mithoff
Partner..... Dan T. White, Jr.
Production Manager..... Gerald F. Perry
Radio Accounts Placed—El Paso Electric Co., The Borden Co., Gateway Club, El Paso National Bank, Purity Baking Co., Acme Laundry Co., Harry Mitchell Brewing Co.

EMIL MOGUL CO., INC.

625 Madison Avenue, New York, N. Y.
Phone ELdorado 5-1756

Officers

Radio Director..... Emil Mogul
Copy Chief..... Alfred Berger
Radio Time Buyer..... Helen Munroe
Radio Accounts Placed—Barney's Clothes, Inc., San Gabriel Wine Co., Trimount Clothing Co., Miller's Furniture Market.

THE CHESTER C. MORELAND CO.

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

Officers

President-Treasurer.... Chester C. Moreland
Vice-Presidents..... Robert N. Gorman,
Robert H. Ames
Vice President-Space Buyer,
Bryce L. Schurman
Secretary..... Walter H. Strauss

RAYMOND R. MORGAN CO.

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

Officers

President..... Raymond R. Morgan
Vice-President..... L. W. Hobson
General Manager..... R. E. Messer

Director of Radio..... J. W. Nelson
Continuity Director..... J. J. McCleery
Radio Accounts Placed—Folger Coffee Co., Planters Nut & Chocolate Co., White King Soap Co., Bireley's, Inc., Scotch Soap, Rodney E. Sprigg Co.

H. C. MORRIS & CO., INC.

420 Lexington Ave., New York, N. Y.
Phone LExington 2-8650

MORSE, INTERNATIONAL, INC.

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

Officers

President..... Carl J. Balliett
Vice-Presidents..... Shaw Newton,
E. P. Anderson
Secretary and Treasurer..... J. P. Sawyer
Radio Director..... Richard Nicholls
Radio Time Buyer..... R. M. Dubois
Branch Offices
900 Market St., Wilmington, Dela.
211-15 Blackfriars Rd., London, S. E. 1
Radio Accounts Placed—Vick Chemical Co., M. J. Breitenbach Co.

MOSS ASSOCIATES

415 Lexington Ave., New York, N. Y.
Phone VAnderbilt 6-2353
APA

Officers

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

NEEDHAM, LOUIS & BRORBY, INC.

360 N. Michigan Ave., Chicago, Ill.
Phone State 5152
AAAA — ANPA — PPA — ABP

Officers

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Secretary-Treasurer..... Otto R. Stadelman
Vice-Presidents..... John J. Louis,
Melvin Brorby, Harry Phelps, W. Ray
Fowler, Jr.
Program Director..... W. Ray Fowler, Jr.
Radio Producer..... W. Raymond Fowler, Jr.

Branch Offices

1680 North Vine St., Hollywood, Calif.
Phone GRanite 8803
Manager..... Cecil Underwood
Radio Account Placed—S. C. Johnson & Son, Inc., Wieboldt Stores, Inc., Graft Cheese Co.

ADVERTISING AGENCIES

NEFF-ROGOW, INC.

30 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 7-4231

Officers

President.....Walter J. Neff
Vice-President.....William Rogow
Radio Accounts Placed—J. W. Beardsley's
Sons, Bond Stores, Inc., D'Arrigo Bros. Co.,
Liggett Drug Co., Frederick F. Lowenfels &
Son, Joseph Martinson & Co., Melville Shoe
Corp., Sears Roebuck & Co.

NEWELL-EMMETT COMPANY

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

AAAA — ANPA — PPA — ABP — PRB —
SAAA — SNPA

Officers

President.....C. D. Newell
Treasurer.....F. H. Walsh
Secretary.....R. L. Strobbridge
Vice-Pres. in Charge of Radio..Wm. Reydel
Radio Accounts Placed—Liggett & Myers
Tobacco Co. (Chesterfields), Thomas Cook &
Son, Loose-Wiles Biscuit Co., Pepsi-Cola Co.,
Beech-Nut Packing Co.

**O'DEA, SHELDON &
CANADAY, INC.**

400 Madison Ave., New York City
Phone PLaza 3-1670

AAAA

Officers

President.....Mark O'Dea
Executive Vice-President..George H. Sheldon
Vice-President.....L. C. McElroy
Vice-President.....C. E. Nelson
Space Buyer.....Catherine Wohlpart
Treasurer & General Manager....J. F. Quick

**MERRITT OWENS
ADVERTISING AGENCY**

412 Commercial National Bank Bldg.
Kansas City, Kans.
Phone Dr. 7250

PARIS & PEART

370 Lexington Ave., New York, N. Y.
Phone Caledonia 5-9840

ANPA — ABP — PPA

Co-Partners.....A. G. Peart,
John H. Rehm
Radio Time Buyer.....Frank H. Pamentel
Radio Account Placed—The Great Atlan-
tic & Pacific Tea Co., John Wiley Jones Co.,
Fixt Products, Inc.

PECK ADVERTISING AGENCY, INC.

444 Madison Ave., New York, N. Y.
Phone PLaza 3-0900

Officers

President.....Harry Peck
Secretary-Treasurer.....Harry Krawitz
Vice-President.....Walter Schwartz
Director of Radio.....Arthur Sinsheimer
Radio Continuity Writers.Ralph Lieberman,
Eva Monty, Geo. Glass

PEDLAR & RYAN, INC.

250 Park Ave., New York, N. Y.
Phone PLaza 5-1500

AAAA — ANPA — PPA — ABP

Officers

President.....Thomas L. L. Ryan
Secretary and Treas.....Arthur Cobb, Jr.
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Francis J. Doherty
Director of Radio.....Gregory Williamson
Radio Copy Chief.....John Archer Carter
Radio Producing Staff.....E. G. Sisson,
Elisabeth Howard, John McClean, Jr.
Radio Writing Staff.....Cyril J. Mullen,
Jack Finney, Donald Wallace, Howard
Merrill, Beth Judson.

Radio Accounts Placed—The Procter &
Gamble Co. (Chipso, Camay Soap, Dash),
Bristol-Myers Co., Lady Esther, Inc., J. C.
Penney Co.

PLATT-FORBES, INC.

386 Fourth Ave., New York City
Phone CAledonia 5-4440

Officers

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Vice-President.....Rutherford Platt
Vice-President.....T. F. Cosgrove
Vice-President.....John Monsarrat
Secretary.....W. S. Walker
Space Buyer & Prod. Manager.George Kraus
Account Executives....John K. L. Peterson,
Parmelee Lyman

Radio Accounts Placed—Peter Paul, Inc.,
Oxo, Ltd.

R. J. POTTS & COMPANY

101 West 11th St., Kansas City, Mo.
Phone Victor 4433

APA — NOAB — ANPA — PPA
Continental Agency Network

Officers

President.....R. J. Potts

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Vice-President.....J. B. Woodbury
 Secretary-TreasurerJerry McKee
 Account Executives....Frank F. B. Houston,
 E. A. Warner, W. B. Hill

THE POTTS TURNBULL COMPANY

10th Floor, Carbide & Carbon Bldg.
 Kansas City, Mo.
 Phone Victor 9400

ANPA — PPA — APA — NOAB

Officers

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 V-P-Production Mgr.....D. E. Dexter
 SecretaryG. F. Magill
 TreasurerE. T. Chester
 Time Buyer.....B. G. Wasser

PRESBA, FELLERS & PRESBA

360 N. Michigan Ave., Chicago, Ill.
 Phone Central 7683

APA — ABP — ANPA — NOAB

Officers

President.....Bert S. Presba
 V-P in Charge of Radio.....E. A. Fellers
 Secretary.....Will B. Presba
Radio Accounts Placed—Flex-O-Glass Mfg.
 Co., Household Magazine, Mantle Lamp Co.,
 Earl E. May Seed Co., Olson Rug Co., Pure
 Milk Association, Ryde & Co., Dr. Scholl
 Foot Comforts, United Factories, Woodmen
 Accident Co., Arcady Farms Milling Co.,
 Bunte Bros., Glass Coffee Brewer Corp., Pio-
 neer Life Insurance Co., Dave Minor Pub-
 lishing Co., Mid-West Photo Service.

THE L. W. RAMSEY CO.

Union Bank Bldg., Davenport, Iowa
 Phone 3-1889

ANPA — PPA — APA — ABP

President & Treasurer.....L. W. Ramsey
 Secretary.....E. G. Naeckel

Branch Office

230 N. Michigan Ave., Chicago, Ill.
 Phone Franklin 8155

Vice-President.....F. L. Eason
 Director of Radio.....Fred Herendeen
Radio Accounts Placed—Chamberlain Lab-
 oratories Inc., F. W. Fitch Co.

THE RANDALL CO.

75 Pearl St., Hartford, Conn.
 Phone 7-8233

Officers

President-Space Buyer-
 Radio Director.....Willbur Randall

Branch Office

331 Madison Ave., New York, N. Y.
 Phone VAnDerbilt 6-4952

Vice-President In Charge...Robert Dorfman

CHAS. DALLAS REACH CO.

58 Park Place, Newark, N. J.
 Phone Market 3-5100

AAAA — ANPA — PPA — ABP — APA

Officers

President-Director of Radio.
 Chas. Dallas Reach
 Vice-President.....Howard E. Sands
 Secretary.....F. R. Risley

Branch Office

6 East 45th St., New York, N. Y.
 Phone VAnDerbilt 6-5924

Manager.....J. S. Little
Radio Accounts Placed—Cut-Rite Waxed
 Paper, R. B. Davis Sales Co., Koppers Co.-
 Minnesota Division.

REDFIELD-JOHNSTONE, INC.

247 Park Ave., New York, N. Y.
 Phone PLaza 3-6121

ANPA — PPA — ABP

Officers

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 E. T. T. Williams, J. J. McNevin.
 Treasurer-Space Buyer.....B. L. Roberts
 Radio DepartmentN. S. Livingston
 Radio Production.....C. E. Waddell
Radio Accounts Placed—Howard Clothes,
 Inc., Meseck Line, Federation Bank & Trust
 Co.

MORGAN REICHNER & CO., INC.

580 Fifth Ave., New York, N. Y.
 Phone BRyant 9-6900

AAAA — NOAB — PPA — APA — ABP

Officers

President-Treasurer.....M. S. A. Reichner
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 Secretary.....Harold A. Bowman

**EMIL REINHARDT
 ADVERTISING AGENCY**

1736 Franklin St., Oakland, Calif.
 Phone Templebar 2408

ABP — ANPA

Officers

Owner.....Emil Reinhardt
 Art Director.....Robert Shelton

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Space Buyer.....Mildred McMahon
 Writers.....David Lane, Joseph Connor
Radio Accounts Placed—Kilpatrick Bakery Co., Mary Ellen's, Inc., J. L. Tuttle, Inc., Wood Brignettes, Inc.

•
C. E. RICKERD, INC.

550 Maccabees Building, Detroit, Michigan
 Phone Temple 1-3636

Officers

President-Treasurer-Time Buyer.
 C. E. Rickerd
 Executive Vice-President..James Dickson, Jr.
 Vice-President.....Edward C. Parker
 Secretary.....Fred B. Collier
 Account Executive.....Howard O. Ward
 Production.....Jeanette Welker

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ROCHE, WILLIAMS & CUNNINGHAM, INC.

310 S. Michigan Ave., Chicago, Ill.
 Phone Harrison 8490

Officers

President.....J. P. Roche
 Treasurer.....D. J. Kelly
 Secretary.....M. F. Williamson
 Vice-Presidents.....J. M. Cleary, S. Weston,
 Guy C. Pierce, Lloyd Maxwell
 Director of Radio.....N. J. Cavanagh
 Radio Continuity Writers.....J. H. Kelly,
 G. Hammill, R. A. Seng

Branch Office

1500 Chestnut St., Philadelphia, Pa.
 Phone Rittenhouse 3750
 Guy C. Pierce (in charge)

Radio Accounts Placed—The Studebaker Corp., Williams Oil-O-Matic Heating Corp., Sun Oil Co., The Milwaukee Road, National Toilet Co., Kenton Pharmacal Co.

•
ROGERS & SMITH

714 Wholesale Merchants Bldg., Dallas, Tex.
 Phone 7-1477

SAAA

Officers

Owner.....Herbert A. Rogers
 Director of Radio.....Howard N. Smith
Radio Accounts Placed—Naughton Farms, McGaugh Hosiery Mills, Burlleson's Honey, Sareger Bros.

Affiliated with Rogers & Smith, Chicago.

ARTHUR ROSENBERG CO., INC.

570 Seventh Ave., New York, N. Y.
 Phone CHickering 4-4420
 ANPA — PPA — APA

Officers

President.....Arthur Rosenberg
 Vice-President.....Samuel Rubenstein
 Secretary.....A. A. Rosenberg
 Treasurer.....Charles S. Silver
 Copy Chief.....H. J. Cowan
 Production Manager.....H. B. Fleischman
 Research Director...Walter Alwyn-Schmidt
Radio Accounts Placed—Longines-Wittnauer Watch Co., Monarch Wine Co., Rum & Maple Tobacco Corp., Stewarts Credit Corp.

•
ROTH, SCHENKER & BERNHARD, INC.

737 N. Michigan Ave., Chicago, Ill.
 Phone Whitehall 6030
 ANPA — PPA — APA — NOAB

Officers

President.....Sydney M. Roth
 Vice-President.....B. W. Schenker
 Secretary.....Edgar Bernhard
 Treasurer.....Harry Roth
 Director of Radio.....A. E. Peters

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CHARLES L. RUMRILL & CO.

364 East Ave., Rochester, N. Y.
 Phone Stone 592
 ABP

Officers

Partners.....Charles L. Rumrill,
 J. E. Porter, Earl A. Rogers
 Time Buyer.....G. Grantly Wallington
Radio Accounts Placed—Radio Station WHAM.

•
RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York, N. Y.
 Phone MURray Hill 6-6400
 AAAA — ANPA — PPA — ABP

Officers

President.....F. B. Ryan
 Vice-President & Treasurer..W. B. Ruthrauff
 Secretary.....Ralph Van Buren
 V-P & Director of Radio...Lawton Campbell
 Assistant.....S. Heagan Bayles
 Business Manager.....Charles T. Ayres
 Supervisor of Evening Programs
 Merritt W. Barnum
 Supervisor of Daytime Programs
 Herschel Williams, Jr.
 Asst. Supervisor of Daytime Programs
 Marguerite Dougherty

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Production Directors.....Nate Tufts,
Lee Cooley, John Loveton, Willard Tuttle
Commercial Writers.....Regina Morgan,
Avery Giles, Vivian Washburn, Florence Miles, Robert Mann, Walter Mead, Neil O'Brien
Time Buyer.....T. C. Fisher

Branch Offices

360 N. Michigan Ave., Chicago, Ill.
Phone Randolph 2625

Manager.....Paul Watson
Director of Radio.....Ros Metzger
Assistant Radio Director.....Arthur Trask
Executive-In-Charge of Production,

Warren Johnson

Radio Producer, Daytime Shows,
John Dennison
Radio Producer, Evening Shows,

Paul Bia Gioni

Executive-In-Charge of Scripts,
Catherine Haynie

Writers.....Baker Ostrin,
Irene Small, Robert Gardner

Time Buyer.....Albert Callies
7430 Second Boulevard, Detroit, Mich.
Phone Madison 1980

Vice-President In Charge....Mathew J. Casey
812 Olive St., St. Louis, Mo.

Phone Main 0128

1680 N. Vine St., Hollywood, Calif.
Phone Hillside 7593

Production Directors.....Carré Wilbur,
Thomas Freebairn-Smith

Commercial Writer.....Edward Ettinger
712 Main St., Houston, Texas
Phone, Charter 4-1741

235 Montgomery St., San Francisco, Calif.
Phone Douglas 5822

1216 Third Ave., Seattle, Wash.
Phone Main 6727

Radio Accounts Placed—American Tobacco Co., Canadian Ironized Yeast Co., Chrysler Corp., Delaware, Lackawanna & Western Coal Co., Dodge Motor Corp., H. Fendrich, Inc., Gunther Brewing Co., Holland Furnace Co., Hyde Park Brewers Assn., Ironized Yeast Co., M. J. Lanahan, Inc., Lever Bros. Co., Lever Bros., Ltd., Noxema Chemical Co., Oshkosh B'Gosh, Inc., Penn Tobacco Co., Quaker Oats Co., Star Brewery, Inc., Sterling Brewery, Inc., Campbell Soup Co. (Franco-American Spaghetti), Emerson Drug Co., Jacob Ruppert Brewery.

SCHOLTS ADVERTISING SERVICE

1201 West 4th St., Los Angeles, Calif.
Phone Michigan 2396

Officers

Owner.....William G. Scholts
Radio Director.....Tom D. Scholts

SCHWIMMER & SCOTT

75 E. Wacker Drive, Chicago, Ill.
Phone Dearborn 1818
AAAA — ABP — ANPA — PPA

Officers

Partners.....Walter Schwimmer, R. J. Scott
Director of Radio.....N. E. Heyne
Radio Accounts Placed—Peter Fox Brew Co., Hirsch Clothing Co., Lea & Perrins, Inc., National Tea Co., Salerno-Megowen Biscuit Co., Mission Bell Wines, Studebaker Sales Co. of Chicago, Rudolph Wurlitzer Co., Thomas J. Webb Coffee Co., Walgreen Drug Co., Hudson Dealers of Cook County, Parker Bros. Evans Fur Co.

RUSSEL M. SEEDS COMPANY, INC.

Palmolive Bldg., Chicago, Ill.
Phone Delaware 1046
ANPA — PP — ABP — PRB — SNPA

Officers

President.....Freeman Keyes
Chairman of Board.....Freeman Keyes
Treasurer.....Jack Harding
Secretary.....H. J. Smith
Vice-PresidentsPaul Richey,
T. J. Wallace

Branch Offices

Lemcke Bldg., Indianapolis, Ind.
Paul Richey
Jack Harding
Fountain Square, Cincinnati, Ohio

John Lair

Radio Accounts Placed—W. A. Sheaffer Pen Co., Pinex Co., General Mills, Inc., Keystone Steel & Wire Co., Brown & Williamson Tobacco Corp., The Armand Co., Grove Laboratories, Inc.

THEODORE H. SEGALL ADVERTISING AGENCY

544 Market St., San Francisco, Calif.
Phone Sutter 6557

NCBA

Officers

General Manager.....T. H. Segall
Radio Director.....Frank Wright
Service Director.....Edward G. Lansdale
Production Manager.....Kenton S. Bates
Art Director.....Clifford Spooner

SHERMAN & MARQUETTE, INC.

Room 3400 Palmolive Bldg., Chicago, Ill.
Phone Delaware 8000
ABP — ANPA — PPA — PRB

SAAA — SNPA

Officers

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Vice-President and Treasurer.

Arthur Marquette
 Secretary.....A. R. Steffen
 Manager, Radio Dept.....Henry Selinger
 Time Buyer.....C. E. Bonnesen
 Radio Department Business Manager,
 Evelyn Lyman

Radio Account Placed—Colgate-Palmolive-
 Pect Co. (for Colgate Shave Cream, Colgate
 Tooth Powder, Halo Shampoo, Vel Washing
 Powder, Cashmere Bouquet Soap and Beauty
 Preparations, Super Suds, Klek, Crystal
 White Laundry Soap, Quaker Oats Co. (for
 Quaker Farina and Ful-O-Pep Feeds); Dr.
 W. B. Caldwell, Inc. (Dr. Caldwell's Laxa-
 tive).

SMALL & SEIFFER, INC.

24 W. 40th St., New York, N. Y.
 Phone WIsconsin 7-8765
 ANPA — PPA

Officers

President.....Albert Seiffer
 Secretary-Treasurer.....Marvin Small
Radio Accounts Placed—Arrid, Allcock's
 Porous Plasters, Vapex Inhalant.

SORENSEN & COMPANY

919 N. Michigan Ave., Chicago, Ill.
 Phone Delaware 5030
 ANPA — PPA

Officers

President.....Roy A. Sorensen
 Production Manager.....Harry H. Hullinger
Radio Accounts Placed—Bowey's, Inc.

**RAYMOND SPECTOR
 COMPANY, INC.**

32 East 57th St., New York, N. Y.
 Phone ELdorado 5-1270
 ANPA — PPA — ABP

Officers

President.....Raymond Spector
 Vice-President.....Saul Flaum
 Vice President-Radio Director,

David Chrisman
 Secretary-Research Director..Horace Scherin
 Director of Clients Service,

Leonard M. Leonard
 Media Director.....Dan Rodgers

Radio Accounts Placed—Aspertane, Inc.,
 Beverly Hills Memorial Park, Blackstone
 Products, Inc., Journal of Living, King David
 Memorial Park, Lone Ranger, Inc., Look,
 Inc., Maryland Baking Co., Modern Camera
 Exchange, Inc., Purity Products, Inc., Serutan
 Co., Universal Camera Corp.

**STACK-GOBLE ADVERTISING
 AGENCY**

8 South Michigan Ave., Chicago, Ill.
 Phone Randolph 0160
 ANPA — PPA — APA — ABC — NOAB

Officers

President & Treasurer.....E. R. Goble
 Secretary.....A. E. Goble
 Vice-President.....H. L. Hulsebus
 Director of Radio.....Alden Gohle

Branch Offices

400 Madison Ave., New York, N. Y.
 Phone PLaza 3-7145

Vice-Presidents...R. A. Porter, J. A. Butler
Radio Accounts Placed—Swift & Co.,
 Lewis-Howe Co.

JACK STARR-HUNT

San Juan de Letran 27-7, Mexico City, Mexico
 Phone Eric. 12-81-20 and Mex. L-61-90

Officers

President.....Jack Starr-Hunt
 Secretary.....Elana Arroyo
 Treasurer.....Mrs. C. V. Zamora
 Media.....Jorge Octavio Arroyo
 Director of Radio.....Daniel Lundberg
 Continuity.....E. Garcia de la Cadena

**BARTON A. STEBBINS
 ADVERTISING AGENCY**

811 West Seventh St., Los Angeles
 Phone Trinity 8821
 AAAA — ANPA — PPA — ABP — NOAB

Officers

Owner.....B. A. Stebbins
 Copy Chief.....J. L. Rogers
 Director of Radio.....B. A. Stebbins
 Time Buyer.....Arthur W. Gudelman

Branch Office

247 Park Ave., New York, N. Y.
 Phone PLaza 3-8280

Manager.....William Arnold
Radio Accounts Placed—Signal Oil Co.,
 Roman Meal Bread, Gordon Baking Co.

STERNFIELD-GODLEY, INC.

280 Broadway, New York, N. Y.
 Phone BArlay 7-3030
 ABP — ANPA — PPA

Officers

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 Vice-President.....Earl R. Cotter
 Secretary.....Frances C. Costello
 Treasurer.....Samuel S. Sternfield
 Space Buyer.....Philip Scheft

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CHARLES R. STUART

625 Market St., San Francisco, Calif.
Phone Douglas 2438
ABP — ANPA — PPA — PACA

Officers

Owner.....Charles R. Stuart
Space Buyer.....Georgia Friedmann

Branch Office

1402 Park Central Bldg., Los Angeles, Calif.
Phone Tucker 2822

Manager.....Charles Levitt
Radio Accounts Placed—Bank of America.

SWEENEY & JAMES CO.

1501 Euclid Ave., Cleveland, Ohio
Phone Main 7142
ANPA — PPA — APA

Officers

President.....John F. Sweeney
Vice-President.....Frank G. James
Radio Time Buyer.....W. B. Watterson
Radio Account Placed—Firestone Tire & Rubber Co.

J. D. TARCHER & CO., INC.

630 5th Ave., New York, N. Y.
Phone Circle 6-2626

Officers

President.....J. D. Tarcher
Director of Radio.....Wm. E. Larcombe
Radio Producers and Continuity
Writers.....George R. Marek,
Kenneth Whatmore
Radio Accounts Placed—Smith Brothers,
Inc., Seeman Bros., Inc., Benrus Watch Co.,
Freed Radio Corp.

THOMAS B. TATE, ADVERTISING

World Bldg., Tulsa, Okla.
Phone 4-0445

Officers

Owner-Space Buyer.....Thomas B. Tate

J. WALTER THOMPSON CO.

420 Lexington Ave., New York, N. Y.
Phone Mohawk 4-7700
AAAA — ANPA — ABP — PPA

Officers

President.....Stanley Resor
Secretary.....Howard Kohl
Treasurer.....Gilbert Kinney
Assistant Secretary-Treasurer..Donald Foote

Assistant Secretary.....Edward Wilson
Assistant Treasurer.....Luther O. Lemon
Senior Vice-Presidents.....Gilbert Kinney,
Henry T. Stanton, James W. Young

Vice-Presidents: Lloyd Baillie, William L. Day, Henry C. Flower, Jr., Howard Henderson, Clement Watson, Henry M. Stevens, S. Hunter Richey, William Resor, Walter R. Hine, Thayer Jaccaci, William G. Palmer, Samuel W. Meek, William C. McKeehan, Jr., Sidney W. Dean, Jr., Russell Pierce, Philip Richardson, Elwood Whitney.

Vice-President in Charge of Radio,
John U. Reber
Radio Time Buyer.....Linnea Nelson
Radio Talent Buyer..Thomas D. Luckenbill

Branch Offices

1549 North Vine St., Hollywood, Calif.
Phone Hillside 7241

Vice-President.....Daniel J. Danker, Jr.
Radio Talent Buyer.....Paul Rickenbacker
410 N. Michigan Ave., Chicago, Ill.
Phone Superior 0303

Vice-President and General Manager,
Henry T. Stanton
Vice-Presidents: Merton V. Wieland, Kennett W. Hinks, Willard F. Lochbridge, James D. Woolf, Chester A. Foust

Radio Director.....B. W. Gunn
Radio Time Buyer.....Margaret Wylie
100 Bush St., San Francisco, Calif.
Phone Garfield 3510

Vice President-General Manager,
Arthur C. Farlow
821 Second Ave., Seattle, Wash.
Phone Seneca 0655

General Manager.....Norton W. Mogge
Radio Accounts Placed—Atlantis Sales Corp., P. Ballantine & Sons; Calsodent Co., City Baking Co., Elgin National Watch Co., General Cigar Co., Grove Laboratories, Inc., Johns-Manville Corp., Kellogg Co., Kraft Cheese Co., Lamont Corliss & Co., P. Lorillard & Co., Lever Bros. Co., Northam Warren Corp., Northern Trust Co., Penick & Ford, Ltd., Planters Peanut & Chocolate Co., Safeway Stores, Inc., Scott Paper Co., Seck & Kade, Inc., Shell Oil Co., Standard Brands, Inc. (Chase & Sanborn Coffee, Tender Leaf Tea), Swift & Co., U. S. Playing Card Co., Washington State Apple Commission, Weco Products Co., J. B. Williams Co., Wine Advisory Board, William Wrigley Jr. Co.

TOMASCHKE-ELLIOTT, INC.

1624 Franklin St., Oakland, Calif.
Phone Glencourt 4941
NOAB — NCBA

Officers

President.....F. L. Tomaschke

ADVERTISING AGENCIES

Secretary.....William M. Maxfield
 V-P & Director of Radio..Wallace F. Elliott
Radio Accounts Placed—Cardinet Candy
 Co., Pacific Guano Co., Par Soap Co., Down-
 town Merchants Association, Key System,
 East Bay Transit Co.

W. I. TRACY, INC.

515 Madison Ave., New York, N. Y.
 Phone ELdorado 5-4404
 ANPA — PPA — NOAB

Officers

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 President.....Frank S. Kent
 Treasurer.....George M. Pease
 Account Executives.....F. W. Hobbs,
 A. S. Johansen, M. M. Fleischl, J. F.
 Donovan, F. S. Kent, W. I. Tracy, K. H.
 Thompson
 Publicity Director.....Eleanor Beeson
Radio Accounts Placed—Wilbert Products
 Co., Rapinwax Paper Co., Taylor-Reed Corp.,
 Mission Garden Co., John Opitz, Inc., Min-
 wax Co., Senn Products Corp., Howard
 Inches Products Co.

TRACY-LOCKE-DAWSON, INC.

1307 Pacific St., Dallas, Texas
 Phone 7-8655
 22 E. 40th St., New York, N. Y.
 Phone ASHland 4-1690
 AAAA — ANPA — PPA — ABP—
 PRB — SAAA — SNPA — ABC — NOAB

Officers

President.....J. M. Dawson
 Executive Vice-President..Raymond P. Locke
 Secretary-Director.....Monty Mann
 Treasurer.....John H. Wellenkamp
 Vice-President.....Manfred Darmstadter
 Vice-President.....Joe Scheideler
 Assistant Secretary-Treasurer...G. A. Mitten
 Radio Dept.....Joe M. Dawson,
 Raymond P. Locke, J. J. Jeffries, Mor-
 ris Hite, Jerry Moffett, Erle Racey, Cecil
 Widdfield
 Radio Time Buyers.....H E. Hendrick,
 Emma Worthington, Monty Mann
Radio Accounts Placed—Dr. Pepper Asso-
 ciated Bottlers, Imperial Sugar Co., Garza
 Sheets, Bordon Co. of the Southwest, Mrs.
 Baird's Bread and Cakes, William Cameron
 Ideal Built-In Furniture, Dallas Grand Op-
 era Association, International Milling Co.,
 Lone Star Brewing Co., Great Western Gar-

ment Co., National Wool Growers Associa-
 tion, Neuhoff Packing Co., Continental Oil
 Co.

VANGUARD ADVERTISING

19 East 48th St., New York, N. Y.
 Phone, PLaza 3-4554
 ABP

Officers

Owner.....J. M. Russakoff
 Account Executives.....Jerry Albert,
 W. E. Tracy
 Production Manager.....D. Flam

VANT SANT, DUGDALE & CO., INC.

Court Square Bldg., Baltimore, Md.
 Phone, Plaza 5280
 AAAA — ABP — ANPA — PPA

Officers

President.....Wilbur Van Sant
 Executive Vice-President & Treasurer,
 H. K. Dugdale
 Vice-President-Copy Director...J. P. Daiger
 Vice-President.....R. E. Daiger
 Production Manager.....C. D. Carr
 Space Buyer.....G. M. Talbot
Radio Accounts Placed—Manhattan Co.,
 Sherwood Bros., Inc.

WADE ADVERTISING AGENCY

208 W. Washington St., Chicago, Ill.
 Phone State 7369

Officers

Director.....W. A. Wade
 Space Buyer.....Edw. N. Nelson
 Radio Time Buyer.....L. J. Nelson
 Radio Producers.....W. E. Jones,
 P. C. Lund, Edward Simmons, Jeff Wade.
 Radio Continuity Writers.....R. E. Dwyer,
 L. W. Davidson.
Radio Account Placed—Miles Laboratories,
 Inc., Murphy Products Co., Morris B. Sachs,
 Illinois Bottled Gas Co., Wear Proof Mat Co.,
 Hoover Liniment Co.

WALKER & DOWNING

Oliver Bldg., Pittsburgh, Pa.
 Phone Grant 1900
 ANPA — ABP — PPA

Officers

President.....William S. Walker
 Secretary-Treasurer.....B. I. Davis
 Radio Director.....William W. Rose
Radio Accounts Placed—American Fruit

• • • **ADVERTISING AGENCIES** • • •

Growers, Inc., Clark Bros. Chewing Gum Co.,
Colonial Biscuit Co., Duquesne Brewing Co.,
Pennsylvania Rubber Co., Pittsburgh Coal
Co., Spear & Co.

•

WARWICK & LEGLER, INC.

230 Park Ave., New York, N. Y.
Phone MUrray Hill 6-8585
AAAA — ANPA — PPA — ABP — ABC
NOAB

Officers

President.....H. Paul Warwick
Vice-President.....Henry Legler
Other Vice-Presidents.....S. O. Youngheart,
J. R. Warwick, Lester M. Malitz, Arthur
Deerson.
Secretary-Treasurer.....Robert H. Hughes
Radio Accounts Placed—The Wm. R. War-
ner Co., Larus & Bro. Company, Ther Sher-
win-Williams Company.

•

LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., St. Paul, Minn.
Phone Cedar 3777

Officers

PresidentLuther Weaver
AssociateDonald Gardner
Director of Radio.....Elizabeth Watkins
Music Director.....Edward Megroth
Radio Accounts Placed—Northern Pacific
Railroad, Minnesota Federal Savings & Loan
Association, F. C. Hayer Co., Star Launderers
& Cleaners, Marshall Co.

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WEISS & GELLER, INC.

400 N. Michigan Ave., Chicago, Ill.
Phone, Delaware 1124
ANPA — PPA

Officers

President.....Edward H. Weiss
Secretary-Treasurer.....Max A. Geller
Media Director.....John Clayton

Branch Office

538 Fifth Ave., New York, N. Y.
Phone, MUrray Hill 2-4640

Executive-In-Charge.....Max A. Geller
Media Director.....S. G. Alexander
Radio Accounts Placed—Axton-Fisher To-
facco Co., Fleming-Hall Corp.

•

**MILTON WEINBERG ADVERTISING
CO.**

325 W. Eighth St., Los Angeles, Calif.
Phone Tucker 4111
ANPA — PPA — ABP

Officers

Co-Partners.....Milton Weinberg,
Bernard Weinberg.
Director of Radio.....Bernard Weinberg
Space Buyer.....E. Cousino
Radio Accounts Placed—Flamingo Sales
Co., Gaffers & Sattler, Globe Department
Stores, Hollywood Pantages Theater, Holly-
wood Turf Club, May Co., Pep Boys of Cali-
fornia, Thrifty Cut-Rate Drug Stores, Towne
Talk Co.

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WELLMAN ADVERTISING AGENCY

1631 Chestnut St., Philadelphia, Penna.
Phone Rittenhouse 6576

Officers

Owner-Radio Director.....F. A. Wellman

•

THE WESSEL COMPANY

458 East 30th St., Chicago, Ill.
Phone Victory 1300

Officers

President.....E. Wessel
Exec. V-P. and Treas....Stanley L. Wessel
SecretaryAlfred Flesham
Assistant Directors.....R. U. Moore,
Harold Weislow
Radio Producer.....Leroy Stewart
Assistant Radio Producer...Martin Myrenik
Radio Continuity Writers.....I. M. Gregori

Branch Offices

230 Park Ave., New York, N. Y.
Phone MUrray Hill 6-1566

Mnager.....V. J. Swdon
Radio Accounts Placed—Group of Ameri-
can Banks, cooperative series on disk for
undertakers, dairies, etc., Frex Fresh Dog
Food.

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WESTCO ADVERTISING AGENCY

625 Market St., San Francisco, Calif.
Phone Sutter 6744

Officers

President.....E. E. Sylvestre
Manager.....R. W. Stafford
Radio Accounts Placed—Sperry Flour Co.

•

WESTON-BARNETT INC.

Arts & Crafts Bldg., Waterloo, Iowa
Phone, 766
ABP — ANPA — PPA

Officers

President.....Wells H. Barnett

• • • **ADVERTISING AGENCIES** • • •

Vice-President.....A. C. Barnett
SecretaryPhillips Taylor

Branch Office

520 N. Michigan Ave., Chicago, Ill.
Phone, Whitehall 7725

Executive-In-Charge.....A. C. Barnett
Radio Accounts Placed—Iowa Soap Co.,
American Bird Products, Inc., Walker Remedy Co., Vinton Hybrid Corn Co.

•

WARD WHELOCK CO.

Lincoln-Liberty Bldg., Philadelphia, Pa.
Phone Rittenhouse 7500
ANPA — PPA

Officers

President.....Ward Wheelock
Vice-President.....Carroll Rheinstrom
Vice-President.....R. K. Strassman
Secretary-Treasurer.....W. A. Dunn

Branch Offices

444 Madison Ave., New York, N. Y.
Phone, PLaza 3-7120

Vice-PresidentCarroll Rheinstrom
Manager.....S. R. Gordon
311 Equitable Bldg., Hollywood, Calif.
Phone, Hillside 0191

Radio Account Placed—Campbell Soup Co.

•

WORTMAN, BARTIN & CO.

381 Fourth Ave., New York, N. Y.
Phone Murray Hill 4-2757

Officers

President.....E. B. M. Wortman
Vice-Presidents.....C. W. Barton,
D. N. Wortman
Secretary.....M. V. Wall
TreasurerW. Wyler
Radio Director.....M. Prehn

•

YOUNG & RUBICAM, INC.

285 Madison Ave., New York, N. Y.
Phone Ashland 4-8400

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

Officers

Chairman of Board.....Raymond Rubicam
PresidentChester LaRoche
Vice-President-Chairman Plans
Board.....Charles L. Whittier
Vice-President-Director of Media &
Gen. Production...A. V. B. Geoghegan
Exec. Vice-Presidents....Sigurd S. Larmon,
Arthur Andrews, Donald Payne, Edward Barnes
V-P & Manager of Contact....John F. Reeder

V-P & Merchandising Director..Samuel Cherr
V-P & Copy Director.....H. S. Ward
V-P & Director of Research...George Gallup
V-P & Art DirectorVaughn Flannery
Vice-Presidents.....John E. Grimm, Jr.,
Louis N. Brockway, Curtis G. Pratt,
Bryan Houston

Secretary-Treasurer.....J. H. Geise
Director of Radio.....Thomas F. Harrington
Radio Dept. Manager...Thomas H. A. Lewis
Asst. to Director of
Radio.....Frederic W. Wile, Jr.
Manager of Talent
Bureau.....Hubbell Robinson, Jr.
Manager, Commercial Couy
BureauJoseph A. Moran
Manager, Station Relations
Bureau.....Carlos A. Franco
Manager, Radio Publicity
Bureau.....Wm. J. Thomas, Jr.
Special Announcer.....Harry von Zell

Branch Offices

6253 Hollywood Blvd., Hollywood, Calif.
Phone Hollywood 2734

Manager.....Joseph R. Stauffer
Assistant Manager.....Carroll O'Meara
Radio Production

Supervisor.....John Van Nostrand
333 N. Michigan Ave., Chicago, Ill.
Phone Central 3144

Vice-President-Manager.....A. E. Tatham
Vice-President-Merch.

Director.....D. G. Schneider
7430 Second Blvd., Detroit, Mich.
Phone Madison 4300

ManagerGeorge Davis
660 St. Catherine Street, West, Montreal, Que.
Phone Plateau 4691

Vice-President-Canadian
Manager.....Lorimer B. Slocum

V-P & Merchandising Director...E. D. Ring
Director of Media &

Research.....L. C. Arbuthnot
80 King St., West, Toronto, Ont.
Phone Elgin 5347

ManagerF. Goodman

Radio Accounts Placed—The Borden Company; Johnson & Johnson; Bristol-Myers Company (Ipana, Sal Hepatica, Minit Rub); General Foods Corp. (Calumet, Grape-Nuts and Grape-Nuts Flakes, Jell-O, Jell-O Puddings, Jell-O Ice Cream and Freezing Mix, LaFrance, Satina, Minute Tapioca, Postum, Sanka, Swans Down); Harold H. Clapp, Inc.; Drake Bakeries; Cummer Products (Energine, Molle); Gulf Oil Corporation; International Silver Company; Thomas H. Lipton, Inc.; R. H. Macy; Metropolitan Life Insurance Company; Rath Packing Company; Rit Products Corporation; Sanforizing Division of Cluett Peabody & Co.

RADIO EDITORS and WRITERS of NEWSPAPERS IN THE UNITED STATES and CANADA

(As of January 1st, 1941)



The following list of radio editors writing for newspapers and magazines in the United States and Canada was compiled from questionnaires submitted in the Fourth Annual Radio Daily Poll and through the cooperation of radio stations in both countries.

ALABAMA

Anniston Star: Edwin Mullinax
Birmingham News: Turner Jordon
Birmingham Post: Jean Moyer
Florence Herald: M. B. Davnell, Jr.
Montgomery Advertiser: Bill Mahoney
Southern Radio News (Birmingham):
Ormond Black

•

ARIZONA

Arizona Farmer (Phoenix): Les Mawhinney
Arizona Record (Globe): Ralph Herron
Arizona Silver Belt (Miami): Sam Kiamy
Arizona Weekly Gazette (Phoenix): Don Frederickson
Bisbee Review: Charles Modesette
Douglas Dispatch: Walter Zipf
Phoenix Gazette: Dan Crumley, R. W. Barry
Phoenix Republic: Frank Ross
Popular Radio Programs (Tucson):
Connie Kelly
Safford Daily News: Jack Copeland
Tucson Citizen: Bill Wallace
Tucson Star: Al Welke
Yuma Daily Sun: Karl Allen

•

ARKANSAS

Arkansas Democrat (Little Rock): Evelyn Greene
Arkansas Farmer (Little Rock): Mrs. W. C. Pope

Arkansas Gazette (Little Rock): Inez Hale McDuff
Blytheville Courier-News: J. Graham Sudbury
Cinemag (Paragould): Orris Collins
Fort Smith Tribune: Gene Guthridge
Hot Springs Sentinel Record-New Era:
Kent Rush
Jonesboro Sun: Fred Troutt
Jonesboro Tribune: Donald Murray
Siloam Springs Daily Herald & Democrat: Alf Perrine

•

CALIFORNIA

Anaheim Bulletin: L. Loudon
Bakersfield Californian: Ralph Kreiser
Berkeley Gazette: Helane Peters
Fan Fare Magazine (San Francisco):
Helane Peters
Fresno Bee: A. J. Welter
Fresno Guide: Jim McCollum
Fullerton News Tribune: Paul Wright
Hanford Sentinel: J. E. Richmond, Walt Christie
Hollywood Citizen-News: Zuma Palmer
Kern Herald (Bakersfield): Paul Newell
Long Beach Independent: Wayne Parker
Los Angeles Examiner, Los Angeles Herald & Express, Los Angeles News, Los Angeles Times (for logs only):
Jack Holmes
Marysville Appeal Democrat: Horace Thomas
Merced Sun-Star: Dan O'Neill
Oakland Post Enquirer: Richard Loomis

Oakland Tribune: Charles McIntosh
 Orange Daily News: Tom Hart
 Pasadena Independent: Bill Bird
 Pasadena Post & Star News: Reginald Warren
 Porterville Recorder: Homer Wood
 Radio Life (Los Angeles): H. H. Hataway
 Radio Time (Los Angeles): Ken Morgan, Vincent Vaughn
 Riverside Daily Press: Earl W. Porter
 Sacramento Bee: Ted Mandella
 Sacramento Union: Kirt MacBride
 San Bernardino Independent: Tom Wood
 San Diego Union & Tribune-Sun: Maury Savage
 San Francisco Call Bulletin: Bob Hall, Edward Romero, Tom Barca
 San Francisco Chronicle: Gale Anderton, Sanford Paganucci, Don Knight, Herb Caen
 San Francisco Examiner: Edward Murphy
 San Francisco Life: J. Clarence Myers
 San Francisco News: Emilia Hodell
 Universal Radio Features Syndicate (Santa Ana): Tom E. Danson
 San Jose Mercury Herald: Pearce Davies
 San Jose News: Jack Wright
 San Luis Obispo Telegram Tribune: J. R. Paulsen
 Santa Ana Independent: A. B. Barry, Vic Rowland
 Shopping News (Oakland-San Francisco): Tom Tyrell
 Stockton News Advertiser: Edward Williamson
 Stockton Record: Jack Bawden
 Turlock Times: Bob Whiteside
 Visalia Times-Delta: Click Relander
 Watsonville Register - Parjaronian & Sun: Frank Orr
 Whittier Reporter: Dick Crow

•
COLORADO

Denver Daily Record-Stockman: Willard Simms
 Denver Monitor: Carson Harris
 Denver Post: Betty Craig, Kenneth Chappelow, Joseph A. McNee, Melvin Rupp
 Rocky Mountain News (Denver): James Briggs, Mark Rousseau

•
CONNECTICUT

Bridgeport Post: Rocky Clark
 Bridgeport Sunday Herald: Leo Miller
 Bridgeport Time Star: Fred Thoms
 Bristol Press: Charles Murray McCarthy
 Connecticut Echo (New Haven): Carey Cronin, Michael J. Goode

Hartford Courant: Douglas B. Fellows, John Reitmeyer
 Hartford Times: Harold B. Waldo, Ward Duffy
 New Haven Register: John Day Jackson
 Stamford Advocate: Leonard Massell
 Waterbury Democrat: Jim Parker

•
DISTRICT OF COLUMBIA

Washington Herald & Times: Bill Frank
 Washington News: Fred Comstock
 Washington Post: Dick Coe
 Washington Star: John Stepp, William Coyle

•
FLORIDA

Bradenton Herald: Nyna Herald
 Daytona Beach Evening News: Rexetta Leonard
 Florida Times Union (Jacksonville): Frances Bridges
 Fort Lauderdale Daily News: W. B. Warnick, Jr.
 Fort Lauderdale Times: Walter Day
 Fort Myers News Press: Fran Daugherty
 Jacksonville Journal: Jim Massey, G. V. Sanders
 Lakeland Ledger: Harris Sims
 Miami Herald: Marion Stevens
 Miami News: Jimmie McLean
 Ocala Evening Star: Bert Dosh
 Ocala Morning Banner: Harris Powers
 Panama City News-Herald: Toni Veverka
 Panama City Pilot: Eddie Pierce
 Sarasota Herald Tribune: Bill Coe
 Southwest Floridian (Fort Myers): George Hosmer
 St. Augustine Record: Nina Hawkins
 St. Petersburg Independent: Bill Dunlap, Vivian Ahlsweh, Eric Parsons
 St. Petersburg Times: Ogden Sharpknack, Dan Hall
 Tampa Times: J. F. Smiley
 Tampa Tribune: Harry Schaden, Gordon Grant

•
GEORGIA

Albany Herald: Jimmy Robinson
 Albany Journal: John Crouch
 Atlanta Constitution: Howell Jones
 Atlanta Journal: Ernest Rogers
 Augusta Chronicle: Bob Parks
 Augusta Herald: Sam Moss
 Chattahoochee Valley Times (West Point): Floyd Tiller
 Columbus Free-Press: Frank Bunting
 Columbus Ledger: Ben Vig
 Dalton News: R. E. Hamilton

Hartwell Sun: **Louis Morris**
 Macon Broadcast: **Frank Young**
 Macon News-Telegraph: **Donald McDonald**
 Savannah Evening Press: **Kenneth Palmer**
 Savannah Morning News: **Percy Miller**
 Waycross Journal-Herald: **Jack Williams, Jr.**

•
IDAHO

Blackfoot Daily Bulletin: **John Rider**
 Boise Capital News: **Jewel Carpenter, Bill Wheeler**
 Caldwell News-Tribune: **Maurice Russell, Tom La Fonde**
 Idaho Daily Statesman (Boise): **Robert McDevitt**
 McCammon News, Downey Comet and Grace Herald: **R. N. Massie**
 Pocatello Shopper News: **Jim Rutherford**

•
ILLINOIS

Aurora Beacon News: **John A. Corkery**
 Aurora-Elgin Labor News: **Mr. Esnorff**
 Chicago Herald-American: **Lorraine Nystrom, Ulmer Turner**
 Chicago News: **Joseph Gorg**
 Chicago Times: **Don Foster, Paul Damai**
 Chicago Tribune: **Larry Wolters**
 Coles County Press (Mattoon): **Frank Dennings**
 Danville Commercial-News: **H. B. Keck**
 Decatur Herald & Review: **E. O. McCann**
 East St. Louis Journal: **Herbert Moore, Robert J. Boylan**
 Elgin Courier-News: **Richard L. Lea**
 Freeport Journal-Standard: **Grace L. Barnett**
 Harrisburg Daily Register: **Alta Givans**
 Illinois State Journal (Springfield): **Harry Moody**
 Joliet Herald News: **Mavis Wenzell**
 Marion Republican: **Homer Butler**
 Moline Dispatch: **Jack Thompson, Fred Klann**
 Movie-Radio Guide (Chicago): **Martin Lewis**
 Peoria Journal-Transcript: **R. M. Shepherdson**
 Peoria Star: **Golda Lauterbach, F. R. Oakley**
 Rockford Register-Republic & Star: **William R. Traum**
 Rock Island Argus: **Don Wright**
 Tuscola Review: **Gene Dillener**
 Waukegan News-Sun: **Ford Wilson**

•
INDIANA

Anderson Herald: **Bill Toner**
 Decatur Truth: **Arthur Holthouse**

The Clintonian (Clinton): **Beatrice Biggs**
 Elkhart Truth: **Dan Albrecht**
 Evansville Press & Courier: **John Bell, Theo Nadelstein, Clarence Kerlin**
 Fort Wayne Journal Gazette: **Chester Brouwer**
 Fort Wayne News-Sentinel: **Arthur Remmel**
 Gary Times: **L. B. Snowden**
 Goshen News-Democrat: **Herb Swartz**
 Hammond Times: **Paul Dennai**
 Indianapolis News: **Herbert Kenney, Jr.**
 Indianapolis Star: **Robert G. Tucker, C. L. Kern**
 Indianapolis Times: **James M. Thrasher, Tom Kennedy**
 Lafayette Journal-Courier: **Dick Greenwood**
 South Bend Tribune: **Ira Carpenter**
 The Spectator (Terre Haute): **R. Tuttle**
 Vincennes Post: **J. H. Rich**
 Vincennes Sun Commercial: **George Byers**

•
IOWA

Cedar Rapids Gazette: **Earl Rieke**
 Creston News-Advertiser: **W. E. Day**
 Davenport Daily Times: **Tom O'Hearn, Rose Tart**
 Davenport Democrat & Leader: **Ina Wickham**
 Decorah Journal: **Justin Hammond**
 Decorah-Posten: **Einar Lund**
 Des Moines Register & Tribune: **Mary Little**
 Dubuque Daily Tribune: **Carl Ochs**
 Mason City Globe-Gazette: **H. B. Hook**
 Ottumwa Daily Courier: **Jeannette B. Stein**
 Ottumwa Free Press: **Thomas Keefe, Jr.**
 Shenandoah Sentinel: **Paul Lange**
 Sioux City Journal: **John Carey**
 Sioux City Tribune: **John Kelly**
 Waterloo Courier: **Velva Davis**

•
KANSAS

Allen County News (Iola): **Milford C. Langley**
 Arma Record: **E. D. McElvain**
 Bronson Pilot: **Lawrence Moore**
 Coffeyville Journal: **Eleanor Kee**
 Coffeyville Leader: **Roy Benedict**
 Emporia Times: **May Clausen**
 Hutchinson News Herald: **Jack Harris**
 Kansas City Kansan: **C. E. Nohe, Ruth Kendall**
 Lawrence Journal: **Robert Busby, Doff Simons**
 Manhattan Mercury: **Fay Seaton**
 McPherson Daily Republican: **W. J. Krehbeil**
 Mulberry News: **Ernest Cattaneo**

Osborne County Farmer: **Charles E. Mann**
 Oswego Independent: **W. A. Blair**
 Pittsburg Advertiser: **A. C. Runyan**
 Salina Journal: **Roy Bailey**
 Topeka Capital: **E. D. Keilmann**
 Topeka State-Journal: **Eileen Reinhardt**
 Weir City Spectator: **Minnie A. Butler**
 Wichita Beacon: **S. A. Coleman**
 Wichita Eagle: **Randy Brown, Virgil Quinlisk**

•
KENTUCKY

Henderson Gleaner Journal: **Walker Smith**
 Kentucky New Era (Hopkinsville): **Dudley Taylor**
 Lexington Herald-Leader: **Richard Ferguson, Charles G. Dickerson**
 Louisville Journal-Courier & Times: **James Sheehy, Grady Clay**
 Owensboro Messenger & Inquirer; **LeRoy Woodward, John Potter**
 Park City Daily News (Bowling Green): **Alvis Temple**

•
LOUISIANA

Lafayette Advertiser-Gazette: **T. M. Calahan**
 New Orleans Item & Tribune: **Edith Ballard**
 New Orleans States & Times-Picayune: **Mercedes Mateu**
 Shreveport Journal: **Fred Currie**
 Shreveport Times: **R. K. Butcher, Pat White**

•
MAINE

Bangor Daily Commercial: **B. M. Havey**
 Bangor Daily News: **John O'Connell**
 Kennebec Journal (Augusta): **Ruth Fossett**
 Lewiston Sun-Journal: **Miss Mitchell**
 Le Massager (Lewiston): **Miss LeBlond**
 Portland Press-Herald & Evening Express: **Ruth Fossett, F. Erwin Cousins, Nathaniel E. Gordon**
 Portland Sunday Telegram: **Guy Sinclair, Hal Cram**
 Waterville Morning Sentinel: **Ruth Fossett**

•
MARYLAND

Baltimore News-Post & Sunday American: **J. Hammond Brown**
 Baltimore Evening Sun: **Harry Stewart**
 Baltimore Morning Sun: **E. J. Chapman**
 Baltimore Sunday Sun: **Harry Haller, Frances Hiss**
 Baltimore Home News: **Howard Burman**

Queen Annes Record (Centreville): **Al Simon (1540 Broadway, N. Y. C.)**
 Cumberland Guide: **Stanley Fields**

•
MASSACHUSETTS

Attleboro Sun: **Ethel MacDonald**
 Berkshire Evening Eagle (Pittsfield): **Kingsley Rex Fall**
 Boston American & Record & Advertiser: **Newcomb F. Thompson, Mr. O'Connell**
 Boston Globe: **Elizabeth L. Sullivan**
 Boston Herald-Traveler: **Alice Quinlan**
 Boston Post: **Howard Fitzpatrick**
 Boston Transcript: **Frederick W. Hobbs, Morris Hastings**
 Christian Science Monitor (Boston): **Albert Hughes**
 Dalton Village Press: **Frank W. Couch**
 Greenfield Union: **Graydon Spragg**
 Lawrence Eagle & Evening Tribune: **Sebastian Bartolotta**
 Lowell Courier-Citizen & Leader: **Ethel K. Billings**
 Lowell Leader: **Ethel K. Billings**
 Lowell Sun: **Charles G. Sampas**
 New Bedford Mercury: **Paul Williams**
 New Bedford Standard Times: **John Dakin, Jr.**
 Newburyport News: **W. E. Bartlett**
 Northfield Press: **William Hoehn**
 Springfield News & Republican: **Richard C. Fernald**
 Springfield Union: **Henry P. Lewis, Violet Tiffany**
 Taunton Gazette: **James N. Lincoln**
 Waltham Times: **Bill Canady**
 Worcester Telegram: **Joseph Dine**
 Worcester Sunday Telegram & Evening Gazette: **Frederick L. Rushton, Don Williams**

•
MICHIGAN

Battle Creek Enquirer & News: **Louis Sinclair**
 Bay City Democrat: **Al Simon (1540 Broadway, N. Y. C.)**
 Detroit Free Press: **Ruth Robinson, Frank Gill, Douglas Martin**
 Detroit News: **Herschell Hart, Kenneth Manuel**
 Detroit Times: **Wendell Parker, Pat Dennis, Maurie Walker**
 Detroit Times (Flint edition): **Jim Kauffmann**
 Flint News-Advertiser: **Irving Chimo-vitz**
 Flint Journal: **Dave Hoff**
 Grand Rapids Press: **George Zarafonetic**
 Grand Rapids Herald: **Tom Molloy**

Shopping News (Grand Rapids): **Gordon Grill**
 Grand Rapids Press: **Evelyn Husen**
 Ironwood Times: **H. O. Somryson**
 Lansing State Journal: **Jerry Root**
 Muskegon Chronicle: **William Bowles**
 Royal Oak Tribune: **Floyd Miller**
 Saginaw News: **Leslie Wahl**

•
MINNESOTA

Duluth News-Tribune & Herald: **Nathan Cohen, Jim Watts**
 Eveleth Clarion: **Eddie Coen**
 Minneapolis Star-Journal: **George Grim, Elliot Tarbell, Jean Huck**
 Minneapolis Tribune: **Phil Shipley, E. A. Ahlstrom, A. C. Cartright, Katherine Reiter**
 Moorhead News: **Ed Eastman**
 Rochester Shoppers' News: **Frances Ferguson**
 St. Paul Dispatch & Pioneer Press: **Jules Steele, Oakes Miller, C. T. Peterson, Arnold Niemeyer**
 Willmar Daily Tribune: **O. B. Auguston**
 Winona Republican-Herald: **Gordon Closway**

•
MISSISSIPPI

Columbus Commercial Dispatch: **Birney Imes, Sr.**
 Greenwood Commonwealth: **Bob Upshur**
 Jackson Advertiser: **Charles R. G. Schimpf**
 Sunmit Sun: **Charles W. McGehee**

•
MISSOURI

Cassville Democrat: **John P. Ray**
 Columbia Missourian: **E. A. Soderstrom**
 Jefferson City News & Tribune: **Robert Baker**
 Kansas City Journal: **Dorothy Milo, Mary Hamam, Bob Locke**
 Kansas City Star: **H. Dean Fitzer, V. S. Batten**
 Lamar Leader: **R. B. Dool**
 Nevada (Mo.) News: **Paul W. Yancey**
 North Side Community News (St. Louis): **H. E. Huneke**
 Southside Journal (St. Louis): **Frank Bick**
 Southwest City Republic: **Joe Taylor**
 Springfield Newspapers, Inc.: **James Billings**
 St. Joseph News-Press: **Prentis Mooney**
 St. Louis Catholic: **David Dunne**
 St. Louis County Leader (Clayton): **F. Cain**

St. Louis Globe-Democrat: **Harry La Mertha**
 St. Louis Post-Dispatch: **James L. Spencer**
 St. Louis Star-Times: **Dave Fredericks, Harriet Hagen**
 Webster Groves News-Times: **R. W. Behmeyer**
 Wellston Journal (St. Louis): **Arthur Donnelly**

•
MONTANA

Great Falls Tribune: **Lou Siniff**
 Western News (Hamilton): **Miles Romney, Jr.**
 Wolf Point Herald-News: **Fran Dolan**

•
NEBRASKA

The Nonpareil (Council Bluffs): **Louise Doty**
 Fremont Tribune: **Lynn Fenstermacher**
 Lincoln Star & Journal: **Bruce Nicoll**
 Norfolk Daily News: **Art Thomas**
 Omaha World-Herald: **Keith Wilson**

•
NEW HAMPSHIRE

Concord Monitor: **R. H. Keeler**
 Laconia Evening Citizen: **Elwin Twombly**
 Manchester Union: **Bill Thornton**
 Somersworth Free Press: **Al Simon (1540 Broadway, N. Y. C.)**

•
NEW JERSEY

Asbury Park Press: **Miss Adams**
 Atlantic City Press & Union: **Howard P. Dimon**
 Bayonne Facts: **Don Marshall**
 Bound Brook Chronicle News: **Irving J. Reimers**
 Camden Argus: **William H. Jeffries**
 Camden Courier-Post: **Marian Gibson**
 South Jersey News (Camden): **Lawrence Casey**
 East Orange Courier: **Stan Coe**
 Jersey Observer (Hoboken): **Hannah Sullivan**
 Jersey Journal (Jersey City): **C. J. Ingram**
 Long Branch Daily Record: **Houston Brown**
 Newark Evening News: **Hubert R. Ede**
 Newark Star-Ledger: **Jack Shafer**
 Newark Sunday Call: **Albert Edwin Sonn**
 New Brunswick Home News: **Will Baltin**
 Paterson Morning Call: **Seymour Greenwald**
 Plainfield Courier News: **Kenneth White**

Red Bank Daily Standard: **John Barberio, Sid Wain**
 Red Bank Register: **Thomas Brown**
 Somerville Messenger Gazette: **G. Wallace Conover**

•
NEW MEXICO

Albuquerque Journal: **Paul Weeks**
 Albuquerque Tribune: **Janet Kromer**
 Duke City News (Albuquerque): **Giles E. Wright**
 Radio Waves (Santa Fe): **J. F. Pichler**

•
NEW YORK

Albany Times Union: **Douglas Dahm**
 Binghamton Sun: **Letitia Lyon**
 Batavia News: **B. J. Brown**
 Brooklyn Eagle: **Jo Ranson**
 Brooklyn Tablet: **Pat Scanlon**
 Buffalo Courier-Express: **Don Tranter**
 Buffalo News: **Joseph Betzer, Joseph Haeffner**
 Canton Commercial Advertiser: **Gerald Fitzgerald**
 Canton Plain Dealer: **Atwood Manley**
 Elmira Advertiser: **Charles Barber**
 Elmira Star Gazette: **George McCann**
 Elmira Sunday Telegram: **Ed Van Dyke**
 Ithaca Journal: **Lou Pickering**
 Jamestown Evening Journal: **Alfred Hill**
 Jamestown Post: **Harold Swanson**
 Long Island Reporter (Queens): **Ernest Kraemer**
 Middletown Times-Herald: **Raymond J. Dulye**
 Newburgh News: **Wesley McGinn**
 Associated Press (New York City): **Charles Butterfield**
 Hudson Falls Record: **Al Simon (1540 Broadway, N. Y. C.)**
 Jewish Day (New York City): **Samuel Landau**
 Motion Picture Daily (New York City): **Ed Greif**
 New York Enquirer: **Paul Benson**
 New York Herald Tribune: **H. T. Rowe**
 New York Journal-American: **Tom Brooks**
 New York Mirror: **Nick Kenny**
 New York Morning Telegraph: **Mel Spiegel**
 New York News: **Ben Gross, Sid Shalit**
 New York Post: **Leonard Carlton**
 New York Sun: **E. L. Bragdon**
 New York Times: **T. R. Kennedy, Jr.**
 New York World Telegram: **Alton Cook**
 P M (New York City): **John McManus**

Radio Guide (New York City): **Wilson Brown**
 The Billboard: **Paul Ackerman**
 The Chief (New York City): **Sylvester Point**
 United Press (New York City): **Webb Artz**
 Variety (New York City): **Bob Landry**
 Niagara Falls Gazette: **Bill Boles**
 North Shore News (Queens): **Pete Dahlen**
 Ogdensburg Journal: **Charles Cantwell**
 Olean Times-Herald: **Arthur Wakelee**
 Plattsburgh Press: **William Lynch**
 Plattsburgh Republican: **T. M. Farrell**
 Poughkeepsie Sunday Courier: **Ruth M. Shafer**
 Poughkeepsie Times-Herald & Evening Star: **Oscar Junggren**
 Queens Evening News (Jamaica, L. I.): **Larry Doyle**
 Rochester Democrat, Chronicle & Times Union: **Donald Yerger**
 Rochester Abendpost: **H. Stoll**
 Rochester Sun: **Orville H. Allen**
 Schenectady Gazette: **John Hume**
 Schenectady Union-Star: **Al Dorn, Douglas Fowler**
 Syracuse Herald-Journal: **Karel Vander Veer, Robert Hoffman**
 Syracuse Post-Standard: **Jack Baker, John Grimes, Estella Hilligus**
 Syracuse Press: **Louis Kosloff, Don Rich**
 Troy Times: **Albert De Mers**
 Utica Observer-Dispatch & Press: **W. T. McGurty**
 Watertown Times: **Harold Johnson**
 Yonkers Herald Statesman: **Jack De Simone**

•
NORTH CAROLINA

Asheville Advertiser: **Walter Goan**
 Durham Morning Herald: **Fred Haney**
 Durham Sun: **Wyatt Dixon**
 Elizabeth City Independent: **George W. Haskett**
 Franklinton Post: **Tex Davis**
 Goldsboro Herald: **Robert Conroy**
 Greenville News Leader: **David W. Mosier**
 Greenville Reflector: **David J. Wichard**
 Hickory Record: **Mary E. Willis**
 Kannapolis Independent: **J. Moore**
 Mocksville Enterprise: **Ollie McQuage**
 Rocky Mount Telegram: **Vernon Secriest**
 Salisbury Evening Post: **John Hardin, Ralph Roberts**
 Statesville Record: **Al Simon (1540 Broadway, N. Y. C.)**
 Twin City Sentinel (Winston-Salem): **Stu Rabb**

Wilmington Post: **Charles West**
 Wilson Daily Times: **John Thomas**
 Winston-Salem Journal: **Stu Rabb**

•

NORTH DAKOTA

Bismarck Capital: **Charles Goodwin**
 Bismarck Tribune: **William Moeller**
 Fargo Forum: **Roy Johnson**
 Jamestown Reminder: **Don Davis**
 Jamestown Sun: **Urb Muenz**
 Mandan Daily Pioneer: **Forrest Edwards**
 Peoples' Opinion (Valley City): **I. J. Moe**
 Shoppers' Guide (Fargo): **Bill Walker**
 Stutsman County Record (Jamestown):
Eva Plunkett
 Valley City Times-Record: **Phil Marks**

•

OHIO

Akron Beacon Journal: **Dorothy Doran**
 Ashtabula Star Beacon: **Jack Gotshall**
 Canton Repository: **Clifford Grass**
 Cincinnati Enquirer: **Andrew Foppe**
 Cincinnati Post: **Paul Kennedy**
 Cincinnati Times-Star: **France Raine**
 Cleveland Plain Dealer: **Robert S. Stephen**
 Cleveland Press: **Norman Siegel**
 Cleveland News: **Elmore Bacon**
 Columbus Citizen: **Norman Nadel**
 Columbus Dispatch: **Grant Dillman**
 Ohio State Journal (Columbus): **Harold Eckert**
 Conneaut New Herald: **James Mohan**
 Dayton Journal-Herald: **Bob Maltby, Bob Cuiutte, A. S. Kany**
 Dayton News: **Chuck Gay**
 Geneva Free Press: **C. A. Bonsor**
 Johnstown Independent: **Harold M. Manning**
 Lima News: **Richard F. Moffat**
 Marion Star: **Robert Byrd**
 Middletown Journal: **Paul J. Day**
 Painesville Telegraph: **Harold Johnson**
 Portsmouth Times: **Carl Hess**
 Salem News: **Ray L. Dean**
 Springfield News: **Richard Walvert**
 Springfield Sun: **Justin Henley**
 Steubenville Herald Star: **Oral Flug**
 Toledo Blade: **Richard Pheatt**
 Toledo Times: **Chester Morton, Mitch Woodbury**
 Washington Record-Herald: **Christine Surtzer**
 Xenia Gazette: **Mildred Mason**
 Youngstown Vindicator: **Caroline MacDonald**
 Zanesville News: **Don Wiseman**

OKLAHOMA

Ada Evening News: **Paul Hughes**
 Enid News-Eagle: **Harold Baker**
 Norman Transcript: **Ida Sloan**
 Oklahoma City Oklahoman & Times:
Marshall Moore
 Shawnee Evening Star: **Jack Spencer**
 Shawnee Morning News: **Harold Humphrey**
 Radio Topics (Tulsa): **Glenn Condon**
 Tulsa Tribune: **Bill Stevens**
 Tulsa World: **Lee Earhart, Harry La Ferte**

•

OREGON

Albany Democrat-Herald: **Walter Coover**
 Bend Bulletin: **Jim Brenton**
 Coos Bay Times (Marshfield): **Red Hornish**
 Eugene Morning News: **Arthur Prioux**
 Eugene Register Guard: **William Tugman**
 Grants Pass Courier: **A. E. Voorhies**
 Kelso Publishing Co.: **Carlton Moore**
 Portland Journal: **Lawrence Gilbertson**
 Portland Oregonian: **William Moyes**

•

PENNSYLVANIA

Altoona Mirror: **Jack M. Rickabaugh**
 Allentown Call-Chronicle: **Russ Worman**
 Connellsville Courier: **James Driscoll, Jr.**
 Donora Herald-American: **Russell Isminger**
 Erie Dispatch-Herald: **C. B. Hollinger, A. J. White**
 Erie Daily Times: **Charles Wells**
 Franklin News-Herald: **Robert Davis, H. Jeanne Johnston**
 Homestead Messenger: **Ida Ahlberg**
 Johnstown Democrat: **John Sheridan**
 Johnstown Tribune: **Harry E. Hesselbein**
 Latrobe Bulletin: **William S. Robbins**
 Nanticoke Daily Press: **Al Simon (1540 Broadway, N. Y. C.)**
 North East (Pa.) Breeze: **Forest Hopkins**
 Olyphant Gazette: **Joseph F. Sroka**
 Philadelphia Bulletin: **Elmer Cull**
 Philadelphia Inquirer: **Frank Rosen**
 Philadelphia News: **Raymond Gathrid**
 Philadelphia Public Ledger: **George Opp**
 Philadelphia Record: **George Lilley**
 Pittsburgh Post-Gazette: **Vincent Johnson**
 Pittsburgh Press: **Si Steinhauser**
 Pittsburgh Sun-Telegraph: **Sam Kennedy**

• • • **RADIO EDITORS AND WRITERS** • • •

Radio Press (Philadelphia): Norman Jay
Scranton Scrantonian-Tribune: Alex
Thomson

Sharon Herald: Harold Polonus
Sunbury Daily-Item: Reg Meraiden
Uniontown Evening Genius: Phil Con-
nelly

Uniontown Morning Herald: James Chi-
dester

Uniontown News Standard: George Gray
Wilkes-Barre Sunday Independent: Paul
J. Walker

Wilkes-Barre Record: Fred Johnson, Jo-
seph Collis

Wilkes-Barre Times-Leader: Joseph Mur-
phy

Williamsport Gazette & Bulletin: Quen-
tin Beauge

Williamsport Sun: Mark Good

•
RHODE ISLAND

Newport Herald: Frances Flannery

Newport News: Clifton Holman

Pawtucket Times: Frank Healy

Providence Journal & Bulletin: Ben Kap-
lan

•
SOUTH CAROLINA

Anderson Independent: S. A. Hall

Anderson Daily Mail: J. B. Hall

Belton News: Mr. Coward

Charleston News & Courier: T. R. War-
ing

Charleston Evening Post: Manning Rubin

Columbia Record: Caldwell Withers, G.
R. Buchannan

Columbia State: S. L. Latimer

Florence Morning News: Roy Graham

Florence Evening Star: J. A. Zeigler

Greenville News & Piedmont: James
Dawson, Glenn Adams

Spartanburg Herald & Journal: Don
West, S. S. Wallace

•
SOUTH DAKOTA

Brookings Register: C. H. J. Mitchell

Pierre Capital-Journal: Charles D. An-
derson

Rapid City Graph-Ad: Carl Holmgren

Yankton Press & Dakotan: Fred H. Mon-
fore

•
TENNESSEE

Chattanooga News-Free Press: Ralph
Sanders

Chattanooga Evening Times: Warner
Ray

Jackson Sun: James Elliott

Johnson City Press-Chronicle: Carl
Jones, Jr.

Johnson City Times: James Quillan

Kingsport Times: Frank Rule

Knoxville Journal: Frank Larkin

Knoxville News-Sentinel: Glenn McNeil,
Dick Golden

Memphis Commercial Appeal: Robert
Gray

Memphis Press-Scimitar: Robert John-
son

Nashville Tennessean: Robert M. Seals

Nashville Banner: Milton Randolph

•
TEXAS

Abilene Reporter-News: Wendell Bedi-
chek, Bruce Francis

Amarillo Globe & News: Wes Izzard,
Dick Martin

Amarillo Times: Howard Arnberg,
George May

Austin Tribune: Ray Brown, John Bab-
cock

Austin American-Statesman: Bill Weeg,
Ruth Lewis

Beaumont Enterprise: Merita Mills

Beaumont Journal: Eva Feinberg

Big Spring Herald: Bob Whipkey

Corpus Christi Chronicle: W. J. Light

Dallas Journal: Bill Fisher

Dallas News: Victor Davis, Fairfax Nes-
bitt

Dallas Times-Herald: Douglas Hawley

El Paso Herald-Post: R. A. Michael

El Paso Times: Ray Stover

El Continental (El Paso): Glenn F. Nich-
ols

Fort Worth Press: Morris Boykin

Fort Worth Star-Telegram: Bill Potts,
Thane Engle

Houston Chronicle: Mildred Stockard

Houston Post: Lois Cain

Houston Press: Tony Trapolino

Lamar County Echo (Paris): Lon Boyn-
ton

Midland Reporter-Telegram: Kathleen
Eiland

News-Foto (San Angelo): Bob Reed

Odessa American: Mabel Bishop Kimball

Pampa News: Tex DeWeese

Pampa Press: Helen Montgomery

Paris News: Dub Furey

Port Arthur News: Grace Foote

San Angelo Standard Times: Dean Che-
noweth

San Antonio Express: **A. W. Grant, Ed Spill**
 San Antonio Light: **Renwicke Carey**
 San Antonio News: **Mary Louise Walliser**
 San Saba News: **N. W. Trussell**
 Sherman Daily Democrat: **W. E. Adkins**
 Temple Daily Telegram: **C. Gresham**
 Texarkana Gazette & News: **J. Q. Mahaffey**
 Tyler Courier-Times: **T. Call**
 Vernon Daily Record: **R. H. Nichols, W. D. Dixon**
 Victoria Advocate: **Chester Evans**
 Wichita Falls Daily Times: **Louis T. Hamlett**

•
UTAH

Iron County Record (Cedar City): **Morgan Rollo**
 Ogden Standard Examiner: **Ethel G. Clark**
 Provo Daily Herald: **Ernest Rassmussen**

•
VERMONT

Burlington Daily News: **Gilbert Hammond**
 Waterbury Record: **Bill Picker**

•
VIRGINIA

Bristol Herald Courier: **Bob Loving**
 Newport News Daily Press: **Lewis T. Jester**
 Newport News Times-Herald: **William M. Harrison**
 Norfolk Ledger Dispatch: **Charles Hoofnagle**
 Norfolk News-Index: **W. E. Debnam**
 Norfolk Virginian-Pilot: **C. Philip Donnell**
 Petersburg Progress-Index: **Herb Turner**
 Richmond News-Leader: **Elizabeth C. Norfleet**
 Richmond Times-Dispatch: **James Birchfield, Norman Rowe**
 Roanoke Times: **William Atkinson**
 Roanoke World-News: **C. B. Thornton**
 Suffolk News Herald: **W. H. Harry**

•
WASHINGTON

Aberdeen World: **Kenneth Schell**
 Associated Country Newspapers (Spokane): **Margaret Porter**
 Bremerton Daily News Searchlight: **Myra Spencer**

Centralia Chronicle: **Ray Edinger**
 Chehalis Advocate: **Chapin Foster**
 Clark County Sun (Vancouver): **Marion Sexton**
 Grays Harbor Washingtonian (Hoquiam): **Murray Morgan**
 Inland Empire News (Spokane): **Sherman Blake**
 Longview Daily News: **Mary Kerr**
 Metropolitan Record (Spokane): **Leo Secord**
 Radio Review (Seattle): **Nick Hughes**
 Raymond Advertiser: **W. A. Kennedy**
 Seattle Post-Intelligencer: **Eddie Mitchell, Paul Tieche**
 Seattle Star: **John Randolph Smith, Randy Scott**
 Seattle Times: **Robert Heilman**
 Spokane Daily Chronicle: **Wafford Conrad**
 Spokane Spokesman-Review: **Byron Johnsrud**
 Tacoma News Tribune: **Chas. B. Welch, Elmer Voegle, Jerry Warden**
 Tacoma Times: **Joseph Mitchell**
 Twin City News (Stanwood): **Raymond Horn**
 Vancouver Columbian: **Elena Sbedico**
 Walla Walla Union Bulletin: **H. Sherman Mitchell, R. W. Fisher**
 Zillah Mirror: **John Roberts**

•
WEST VIRGINIA

Beckley Independent Observer: **Norman Stoken**
 Bluefield Daily Telegraph: **Bill Blake**
 Charleston Mail: **Mr. Absolom**
 Charleston Gazette: **Major Beane**
 Clarksburg Exponent: **George Clark**
 Clarksburg Telegram: **Frank Carpenter**
 Huntington Herald, Advertiser & Dispatch: **H. R. Pinckard, Jim Haworth, Gene Brown, William C. Esther**
 Logan Banner: **Charlie Hilton**
 Logan County News: **Judy Boone**
 Williamson Mingo Republican: **Frank Sohn**

•
WISCONSIN

Janesville Gazette: **Ann Tenny**
 Kenosha Evening News **Evelyn M. Johnston**
 Madison Capital Times: **K. F. Schmitt**
 Wisconsin State Journal (Madison): **William L. Doudna**
 Madison Daily Cardinal: **Lyman Nordhoff**
 Menominee Herald-Leader: **Gene Worth**

Merrill Herald: W. B. Chilsen
 Milwaukee Journal: Edgar Thompson
 Milwaukee Evening Post: Elmer Krahn,
 A. C. Tews
 Milwaukee Sentinel: Buck Herzog
 Mosinee Times: F. F. Schweinler
 Racine Journal-Times: Paul Fry
 Shorewood Herald (Milwaukee): Mr.
 Murphy

•
WYOMING

Wyoming Eagle (Cheyenne): Irene Buhl
 Wisconsin Rapids Tribune: James M.
 Felker
 Wyoming Tribune (Cheyenne): Louis
 Phillips

•
ALASKA

Fairbanks Daily News-Miner: Georg
 Nelsson Meyers

•
TERRITORY OF HAWAII

Hilo Tribune Herald: Ken Beyerley
 Honolulu Star-Bulletin: Paul Findeisen
 Maui News (Wailuku): Ez Crane, Jr.,
 Bob Chatterton

•
ALBERTA

Cardston News: Jean Burton
 Edmonton Bulletin: Jack Deprese
 Edmonton Journal: Gordon MacCallum
 MacLeod Gazette: H. T. Halliwell
 Radio Flashes (Edmonton): H. G. Tur-
 ner
 The Mike (Grand Prairie): Gordon Cum-
 mings

•
BRITISH COLUMBIA

Vancouver News-Herald: Ralph Daly
 Vancouver Province: Helen Walls
 Vancouver Sun: William Newell, Ronald
 Rose
 Victoria Daily Colonist: B. Fletcher
 Victoria Times: N. Loudon

•
MANITOBA

Flin Flon Miner: Lois Avery
 Flin Flon Times: Chris Thortensten
 Winnipeg Free Press: Peter B. Whittall
 Winnipeg Tribune: Denny Brown

NEW BRUNSWICK

Campbellton Graphic: Al Anslow
 Campbellton Tribune: Harold Crockett
 Dalhousie News: George Christie
 St. John Telegraph Journal & Times-
 Globe: Christine A. Fewings

•
ONTARIO

Clinton News-Record: G. E. Hall
 Dial Radio Magazine (Timmins): Dennis
 Braithwaite
 Hamilton Spectator: Miss Brown
 London Free Press: L. N. Bronson
 Kincardine News: Arthur Rogers
 Ottawa Citizen: C. Milne
 Ottawa Journal: M. Taschereau
 Le Droit (Ottawa): Y. Beriau
 Owen Sound Sun-Times: M. Dulmadge
 St. Catherine Standard: Don Smith
 Seaforth Huron Expositor: A. Y. McLean
 Stratford Beacon-Harald: T. J. Dolan,
 Miss L. W. Gibson
 Sudbury Star: Bill Valentine
 Teeswater News: V. A. Statia
 The Echo (London): Harry G. Link
 Timmins Press: Jack Marks
 Toronto Globe & Mail: Charles Jenkins
 Toronto Star: Louis Chambers, Jr., J.
 Annan
 Toronto Telegram: James Hunter

•
QUEBEC

La Patrie (Montreal): M. Carbonneau
 La Presse (Montreal): Jean Desnechard
 La Voix Populaire (Val D'Or): Lucien
 Godin
 L'Illustration (Montreal): Marc Thi-
 beault
 L'Action Catholique (Quebec): Jean-
 Thomas Perron
 Le Soleil & L'Evenement (Quebec): Re-
 naude Lapointe, Jean Louis Gagnon,
 Germaine Bundock
 Montreal Gazette: Thomas Archer
 Montreal Herald: Owen Shannon
 Montreal Standard: T. C. Gannon
 Montreal Star: R. Haviland
 Val D'Or Star: Earl Beattie

•
SASKATCHEWAN

Moose Jaw Times-Herald: Vic Mackie
 Regina Post-Leader: Gaston J. Johnson
 Western Spotlight (Moose Jaw): Mac
 McBride

PUBLICATIONS

Covering the Field of Radio

TRADE—FAN—TECHNICAL—GENERAL

The Advertiser

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

Advertising Age

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

Advertising & Selling

MONTHLY. 9 E. 38th St., New York, N. Y. Phone, CAledonia 5-9770. Published by Robbins Publishing Co. President, J. H. Moore; Editor, F. C. Kendall; Advertising Manager, Robert G. Allison. BRANCH OFFICES: 1328 Peoples Gas Bldg., Chicago, Ill., Harry Hoole, Western Adv. Mgr.; 714 West 10th St., Los Angeles, Calif., Ned Brydone-Jack, Representative; 161 Spring St., N.W., Atlanta, Ga., A. D. Van Allen, Southern Representative. Limited largely to interpretation of major trends in the operation of radio advertising from point of view

of network, agency, and sponsor. Major personnel changes and network time sales are reported periodically. Emphasis in all coverage of radio activity is on pictorial elements involved.

Air Law Review

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

Bell Laboratories Record

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

Bell System Technical Journal

QUARTERLY. 195 Broadway, New York, N. Y. Phone, EXchange 3-9800. Publisher, American Telephone & Telegraph Co. Editor, R. W. King. Scientific discussions of developments in wire and radio-telephony, telegraphy, television and broadcasting facilities.

Bell Telephone Quarterly

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

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NEW YORK CITY

The Billboard

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

Boxoffice

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

Broadcasting—Broadcast Advertising

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

Broadcast News

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

Business Promotion

MONTHLY. Merchandise Mart, Chicago, Ill. Phone, Whitehall 6614. Publisher, Henry G. Bunting; Advertising Manager, Van Asmus Bunting; Promotion Manager, R. J. Christopher; Radio Editor, A. C. Tisdahl. BRANCH OFFICE: 130 West 42nd St., New York, N. Y. Phone, LONgacre 3-4684. Business Promotion publishes information concerning all premium, prize and adver-

tising-gift offers on the radio. Readers are sales promoters and all users of premiums and gifts as sales promotional material.

Canadian Advertising

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

Commercial Broadcasting

FORTNIGHTLY. 146 Foveaux St., Sydney, Australia. Phone, FL 3054. News Editor, L. Lippman; Managing Editor, Oswald F. Mingay; Advertising Representative, Hugh Travenner; Technical Editor, J. R. Edwards. BRANCH OFFICE: R. W. Pfeil, 239 Collins St., Melbourne, Victoria. A trade newspaper relating to commercial broadcasting and of particular interest to, and circulating among national advertisers, station advertisers, advertising agents and broadcasting stations in Australia.

Commercial Broadcasting Rate Book

SEMI-ANNUALLY. 146 Foveaux St., Sydney, Australia. Phone, FL 3054. Managing Editor, Oswald F. Mingay; Editor, Leo Lippman; Advertising, Hugh Travenner. BRANCH OFFICE: 239 Collins St., Melbourne, Victoria. Phone, Central 442 Commercial Broadcasting Rate Book is published in January and July and contains the rate cards of all Australian and New Zealand commercial broadcasting stations.

Commercial Broadcasting Yearbook of Australia

YEARLY. 146 Foveaux St., Sydney, Australia. Phone, FL 3054. Managing Editor, Oswald F. Mingay. Editor, Leo Lippman; Advertising, Hugh Travenner. BRANCH OFFICE: R. W. Pfeil, 239 Collins St., Melbourne, Victoria. Commercial Broadcasting Yearbook contains prac-

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GARFIELD BLDG.

SAN FRANCISCO
RUSS BLDG.

tically all the information required by those interested in Australian broadcasting for reference purposes.

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Communications

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

Down Beat

TWICE MONTHLY. 608 S. Dearborn St., Chicago, Ill. Phone, Harrison 5540. President and Editor, Glenn Burrs; Business Manager and Secretary-Treasurer, Carl Cons; Advertising Manager, Tom Herrick; Auditor, R. V. Peters; Circulation Manager, Scott Payne. **BRANCH OFFICES:** Wellington Hotel, New York, N. Y., Ed Flynn; 1417 Georgia St., Los Angeles, Calif., Charles Emge. Down Beat publishes music news on a national basis covering professional and amateur musicians, radio and recording.

•

Editor and Publisher

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

•

Education by Radio

QUARTERLY. One Madison Ave., New York, N. Y. Phone, CAledonia 5-6965. Publisher, National Committee on Education by Radio; Editor, S. Howard Evans. This publication is edited in line with the purposes of the National Com-

mittee on Education by Radio, which acts as a spokesman for organized education, aiding and encouraging non-commercial educational stations and promoting cooperation between educators and commercial broadcasters. It is one of the means by which the committee acts as a clearing house for information about education by radio.

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Electrical Communication

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

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Electrical Digest

MONTHLY. 137 Wellington St., West, Toronto, Ont., Canada. Phone, Adelaide 1860. Publisher, Muir Publications; Editor, J. Murray Muir; Assistant Editor, J. D. Welsh. Electrical Digest presents digests of leading articles on developments and progress in all electrical fields, including radio and communications. Content is edited from a technical standpoint for the benefit of electrical engineers and executives.

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Electronics

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-0700. Publisher, McGraw-Hill Publishing Co.; Editor, Keith Henney; Managing Editor, Donald G. Fink; Assoc. Editor, Beverley Dudley; Assistant Editor, Craig Walsh; Chicago Correspondent, Branch Office; Los Angeles Correspondent, Branch Office; Business Manager, H. W. Mateer; Sales Manager, Wallace B. Blood. Branch Offices: 520 North Michigan Ave., Chicago, Ill., Charles Wardner; 1510 Hanna Bldg., Cleveland, Ohio, Leonard P. Canty; 16 South Broad St., Philadelphia, Pa., Frank Coyle; 883 Mission St., San Francisco, Cal., R. N. Phelan; 1105 Rhodes-Haverty Bldg., Atlanta, Ga., Ralph Maultsby. A magazine for executives, engineers and operations men in radio, communication including facsimile and television, industrial applications in the electronic fields—Design—Engineering—Manufacture.

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Federal Communications Bar Journal

MONTHLY. C/o Percy H. Russell, Jr., 914 National Press Bldg., Washington, D. C. Publisher, Federal Communi-

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cations Bar Association; Editor-in-Chief, Percy H. Russell, Jr.; Associate Editors: Alan B. David, Stephen H. Fletcher, Frank U. Fletcher, Maurice M. Jansky, Joseph E. Keller, John W. Kendall, Harry P. Warner, Joseph F. Zias. This publication is a house organ for the Federal Communications Bar Association and contains news and information concerning the legal activities of the FCC as well as other radio legislative material.

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Film Daily

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

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FREC Service Bulletin

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

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General Radio Experimenter

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

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Heinl Radio News Service

2400 California St., Washington, D. C. Phone, Hobart 2400. Publisher, Robert D. Heinl; Editor, Robert D. Heinl. There are two services, one of which goes twice each week to a number of newspapers; the other going to various radio station subscribers.

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Hollywood Reporter

DAILY (Five days weekly). 6715 Sunset Boulevard, Hollywood, Cal. Phone,

Hillside 7411. Editor and Publisher, W. R. Wilkerson; Managing Editor, Frank Pope; Business Manager, A. J. Oliver; Assistant to Publisher, George Kennedy; Manager of New York Office, Jack Harrison; Radio Editor, Charles Spangler. BRANCH OFFICES: 229 West 42nd St., New York, N. Y., Manager, Jack Harrison, Phone, WISconsin 7-2470; 540 No. Michigan Ave., Chicago, Ill.; 2, Deaneery Mews, Park Lane W. 1, London, England; Erzebet Korut 7, Budapest; Gratte Ciel, Antwerp; Pelayo 1, Barcelona; Kungsgatan 28. Stockholm; 198 Pitt St., Sydney; San Martin 501, Buenos Aires. A publication devoted to the Motion Picture industry, its allies, and radio.

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Industrial Marketing

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

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International Short Wave Radio

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

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Listeners Digest (Scribner's Commentator Magazine)

MONTHLY. 654 Madison Ave., New York, N. Y. Phone, REpublic 4-4280. Editor and President, George T. Eggleston; Managing Editor, Biron Getze; Associate Editor, Edward T. Majeski; Radio Editor, George M. Moffett, Jr.; Editorial Assistant, Margaret Dreeland. Listeners Digest is a section (nearly half) of Scribner's Commentator. Editorial content consists of what the editors consider the best programs on the air, including speeches, dramas, scientific studies, humor and a selection of short quotations.

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Marketing

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

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The Magazine of Modern Marketing, 420 Lexington Ave., New York

Markets of America

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

Metronome

MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Publisher, Metronome Corp. Editors, Richard B. Gilbert and George Simon; Chicago Correspondent, M. W. Hall; Hollywood Correspondent, Jack Hirshberg; Pittsburgh Correspondent, Sid Dickler; Miami Correspondent, Mickey Cherep. This publication is a trade journal in the field of popular music, giving world coverage on news of the dance band and popular music fields, radio, band and record reviews, interviews, gossip and personality stories, domestic band routes, instruction departments conducted by leading exponents of the various dance band instruments.

Motion Picture Daily

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

Movie-Radio Guide

WEEKLY. 731 Plymouth Court, Chicago, Ill. Phone, Wabash 5050. Publisher, M. L. Annenberg; General Manager, Ed. Zoty; Editor, Curtis Mitchell; Associate Editor, Martin Lewis; Advertising Manager, Harry Hayden; Western Editor, Evans Plummer; Eastern Editor, Wilson Brown; Circulation Manager, Gilbert Keene. BRANCH OFFICES: 551 Fifth Ave., New York, N. Y., Phone, Murray Hill 2-4690; 9059 Sunset Blvd., Hollywood, Calif. Movie-Radio Guide is

a fan publication printed in 18 sectional editions covering the entire United States and Canada. It contains program schedules of all important stations in each area for the week in advance; news and gossip stories and pictures of movie and radio artists; reviews, etc.

Moving Merchandise

(Successor to Modern Advertising)

MONTHLY. 137 Wellington St., West, Toronto, Ont., Canada. Phone, WAverly 2711. Publisher, Charlton-Wrigley, Ltd.; Editor, D. E. A. Charlton; Business Manager, G. B. Wrigley. This publication is devoted to the improved selling of consumer goods and contains a special department, "Broadcast Promotion," which reports activities of radio stations and radio programs in Canada.

Music Trade Review

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

The Music Trades

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

Musical Advance

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

Musical America

TWENTY TIMES YEARLY. 113 West 57th St., New York, N. Y. Phone, Circle 7-0522. Publisher, John F. Majeski; Editor, Oscar Thompson; Advertising Manager, M. A. Swaab. BRANCH

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