

Al Paul Lefton Co., Inc.	Vanderbilt	6-4340
Lennen & Mitchell, Inc.	Murray Hill	2-9170
Marschalk & Pratt, Co.	Vanderbilt	6-2022
J. M. Mathes, Inc.	Lexington	2-7450
McCann-Erickson, Inc.	Circle	5-7000
McKee & Albright, Inc.	Columbus	5-2058
Maxon, Inc.	Eldorado	5-2930
C. L. Miller Co.	Murray Hill	2-1010
Emil Mogul Co., Inc.	Columbus	5-2482
Morse International, Inc.	Murray Hill	7-7200
Newell-Emmett Co.	Murray Hill	3-4900
Peck Advertising Agency, Inc.	Plaza	3-0900
Pedlar & Ryan, Inc.	Plaza	5-1500
Redfield-Johnstone, Inc.	Plaza	3-6120
Arthur Rosenberg Co., Inc.	Chickering	4-4420
Ruthrauff & Ryan, Inc.	Murray Hill	6-6400
Sherman & Marquette, Inc.	Circle	6-1550
Street & Finney, Inc.	Bryant	9-2400
J. D. Tarcher & Co., Inc.	Circle	6-2626
J. Walter Thompson Co.	Murray Hill	3-2000
Weiss & Geller, Inc.	Plaza	3-4070
Warwick & Legler, Inc.	Murray Hill	6-8585
W. H. Weintraub & Co., Inc.	Circle	7-4282
Ward Wheelock Co.	Plaza	3-7120
Young & Rubicam, Inc.	Murray Hill	3-8400

Publications

Advertising Age	Bryant	9-6431
Advertising & Selling	Murray Hill	5-9770
Billboard, The	Medallion	3-1616
Broadcasting	Plaza	5-835F
Metronome	Plaza	3-7253
Printers' Ink	Murray Hill	3-6500
Standard Rate & Data Service	Lexington	2-6611
Radio Craft	Rector	2-9690
RADIO DAILY	Wisconsin	7-6336
Radio Mirror Magazine	Lexington	2-9050
Radio & Television Retailing	Plaza	3-1340
Radio & Television Weekly	Walker	5-2576
Sales Management	MOhawk	4-1760
Televisor, The	Longacre	5-1683
TELEVISION DAILY	Wisconsin	7-6336
Television Magazine	Plaza	3-5748
Tide	Murray Hill	3-7700
Variety	Bryant	9-8153

News Associations

Associated Press	Circle	6-4111
International News Service	Murray Hill	2-0131
Press Association, Inc.	Circle	6-4111
Reuters	Bryant	9-8558
Transradio Press Service, Inc.	Murray Hill	2-4053
United Press	Murray Hill	2-0400

Talent Agencies

James Appell	Plaza	3-7840
Batchelor Enterprises, Inc.	Circle	6-4224
Columbia Concerts, Inc.	Circle	7-6900
Consolidated Radio Artists, Inc.	Columbus	5-3580
Frank Cooper Associates	Vanderbilt	6-5661
Wallace Downey, Inc.	Circle	6-6646
Evans & Salter	Circle	7-6900
Fanchon & Marco, Inc.	Chickering	4-3956
Frederick Bros. Artists Corp.	Circle	6-2144
Gale, Inc.	Longacre	3-0350
Hesse & McCaffrey	Eldorado	5-1076
Estella H. Karn	Vanderbilt	6-3860
Bob Kerr	Columbus	5-8051
Mark J. Leddy	Bryant	9-1631
Ben B. Lipset, Inc.	Chickering	4-2466
A. & S. Lyons, Inc.	Plaza	3-5181
Management Corp. of America	Wickersham	2-8900
A. T. Michaud	Circle	7-4064
William Morris Agency, Inc.	Circle	7-2160
Music Corporation of America	Wickersham	2-8900
National Concert & Artists Corp.	Plaza	3-0820
Myron Selznick & James L. Saphire & Co. Circle		7-6200
Franklin H. Small	Circle	6-9400
Roy Wilson (Wilson, Powell & Hayward)	Plaza	9-4961

Organizations, Unions and Government Agencies

Actors' Equity	Bryant	9-3550
Advertising Federation of America	Bryant	9-0430

AAAA	Lexington	2-7980
American Communications Assn.	Cortlandt	7-1374
American Federation of Musicians	Plaza	8-0600
AFRA	Vanderbilt	6-1810
ASCAP	Columbus	5-7464
American Television Society	Murray Hill	7-9250
ANPA	CAledonia	5-2000
Broadcast Music, Inc.	Plaza	7-1800
Federal Communications Comm.	WAdsworth	4-1000
Federal Trade Commission	Whitehall	3-8000
Institute of Radio Engineers	Regent	7-9600
Music Publishers' Protective Association	Circle	6-3084
NAPA	Circle	7-8194
NASR	Murray Hill	7-7772
Professional Music Men, Inc.	Columbus	5-7362
Radio Writers Guild	Murray Hill	6-5251
SESAC, Inc.	Murray Hill	5-5365
Song Writers' Protective Association	Columbus	5-3758
Television Broadcasters Ass'n, Inc.	Lackawanna	4-4788
U. S. Army, Radio Section	Rector	2-9100
U. S. Navy, Radio Section	Rector	2-9100

Program, Transcription and Recording Cos.

Advance Television Picture	Columbus	5-5400
Advertisers Recording Service, Inc.	Circle	6-0141
Aiton Alexander Radio Prod.	Lorraine	8-3100
American Institute of Food Prod., Inc.	Plaza	3-7146
Assoc. Program Service, Inc.	Bryant	9-1245
Assoc. Radio-Television Prod.	Longacre	3-7040
Basch Radio Prod.	Murray Hill	2-8877
V. S. Becker Adv. Service	Bryant	9-5777
Ruth & Gilbert Braun	Murray Hill	3-9580
Byron Productions Co.	Circle	6-2677
Cinemort, Inc.	Murray Hill	4-1562
Columbia Transcriptions	Circle	5-7300
Louis G. Cowan, Inc.	Plaza	9-3700
Gordon M. Day Adv. Service	Plaza	3-3460
Decca Records, Inc.	Columbus	5-2300
Empire Broadcasting Corp.	Plaza	9-4500
Fenton Productions	Plaza	5-2940
Carl Fischer Recording Studios	Circle	7-2965
Ford Bond Radio Prod. Inc.	Circle	7-2236
Allen A. Funt Radio Prod.	Murray Hill	7-8741
Gale, Inc.	Longacre	3-0350
General Artists Corp.	Circle	7-7543
Harry S. Goodman Radio Prod.	Wickersham	2-3338
Gotham Radio Prod., Inc.	GRamercy	5-7614
Mary Howard Recordings	Plaza	3-4800
Hummer Radio Features	Wickersham	2-2700
Kermit-Raymond Corp.	Eldorado	5-5511
Keystone Broadcasting System, Inc.	Longacre	3-2221
Long-Worth Feature Programs Inc.	Circle	6-7410
Phillips H. Lord, Inc.	Wickersham	2-2211
The Ted Mack Co.	Murray Hill	8-0370
Charles Michelson, Inc.	Chickering	4-5058
Michelson & Sternberg, Inc.	Chickering	4-5060
William Morris Agency, Inc.	Circle	7-2160
Music Corp. of America	Wickersham	2-8900
Muzak Corp.	Plaza	7-7700
NBC Radio-Recording Division	Circle	8-7800
National Concert & Artists Corp.	Plaza	3-0820
Peterson Radio Prod.	Murray Hill	6-5669
Press Association, Inc.	Circle	6-4111
Prockter Radio Prod., Inc.	Circle	6-4091
Radio Features of America	Bryant	9-9622
Radio Production Service	Plaza	3-8940
Radio Program Management	Murray Hill	8-0370
Reeves Sound Studios, Inc.	Murray Hill	7-6970
Richman Productions	Murray Hill	2-5854
Rockhill Radio	Eldorado	5-1860
Bernord L. Schubert, Inc.	Plaza	3-4670
SESAC, Inc.	Murray Hill	5-5365
Henry Souvaine, Inc.	Circle	7-5666
Star Transcriptions, Inc.	Plaza	9-2249
Charles Stark Prod. Corp.	Murray Hill	2-2636
Richard Stark & Co.	Circle	6-7337
Television-Radio Enterprises, Inc.	Plaza	5-6594
Towers of London, Ltd.	Bryant	9-9622
United Press Association	Murray Hill	2-0400
Thomas J. Valentino, Inc.	Circle	6-4675
Video Associates, Inc.	Plaza	3-7966
Chick Vincent & Co.	Eldorado	5-0734
Von Boumann Studios	Rhineland	4-5508
Roger White Prod.	Plaza	5-3560
Wolf Associates, Inc.	Plaza	5-7620
World Broadcasting System, Inc.	Columbus	5-2300
Frederic W. Ziv Co., Inc.	Murray Hill	8-4700

IMPORTANT RADIO Telephone Numbers in CHICAGO



AM Radio Stations

KTSP (Chicago office)	SUPerior	8659
WAAF	RANdolph	193
WAIT	FRAnklin	0660
WBBM	WHIttehall	6000
WCAU (Chicago office)	SUPerior	5072
WCFL	SUPerior	5300
WCRW	LINcoln	2188
WEDC	FOCKwell	9461
WENR	DELaware	1900
WGES	SACramento	1700
WGN	SUPerior	0100
WHFC	ROCKwell	7756
WHIP	DEARborn	8600
WIND	WHIttehall	2170
WINS (Chicago office)	STATE	0366
WJJD	STATE	5466
WLS	MONroe	9700
WLW (Chicago office)	STATE	0366
WMAQ	SUPerior	8300
WMBI	MICHigan	1570
WMCA (Chicago office)	SUPerior	5072
WNMP	GREENleaf	1590
WOR (Chicago office)	SUPerior	5110
WSBC	MONroe	9060

FM Radio Stations

WEAW	UNIVersity	4605
WGNB	SUPerior	0100
WWZR	STATE	1357

Television Stations

WBKB	FRAnklin	6446
WTZR	BERKshire	7503
WGNA	SUPerior	0100

National Networks

American Broadcasting Co.	DELaware	1900
Columbia Broadcasting System	WHIttehall	6000
Keystone Broadcasting System	STATE	4590
Mutual Broadcasting System	WHIttehall	5060
National Broadcasting Co.	SUPerior	8300

Station Representatives

John Blair & Co.	SUPerior	8659
The Branham Co.	CENtral	5726
Burn-Smith Co.	CENtral	4437
Capper Publications	CENtral	5977
Cox & Tanz	FRAnklin	2095
The Foreman Co.	FRAnklin	2359
Free & Peters	FRAnklin	6373
Headley-Reed Co.	FRAnklin	4686
George P. Hollingbery	ANDover	2636
Hal Holman Co.	FRAnklin	0016
The Katz Agency	CENtral	4006
Joseph Hershey McGillvra	STATE	5282
J. P. McKinney & Son	SUPerior	9866
National Broadcasting Co.	SUPerior	8300
John E. Pearson Co.	FRAnklin	2359
John H. Perry Associates	HARRison	8085
Edward Petry & Co.	DELaware	8600
Radio Sales	WHIttehall	6000
Radio Advertising Corp.	CENtral	1742
William G. Rambeau Co.	ANDover	5566
Paul H. Raymer Co.	SUPerior	4473
Reynolds-Fitzgerald, Inc.	STATE	4294
Sears & Ayer	SUPerior	8177
Spot Sales, Inc.	FRAnklin	8520

The Walker Co.	STATE	5262
Weed & Co.	RANdolph	7730
Howard H. Wilson Co.	CENtral	8744

Advertising Agencies

Aubrey, Moore & Wallace Inc.	RANdolph	0830
N. W. Ayer & Son, Inc.	RANdolph	3456
BBD&O	SUPerior	9200
Dancer-Fitzgerald-Sample	STATE	3800
Buchanan & Co.	DELaware	5522
Leo Burnett Co.	CENtral	5959
Campbell-Ewald Co.	CENtral	1946
The Caples Co.	SUPerior	6016
Critchfield & Co.	SUPerior	3061
Doremus & Co.	CENtral	9132
Sherman K. Ellis & Co.	HARRison	8612
Erwin, Wasey & Co., Ltd.	RANdolph	4952
Albert Frank-Guenther Law, Inc.	DEARborn	6424
Foote, Cone & Belding	SUPerior	4800
Goodkind, Joice & Morgan	SUPerior	6747
Grant Advertising, Inc.	SUPerior	6503
Henri, Hurst & McDonald, Inc.	SUPerior	3000
H. W. Kastor Advertising Co., Inc.	CENtral	5331
W. E. Long Co.	RANdolph	4606
MacFarland, Aveyard & Co.	RANdolph	9360
Maxon, Inc.	DELaware	3536
McCann-Erickson, Inc.	WEBster	3701
McJunkin Advertising Co.	STATE	5060
C. L. Miller Co.	CENtral	1640
Mitchell-Faust Advertising Co.	STATE	6610
Needham, Louis, & Broby	STATE	5151
Presba, Fellers & Presba	CENtral	7683
L. W. Ramsey Co.	FRAnklin	8155
Roche, Williams & Cleary	RANdolph	9760
Ruthrauff & Ryan, Inc.	FRAnklin	0485
Schwimmer & Scott	DEARborn	1815
Russell M. Seeds Co.	DELaware	1045
Sherman & Marquette, Inc.	DELaware	8000
J. Walter Thompson Co.	SUPerior	0303
Wade Advertising Agency	STATE	7369
Weston-Barnett	WHIttehall	7725
Young & Rubicam, Inc.	CENtral	9389

Program, Transcription and Recording Cos.

Chartoc-Coleman	RANdolph	6150
Chicago Recording Co.	CENtral	5275
Columbia Recording Corp.	WHIttehall	6000
Decca Records, Inc.	DELaware	8800
Green Associates	STATE	7976
Hollywood Recorded Features, Inc.	DEARborn	2841
Estelle Lutz Artists Bureau	HARRison	3435
William Morris Agency, Inc.	STATE	3632
Music Corporation of America	DELaware	1100
NBC Radio Recording Division	SUPerior	8300
RCA Manufacturing Co.	WHIttehall	4600
Standard Radio, Inc.	STATE	3153
Carl Wester & Co.	RANdolph	6922
World Broadcasting System	SUPerior	9114

News Agencies and Assn's.

Associated Press	STATE	7700
International News Service	ANDover	1234

RADIO DAILY	STATE	2332
Press Association, Inc.	STATE	4581
United Press	RANdolph	4172

IMPORTANT RADIO Telephone Numbers in LOS ANGELES



AM Radio Stations

KECA	HUDson	2-3141
KLAC	FItzroy	1231
KFI	FAirfax	2121
KFOX	MAdison	2247
KFVD	FAirfax	6361
KFWB	HEmpstead	5151
KGER	MAdison	2551
KGFJ	HIllside	0201
KGIL (San Fernando)	StAte	4-6291
KHJ	HUDson	2-2133
KIEV (Glendale)	CHApman	5-2388
KLAC	HIllside	1161
KMPC	HOllYwood	5341
KNX	HOllYwood	1212
KOWL (Santa Monica)	SAnTA Monica	5-5180
KPRO (Riverside)	DRexel	4388
KRKD	TUcker	7111
KSFO (L. A. Office)	HOllYwood	8282
KUSN (San Diego)	MAIn	2041
KWKW (Pasadena)	RYan	1-6744
KXLA (Pasadena)	RYan	1-6991
KEMO	MAdison	8364

FM Radio Stations

KECA-FM	HUDson	2-3141
KFI-FM	FAirfax	2121
KHJ-FM	HUDson	2-2133
KLAC	EXposition	1141
KMPC-FM	HOllYwood	5341
KRKD-FM	TUcker	7111

Television Stations

KTLA	HOllYwood	6363
W6XAO (KTSL)	HOllYwood	8255

Networks

American Broadcasting Co.	HUDson	2-3141
Columbia Broadcasting System, Inc.	HOllYwood	1212
Between 11 P.M. and 8 A.M.	HOllYwood	7052
Don Lee Broadcasting System	HUDson	2-2133
Hispano Spanish Broadcasting Co.	MIchigan	4433
Keystone Broadcasting System	HOllYwood	5338
Mutual Broadcasting System	HUDson	2-2133
National Broadcasting Co.	HOllYwood	6161
United-Pacific Network	EXposition	1339

Station Representatives

Associated Recorded Program Service	HOllYwood	8318
Avery-Knodel, Inc.	TUcker	2095
Walter Biddick Co.	RIchmond	6184
John Blair & Company	GRAnite	6103
Howard C. Brown Company	HOllYwood	6045
Burn-Smith Co., Inc.	RIchmond	6184
Forjoe & Co.	VAndyke	9885
Free & Peters	HOllYwood	2151
Gene Grant & Co.	GRAnite	9596
W. S. Grant Co.	VAndyke	6341
Homer Griffith Co.	HOllYwood	6281
Headley-Reed Company	VAndyke	1725
Joseph Hershey McGillvra, Inc.	DRexel	4388
George P. Hollingsbery	MAdison	6-3633
Hollywood Broadcasting Service	HOllYwood	8756
Katz Agency, Inc.	TUcker	3219
King Cole Adv. Service	LUcas	0681
Tracy Moore	HOllYwood	5408
National Association of Broadcasters	GRAnite	7166
John Pearson Co.	DRexel	4388
Edward Petry Company	MIchigan	8729
Radio Advertisers Co.	HOllYwood	6281
Radio Sales	HOllYwood	1212
Wm. G. Rambeau Co.	EXposition	9469
Paul H. Raymer Co.	VAndyke	1901

Taylor-Howe-Snowden Radio Sales	MIchigan	7571
Universal Radio Sales	HOllYwood	8282
Walker Co.	FAirfax	3200
Weed & Company	HIllside	8611
Howard H. Wilson Co.	FAirfax	3200
Adam J. Young, Jr.	MIchigan	6203

Advertising Agencies

Abbott-Kimball Co., Inc.	TRinity	7575
Adair & Associates	HIllside	8450
R. H. Alber	PRospect	3331
Allen Adv. Agency	BRAdshaw	2-3336
Allen-Marshall	DRexel	5163
Allied Adv. Agency	DRexel	7331
Thos. J. Andre	HOllYwood	3114
Associated Broadcast Adv. Co.	HOllYwood	1488
Atherton & Co.	HOllYwood	7151
E. Emmett Atkinson	RYan	1-7162
N. W. Ayer & Sons, Inc.	HEmpstead	4871
Ayres Agency	HEmpstead	8171
Babcock Adv. Agency	BRAdshaw	2-2205
Ted H. Ball	HOllYwood	7127
Bass-Luckoff of Hollywood	BRAdshaw	2-1043
Ted Bates, Inc.	HOllYwood	2161

Batten, Barton, Durstine & Osborn (Hollywood Office)	HOllYwood	7337
(Los Angeles Office)	MIchigan	1354

Joe Bayard & Associates	FAirfax	1278
Benton & Bowles Inc.	HIllside	9151
Better Ideas, Inc.	EXposition	8020
The Biow Co.	HEmpstead	2377
Botsford Constantine & Gardner	VAndike	0796
Brisacher, Van Norden & Staff	WHitney	1500
Broadcast Adv.	EXposition	1339
Buchanan & Co. Inc. (Beverly Hills)	BRAdshaw	2-1162
(Los Angeles)	MUtual	6316
Bert Butterworth	HOllYwood	7263
Campbell-Ewald	RIchmond	6204
The Caples Co.	MUtual	4143
Compton Adv. Inc.	HOllYwood	8107
Dancer, Fitzgerald, Sample	HEmpstead	8166
Dunn-Fenwick & Company	DRexel	7305
ESB & Associates	HOllYwood	5827
Foote, Cone & Belding (Hollywood)	HOllYwood	6265
(Los Angeles)	MIchigan	7651
John Freiburg & Co.	MIchigan	8286
Fritzen Advertising	TRinity	3171
Garfield & Guild	DRexel	8131
General Adv. Agency	HEmpstead	5129
Ernest N. George Co.	DRexel	5355
Glasser-Gailey & Co.	FItzroy	2141
John Guedel Radio Prods.	HEmpstead	5186
Guggenheim Enterprises	HEmpstead	4133
H. K. L. Adv. Agency	MIchigan	5536
M. C. Hill & Co.	GRAnite	1582
Hixson-O'Donnell	MUtual	8331
Honig-Cooper	PRospect	5317
Hollywood Adv. Agency	HOllYwood	3636
George C. Hoskin Associates	HEmpstead	4153
Hovey Associates	HEmpstead	8983
Irwin-McHugh Adv. Agency	HOllYwood	2277
Jaffe & Jaffe	FItzroy	3104
W. C. Jeffries Co.	RIchmond	0992
Kaster, Farrell Chesley & Clifford	HOllYwood	8148
Raymond Keane	TRinity	2915
Kemmerrer, Inc.	HEmpstead	6795
Kenyon & Eckhardt	HIllside	8368
William Kester	HIllside	9251
J. B. Kiefer	EXposition	3153
King Cole Adv. Service	LUcas	0681
The Kudner Agency	HIllside	7209
Lennen & Mitchell Co.	CRestview	1-7221
Lenz Adv. Agency	HOllYwood	3906
Lockwood-Shackelford (Hollywood)	GLAdstone	6131
(Los Angeles)	TRinity	9801
Low Adv. Agency	HEmpstead	3583

IMPORTANT NUMBERS IN LOS ANGELES

McCann-Erickson	(Hollywood)	Hillside	8268	Hobart Donovan	Hollywood	3628
McKee-Albright	(Los Angeles)	MUtual	1181	Draesemer, Isabelle	Hillside	1782
McNeill-McCleary		Hollywood	8363	Ed East	Gladstone	3352
Dan B. Miner		Michigan	7496	Eccles Disc Recordings	Hillside	8351
Raymond R. Morgan		Richmond	3101	Bruce Eels' Rep., Inc.	Hollywood	8644
Needham, Louis & Brobry		HEmpstead	4194	Eight-to-the-bar-Ranch	CRestview	5-3193
Mike Newman & Associates		GRanite	7186	Electro-Vox Recording Studios	Gladstone	2189
Paul E. Newman Co.		Gladstone	6793	Elliott Radio Features & Transcriptions	Hillside	0231
Pacific Coast Adv.		DRexel	5303	F. W. Ferrin Company	Hollywood	3628
Pardee Cash & Associates		HEmpstead	5186	Finley Transcription Co., Inc.	BRadshaw	2-2711
Pedlar & Ryan, Inc.		Hollywood	7201	Fulton Enterprises (Trans. Div.)	GRanite	2244
Porter & Associates		Hollywood	5354	Ed Gardner	CRestview	5-1594
Potts-Turnbull Co.		Hollywood	1488	William Gernannt Assoc.	Hillside	8368
Ralph L. Power		MUtual	6189	Mitchell Gertz	CRestview	1-5136
Radio Sales		MUtual	5277	Grace Gibson	GRanite	5543
Robert B. Raisbeck		Hollywood	1212	Ted Gifford	Richmond	9587
L. W. Ramsey Co.		Hollywood	4173	Goddard Radio Prods.	EXposition	3882
Frank Roche Associates		Hollywood	3523	Robert Gordon & Co.	YOrke	8111
Roche-Eckhoff		Hollywood	5363	Jeanne Gray Radio Productions	GRanite	2764
A. James Rouse Co.		GRanite	3192	John Guedel Radio Prods.	HEmpstead	5186
Ross, Gardner & White		BRadshaw	2-1772	Hamilton-Whitney Prods.	CRestview	6-6137
Ruthrauff & Ryan		DRexel	7211	Hill & Range Songs, Inc.	WEbster	7269
Ross Sawyer		Hillside	7593	Hollywood Music Recording Studios	HEmpstead	5407
Russell M. Seeds Co.		WEbster	6275	Hollywood Radio Prods.	GRanite	3588
Sherman & Marquette, Inc.		HEmpstead	7824	International Recording Studios	Hollywood	6344
Michael Shore		GRanite	5131	Harry Jacobs Prods.	BRadshaw	2-5294
Dean Simmons		Hollywood	1138	K. & M. Producers	HEmpstead	8775
Smith, Bull & McCreery		Olympic	7002	Sam Kerner, Inc.	Hillside	7239
Southern Calif. Adv. Agencies Assn.		HEmpstead	5671	Keystone Broadcasting Systems	Hollywood	5338
Ralf M. Spangler		WAlnut	8621	Arthur Kurlan	YOrke	7101
Barton A. Stebbins		HEmpstead	5129	Lou Levy	CRestview	6-3193
Arthur W. Stowe		DRexel	8138	Kennet Long	Hillside	0191
J. Walter Thompson Co. (Hollywood)		TRinity	8821	Dan Lundburg	YOrke	7101
(Los Angeles)		DRexel	8138	William B. Mason	Hollywood	4407
Louis Victor		MAdison	2661	C. P. MacGregor	Fltzroy	4191
Ward Wheelock Co.		GRanite	5673	Haven MacQuarrie	Hollywood	6161
Warwick-Legler, Inc.		Hillside	9221	Masterson-Raddy-Nelson	DRexel	4391
R. W. Webster		HEmpstead	8163	Mayfair Transcription Co.	WHITNEY	3375
Adolphe Wendland & Associates		TRinity	2153	Les Mitchel Prods., Inc.	BRadshaw	2-4616
Paul Winans		Hillside	1176	Bill Monk Enterprises	BRadshaw	2-1764
Young & Rubicam		Michigan	3884	Thos. Moody & Associates	FAirfax	1127
		Hollywood	2734	Raymond R. Morgan	HEmpstead	4194
				Music City-Glenn Wallihs	Hollywood	8211
				NBC Radio-Recording Division	Hollywood	6161
				Nyani Radio Productions	GRanite	1551
				Jack Paar	CRestview	5-1579
				Peerless Film & Radio Prods.	Hollywood	7127
				B. D. Prager	Gladstone	5013
				Precision Recording Co.	WAlnut	8219
				Quality Radio Productions	Hillside	2151
				Radio Corp. of America		
				RCA Victor Division	Hillside	5171
				Radio Enterprises, Inc.	Gladstone	6466
				Radio Features	HEmpstead	3248
				Radio Producers of Hollywood	Hollywood	8318
				Radiotele Prods.	Hillside	7870
				Radio Transcription Co. of America	Hollywood	8318
				Rancho Records (Smiley Burnette)	SUnset	1-1437
				Rec-Art Studio	PRospect	9232
				James L. Saphier	CRestview	1-7231
				Selected Features	HEmpstead	3583
				Del Sharbutt Ents.	Hillside	4305
				Six Thousand Sunset Radio Center	HEmpstead	6811
				Smilin Ed McConnell	Hollywood	3070
				Sound Services, Inc.	HEmpstead	1136
				Soundscript Radio Productions	Hollywood	8644
				Stage No. 8	Hillside	5915
				Standard Radio, Inc.	WEbster	7963
				Studio & Artists Records	Hillside	8241
				Telefilms, Inc.	Gladstone	2591
				Telefilms, Inc.	Hollywood	7205
				Teleways Radio Productions, Inc.	CRestview	6-7238
				Truth & Consequences	Hollywood	2901
				Twentieth Century Records, Inc.	Hollywood	2291
				Universal Radio Prods. of Hollywood, Inc.	Hollywood	8282
				Valle Vodra, Inc.	Hillside	8161
				Vinson, Owen & Co.	NOrmandie	1-0654
				Voice of Prophecy, Inc.	CHAoman	5-2349
				Mark Warnow	Hillside	2153
				Carl Wester & Co.	Hillside	2151
				Art Whitney	HEmpstead	2383
				S. M. Williams	Hollywood	1568
				Hal Wilson Radio Prods.	Hollywood	1714
				Walter White, Jr.	Hollywood	8229
				World Broadcasting System	Hollywood	6321
				Frederick W. Ziv Co.	HEmpstead	3248
Academy Sound System		Hillside	5729			
Air-Check Co.		Gladstone	2189			
All Star Radio Prods.		GRanite	6196			
Allied Record Mfg. Co.		Hollywood	5107			
Argonaut Productions, Inc.		Gladstone	7121			
Associated Recording Program Service		Hollywood	8318			
Associated Studios Broadcasting and Recording		Hillside	0191			
Audience Participation		Gladstone	4776			
Bee-Bee-Bee Records, Inc.		Gladstone	4776			
Walter Biddick Co.		Richmond	6184			
Eddie Bracken Radio Prods.		CRestview	5-1712			
Bride & Groom		DRexel	4391			
Broadcast Records, Inc.		Hillside	1511			
Howard C. Brown		Hollywood	6045			
Smiley Burnette Rancho Records		SUnset	1-1437			
The Cardinal Company		HEmpstead	1177			
Capitol Transcriptions		Hollywood	8171			
Edmund L. Cashman		GRanite	8332			
C. & F. Radio Prods.		GRanite	3171			
Cinesound		Gladstone	0158			
Leslie Clucas		Hollywood	5111			
Cole-White		Hillside	9211			
Coleman-Maxwell Prods.		Hollywood	4464			
Command Radio Productions, Inc.		GRanite	7450			
Commodore Productions		Hollywood	8229			
Columbia Records, Inc.		GRanite	4134			
Continental Radio and Television Productions		HEmpstead	8171			
Continental Recordings		Gladstone	4088			
Commercial Radio Prods.		Gladstone	2915			
Consolidated Broadcasting		WAlnut	5322			
Louis G. Cowan		Hillside	5337			
Creative Radio Productions		Hillside	1732			
Bing Crosby Enterprises		CRestview	1-1171			
Patrick Michael Cunning		Hillside	5915			
Joan Davis Enterprises		CRestview	1-7249			
Decca Recording Division		Hollywood	5191			
James M. Doane		Hillside	5159			
Ken Dolan & Co.		Hollywood	3558			

Program, Transcription, and Recording Cos.

**IMPORTANT PHONE
NUMBERS IN
Los Angeles**

Radio Artists Agencies

Larry Allen, Inc.	Hempstead	0421
American Federation of Radio Artists	Hillside	5125
Vy Barry	Hollywood	3636
Gene Bascou	Hollywood	5827
Phil Berg-Bert Allenberg, Inc.	CRestview	6-3131
Stanley Bergerman & Co.	CRestview	6-3196
Herman Bernie	CRestview	5-0117
Phil Bloom Agency	CRestview	1-3353
Ralph Bloss Corp.	CRestview	1-9833
Myrt T. Blum Business Admn.	CRestview	6-7071
Flo Browne-Jan Grippio	Normandie	2-8111
Everett N. Crosby	CRestview	1-1171
Columbia Concerts, Inc.	Hempstead	5316
Ken Dolan & Co.	Hollywood	3558
James Doane	Hillside	5159
Famous Artists Corp.	CRestview	1-5222
Tom Fizdale	Granite	6826
George Frank, Inc.	Hillside	3188
Frederick Bros. Artists Corp.	CRestview	1-6244
Kurt Frings Agency	CRestview	1-8252
General Artists Corp.	CRestview	1-8101
Charles Garland	CRestview	1-7357
Bruce Gear	CRestview	5-3035
Jules C. Goldstone	CRestview	5-1191
Nat Goldstone	CRestview	6-1071
Mitchell J. Hamilburg	CRestview	5-5108
Herdan-Sherrill	CRestview	1-5236
Walter Herzbrun	CRestview	6-4157
Don Hic Enterprises	Hollywood	4869
Sam Jaffe	CRestview	6-6121
Lou Irwin	CRestview	1-7131
Walter Kane	CRestview	6-2396
Alex Kampner, Inc.	CRestview	5-0104
Paul Kohner, Inc.	CRestview	1-5165
Earl Kramer Agency	CRestview	6-2338
M. C. Levee	CRestview	1-5781
Levee-Short	CRestview	5-8340
A. & S. Lyons	CRestview	1-6131
MacQuarrie Agency	CRestview	6-7162
Reg. D. Marshall	Hollywood	8238
MCA Artists, Ltd.	CRestview	6-2001
Monter-Gray-Shor	CRestview	1-1191
William Morris Agency	CRestview	1-6161
National Concert & Artists Corp.	CRestview	1-7121
Polan & Rosenberg	CRestview	1-1800
Radio Artists Corp.	CRestview	5-6787
Radio Registry	Hillside	8321
Art Rush, Inc.	Hillside	5161
The Salkow Agency	CRestview	1-9134
James L. Saphier	CRestview	1-7231
Louis Shurr	CRestview	1-1116
The Small Co.	Hollywood	2722
Edward Sherman	CRestview	5-0186
Lou Snitzer-Al Fritschi	Hollywood	6271
E. T. Somlyo Agency	CRestview	6-2042
Stempel-Olenick Agency	CRestview	1-7141
Unified Management Corp.	CRestview	6-6194
A. George Volck, Inc.	CRestview	6-3121
D. M. Winkler Agency	CRestview	1-7244
Charles Wendling Agency	CRestview	6-2348

Publications

Broadcasting Publications	Gladstone	7353
Hollywood Reporter	Hillside	7411

RADIO DAILY	Granite	6607
Radio Life	Hillside	9275
Radio Artists Directory	Hillside	0101
Radio News	Normandie	8295
Radio Writers Guild	Gladstone	7128
Studio Blu-Book	Hempstead	7353
Variety	Hollywood	1141

**IMPORTANT RADIO AND GOVERNMENT
TELEPHONE NUMBERS IN
Washington, D. C.**

**Federal Department and
Agencies**

White House	NAtional	1414
State Department	REpublic	5600
Treasury Department	EXecutive	6400
War Department	REpublic	6700
Justice Department	REpublic	8200
Post Office Department	DIstrict	5360
Navy Department	REpublic	7400
Interior Department (Office of Education)	REpublic	1820
Agriculture Department	REpublic	4142
Commerce Department	DIstrict	2200
Labor Department	EXecutive	2420
Federal Trade Commission	EXecutive	6800
FEDERAL COMMUNICATIONS COMMISSION	EXecutive	3620
Securities & Exchange Commission	DIstrict	3633
National Labor Relations Board	NAtional	9716
Wage & Hour Administration	EXecutive	2420
Social Security Board	EXecutive	6500
Supreme Court of the U.S.	EXecutive	1640
D. C. Court of Appeals	REpublic	3811
U. S. District Court (for D. C.)	DIstrict	2854
Capitol (Senate and House)	NAtional	3120
Radio Script & Transcription Exchange, Extension 2225	REpublic	1820
Bureau of Census	DIstrict	2200

Non-Governmental

American Red Cross	REpublic	8300
Clear Channel Group	REpublic	3306
Frequency Modulation Ass'n	REpublic	8532
National Association of Broadcasters	DEcatur	9300
National Press Club	REpublic	2500
Radio Correspondents' Galleries	NAtional	3120

RADIO DAILY	Wisconsin	3271
	Hobart	7627
	NAtional	2292
Radio Manufacturers' Association	NAtional	4901

Radio Stations

WAMC	EMerson	9445
WARL	OWens	7800
WASH-FM	DIstrict	1358
WBCC	OLiver	2800
WCFM	REpublic	8688
WEAM	OWens	7100
WGAY	SHepherd	1050
WINX	REpublic	8000
WMAL	NAtional	5400
WOL	MEtropolitan	0010
WOOK	ADams	8400
WPIK	OVerlook	3000
WQQW	COLumbia	6331
WRC	REpublic	4000
WTOP	MEtropolitan	3200
WWDC, WWDC-FM	NAtional	7203

Hotels

Carleton Hotel	MEtropolitan	2626
Mayflower Hotel	DIstrict	3000
Raleigh Hotel	NAtional	3810
Shoreham Hotel	ADams	0700
Statler Hotel	EXecutive	1000
Wardman Park Hotel	COLumbia	2000
Willard Hotel	NAtional	4420

News Services

Associated Press	DIstrict	1500
International News Service	NAtional	1733
Transradio Press	NAtional	1178
United Press	EXecutive	3430

Railway Terminals

Baltimore & Ohio R. R.	EXecutive	0770
Pennsylvania R. R.	EXecutive	6600
Union Station	EXecutive	7900



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NBC — Network



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of the Stars

most popular... according to Hooper Program Surveys. Year after year NBC has carried an overwhelming majority of the most popular programs on the air.

most listened to... according to the Broadcast Measurement Bureau, the industry's official listening gauge. BMB, in a completely impartial survey of actual listeners to all networks, found that each week NBC reaches nearly 3,500,000 more radio *families* in the evening and over 2,500,000 more radio *families* in the daytime than the second network.

most effective... last year the one hundred largest radio advertisers, in gross expenditures for broadcast facilities, spent nearly \$13,000,000 more with NBC than with the second network. Furthermore, NBC not only delivers larger audiences and more popular shows, but on a straight comparison of facilities, cost, and BMB families, NBC *delivers more listeners per dollar*, both day and night, than the network with the second largest audience.

America's No. 1 Network

the National Broad

KEY

1. Frank Sinatra—Your Hit Parade
2. Quiz Kids
3. Garry Moore—Take It Or Leave It
4. Mr. District Attorney
5. Bob Hawk
6. Paul Lavalley—Highways in Melody
7. Perry Como & Jo Stafford—Supper Club
8. Eddie Cantor
9. Red Skelton
10. Fibber McGee and Molly
11. William Bendix—Life of Riley
12. Sunoco Three Star Extra
13. Amos 'n' Andy
14. Eddie Dowling—The Big Break
15. American Album of Familiar Music
16. Jimmy Durante
17. Waltz Time
18. Bob Hope
19. Jack Carson and Eve Arden
20. Ed Gardner—Duffy's Tavern
21. Charlie McCarthy
22. Fred Allen
23. Can You Top This?
24. Al Jolson
25. Kay Kyser
26. The Great Gildersleeve
27. Burns and Allen
28. Red Foley—Grand Ole Opry
29. Cavalcade of America
30. Bill Stern
31. Dr. I. Q.
32. Ezra Stone—The Aldrich Family
33. Judy Canova
34. The Big Story
35. Art Linkletter—People are Funny
36. One Man's Family
37. Fred Waring
38. Donald Voorhees—The Telephone Hour
39. Louise Erickson—A Date With Judy
40. Dennis Day
41. Eddy Howard—Sheaffer Parade
42. Mystery Theatre
43. James Melton—Harvest of Stars
44. Alice Faye & Phil Harris—Bandwagon
45. Jack Benny
46. Milton Berle
47. H. V. Kaltenborn
48. Manhattan Merry-Go-Round
49. Robert Merrill—RCA Victor Show
50. Morgan Beatty—News of the World
51. Curtain Time
52. Buddy Clark—Contented Hour
53. Ralph Edwards—Truth or Consequences
54. Howard Lindsay—Ford Theater
55. Hollywood Star Preview
56. Eleanor Steber & Christopher Lynch
Voice of Firestone

Drawings by Sam Berman

asting Company



A service of Radio Corporation of America

PROGRAM TYPES PREFERRED

By TOM FITZSIMMONS, *Night Editor, RADIO DAILY*

LOOKING back in retrospect over the programming of the past year, and permitting this retrospection to be buttressed by the opinions and findings of more than 600 program executives from coast to coast, we are impressed principally by the demand of radio audiences in all sections of the land for, first, MUSIC and, secondly, NEWS.



Fitzsimmons

In these two programming categories are grouped the established preferences of the bulk of the American listening public. In these preferences are mirrored the innate culture, intelligence and discrimination of the nation's average audience. In this fact we will find, if we but look, the refutation—the emphatic refutation—of those who would have us believe that our country's sitters-by-the-radio are infantile, even moronic, in their quest for entertainment.

The American public has unjustly been called fickle, indecisive. It is neither. The preference of the majority for music and news during 1947 is not a "trend." It is a fixed course, a continuation of a demand which was felt with equal strength in 1946, a social and cultural force which was vital in war as in peace, and which undoubtedly will be dominant on the airwaves of the years to come. It is a healthful condition, one of which the industry and the nation can well be proud.

Actually, music—both live and transcribed—was most in demand. This is natural, because of the many and varied forms in which this "food for the soul" can be presented, and which makes it adaptable and acceptable to so many groups, from lovers of symphony and opera down through the various divisions of semi-classical, standard, popular, dance, hill-billy and folk tunes.

The news broadcast, the value of which was so firmly established during the war, has maintained its popularity almost undiminished. The demand for the "news-cast," while not nearly so strong as for

music, is, nevertheless, far more emphatic than for the categories which follow. These categories, in their order, are: Variety, Dramatic Shows, Quiz Programs, Comedy, Sports.

In the third and fourth classification—Variety, and Dramatic Shows—the matter of transcriptions moves strongly to the fore. Generally, it seems, the transcribed show is accepted as readily as the live program, quality being the one criterion by which the listener will judge. There is, however, an audience group which feels that it is getting a transcribed production "second hand." It is not a large segment of the public, however, and its size, such as it is, now is decreasing.

In fifth place we find the quiz show, followed by comedy. The margin of leadership for the quiz is very slight, however, and all indications point to a switch in the order of these groups during the coming year. While the popularity of the quiz show still is strong, the demand for *new* programs of this type is very slight.

On the other hand, the demand for new comedy shows is strong and widespread. This is not to say that the public is tiring of the tried-and-true top-flight comedians who have risen to international fame during the past decade or more; on the contrary, the call for more of the same is distinctly a tribute to those now on the airwaves.

The giveaway show, that strange growth within the program structure of the industry, condemned by the majority, and even by its proponents looked upon as a necessary evil, is, happily, on the way out, heading very slowly, but steadily, for oblivion.

Sports, in the form of on-the-spot broadcasts of athletic events, boxing bouts, etc., at the time they occur, are, of course, popular when of sufficient importance as a news event.

In summation, it can truly be said that America's taste in program preference is generally sound, cultural. For this, the station program directors of the nation must share credit. A vital, indispensable force behind the scenes, their influence in the uplifting of the industry should be appreciated by all who have the best interests of that industry at heart.

First Trade Tele Photos



FRANK MULLEN—NBC



JOSEPH REAM—CBS



MARK WOODS—ABC



THEODORE STREIBERT—WOR-MBS



On January 19, NBC, in co-operation with RADIO DAILY, made photographic news history when Sy Friedman, network press photographer, shot televised images of top industry spokesmen as they testified before the Labor Committee hearings in the Caucus Room of the House of Representatives, Washington. Photos were taken directly off the face of a video receiver at NBC headquarters, in the RCA Building, developed by mid-day, engraved and delivered for reproduction in RADIO DAILY.



For Gallery Of Television Leaders See Page 1051

<p>Boston Symphony Orchestra TUESDAY 9:30 PM</p>	<p>THIS IS YOUR FBI FRIDAY 8:30 PM Equitable Life Assurance Society</p>	<p>MONDAY MORNING HEADLINES SUNDAY 6:15 PM ★ Air-Wick ★</p>	<p>★ WORLD SECURITY WORKSHOP ★ SUNDAY 12:30 PM</p>	<p><i>Martin Agronsky</i> MON-SAT 8:00 AM</p>
<p>★ ★ ★ DREW PEARSON SUNDAY 6:00 PM Frank H. Lee Hats</p>	<p>WILLIE PIPER THURSDAY 9:00 PM General Electric Lamps </p>	<p>GROUCHO MARX in "YOU BET YOUR LIFE!" WEDNESDAY 9:30 PM ELGIN-AMERICAN DIVISION </p>	<p><i>Metropolitan Opera Auditions of the Air</i> SUNDAY 9:30 PM Farnsworth Radio & Television Corp.</p>	<p>Headline Edition MON-FRI 7:00 PM</p>
<p>ETHEL and ALBERT MON-FRI 2:15 PM</p>	<p>AMERICA'S TOWN MEETING <i>of the AIR</i> TUESDAY 8:30 PM </p>	<p>DASHIELL HAMMETT'S FAT MAN FRIDAY 8:00 PM Norwich Phor. Co. </p>	<p>Dorothy Fuldheim SATURDAY 5:45 PM Brotherhood of Railroad Trainmen</p>	<p>VOX POP WEDNESDAY 8:30 PM American Express Co.</p>
<p><i>The Greatest Story Ever Told</i> SUNDAY 6:40 PM Goodyear Tire & Rubber Co.</p>	<p><i>Baukhage</i> TALKING MON - FRI 1:00 PM</p>	<p>Abbott and Costello WEDNESDAY 9:00 PM </p>	<p> TOM Breneman's <i>Breakfast in Hollywood</i> MON-FRI 11:00 AM Procter & Gamble Kellogg</p>	<p><i>My True Story</i> MON-FRI 10:00 AM Libby, McNeill & Libby</p>
<p>BING CROSBY WEDNESDAY 10:00 PM PHILCO CORP. </p>	<p> THE LISTENING POST MON - WED-FRI 10:45 AM Curtis Circulation Co.</p>	<p><i>Sunday Evening Hour</i> SUNDAY 8:00 PM Musical Digest</p>	<p>GALEN DRAKE MON-FRI 11:30 AM Kellogg</p>	<p><i>Nancy Craig</i> MON-FRI 1:15 PM </p>
<p>Candid MICROPHONE THURSDAY 8:00 PM</p>	<p>PAUL WHITEMAN CLUB MON - FRI 3:30 PM National Discuit Co. Nestle's Milk Products, Inc. R. J. Reynolds Tobacco Co. Wesson Oil & Snowdrift Co.</p>	<p>Cavalcade of Sports FRIDAY 10:00 PM Gillette Safety Razor Co. </p>	<p>JIMMIE FIDLER SUNDAY 10:30 PM Carter Products, Inc.</p>	<p><i>The LONE RANGER</i> MON-WED-FRI 7:30 PM General Mills, Inc. (In S. E. States American Bakers) </p>
<p>Lassie SUNDAY 1:00 PM John Morrell and Company </p>	<p> EDWARD ARNOLD IN Mr. PRESIDENT SUNDAY 2:30 PM</p>	<p>Club Time TUESDAY 10:45 AM Club Aluminum Products Co.</p>	<p>POINT SUBLIME MONDAY 8:00 PM The John Hancock Life Insurance Co.</p>	<p><i>Exploring the Unknown</i> SUNDAY 7:30 PM </p>

 <p>Sunday 9:00 PM Jergens</p> <p>Walter Winchell</p>	 <p>LET FREEDOM RING</p> <p>TUESDAY 10:45 PM</p>	<p>DAVID HARDING</p> <p>COUNTERSPY</p> <p>SUNDAY 5:30 PM Schutter Candy Company</p>	<p><i>The Metropolitan Opera</i></p> <p>SATURDAY 2:00 PM The Texas Company</p>	<p>TERRY and the PIRATES</p> <p>MON-FRI 5:15 PM</p> <p>QUAKER OATS CO.</p>
<p><i>Ladies, Be Seated</i></p> <p>Mon-Fri 3:00 PM QUAKER OATS CO. TONI COMPANY</p>	<p>JACK ARMSTRONG</p> <p>MON-WED-FRI 5:30 PM General Mills, Inc.</p>	<p><i>Louella Parsons</i></p> <p>SUNDAY 9:15 PM Woodbury</p>	<p>★ <i>Mayor of the Town</i></p>  <p>WEDNESDAY 8:00 PM NOXZEMA</p>	<p>Ted Malone</p> <p>MON-FRI 11:45 AM Westinghouse Electric Corp</p>
 <p>LAND OF THE LOST</p> <p>SATURDAY 11:30 AM Basco Company</p>	<p>The Sheriff</p>  <p>FRIDAY 9:30 PM Pacific Coast Borax Co.</p>	<p>GANGBUSTERS</p>  <p>SATURDAY 9:00 PM L. E. WATERMAN CO.</p>	 <p>Green Hornet</p> <p>TUESDAY 7:30 PM General Mills, Inc.</p>	<p>DOROTHY KILGALLEN</p> <p>THURS 10:45 AM The Drackett Co.</p>
<p>QUIZ</p> <p>PROFESSOR</p> <p>SATURDAY 10:00 PM American Oil Company</p>	<p>Betty... Crocker</p> <p>MON-FRI 10:25 AM GENERAL MILLS, INC.</p>	 <p>HELLERY QUEEN</p> <p>THURSDAY 7:30 PM</p>	 <p>THEATRE GUILD ON THE AIR</p> <p>SUNDAY 9:30 PM U. S. Steel Corp.</p>	 <p>SAMMY KAYE</p> <p>So You Want to Lead a Band—Mon 9:30 PM SUNDAY SERENADE SUNDAY 1:30 PM</p>
<p>WELCOME, TRAVELERS</p> <p>MON-FRI 12 NOON Procter & Gamble</p>	<p>Sam Pettingill</p> <p>THE GENTLEMAN FROM INDIANA</p> <p>SUNDAY 1:00 PM America's Future, Inc.</p>	 <p>Famous Jury Trials</p> <p>SATURDAY 8:30 PM General Mills, Inc.</p>	<p><i>The</i> MONITOR</p> <p>VIEWES THE NEWS</p> <p>TUESDAY 8:15 PM Christian Science Monitor Society</p>	<p>breakfast club</p> <p>MONDAY thru FRIDAY 9:00 AM</p> <p>Swift & Company * Philco Corp. * Toni Company</p>
<p>Bride and Groom</p>  <p>MON-FRI 2:30 PM Sterling Drugs, Inc.</p>	<p>Champion Roll Call</p> <p>FRIDAY 9:55 PM Champion Spark Plugs</p>	<p>On Stage, America</p> <p>MONDAY 9:00 PM</p>	<p>SKY KING</p> <p>TUES-THURS 5:30 PM Derby Food, Inc.</p>	<p>elmer DAVIS</p> <p>MON-FRI 7:15 PM</p>
<p>MURDER and MR. MALONE</p> <p>SATURDAY 9:30 PM Wine Growers Guild</p>	<p>Break the Bank</p> <p>FRIDAY 9:00 PM Bristol-Myers Co.</p> 	<p><i>All Times Eastern Standard</i></p> <p>These are the shows...the stars...the sponsors who have made 1947 such an outstandingly successful year for ABC. They are good reasons why, in '47, ABC was the <i>only</i> network whose share of audience substantially increased!</p> <p>ABC American Broadcasting Company</p>		



GEORGE CARSON PUTNAM

COMMENTATOR

AMERICAN BROADCASTING COMPANY

MOVIETONEWS

CAMEL TELEVISION THEATRE

114

CO-OPS CAPTURING CUSTOMERS

By ERNEST E. STERN, Associate Editor, Radio Annual

IN rounding out 1947's report on radio in all its many phases, it would be a serious omission not to include the strides made by the network co-operative programs. If anything, this was the year when the co-op shows came into their own with the four major networks airing a total of 51 co-operative programs at year's end. Of these 51 shows, Mutual Broadcasting System accounted for 18; American Broadcasting System for 14; Columbia Broadcasting System for 13, and National Broadcasting System for 6. This amounts to a 59 per cent increase in co-op shows over the period ending the year 1946.



Stern

Conjecturing on the reasons for this spurt in co-operative programs, the obvious answer lies in the fact that the sponsors advertising dollars for radio programming are going further and giving better programming. It is safe to assume that the number of co-operative programs will see a continued increase during the year 1948, with every likelihood that by the year's end, some 100 co-op programs will be in force via the four major networks and many of their affiliates.

In all cases, news programs were the most sought-after, substantiating the fact that such programs are in the top listenability spot on the air. This is easily accounted for by the impact the war years had on news broadcasts and continued world unrest. News programs still rate the highest percentage of radio listeners by the majority of the American radio audience.

The advantages of multiple sponsorship is not always immediately measurable in a dollar and cents return to the advertiser. The prestige impact of local sponsors being able to bring a top rated news program to an audience who might otherwise have to do without, cannot accurately be measured. Likewise, such sponsorship has untold good effect upon the affiliates offering this program to their audiences, and herein perhaps lies the secret of better program building nationwide, at a cost which

enables a number of sponsors in any one community to bring quality programming to their customers.

As far as can be best traced, the inception of network co-operative programming originated with Fulton Lewis, Jr., (MBS), who is credited with having first commenced the co-operative program idea. His first paying sponsor was the American National Bank in Denver, Colo. This same bank has been sponsoring the Lewis broadcast ever since.

A revolutionary departure for "Information Please," another Mutual program, took place in 1947, when that program went co-op, allowing it to be heard over 107 stations by the end of the year.

Among ABC's top co-operative shows are the "Abbott & Costello" show, now sponsored over 65 stations of ABC, covering the major markets in the U. S. The weekly cost of such a program varies according to the affiliate using it, but a good example is Station WFVA, a 250 watt outlet in Fredericksburg, Va. This station pays \$38 for this top comedy program, which includes cost for time and talent. WJZ, ABC's key outlet in New York, a 50,000 watt station, pays \$1929 for the same program. Another ABC co-op program which rates high is Martin Agronsky, ABC's news commentator, which incidentally, is the network's leader in co-op sales, with 101 advertisers sponsoring the program on 85 stations.

NBC's "World News Roundup," heard Monday through Saturday, remains in that network's No. 1 spot, with 31 sponsors on 53 stations. Next in line is their "News of the World," program, with 19 sponsors, heard over 58 affiliates. A new-comer to the NBC co-op list of programs is Robert Ripley's "Believe It Or Not" program, heard over 79 stations with 14 sponsors.

Among CBS' top co-op shows is their "World News Roundup," heard over many of the CBS affiliates throughout the country. "Bill Henry and the News," another leading CBS co-op show is a news program much in demand by radio advertisers.

All told, the co-operative program is very much in evidence, with the co-operative program departments of each network accountable for a goodly portion of their increased business for 1947.

For a Complete List of Network Co-op Programs See Page 992



ALICE FAYE and PHIL HARRIS

**FITCH BANDWAGON
SUNDAY AFTERNOONS**

N.B.C.

Non-Commercial AM Educational Outlets

As Listed By The Federal Communications Commission, Jan. 1, 1948

Los Angeles	KFSG	CALIFORNIA	Echo Park Evangelistic Assn...	1150	2500 watts
Pasadena	KPPC		Pasadena Presbyterian Church	1240	100 watts
		COLORADO			
Denver	KPOF		Pillar of Fire.....	910	5000 watts
		IOWA			
Ames	WOI		Iowa State College.....	640	5000 watts
Boone	KFGQ		Boone Biblical College.....	1260	250 watts
Decorah	KWLC		Luther College	1240	250 watts
Iowa City	WSUI		The State U. of Iowa.....	910	5000 watts
		KANSAS			
Lawrence	KFKU		University of Kansas.....	1250	5000 watts
			CP-1310		
Manhattan	KSAC		Kansas State College.....	580	5000 watts
		MICHIGAN			
East Lansing	WKAR		Michigan State College.....	870	5000 watts
		MINNESOTA			
Minneapolis	KUOM		University of Minn.....	770	5000 watts
Northfield	WCAL		St. Olaf College.....		5000 watts
		MISSOURI			
Clayton	KFUO		Evangelical Lutheran Synod....	850	5000 watts
		NEW JERSEY			
Zaraphath	WAWZ		Pillar of Fire.....	1380	5000 watts
		NEW YORK			
Brooklyn	WBBR		Watch Tower Bible & Tract.		1000 watts
			Soc., Inc.	1330	CP-5000
New York	WNYC		City of N. Y.	830	1000 watts
		NORTH DAKOTA			
Grand Forks	KFJM		U. of North Dakota.....	1440	1000 watts
		OHIO			
Columbus	WOSU		The Ohio State U.	820	5000 watts
		OKLAHOMA			
Norman	WNAD		U. of Oklahoma	640	1000 watts
		OREGON			
Corvallis	KOAC		Oregon State Agric. College...	550	5000 watts
Portland	KBPS		Benson Polytechnic School....	1450	100 watts
		PENNSYLVANIA			
Grove City	WSAJ		Grove City College.....	1340	250 watts
		SOUTH DAKOTA			
Vermillion	KUSD		University of South Dakota....	920	500 watts
		WASHINGTON			
Pullman	KWSC		State College of Wash.....	1250	5000 watts
		WISCONSIN			
Madison	WHA		University of Wisconsin.....	970	5000 watts
Stevens Point	WLBL		State of Wisc., Dept. of Agric...	930	5000 watts

Bud

Lou

ABBOTT and COSTELLO



On The Air

Another Year—ABC—Wednesdays

★

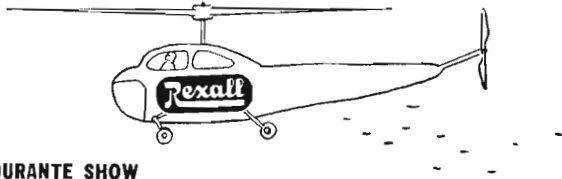
On The Screen in

UNIVERSAL-INTERNATIONAL PICTURES



DICK HAYMES

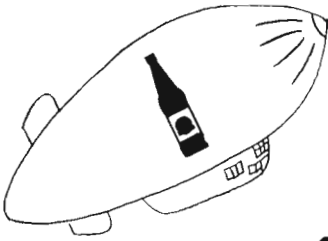
Every Thursday Night—CBS
“THE DICK HAYMES SHOW”



THE JIMMY DURANTE SHOW
(For Rexall Drug Co.)

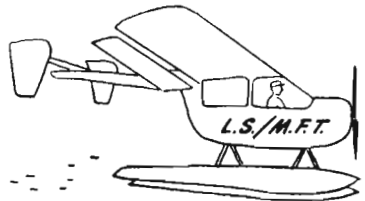


**ATLANTIC FOOTBALL AND
BASEBALL BROADCASTS
AND TELECASTS**

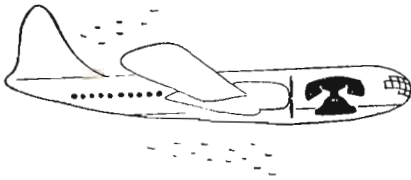


HIRES TO YOU
Phil Hanna and Phil Davis'
Orchestra

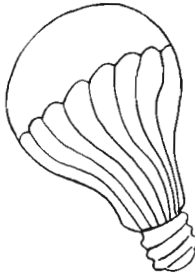
ayer-powered air shows



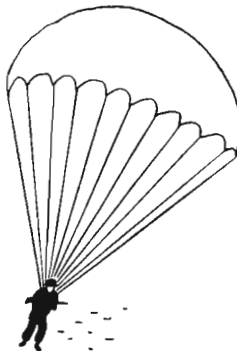
**LUCKY STRIKE
FOOTBALL TELECASTS**



THE TELEPHONE HOUR
Donald Voorhees,
the Bell Telephone Orchestra,
and world-famous soloists



**THE ELECTRIC HOUR
—THE HOUR OF CHARM**
Phil Spitalny and the
All-Girl Orchestra



**SOUND OFF with Mark Warnow
FOOTBALL BROADCASTS**
(For U. S. ARMY
and U. S. AIR FORCE)

n. w. ayer & son, inc.

Philadelphia, New York, Chicago, Detroit
San Francisco, Hollywood, Boston, Honolulu, London

BUSINESS

Agency and Sponsor Network Billings



Station Representatives

News Services

Research Firms

Advertising Agencies

RADIO

AND

TELEVISION

PROGRAMS



TALENT REPRESENTATION



RICHMAN PRODUCTIONS

10 EAST 43rd STREET

NEW YORK 17, N. Y.

MUrray Hill 2-5854

BUSINESS TREND NOTED

By VAL ADAMS, Staff Writer, RADIO DAILY

ONE of the outstanding events in the expansion of commercial radio in 1947 was the fact that gross revenue of stations from local retail advertising exceeded network revenue for the first time in history. According to an NAB estimate, the station figure surpassed the gross revenue of the national networks by over \$10,000,000. Local retail advertising brought stations about \$136,000,000 during 1947, an increase of 17 per cent over the previous year.

The nearly \$20,000,000 increase in local retail advertising, however, is due in part to the fact that there were 1400 stations in 1947 compared with 953 in 1946. But NAB said its survey clearly reflected the "increasingly local character" of radio and its growing importance as a "community" medium.

While the 17 per cent increase is impressive, let's look for a piece of information with a little more significance. It'll be found in NAB's estimate of an average eight per cent gross revenue increase in 1947, for all types of stations, and an increase of nine per cent in operating costs. This in no way, however, means that total profits took a dip in 1947 but it does point out that the broadcasters' apprehension that gross and operating increases would run neck and neck has all come true. Reasons given for rises in operating costs ranged from operation of non-profit FM outlets to meeting further wage demands of new labor contracts.

Trend toward a lower rate of profit in broadcasting, reported by the FCC in its analysis of 1946 financial statements of licensees, continued on into 1947. Percentage-wise, small stations of 250 watts or less were the best bet in meeting the economic crises. Their average gross was up 10 per cent, higher than any other type of station, while their operating costs went up only five per cent, less than any other type of outlet. Medium stations (500 to



Adams

5,000 watts) were caught right in the middle of the trend. Their average gross revenue increase was the lowest of all types (six per cent) while their operating expenses went up more than any others (11 per cent.)

From all advertisers—network, local and spot business—radio got over \$357,000,000 (gross revenue) in 1947, according to NAB estimates. This hike of around seven per cent came to some extent from the increasing number of stations on the air and the fact that national spot business went up some nine per cent. National and regional web revenues held pretty steady but did show a slight decline in the combined figures.

Getting specific about national networks, ABC's gross network time sales went up 7.2 per cent in 1947. The take was \$43,548,057 compared with \$40,617,130 in 1946. ABC's 7.2 per cent jump last year was far above the only 1.4 per cent gain noted in 1946.

Mutual's gross billings were down about three and one-half million last year but the network reported such was to be expected since in 1946 the jump had been an outstanding 25 per cent. MBS billings were \$22,372,711 in 1947 compared with \$25,907,202 in 1946.

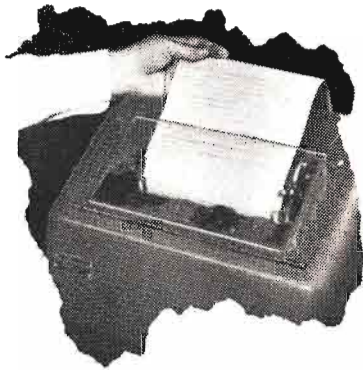
The CBS financial statement for 1947, omitting a few items of the previous year, revealed only gross income and didn't talk about gross billings. Trade circles immediately speculated that time sales must have been down in '47, particularly since several big holes showed up in the commercial program schedule. However, gross income for CBS last year was slightly above that in 1946, a figure which includes sale of Columbia Records and income from other operations. Gross income in 1947 was \$9,520,100 compared with \$9,355,900 the previous year. CBS net income was also a wee bit up in 1947.

In the way of dollar volume time sales, NBC remained at the head of the list and there were periods in 1947 when it came to as near being sold out as a network can be. NBC declined to give figures, although admitting that 1947 was its best year in history and that goes for several of its owned and operated stations. Such being the case, NBC gross billings continued upward of \$66,000,000



THE WORLD'S BEST COVERAGE

OF THE WORLD'S BIGGEST NEWS



UP UNITED PRESS

NEWS SERVICES



Associated Press

New York—50 Rockefeller Plaza Circle 6-4111

Executives

Executive Director and General Manager..... Kent Cooper
Asst. General Manager in Charge of Radio.. Oliver Gramling
Assistant Secretary..... Frank Starzel
Radio News Editor..... Tom O'Neil

International News Service

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

Executives

General Manager..... Seymour Berkson
Editor-In-Chief..... Barry Faris
Business Manager..... William B. Goode
Sales Manager..... Basil A. Caparell

Press Association, Inc. (Associated Press)

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

Executives

President..... Kent Cooper
V.P. and Assistant General Manager..... Oliver Gramling
Radio News Director..... Tom O'Neil

Reuters

New York—Times Bldg., 229 West 43rd Street..... BRyant 9-8558

Executives

Manager..... D. Kimpton Rogers
News Editor..... Geoffrey Tebbutt
Secretary of Accountants..... Sally Ojala
Chief Washington Correspondent..... Paul Scott Rankine
Senior Editor—Washington..... William Hardcastle

Transradio Press Service, Inc.

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

Executives

Chairman of the Board..... Herbert Moore
President..... Dixon Stewart
V.P. and General News Manager..... Rex R. Goad
V.P. and Sales Manager..... Robert E. Lee Moore

United Press Associations

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

Executives

President..... Hugh Baillie
Vice-President & General Business Manager.. E. M. Williams
V.P. and General News Manager..... Earl J. Johnson
Radio News Manager..... Phil Newsom
Vice-President & Sales Manager..... Jack Bisco
Asst. Business Manager..... Leroy Keller
Radio Sales Manager..... Alfred F. Harrison

10%

Ten percent commission buys one hundred percent efficiency in the counseling and sale of talent and the development and production of radio programs that sell.

**JAMES L. SAPHIER
AGENCY, INC.**

9538 Brighton Way
Beverly Hills California

Agency and Sponsor Network Billings

American Broadcasting Co. 1947 Agency Gross Billings

Dancer-Fitzgerald-Sample, Inc.	\$ 5,188,332
J. Walter Thompson Co.	4,006,234
Kenyon & Eckhardt, Inc.	3,275,973
McCann-Erickson, Inc.	2,520,472
Batten, Barton, Durstine & Osborn, Inc.	2,449,650
Compton Advertising, Inc.	2,312,823
Hutchins Advertising Co., Inc.	2,010,932
Foote, Cone & Belding	1,282,064
Wade Advertising Agency	1,181,286
La Roche & Ellis, Inc.	1,007,878
Maxon, Inc.	916,430
Wm. H. Weintraub & Co., Inc.	824,383
Hill Blackett & Co.	811,036
Benton & Bowles, Inc.	808,860
Sherman & Marquette, Inc.	801,787
Warwick & Legler, Inc.	761,601
Robert Orr & Associates	758,162
Sullivan, Stauffer, Colwell & Bayles Inc.	716,078
Doherty, Clifford & Shenfield, Inc.	711,144
William Esty & Company, Inc.	685,621
Knox, Reeves Advertising, Inc.	682,054
The Biow Company, Inc.	657,277
Kudner Agency, Inc.	595,643
Needham, Lewis & Brorby, Inc.	589,983
Roche, Williams & Cleary, Inc.	584,452
Charles Dallas Reach Co.	568,743
Lawrence C. Gumbinner Advertising Agency	561,216
Erwin, Wasey & Co., Inc.	550,713
Schwimmer & Scott, Inc.	536,466
Honig-Cooper Company	442,516
Tracy-Loche, Inc.	416,088
Hazard Advertising Company	407,850
The Joseph Katz Company	310,281
H. B. Humphrey Company	315,874
Keeling & Co., Incorporated	295,425
Furman, Felner & Company, Inc.	292,635
N. W. Ayer & Son, Inc.	275,613
McManus, John & Adams, Inc.	263,346
Young & Rubicam, Inc.	235,511
Buchanan & Company, Inc.	200,334
J. M. Mathes, Incorporated	197,802
Gahagan, Turnbull & Company, Inc.	184,419
Henri, Hurst & McDonald, Inc.	177,953
Robert Raisbeck Advertising Agency	167,478
Russel M. Seeds Co.	140,321
Weiss and Geller, Inc.	124,434
Swaney, Drake and Bement, Inc.	115,192
Brisachier, Van Norden & Staff	86,837
Huber Hoge & Sons	61,077
St. George's & Keyes	60,759
Raymond R. Morgan Company	52,814
Pacific National Advertising Agency	52,064
Cosby and Cooper	40,874
Alvin Wilder Advertising	40,560
Brooks Advertising Agency	32,739
M. H. Hackett Co.	30,585
No Agency	23,844
A. W. Lewin Co.	23,233
Ewell & Thurber Associates	23,177
William Von Zehle & Co.	21,479
Abbott Kimball Co., Inc.	16,296

John C. Dowd, Inc.	11,712
Lockwood-Shackelford, Inc.	13,728
Bruce Eldridge Advertising	12,312
Smith, Bull & McCreery, Inc.	1,585
Samuel Lewis Advertising Agency	1,014

TOTAL\$43,518,057

Mutual Broadcasting System 1947 Agency Gross Billings

Gardner Advertising Co.	\$ 1,596,693
Ruthrauff & Ryan, Inc.	1,537,853
Cecil & Presbrey, Inc.	1,437,272
Sullivan, Stauffer, Colwell & Bayles	1,371,737
Neal D. Ivey Co.	1,262,966
Roy S. Durstine, Inc.	1,207,614
Wade Advertising Agency	1,166,767
Kudner Agency, Inc.	971,387
Benton & Bowles, Inc.	929,170
Kenyon & Eckhardt, Inc.	785,529
Dancer-Fitzgerald-Sample & Co.	767,960
Arthur Myerhoff & Co.	733,139
Wm. H. Weintraub & Co., Inc.	721,793
Erwin Wasey & Co.	615,331
Grant Advertising Agency	565,689
Hill Blackett, Inc.	523,922
Federal Advertising Agency, Inc.	480,117
Aubrey, Moore & Wallace, Inc.	456,935
St. Georges & Keyes, Inc.	439,374
Hutchins Advertising, Inc.	397,248
Gotham Advertising Co., Inc.	311,761
Maxon, Inc.	299,533
Stanley G. Boynton Advertising	263,188
R. H. Alber Co.	259,049
Birmingham, Castellan & Pierre, Inc.	254,708
Swaney, Drake & Bement, Inc.	244,114
Young & Rubicam, Inc.	241,614
N. W. Ayer & Son, Inc.	210,598
D'Arcy Advertising, Inc.	195,956
Sheldon, Quick & McElroy	189,886
Walker & Downing	176,615
Hixon-O'Donnell Advertising, Inc.	175,065
Moss & Arnold & Co.	137,997
McFarland & Aveyard & Co.	136,712
Western Advertising, Inc.	133,752
Owens & Chappell, Inc.	127,428
G. C. Hoskin Association	127,131
Al Paul Lefton & Co., Inc.	107,571
Roche, Williams & Cleary, Inc.	83,910
E. L. Brown Advertising Co.	65,676
Foote, Cone & Belding	58,884
Platt-Forbes, Inc.	57,261
Gordon Best Co.	51,216
Ewell & Thurber Associated	52,301
Furman Felner & Co., Inc.	46,281
Broadcasting Advertising Co.	38,925
Grey Advertising Agency	30,968
Keeling & Co.	29,256
The Tullis Co.	27,882
Weston-Burnett, Inc.	26,929
Jim Duffy Co.	26,344
Direct	23,880
Schwimmer & Scott	23,695
Crook Advertising Co.	22,031
Hachtle Advertising	21,091
Henri, Hurst & McDonald, Inc.	17,145
Evans Associates	8,181
J. Walter Thompson Co.	6,398

1898—1948

*The William Morris Agency
is celebrating its
first fifty years.*

*Since the turn
of the Century
it has been recognized
as the Agency
of the Show World*

*Through its services
to advertising agencies
and their clients . . .
its rosters of stars, actors,
directors and writers . . . it
maintains this leadership
in radio, transcriptions
and television.*

ESTABLISHED 1898



WILLIAM MORRIS AGENCY, INC.

New York

London

Chicago

Beverly Hills

AGENCY—NETWORK—SPONSOR BILLINGS

Smith, Bull & McCreery	6,380
Batten, Barton, Durstine & Osborne...	4,970
Shorlane-Benet Co., Inc.	4,532
Brisacher, Van Norden & Staff	2,440
Tarler & Skinner	1,181
Sterling Advertising Co.	1,202
TOTAL	\$22,372,711

**National Broadcasting Company
Columbia Broadcasting System
1947 Agency Gross Billings
Not Available**

**American Broadcasting Co.
1947 Sponsor Expenditures**

General Mills, Inc.	\$ 3,814,672
Procter & Gamble Co.	2,517,236
Sterling Drug, Inc.	2,025,711
Swift & Company	2,020,098
Philco Corporation	2,010,932
Kellogg Company	1,952,030
The Quaker Oats Co.	1,809,665
Libby, McNeill & Libby	1,649,626
Miles Laboratories, Inc.	1,181,286
Westinghouse Electric Corp.	1,137,112
Toni, Inc.	1,071,725
United States Steel Corporation of Delaware	1,067,725
Curtis Publishing Company	922,706
Gillette Safety Razor Co.	916,430
Kay Daumit	811,033
Wesson Oil & Snowdrift Sales Co. Equitable Life Assurance Society of the U. S.	807,251
The Andrew Jergens Co.	761,601
Bristol-Myers Company	758,162
R. J. Reynolds Tobacco Co.	711,144
National Biscuit Co.	685,624
Eversharp, Inc.	681,033
Pacific Coast Borax Co.	657,277
Nestle's Milk Products, Inc.	638,559
Goodyear Tire & Rubber Co., Inc. Derby Foods, Inc.	604,447
L. E. Waterman Co.	591,543
The Norwich Pharmaceutical Co.	589,983
H. B. Seiler, Inc.	568,713
Carter Products, Inc.	561,216
Universal Match Corp.	550,713
Reichhold Chemical, Inc.	545,891
Seeman Brothers, Inc.	536,466
Wine Growers Guild	516,692
Dr. Pepper Company	455,187
American Cyanamid Company	442,516
Raymond Laboratories, Inc.	416,088
The Frank H. Lee Company	407,850
American Oil Company	380,942
Ward Baking Company	360,196
The Christian Science Publishing Society	340,281
Hastings Mfg. Co.	336,510
American Federation of Labor	315,874
Champion Spark Plug Co.	295,425
United States Army & Air Force Recruiting Service.	289,851
General Electric Co. (Lamp Dept.)	253,346
	238,817
	231,801

John Hancock Mutual Life Insu- rance Co.	229,461
American Tobacco Co. (The)	206,835
The Texas Company	200,334
American Express Company	197,802
America's Future, Incorporated	184,410
Lewis Howe Company	183,681
John Morrell & Co.	177,953
Noxema Chemical Co.	170,187
Knox Company, Inc.	167,478
Hunt Foods, Inc.	166,698
Brown & Williamson Tobacco Corp.	140,321
Elgin American Division of Illi- nois Watch Case Co.	124,431
Club Aluminum Products Co.	115,192
The Drackett Co.	68,843
'42" Products, Ltd.	67,611
William H. Wise & Co., Inc.	61,077
Benjamin Moore & Co.	60,759
Fisher Flouring Mills Co.	52,064
Bosco Company	41,826
Sealey Mattress Company	40,560
Safeway Stores, Inc.	36,608
The Charles E. Hires Co.	34,796
Bekins Van & Storage	32,730
Wm. S. Scull Company	30,585
J. A. Folger & Co.	26,542
Los Angeles Soap Company	26,272
Harvel Watch Co.	23,233
Wilson Sporting Goods Co.	23,177
Brotherhood of Railroad Train- men	21,479
Committee for First Amendment	21,176
G. N. Coughlan Co.	19,820
Peter Paul, Inc.	19,226
The Wildroot Co., Inc.	16,596
Union Pharmaceutical Company, Inc.	16,296
First National Stores, Inc.	14,712
California Medical Association	13,728
Galleneamp Stores, Inc.	12,312
Meril Studio	4,266
Fisher Body Division (General Motors Corp.)	4,100
RKO Pictures	3,504
Controversial Issues	2,984
Jewish Daily Forward	1,893
Politics	1,586
Ice Capades, Inc.	1,585
TOTAL	\$13,618,057

**Mutual Broadcasting System
1947 Sponsor Expenditures**

Ralston Purina Co.	\$ 1,572,140
Bayuk Cigars, Inc.	1,262,966
Carter Products, Inc.	1,217,143
Scrutan Co.	1,207,611
Miles Laboratories, Inc.	1,166,767
General Foods Sales Co., Inc.	1,003,126
General Motors Corp.	974,387
Philip Morris & Co., Ltd.	939,429
Kellogg Co.	785,529
Whitshall Pharmaceutical Co.	767,960
Pharmaco Co.	719,126
Mutual Benefit Health & Accident As- sociation of Omaha	706,535
Quaker Oats Co.	627,266
Cudahy Packing Co.	565,689
Wander Co.	523,922
Ronson Art Metal Works	497,813
American Safety Razor Corp.	480,117
He'bros Watch Co.	457,827
Williamson Candy Co.	456,935
Revere Copper & Brass, Inc.	439,374
Philco Corp.	397,218
Lutheran Laymen's League	344,764
Gillette Safety Razor Corp.	299,533
R. B. Seiler, Inc.	281,797



*personalized
management*

★ radio

★ television

★ motion pictures

366 madison ave.

new york 17, n. y.

AGENCY—NETWORK—SPONSOR BILLINGS

Trimount Clothing Co.	266,966
Radio Bible Class.	263,188
Voice of Prophecy, Inc.	260,873
Fuller Foundations	259,049
Conti Products Corp.	254,708
Kaiser-Frazer Corp.	241,114
U. S. Army Recruiting Service	240,598
Young Peoples Church of the Air	225,564
Coca Cola Co.	195,956
Commercial Credit Co.	189,886
Mail Pouch Tobacco Co.	176,615
Richfield Oil Corp.	175,065
Petri Wine Co.	167,958
Noxzema Chemical Co.	154,591
National Board of Fire Underwriters	136,712
United Electrical Radio Machine Workers of America	134,827
American Transit Association	127,428
Musterole Co.	107,973
Triangle Publications	107,571
Taylor-Reed Corp.	104,802
Delaware, Lackawanna & Western Coal Co.	86,659
Revere Camera Co.	83,910
Bible Institute of Los Angeles	66,807
Hershel California Fruit Co.	65,676
Peter Paul Inc.	57,264
Carey Sa't Co.	54,216
Wilson Sporting Goods Co.	52,301
Armour & Co.	48,188
American Federation of Labor	46,281
Pilot Radio Corp.	30,968
H. C. Cole Milling Co.	30,951
Hastings Manufacturing Co.	29,256
American Bird Products, Inc.	26,929
G. Barr & Co.	26,604
National Economic Council, Inc.	26,344
Esquire, Inc.	23,695
International Milling Co.	22,034
Appalachian Coal, Inc.	21,091
Chicago Tribune	18,612
Perfect Circle Co.	17,145
Pepsodent Division, Lever Bros. Co.	10,696
Christian Reform Church	8,184
Shipstead & Johnson	6,380
Murine Company, Inc.	4,970
Communist Party U. S. A.	4,532
National Federation of Telephone Workers	4,494
Progressive Citizens of America	3,170
Beverly Westwood Citizens Committee	2,440
Park Street Evangelical Church	1,484
Horwitz & Duberman	1,202
Grand Lodge of the A.F. of A.M. State of New York	774
TOTAL	\$22,372,711

June	3,377,565
July	3,470,190
August	3,376,483
September	3,656,012
October	4,203,034
November	3,903,944
December	4,092,073
TOTAL	\$43,548,057

Mutual Broadcasting System 1947 Gross Monthly Billings

MONTH	MONTHLY
January	\$ 2,110,515
February	1,850,141
March	2,074,745
April	1,812,676
May	1,909,309
June	1,761,575
July	1,463,703
August	1,481,756
September	1,558,094
October	1,978,801
November	2,176,291
December	2,195,105
TOTAL	\$22,372,711

National Broadcasting Company Columbia Broadcasting System 1947 Gross Monthly Billings Not Available

American Broadcasting Co. 1947 Industrial Classifications

Foods and Food Beverages	\$15,476,210
Drugs and Toilet Goods	11,200,995
House Furniture & Furnishings	2,920,030
Laundry Soaps & Housekeepers' Supplies	2,897,237
Stationery and Publishers	2,313,028
Financial and Insurance	1,188,867
Automotive Industry	1,144,414
Building Materials	1,067,725
Cigars, Cigarettes and Tobacco	1,032,780
Confectionery and Soft Drinks	1,006,576
Radios, Phonographs and Musical Instruments	874,213
Miscellaneous	829,740
Lubricants, Petroleum Products and Fuel	540,615
Wines, Beers and Liquors	442,516
Clothing and Dry Goods	369,196
Jewelry and Silverware	147,667
Paints and Hardware	60,759
Sporting Goods	23,177
Shoes and Leather Goods	12,312
TOTAL	\$43,548,057

National Broadcasting Company Columbia Broadcasting System 1947 Sponsor Expenditures Not Available

American Broadcasting Co. 1947 Gross Monthly Billings

January	\$ 3,577,008
February	3,241,101
March	3,568,895
April	3,453,150
May	3,628,602

A. & S. LYONS
INC.
MANAGERS OF DISTINGUISHED ARTISTS

20

YEARS
OF
RADIO
LEADERSHIP

NEW YORK
515
MADISON
AVENUE

BEVERLY HILLS
356
NO. CAMDEN
DRIVE

MIDWEST RADIO OPTIMISTIC

By NAT GREEN, Chicago Representative of RADIO DAILY

CHICAGO radio started the year 1948 with a healthy optimism based upon concrete achievements of the past year and promising indications that the new year would see substantial expansion of advertising budgets, with radio getting an agreeable share of the advertising dollars. An excellent example of what to expect in '48 was the announcement of the Toni Company, makers of a hair beauty aid, that the firm's advertising budget for the year would be \$6,000,000, approximately \$4,000,000 of which would be devoted to radio. With approximately 125 other advertisers having budgets exceeding a million dollars each annually, and all of them having found radio a profitable medium, both local and network sales departments feel sure that they will keep pace with the upward sales curve.



Green

Substantial progress has been made in programming and production by Chicago radio stations, which have been making a sincere effort to improve their shows—with considerable success. A number of programs in the public service category have received high commendation. In common with the trend elsewhere, Chicago has seen a tremendous increase in disc jockey shows, some of which have gained astonishing popularity. New disc shows continue to pop up, although in the opinion of many radio men they have been overdone.

Activities in all branches of ABC's central division showed marked improvement in 1947, according to E. R. Borroff, vice-president in charge of the Chicago operations, and give promise of further progress during 1948. Borroff pointed to the additional business sold through the division; the increase in Chicago originations; and the huge success enjoyed by the sponsors of the "Jack Armstrong" and "Sky King"

programs which were expanded from quarter-hour daily segments to 30-minute broadcasts on alternate days. Two long-established New York ABC programs, "Ladies Be Seated" and "Terry and the Pirates," moved to Chicago in '47, and a new audience participation program, "Welcome Travelers," started last summer, quickly became a favorite. Commenting on the record made by the division last year, Gil Berry, sales manager, said: "The tremendous strides made by ABC in 1947 will continue on an even greater scale in 1948."

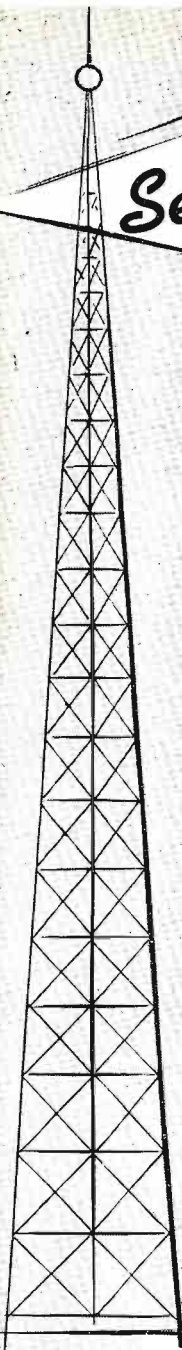
NBC and its local station, WENR, started the new year with many new accounts and important renewals on their books, and I. E. Showerman, NBC manager, said '48 promised a steady increase in business. In programming and production, NBC has kept pace with the times. A prosperous 1948 for WGN and Mutual is seen by Ade Hult, Mutual's midwest manager. A new WGN program, Lou Cowan's "R.F.D. America," launched late in '47, was zooming to popularity by mid-January.

The CBS station, WBBM, won commendation and several awards for public service programs such as "Report Uncensored," "Democracy, U. S. A.," and "Assignment Home," and for the work done by the WBBM-FM Studio Theater. Both commercially and from a program and production standpoint, 1948 promised to be a successful year.

Chicago's independent stations carried more business in 1947 than during the previous year and entered the new year with excellent prospects for greater increases. WJJD, the Marshall Field station, and WIND reported heavy billing, and WGES carried a record amount of local business.

FM radio has made progress in the Chicago area. WEAW in suburban Evanston went in operation in 1947 and has become firmly established. WENR-FM started operation January 1, and WOAK, in suburban Oak Park, was scheduled to go on the air about March 1. Evanston also has a new AM station, WNNP, and a new AM station, WVON, was in the works early in the year for Chicago's South Side.

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the Radio Industry*



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ESTIMATED RADIO HOMES FOR 1947

Estimated Population by States—from Current Reports, Bureau of the Census, July, 1947

	Estimated Population July, 1947	% Increase 1940-1947	Radio Homes 1947	Farms With Radios 1945
ALABAMA	2,824,000	— 0.3	481,424	117,485
ARIZONA	657,000	+31.6	144,091	10,216
ARKANSAS	1,903,000	— 2.4	427,144	133,416
CALIFORNIA	9,876,000	+43.0	2,679,935	119,188
COLORADO	1,159,000	+ 3.2	298,501	39,956
CONNECTICUT	2,020,000	+18.2	502,375	20,436
DELAWARE	293,000	+ 9.9	71,778	7,009
DIST. OF COLUMBIA	861,000	+29.8	216,737	22
FLORIDA	2,394,000	+26.2	521,651	33,871
GEORGIA	3,233,000	+ 3.5	566,359	117,937
IDAHO	488,000	— 7.0	121,867	36,660
ILLINOIS	8,221,000	+ 4.1	2,185,416	175,778
INDIANA	3,858,000	+12.6	1,009,348	147,417
IOWA	2,606,000	+ 2.7	680,295	190,438
KANSAS	1,914,000	+ 6.3	492,538	115,769
KENTUCKY	2,777,000	— 2.4	552,670	148,692
LOUISIANA	2,549,000	+ 7.8	468,914	63,025
MAINE	911,000	+ 7.5	216,803	35,356
MARYLAND	2,215,000	+21.6	551,829	31,628
MASSACHUSETTS	4,725,000	+ 9.5	1,225,899	33,660
MICHIGAN	6,249,000	+18.9	1,518,787	154,353
MINNESOTA	2,897,000	+ 3.7	720,089	165,243
MISSISSIPPI	2,092,000	— 4.2	340,659	118,653
MISSOURI	3,854,000	+ 1.8	968,943	190,148
MONTANA	494,000	—11.7	126,181	31,744
NEBRASKA	1,301,000	— 1.1	326,497	94,635
NEVADA	140,000	+27.0	36,532	2,673
NEW HAMPSHIRE	547,000	+11.3	136,008	16,489
NEW JERSEY	4,435,000	+ 6.6	1,149,364	24,320
NEW MEXICO	550,000	+ 3.4	98,357	15,819
NEW YORK	14,092,000	+ 4.5	3,737,443	131,783
NORTH CAROLINA	3,718,000	+ 4.1	644,069	172,115
NORTH DAKOTA	552,000	—14.0	118,998	57,769
OHIO	7,773,000	+12.5	2,034,588	186,503
OKLAHOMA	2,311,000	— 1.1	499,018	122,448
OREGON	1,517,000	+39.2	440,160	56,254
PENNSYLVANIA	10,281,000	+ 3.8	2,497,186	143,252
RHODE ISLAND	761,000	+ 6.7	195,400	3,268
SOUTH CAROLINA	1,918,000	+ 1.0	312,498	67,853
SOUTH DAKOTA	564,000	—12.3	132,515	57,691
TENNESSEE	3,079,000	+ 5.6	597,686	157,983
TEXAS	7,118,000	+11.0	1,481,168	267,440
UTAH	637,000	+15.8	154,654	20,173
VERMONT	364,000	+ 1.3	87,584	21,305
VIRGINIA	3,019,000	+12.7	575,518	104,762
WASHINGTON	2,233,000	+28.6	653,015	73,397
WEST VIRGINIA	1,849,000	— 2.8	370,664	66,201
WISCONSIN	3,283,000	+ 4.6	829,246	156,442
WYOMING	275,000	+ 9.7	69,626	11,332
TOTAL U. S.	14,382,000	+ 8.9	34,596,727	4,264,007

% Increase and Decrease from Current Population Reports, Bureau of the Census, July, 1947.

Radio Homes—derived from Population increases, number of persons per private family and estimated percent of Radio Homes.

Farms with Radios—U. S. Census of Agriculture, 1945.

For Complete Listing of Standard Broadcast Stations in the U. S. See Page 291

RADIO

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Princeton, New Jersey
Phone: Princeton 335
6305 Yucca St., Hollywood, Calif.
Phone: HILlside 8103

A. S. BENNETT ASSOCIATES

93 Park Avenue, New York 16, N. Y.
Phone: MURray Hill 5-7965

C. C. CHAPELLE COMPANY

188 W. Randolph St., Chicago 1, Ill.
Phone: Central 8814

CROSSLEY, INC.

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Phone: BRyant 9-5462
4 Mercer St., Princeton, N. J.
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Phone: Marine 8794

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Phone: LEXington 2-3000
(Production Office)
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Phone: 6-2574
230 N. Michigan Ave., Chicago 1, Ill.
Phone: RANDolph 8150
315 Equitable Bldg., 6253 Hollywood Blvd.
Hollywood 28, Calif.
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127 No. Dearborn St., Chicago 2, Ill.
Phone: State 7783

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6530 Sunset Blvd., Hollywood 28, Calif.
Phone: HILlside 4174

McKINSEY & COMPANY

(Management Consultants)
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Phone: VANDerbilt 6-5280

A. C. NIELSEN COMPANY

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RALPH L. POWER

580 Crane Blvd., Los Angeles 31, Calif.
Phone: CAPItal 7596

THE PULSE, INC.

110 Fulton St., New York 7, N. Y.
Phone: RECTOR 2-6863

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162-25 Depot Road, Flushing, N. Y.
Phone: FLushing 9-7779

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519 6th St., N. W., Wash., D. C.
Phone: Executive 2689
5050 Joy Road, Detroit, Mich.
Phone: Tyler 7-1290
904 Grant Avenue, Rockford, Ill.
Phone: Blackhawk 4155
11152 South Figueroa St., Los Angeles, Calif.
Phone: Plymouth 5-0231
New England—36 Springfield St.
Phone: North Wilbraham 240 Ring 3

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30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIRCLE 6-7164

N. C. RORABAUGH CO.

347 Madison Ave., New York 17, N. Y.
Phone: MURray Hill 6-2193-4

ROSS FEDERAL RESEARCH CORP.

2 West 45th St., New York 19, N. Y.
Phone: VANDerbilt 6-6066

SPOT RADIO SERVICE

161 East 48th St., New York 17, N. Y.
Phone: LEXington 2-5032

HOW WOULD YOU LIKE TO EXPERIENCE *Real Imaginative Selling* IN THE NATIONAL SPOT FIELD?

Are you buying prestige, service, reports at a rate that is too high when what you need is a true analysis of your national selling problems and *Real Imaginative Selling*?

When you go out to sell someone a proposition yourself whether it be in your radio business or in any other type of business with which you are connected, you first analyze your situation. You do not hope to make a deal through fast talk but rather through your presentation of a strong case.

These things are very much the same in selling time to advertisers in the national spot field. A study of the advertisers' problems must be made, an analysis of how the stations' facilities can be best used, must be made and a *Real Imaginative Selling* presentation must be made.

We'll go along with you and admire your fine advertising campaign, we'll even go along and admire the fine ads of your network and representative. We'll even agree that your present method of approach to the national spot field is considered acceptable to the trade. However, the test is—are you getting results?

Is your dollar volume high enough to pay for the ever increasing cost of operation? Is all of your salable time sold?

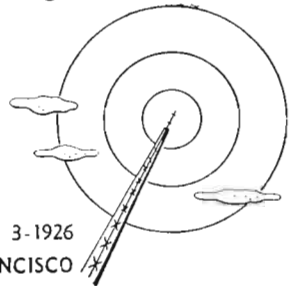
We started out a little more than three years ago with a sound idea and a number of highly experienced radio people. The results, station by station, are more than we can put into this space, but these facts are available. (A survey made by one of our stations before selecting us showed our organization as one of the first three in every agency queried.)

Our presentation is a simple one. It shows our analysis of a station's problem and the results. There is nothing to be lost and perhaps something to be gained by hearing our experience of three years summed up in forty minutes. There is no obligation and we may give you an idea for *Real Imaginative Selling* in connection with your station.

Adam J. Young Jr.
INCORPORATED

RADIO STATION REPRESENTATIVE

11 West 42nd Street, New York 18, New York LOngacre 3-1926
NEW YORK . CHICAGO . LOS ANGELES . SAN FRANCISCO



★ Radio Station ★ Representatives

ALL-CANADA RADIO FACILITIES LIMITED

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H. R. Carson, President-Mgr.-Dir.; E. M. Williams, Secretary-Treasurer.		
<i>Montreal</i> —Dominion Square Bldg., B. Hall.....	Lancaster	6400
<i>Toronto</i> —Victory Bldg., G. F. Herbert.....	Elgin	2464
<i>Winnipeg</i> —Electric Railway Chambers, P. H. Gayner.....		96-861
<i>Vancouver</i> —198 W. Hastings St., J. E. Baldwin.....	Marine	9542
Stations—CJVI, Victoria, B. C.; CKWX, Vancouver, B. C.; CKPG, Prince George, B. C.; CHWK, Chilliwack, B. C.; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CFGP, Grande Prairie, Alta.; CJCA, Edmonton, Alta.; CFAC, Calgary, Alta.; CJOC, Lethbridge, Alta.; CHAT, Medicine Hat, Alta.; CKBI, Prince Albert, Sask.; CKRM, Regina, Sask.; CKCK, Regina, Sask.; CKRC, Winnipeg, Man.; CKSO, Sudbury, Ont.; CJCS, Stratford, Ont.; CKOC, Hamilton, Ont.; CFRB, Toronto, Ont.; CFRA, Ottawa, Ont.; CFCF, Montreal, P. Q.; CKNB, Campbellton, N. B.; CFNB, Fredericton, N. B.; CFBC, St. John, N. B.; CFCY, Charlottetown, P. E. I.; CJLS, Yarmouth, N. S.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; VONE, St. Johns, Nfld.; VOWN, Corner Brook, Nfld.		

AMERICAN BROADCASTING COMPANY, INC.

ABC SPOT SALES

(National Spot Sales Division)

<i>New York 18</i> —33 W. 42nd St.....	Wisconsin	7-1737
Ralph E. Dennis, Manager; John W. Brooke, Eastern Sales Mgr.		
<i>Chicago</i> —20 N. Wacker Drive, Roy McLaughlin, Manager.....	Delaware	1900
<i>Hollywood</i> —1440 N. Highland Ave., Clyde Scott, Manager.....	Hillside	8231
<i>Detroit 26</i> —1770 Stroh Bldg., Harold Christian, Manager.....	Cherry	8321
<i>San Francisco</i> —155 Montgomery St., Kirk Torney, Manager.....	Exbrook	6544
Stations—KGO, San Francisco, Calif.; KECA, Los Angeles, Calif.; WMAL, Washington, D. C.; WENR, Chicago, Ill.; WXYZ, Detroit, Mich.; WJZ, New York, N. Y.; American Pacific Network.		

AVERY-KNODEL, INC.

<i>New York 17</i> —565 Fifth Ave.....	PLaza	3-2622
Lewis H. Avery, President; J. W. Knodel, Executive V.P.; B. P. Timothy, Secty.; Arthur H. McCoy, Treas.; David H. Sandeberg, Director.		
<i>Chicago 1</i> —333 N. Michigan Ave.....	Andover	4710
J. W. Knodel.		
<i>San Francisco 4</i> —544 Market St.....	Douglas	5873
D. H. Sandeberg.		
<i>Los Angeles 15</i> —315 W. Ninth St.....	Trucker	2095
Norman E. Noyes.		
<i>Atlanta 3</i> —41 Marietta St., N. W.		
Charles C. Coleman.		
Stations—WROW, Albany, N. Y.; WAGA, Atlanta, Ga.; WGAC, Augusta, Ga.; KERO, Bakersfield, Cal.; WKBW, Buffalo, N. Y.; WHAN, Charleston, S. C.; WAYS, Charlotte, N. C.; WJJD, Chicago, Ill.; WSAI, Cincinnati, Ohio; WKIX, Columbia, S. C.; KDAL, Duluth, Minn.; KFRE, Fresno, Cal.; KILO, Grand Forks, N. D.; WJEF, Grand Rapids, Mich.; WFBC, Greenville, S. C.; KULA, Honolulu, T. H.; WMBR, Jacksonville, Fla.; WKZO, Kalamazoo, Mich.; WIBA, Madison, Wis.; WEMP, Milwaukee, Wis.; WDGY, Minneapolis-St. Paul, Minn.; KLO, Ogden, Utah; KOMA, Oklahoma City, Okla.; WIRL, Peoria, Ill.; KOIN, Portland, Ore.; WHBF, Rock Island, Ill., (Quad		

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In 1946 and again in 1947 Avery-Knodel pledged "Aggressive Activity" to meet the ever increasing competitive situation. We renew the pledge for 1948.

"Aggressive Activity" is the vision to plan, the knowledge and experience to present the plan intelligently, and the follow-through to carry the plan to successful fulfillment.

We're still young . . . we're still growing . . . we're still imbued with the "Aggressive Activity" that pays dividends for the properties we represent.

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PLaza 3-2622

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ATLANTA 3
41 Marietta St., N. W.
CYpress 7545

LOS ANGELES 15
315 W. Ninth St.
TUcker 2095

CHICAGO 1
333 N. Michigan Ave.
ANDover 4710

STATION REPRESENTATIVES

Cities); WNAO, Raleigh, N. C.; WRUN, Rome, N. Y.; KROY, Sacramento, Cal.; KALL, Salt Lake City, Utah; WDAR, Savannah, Ga.; KJR, Seattle, Wash.; KMA, Shenandoah, Ia.; KSOO, Sioux Falls, S. D.; KTUL, Tulsa, Okla.; KXEL, Waterloo, Ia.; The Intermountain Network.

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

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Los Angeles 28—6757 Hollywood Blvd., Fred Mitchell Hillside 7822
Stations—KSFO, San Francisco, Cal.; KXA, Seattle, Wash.; WHP, Harrisburg, Pa.; WNBF, Binghamton, N. Y.

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John Petrie, Chairman of the Board, Chicago; C. B. Peterson, Vice-President, Chicago; Manager radio department.		
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Dallas —First National Bank Bldg., J. S. McCauley.....	Central	8569
Atlanta —Rhodes Haverty Bldg., H. L. Ralls.....	Walnut	4851
St. Louis —Arcade Bldg., J. E. Nicholson.....	Chestnut	6192
Kansas City —Board of Trade Bldg., G. F. Dillon.....	Harrison	1023
San Francisco —5 Third St., George D. Close.....	Garfield	6740
Los Angeles —George D. Close, Inc., L. A., 448 S. Hill St., Cher Doyle.....	Michigan	1269
Charlotte, N. C. —612 Commercial National Bank Bldg., B. G. Finch.....	Charlotte	8839
Memphis —1018 Sterick Bldg., Sidney L. Nichols.....	Memphis	8-2344
<i>Stations</i> —WLAY, Muscle Shoals, Ala.; WMOB, Mobile, Ala.; KTHS, Hot Springs, Ark.; KFMB, San Diego, Calif.; KWKH, Shreveport, La.; WCPO, Cincinnati, O.; WTJS, Jackson, Tenn.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; KRIC, Beaumont, Texas; KWBU, Corpus Christi, Texas; KRLD, Dallas, Texas; WCHS, Charleston, West Va.; WBLK, Clarksburg, West Va.; WSAZ, Huntington, West Va.; WPAR, Parkersburg, West Va.; WRBC, Jackson, Miss.; KBYE, Oklahoma City, Okla.; WGBA, Columbus, Ga.; KAND, Corsicana, Tex.		

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John A. Toothill, President & General Manager.		
New York 18 —19 W. 44th St.....	Murray Hill	2-3124
C. Stanley Bailey, V-P. & Eastern Manager.		
Los Angeles 15 —1151 S. Broadway, Clark Barnes, Mgr.....	Richmond	6184
<i>Stations</i> —KFOx, Long Beach, Calif.; WRUF, Gainesville, Fla.; WALB,		

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RADIO STATION REPRESENTATIVES

A twenty-seven year old representative organization with a sound operation program and a refreshing conception of the relationship between the radio station, advertiser, agency, and representative.

Lorenzen & Thompson's creed is summed up in nine words, "There is no substitute for Initiative and Shoe Leather."

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SAN FRANCISCO
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ATLANTA
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CINCINNATI
4 W. Seventh St.

DETROIT
1964 Penobscot Bldg.

KANSAS CITY
15 West 10th St.

ST. LOUIS
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Los Angeles—210 W. 7 St., Harold Lindley Vandike 1725
San Francisco—300 Montgomery St., Ralph W. Mitchell Yukon 6-1265
Stations—WSGN, Birmingham, Ala.; WALA, Mobile, Ala.; WSFA, Montgomery, Ala.; KJBS, San Francisco, Calif.; WELL, New Haven, Conn.; WINX, Washington, D. C.; WCON, Atlanta, Ga.; WROK, Rockford, Ill.; KGL, Ft. Wayne, Ind.; KSO, Des Moines, Iowa; WITH, Baltimore, Md.; WSAM, Saginaw, Mich.; KFEQ, St. Joseph, Mo.; KMMJ, Grand Island, Neb.; WBAB, Atlantic City, N. J.; WINR, Binghamton, N. Y.; WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WWNC, Asheville, N. C.; WSOC, Charlotte, N. C.; WSJS, Winston-Salem, N. C.; WJW, Cleveland, Ohio; WCOL, Columbus, Ohio; WFMJ, Youngstown, Ohio; WSAN, Allentown, Ohio; WFBG, Altoona, Pa.; WJAC, Johnstown, Pa.; WPEN, Philadelphia, Pa.; WAPO, Chattanooga, Tenn.; WLEE, Richmond, Va.; WKOW, Madison, Wis.

STATION REPRESENTATIVES

GEORGE P. HOLLINGBERY CO.

<i>Chicago</i>	1—307 No. Michigan.....	Andover	2636
	George P. Hollingbery, Pres. and owner; Frank McCarthy, Salesman; M. W. Harms, Jr., Salesman; Richard N. Hunter, Salesman.		
<i>New York</i>	17—420 Lexington Ave., F. E. Spencer, Jr.....	Murray Hill	3-9447
<i>Atlanta</i>	3—223 Peachtree St., Frederick F. Hague.....	Cypress	1489
<i>Los Angeles</i>	13—411 W. 5th St., Harry H. Wise, Jr.....	Madison	6-3633
<i>San Francisco</i>	—300 Montgomery St., Knox LaRue.....	Sutter	1-4091
	<i>Stations</i> —WADC, Akron, Ohio; WATL, Atlanta, Ga.; WRDW, Augusta, Ga.; WJBO, Baton Rouge, La.; WBCM, Bay City, Mich.; WTNB, Birmingham, Ala.; WTMA, Charleston, S. C.; WAAF, Chicago, Ill.; WRBL, Columbus, Ga.; WBTM, Danville, Va.; WHIO, Dayton, O.; WWJ, Detroit, Mich.; WEBC, Duluth, Minn.; WEAU, Eau Claire, Wis.; KTSM, El Paso, Tex.; WBIG, Greensboro, N. C.; WJDX, Jackson, Miss.; KGVO, Missoula, Mont.; KOWH, Omaha, Neb.; WHOO, Orlando, Fla.; WIOD, Miami, Fla.; KOOL, Phoenix, Ariz.; WEEU, Reading, Pa.; WHAM, Rochester, N. Y.; KITO, San Bernardino, Cal.; WSAV, Savannah, Ga.; WARM, Scranton, Pa.; KSCJ, Sioux City, Ia.; WSPA, Spartanburg, S. C.; WSPR, Springfield, Mass.; KGBX, Springfield, Mo.; KVI, Seattle, Tacoma, Wash.; WREN, Topeka, Kan.; KCNA, Tucson, Ariz.; KFBI, Wichita, Kan.		

HAL HOLMAN CO.

<i>Chicago</i>	1—360 N. Michigan Ave.....	Fra.	0016
	Hal Holman, Owner; Gerald T. Stanley, Eastern Mgr.		
<i>New York</i>	4 East 41st St., G. T. Stanley.....	Murray Hill	3-3421
	<i>Stations</i> —WTCM, Traverse City, Mich.; WATT, Cadillac, Mich.; WATZ, Alpena, Mich.; WMEN, Petoskey, Mich.; *WIBM, Jackson, Mich.; WILS, Lansing, Mich.; *WJLB, *WJLB-FM, Detroit, Mich.; WMUS, WMUS-FM, Muskegon, Mich.; WDMJ, Marquette, Mich.; WMMI, Marquette, Mich.; WHLS, Port Huron, Mich.; WCAZ, Carthage, Ill.; WCRA, Effingham, Ill.; WKAN, WKIL-FM, Kankakee, Ill.; WIVB, Belleville, Ill.; WLDJ, Jacksonville, Ill.; WVLN, Olney, Ill.; WHBU, Anderson, Mich.; *WLBC, *WLBC-FM, Muncie, Indiana; WGNS, Murfreesboro, Tenn.; WAYX, Waycross, Ga.; WGOV, Valdosta, Ga.; WWPF, Palatka, Fla.; WCLE, Clearwater, Fla.; WKAX, Birmingham, Ala.; KOTA, Rapid City, S. Dakota; KOLT, Scottsbluff, Neb.; KXXX, Colby, Kans.; KSEL, Lubbock, Tex.; KFXJ, Grand Junction, Col.		

* Represented in Western territory only.

GEORGE HUGHES

(Representing International Stations)

<i>New York</i>	17—480 Lexington Ave.....	Plaza	9-8150
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THE KATZ AGENCY, INC.

<i>New York</i>	18—500 Fifth Ave.....	W1	7-8620
	George R. Katz, President; George W. Brett, V. P. and Sales Mgr.; Theodore E. Kruglak, Secretary; Eugene Katz, Executive V. P.; Morris J. Beck, Treasurer.		
<i>Chicago</i>	1—307 No. Michigan Ave., Gerald H. Gunst.....	Central	4006
<i>Detroit</i>	2—General Motors Bldg., Ralph Bateman.....	TR	2-7685
<i>Kansas City</i>	6—Bryant Building, Thomas Flanagan, Jr.....	Victor	7095
<i>Atlanta</i>	3—22 Marietta St., Fred M. Bell.....	Walnut	4795
<i>Dallas</i>	5—Republic Bank Bldg., Frank Brimm.....	Central	7936
<i>San Francisco</i>	5—Monadnock Bldg., Donald C. Staley.....	Sutter	7434
<i>Los Angeles</i>	14—530 W. Sixth St., Stanley J. Reulman.....	Tucker	3219
	<i>Stations</i> —WRWR, Albany-Schenectady-Troy, N. Y.; *WGST, Atlanta, Ga.; KGHL, Billings, Mont.; WCOB, Boston, Mass.; **WMT, Cedar Rapids, Iowa; WCFL, Chicago, Ill.; WKRC, Cincinnati, Ohio; KVOR, Colorado Springs, Colo.; KLZ, Denver, Colo.; **KRNT, Des Moines, Iowa; WEOA, Evansville, Ind.; WMMN, Fairmont, W. Va.; KGU, Honolulu, T. H.;		

WFBM, Indianapolis, Ind.; WPDQ, Jacksonville, Fla.; KLRA, Little Rock, Ark.; *WMAZ, Macon, Ga.; WFEA, Manchester, N. H.; WREC, Memphis, Tenn.; WGBS, Miami, Fla.; WISN, Milwaukee, Wis.; WSIX, Nashville, Tenn.; WKST, New Castle, Pa.; WWL, New Orleans, La.; WKY, Oklahoma City, Okla.; WEEK, Peoria, Ill.; WFIL, Philadelphia, Pa.; WCAE, Pittsburgh, Pa.; WFCL, Providence-Pawtucket, R. I.; WARC, Rochester, N. Y.; KUTA, Salt Lake City, Utah; *WTOC, Savannah, Ga.; KHQ, Spokane, Wash.; WDAE, Tampa, Fla.; WSPD, Toledo, Ohio; WOL, Washington, D. C.; **WNAX, Yankton, S. D.-Sioux City, Iowa.

*The Georgia Major Market Trio
 **The Mid-States Group

JOHN KEATING

<i>Portland</i> 5—522 Equitable Bldg., John D. Keating.....	BEacon	4107
<i>Seattle</i> 1—408 Second and Pine Bldg., J. A. McLoughlin.....	ELliott	6520
<i>Stations</i> —WAST, Astoria, Ore.; KBKR, Baker, Ore.; KBND, Bend, Ore.; KFJI, Klamath Falls, Ore.; KGON, Oregon City, Ore.; KLBM, La Grande, Ore.; KMED, Medford, Ore.; KODL, The Dalles, Ore.; KOOS, Coos Bay, Ore.; KORE, Eugene, Ore.; KRNR, Roseburg, Ore.; KSLM, Salem, Ore.; KSRV, Ontario, Ore.; KUIN, Grants Pass, Ore.; KWIL, Albany, Ore.; KWIN, Ashland, Ore.; KWRC, Pendleton, Ore.; KBIO, Burley, Idaho; KFXD, Nampa, Idaho; KRRC, Lewiston, Idaho; KTFI, Twin Falls, Idaho; KWAL, Wallace, Idaho; KBRC, Mt. Vernon, Wash.; KELA, Centralia, Wash.; KGA, Spokane, Wash.; KGY, Olympia, Wash.; KIT, Yakima, Wash.; KMO, Tacoma, Wash.; KOL, Seattle, Wash.; KONP, Port Angeles, Wash.; KPKW, Pasco, Wash.; KPQ, Kenatchee, Wash.; KRKO, Everett, Wash.; KUJ, Walla Walla, Wash.; KVAN, Vancouver, Wash.; KVOS, Bellingham, Wash.; KWLK, Longview, Wash.; KXRO, Aberdeen, Wash.; KIEM, Eureka, Calif.		

LORENZEN & THOMPSON, INC.

<i>New York</i> 18—28 West 44th St.....	MEdallion	3-1750
M. R. Thompson, Vice-Pres. & Treas.; J. J. Devine, Vice-Pres.; Donald A. Donahue, Eastern Sales Mgr. Radio Div.		
<i>Chicago</i> 1—333 No. Michigan Ave.....	Central	2828
A. F. Lorenzen, President; C. G. Shannon, Vice-Pres.; Carlin S. French, Western Sales Mgr. Radio Div.		
<i>Atlanta</i> 3—905 Wm. Oliver Building.....	Walnut	4932
<i>Cincinnati</i> 2—Leveronne Bldg., 4 West Seventh St.....	Main	6640
<i>Detroit</i> 26—1964 Penobscot Bldg.....	Randolph	3080
<i>Kansas City</i> 6—15 West 10th St.....	Victor	0021
<i>Los Angeles</i> 4—607 S. Hill St.....	Vandike	7386
<i>St. Louis</i> 1—411 N. 10th St.....	Chestnut	1965
<i>San Francisco</i> 4—300 Montgomery St.....	Douglas	4393
<i>Stations</i> —WINK, Fort Myers, Fla.; WEAT, Lake Worth-Palm Beach, Fla.; WWPB, Miami, Fla.; WIMS, Michigan City, Ind.; KSOK, Arkansas City, Kans.; KSEK, Pittsburgh, Kans.; KTOP, Topeka, Kans.; KAUS, Austin, Minn.; KIMO, Independence, Mo.; WOKO, Albany, N. Y.; CJCH, Halifax, Nova Scotia; WKPT, Kingsport, Tenn.; WXGI, Richmond, Va.; KOLT, Scottsbluff, Neb.; KOTA, Rapid City, S. Dak.; WATO, Oak Ridge, Tenn.		

JOSEPH HERSHEY MCGILLVRA, INC.

<i>New York</i> 17—366 Madson Ave.....	MURray Hill	2-8755
Joseph H. McGillvra, President; Lynn Barnard, Account Executive; Helen Gill, Account Executive.		
<i>Chicago</i> 1—35 E. Wacker Drive, William Sauerstrom, Manager.....	State	5282
<i>Los Angeles</i> 5—684 S. Lafayette Park Place.....	Drexel	4388
Robert W. Walker, Manager Lee O'Connell.		
<i>San Francisco</i> 4—68 Post Street, Rogers Parratt, Manager, Frances Lindh.....	Sutter	1-5568
<i>Salisbury</i> —221 W. Innes Street, Clayton J. Cossel, Manager.....	Salisbury	3840-3841
<i>Stations</i> —KGER, Long Beach, Cal.; KIST, Santa Barbara, Cal.; KGHF, Pueblo, Colo.; WBAY, Coral Gables, Fla.; WMEJ, Daytona Beach, Fla.; WIRK, W. Palm Beach, Fla.; WBML, Macon, Ga.; WLAQ, Rome, Ga.; WJOL, Joliet, Ill.; WJOB, Hammond, Ind.; WASK, Lafayette, Ind.; KPDR, Alexandria, La.; KANE, New Iberia, La.; KSIG, Crowley, La.; WKOB,		

STATION REPRESENTATIVES

North Adams, Mass.; WWOK, Flint, Mich.; WLAV, Grand Rapids, Mich.; WTTT, WTTT-FM, Port Huron, Mich.; WFPG, Atlantic City, N. J.; WTTM, Trenton, N. J.; WKNY, Kingston, N. Y.; WMFF, Plattsburgh, N. Y.; WSAY, Rochester, N. Y.; WKRT, Cortland, N. Y.; WMBL, Morehead City, N. C.; WGNI, Wilmington, N. C.; WKNS, Kinston, N. C.; WSTV, Steubenville, Ohio; WRRN, Warren-Youngstown, Ohio; WCED, Dubois, Pa.; WDAD, Indiana, Pa.; WKRZ, Oil City, Pa.; WPIT, Pittsburgh, Pa.; WJPA, Washington, Pa.; WLAT, Conway, S. C.; WDSC, Dillon, S. C.; WESC, Greenville, S. C.; WCRS, Greenwood, S. C.; WFIG, Sumter, S. C.; KRCT, Goose Creek, Tex.; WJOY, Burlington, Vt.; WSYB, Rutland, Vt.; WPIK, Alexandria, D. C.-Va.; WCYB, Bristol, Va.; WSAP, Norfolk-Portsmouth, Va.; KFIO, Spokane, Wash.; KMO, Tacoma, Wash.; KPQ, Wenatchee, Wash.; KIT, Yakima, Wash.; WWNR, Beckley, W. Va.; WGKV, Charleston, W. Va.; WHAR, Clarksburg, W. Va.; WPLH, Huntington, W. Va.; WRON, Ronceverte, W. Va.; WFOX, Milwaukee, Wis.; CJCJ, Calgary, Alberta; CKCW, Moncton, N. B.; CICH, Halifax, Nova Scotia; CFCC, Chatham, Ont.; CKSF, Cornwall, Ont.; CKTB, St. Catharines, Ont.; CKCO, Ottawa, Ont.; CJIC, Sault St. Marie, Ont.; CHLP, Montreal, Que.; CHGB, Ste. Anne de la Poc., Que.

J. P. McKINNEY & SON

New York 20—30 Rockefeller Plaza.....Circle 7-1179
 Max M. Everett, Managing Director; Powell Ensign, Asst. Manager.
Chicago 11—400 No. Michigan Ave., Carl Jewett.....Superior 9866
San Francisco 5—681 Market St., Ralph Bidwell.....Garfield 5512
Hollywood 28—6362 Hollywood Blvd., Ralph Bidwell.....Granite 9596
 Stations—WABY, Albany, N. Y.; WOKO, Albany, N. Y.; WDAN, Danville, Ill.; WENY, Elmira, N. Y.; WGLN, Glens Falls, N. Y.; WTHI, Hartford, Conn.; WLIP, Kenosha, Wis.; WMNB, No. Adams, Mass.; WHDL, Olean, N. Y.; CHVC, Niagara Falls, Ontario and N. Y.; WBEC, Pittsfield, Mass.; WHEC, Rochester, N. Y.; WRAK, Williamsport, Pa.

ROBERT MEEKER ASSOCIATES, INC. (Formerly Radio Advertising Company)

New York 17—521 Fifth Ave.....Murray Hill 2-2170-1
 Robert D. C. Meeker; Gen. Mgr. Louis J. Moore, Eastern Mgr., Robert L. Dreher.
Chicago 1—333 N. Michigan Ave.....Central 1742-3
 E. Eugene Eshleman, Midwest Mgr., Lois Thompson.
Los Angeles 28—6381 Hollywood Blvd., Tracy Moore, West Coast Mgr...Hollywood 5408
San Francisco—79 Post St., Frances Donahue.....Exbrook 8033
 Stations—WMGY, Montgomery, Ala.; WDEL, Wilmington, Del.; WBSR, Pensacola, Fla.; WJNO, W. Palm Beach, Fla.; WDWS, Champaign, Ill.; WKMO, Kokomo, Ind.; WKBB, Dubuque, Iowa; WTVL, Waterville, Me.; WARK, Hagerstown, Md.; WGAT, Utica, N. Y.; WRTA, Altoona, Pa.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa.; WAZL, Hazleton, Pa.; WGAL, Lancaster, Pa.; WRAW, Reading, Pa.; WMBS, Uniontown, Pa.; WORK, York, Pa.; WMAM, Marinette, Wis.; WHBL, Sheboygan, Wis.; HOX-HOXD, Panama, R. P.

NATIONAL BROADCAST SALES

Toronto 1—25 King Street West.....Ad. 8895
 J. M. Davidson; Paul F. Mulvihill, Account Executive; R. A. Munro, Account Executive; Norman D. Brown, Account Executive.
Montreal 2—Guy and Sherbrooke Sts., R. A. Leslie.....Fitzroy 6388
 Stations—CKGB, Timmis, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CKWS, Kingston, Ont.; CJAD, Montreal, Que.; CKTB, St. Catharines, Ont.; CHOK, Sarnia, Ont.; CFPA, Port Arthur, Ont.; CKMO, Vancouver, B. C.; CKRN, Rouyn, Que.; CHAD, Amos, Que.; CKVD, Val d'Or, Que.; CHGB, Ste. Anne de la Pocatiere, Que.; CKEY, Toronto, Ont. (Montreal only).

NBC SPOT SALES DIVISION

National Spot AM and Television Sales Division of the National Broadcasting Company, Inc. New York 20—30 Rockefeller Plaza.....	Circle 7-8300
James V. McConnell, Director; John S. de Russy, Mgr.; William R. Seth, Adv. and Fre. Mgr.	
Boston—Hotel Bradford, John H. Dodge.....	Hancock 4239
Cleveland—NBC Building, Don Stratton.....	Cherry 0942
Chicago—Merchandise Mart, Oliver Morton.....	Superior 8300
Denver—1625 California Street, James MacPherson.....	Main 6211
San Francisco—NBC Building, Carl A. Nielsen.....	Graytone 4-8700
Hollywood—Sunset and Vine, Lathrop Mack.....	Hyld. 6161
<i>Stations (AM)—</i> WNBC, New York, N. Y.; WMAQ, Chicago, Ill.; WRC, Washington, D. C.; WTAM, Cleveland, Ohio; KOA, Denver, Colo.; KNBC, San Francisco, Calif.; WGY, Schenectady, N. Y.; WBZ-WBZA, Boston-Springfield, Mass.; KYW, Philadelphia, Pa.; KDKA, Pittsburgh, Pa.; WOWO, Fort Wayne, Ind.; KZRH, Manila, P. I.; KZMB, Manila, P. I.; KZRC, Cebu, P. I.; (TV) WNBT, New York, N. Y.; WRGB, Schenectady, N. Y.; WNBW, Washington, D. C.	

PAN AMERICAN BROADCASTING COMPANY

(Latin-American and Foreign Station Representative)

New York 17—330 Madison Ave.....	Murray Hill 2-0810
Eugene Bernald, Mgr.; Arthur Gordon, Asst. Mgr.	
Chicago—228 No. LaSalle St., F. R. Jones, Mgr.....	State 5096
Hollywood 28—6912 Hollywood Blvd., Homer Griffith.....	Hollywood 6281
Dallas—711 Construction Bldg., Walter S. Kline.....	Riverside 6051
San Francisco—681 Market St., Cliff Engle.....	Douglas 4475
<i>(Represent stations in):</i> Argentina, Bahamas, Bolivia, Chile, Colombia, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, British Guiana, Dutch Guiana, Haiti, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Trinidad, Venezuela, France, Portugal, China, North Africa, South Africa, Alaska.	

JOHN E. PEARSON COMPANY

Chicago 1—360 N. Michigan.....	Fra. 2359
John E. Pearson, Owner; William L. Wallace, Mid-West Sales Manager; Kay Fisher, Account Executive; Sue Masterson, Financial Secretary; A. A. Terrace, Secretary; Dorothy Kurtweil, Secretary.	
New York—250 Park Avenue, Hines Hatchett.....	PLaza 8-2255
Kansas City—Dierks Bldg., Owen Balch.....	GR 2144
St. Louis—915 Olive St., Ralph Schulenburg.....	GA 6865
Los Angeles—684 S. Lafayette Park Place, R. W. Walker.....	Drexel 4388
San Francisco—68 First St., Roger Parratt.....	Sutter 5568
<i>Stations—</i> KCMO, Kansas City, Mo.; KOAM, Pittsburgh, Kan.; KELO, Sioux Falls, S. D.; WJY, New York City; KVGB, Great Bend, Kan.; WEW, St. Louis, Mo.; KRRV, Sherman, Tex.; <i>Oscar Hirsch Stations—</i> WHIZ, Zanesville, O.; WAOV, Vincennes, Ind.; WJPF, Herrin, Ill.; WIND, Chicago, Ill.; WIRE, Indianapolis; WMMJ, Peoria, Ill.; KHMO, Hannibal, Mo.; <i>Gleason (Calif.) Stations West Texas Group—</i> KMAC, San Antonio, Tex.; WJHL, Johnson City, Tenn.; <i>S. Minnesota Group—</i> WDIA, Memphis, Tenn.; KGKB, Tyler, Tex.; KWTO, Springfield, Mo.; KLCN, Blytheville, Ark.; WCAR, Pontiac, Mich.; KSA-L, Salina, Kan.; <i>Florida Group—</i> KXOL, Fort Worth, Tex.; <i>Nunn Stations—</i> (WLAP, WBIR, WCMI, KFDA); WDUK, Durham, N. C.; WMIX, Mt. Vernon, Ill.; KWOC, Poplar Bluff, Mo.; KPAB, Laredo, Tex.	

JOHN H. PERRY ASSOCIATES

New York 17—310 East 15th Street.....	Murray Hill 4-1647
Wm. K. Dorman, Gen. Mgr.; R. S. Mandeville, Salesman; W. T. Kelly, Salesman.	
Chicago 3—122 S. Michigan Ave., F. W. Thurnau.....	Harrison 8085
Detroit 2—7338 Woodward Ave., James J. Higgins.....	Madison 0790
Philadelphia 7—12 South 12th St., Robert Hitchings.....	Walnut 2-3555
Atlanta 3—1220 Rhodes-Haverty Bldg., Mrs. Alice S. Grant.....	Walnut 1334
<i>Stations—</i> WJHP, Jacksonville, Fla.; WCOA, Pensacola, Fla.; WDLP, Panama City, Fla.; WTMC, Ocala, Fla.; WTAL, Tallahassee, Fla.; WWPG, Palm Beach, Fla.; WDHL, Bradenton, Fla.; WALT, Tampa, Fla.; WFRP, Savannah, Ga.; WINZ, Miami Beach, Fla.	

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

EDWARD PETRY & CO., INC.

<i>New York</i> 17—17 East 42nd Street.....	MUrray Hill	2-4400
Edward Petry, President; Henry I. Christal, Secretary-Treasurer; Edward E. Voynow, Vice-President.		
<i>Chicago</i> 11—400 North Michigan Ave., Edward E. Voynow.....	Delaware	8600
<i>Detroit</i> 2—General Motors Bldg., William Cartwright.....	Madison	1035
<i>San Francisco</i> 4—Russ Bldg., Earle H. Smith.....	Garfield	1-4082
<i>Los Angeles</i> 13—601 West Fifth St., Chester G. Matson.....	Michigan	8729
<i>St. Louis</i> 3—Shell Bldg., George A. Kercher.....	Chestnut	7191
<i>Atlanta</i> 3—New Palmer Bldg., Charles F. Grisham.....	Lamar	2080
<i>Boston</i> 16—Statler Bldg., James G. Sandison.....	Hubbard	6342
<i>Stations</i> —WSB, Atlanta, Ga.; WBAL, Baltimore, Md.; WNAC, Boston, Mass.; WICC, Bridgeport, Conn.; WBEN, Buffalo, N. Y.; WGAR, Cleveland, Ohio; WFAA, Dallas-Ft. Worth, Tex.; WJR, Detroit, Mich.; KARM, Fresno, Cal.; WONS, Hartford, Conn.; KPOA, Honolulu, Hawaii; KPRC, Houston, Tex.; WDAF, Kansas City, Kan.; KFOR, Lincoln, Neb.; KARK, Little Rock, Ark.; KFI, Los Angeles, Cal.; WHAS, Louisville, Ky.; WLLH, Lowell-Lawrence, Mass.; WTMJ, Milwaukee, Wis.; KSTP, Minneapolis-St. Paul, Minn.; WSM, Nashville, Tenn.; WSMB, New Orleans, La.; WTAR, Norfolk, Va.; KOIL, Omaha, Neb.; WIP, Philadelphia, Pa.; WMTW, Portland, Me.; KGW, Portland, Ore.; WEAN, Providence, R. I.; WRNL, Richmond, Va.; WOAI, San Antonio, Tex.; KQW, San Francisco, Cal.; KOMO, Seattle, Wash.; KTBS, Shreveport, La.; KGA, Spokane, Wash.; WMAS, Springfield, Mass.; WAGE, Syracuse, N. Y.; KVOO, Tulsa, Okla.; WSAU, Wausau, Wis.; WWVA, Wheeling, W. Va.; KFH, Wichita, Kan.; WAAB, Worcester, Mass.; Yankee Network; Texas Quality Network.		

RADIO REPRESENTATIVES LIMITED

<i>Toronto</i> 1—4 Albert Street.....	WAverley	6151
J. Slatter, President; S. Lancaster, Sales Manager; W. Slatter, Sales; A. E. Morris, Statistics; V. Murphy, Secretary-Treasurer.		
<i>Montreal</i> —337 Dominion Square Bldg., W. C. Dippie.....	HA.	7811
<i>Winnipeg</i> —Lindsay Bldg., A. J. Messner.....		9-6374
<i>Stations</i> —CJAV, Port Alberni, B. C.; CKNW, New Westminster, B. C.; CJDC, Dawson Creek, B. C.; CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CFQC, Saskatoon, Sask.; CJOB, Winnipeg, Man.; *CKPR, Fort William, Ont.; CKCH, Hull, Que.; CHEF, Granby, Que.; CKTS, Sherbrooke, Que.; CKCV, Quebec, Que.; CHGS, Summerside, P. E. I. * (Not represented in Winnipeg.)		

RADIO SALES

(The Spot Broadcasting Division of CBS)

<i>New York</i> 22—485 Madison Avenue.....	Wickersham	2-2000
J. L. Van Volkenburg, Gen. Sales Mgr.; Herbert A. Carlborg, Eastern Sales Mgr.; Richard F. Hess, Director of Research; Thomas Ellsworth, Sales Promotion Director; Ben Margolis, Sales Service Mgr.; Alice Santti, Mgr. Clearance Department.		
<i>Chicago</i> 11—410 No. Michigan Ave., Wilbur S. Edwards.....	Whitehall	6000
<i>Atlanta</i> 3—101 Marietta St. Bldg., H. H. Holtshouser.....	Lamar	8641
<i>Detroit</i> 2—902 Fisher Bldg., Wm. B. Ogden.....	Trinity	2-5500
<i>Los Angeles</i> 28—Columbia Square, Henry Flynn.....	Hollywood	1212
<i>San Francisco</i> 5—Palace Hotel, Jack L. Brumback.....	Yukon	1700
<i>Stations</i> —KMOX, St. Louis, Mo.; KNX, Los Angeles, Calif.; KSL, Salt Lake City, Utah; WAPI, Birmingham, Ala.; WBBM, Chicago, Ill.; WBT, Charlotte, N. C.; WCBS, New York, N. Y.; WCCO, Minneapolis, Minn.; WEI, Boston, Mass.; WRVA, Richmond, Va.; WTOP, Washington, D. C.; Columbia, Calif. Network; Columbia Pacific Network.		

WILLIAM G. RAMBEAU COMPANY

<i>Chicago</i> 1—360 No. Michigan Ave., William G. Rambeau, Mgr.....	Andover	5566
<i>New York</i> 17—Chanin Bldg., William M. Wilson, Mgr.....	LExington	2-1820

<i>Los Angeles 5</i> —672 S. Lafayette Park Place, Jack V. Porter, Mgr.	Exposition	8281
<i>San Francisco 5</i> —605 Market Street, Gaylord C. Harding.	Douglas	0668
<i>Stations</i> —WMEX, Boston, Mass.; WNAB, Bridgeport, Conn.; WFNS, Burlington, N. C.; WOCB, Cape Cod, Mass.; WHOB, Gardner, Mass.; WHJB, Greensburg, Pa.; WJTN, Jamestown, N. Y.; WNBH, New Bedford, Mass.; WNHC, New Haven, Conn.; WHN, New York City, N. Y.; WNOC, Norwich, Conn.; WJAS, Pittsburgh, Pa.; WNAF, Providence, R. I.; WQQW, Washington, D. C.; WATR, Waterbury, Conn.; WWON, Woonsocket, R. I.; WLOX, Biloxi-Gulfport, Miss.; WAGC, Chattanooga, Tenn.; KIXL, Dallas, Tex.; KWBC, Fort Worth, Tex.; KLUF, Galveston, Tex.; WJBW, New Orleans, La.; KRUX, Phoenix, Ariz.; KITE, San Antonio, Tex.; WVJS, Owensboro, Ky.; KVAK, Atchison, Kan.; WHBC, Canton, O.; WEAW, Evanston, Ill.; WCLO, Janesville, Wisc.; KSWM, Joplin, Mo.; WNAM, Neenah-Menasha, Wisc.; WPAY, Portsmouth, O.; WKBV, Richmond, Ind.; WIL, St. Louis, Mo.; KAKE, Wichita, Kan.; KMYR, Denver, Colo.; KFVB, Los Angeles, Calif.; KWBR, Oakland, Cal.; KPQD, Portland, Ore.; KOCO, Salem, Ore.; KSAN, San Francisco, Calif.; KTKC, Fresno-Visalia, Calif.		

PAUL H. RAYMER COMPANY, INC.

<i>Chicago 11</i> —435 No. Michigan Ave.	Superior	4473
Garfield C. Packard, M. R. Tennerstedt.		
<i>New York 17</i> —366 Madison Ave.	Murray Hill	7-6540
Paul H. Raymer, Fred C. Brokaw, Pierce L. Romaine, Paul Tiemer, Charles A. Hammarstrom, Peter M. Soutter.		
<i>Boston 16</i> —507 Statler Office Bldg., Robert C. Foster.	Hubbard	3225
<i>Detroit 26</i> —28 West Adams Ave., Robert B. Rains.	Cherry	0764
<i>Atlanta 3</i> —804 Candler Bldg., Royal E. Penny.	Lamar	5416
<i>San Francisco 4</i> —1671 Russ Bldg., L. Ray Rhodes.	Douglas	2-8909
<i>Los Angeles 14</i> —707 So. Hill St., J. Leslie Fox, John D. Gale.	Michigan	6536
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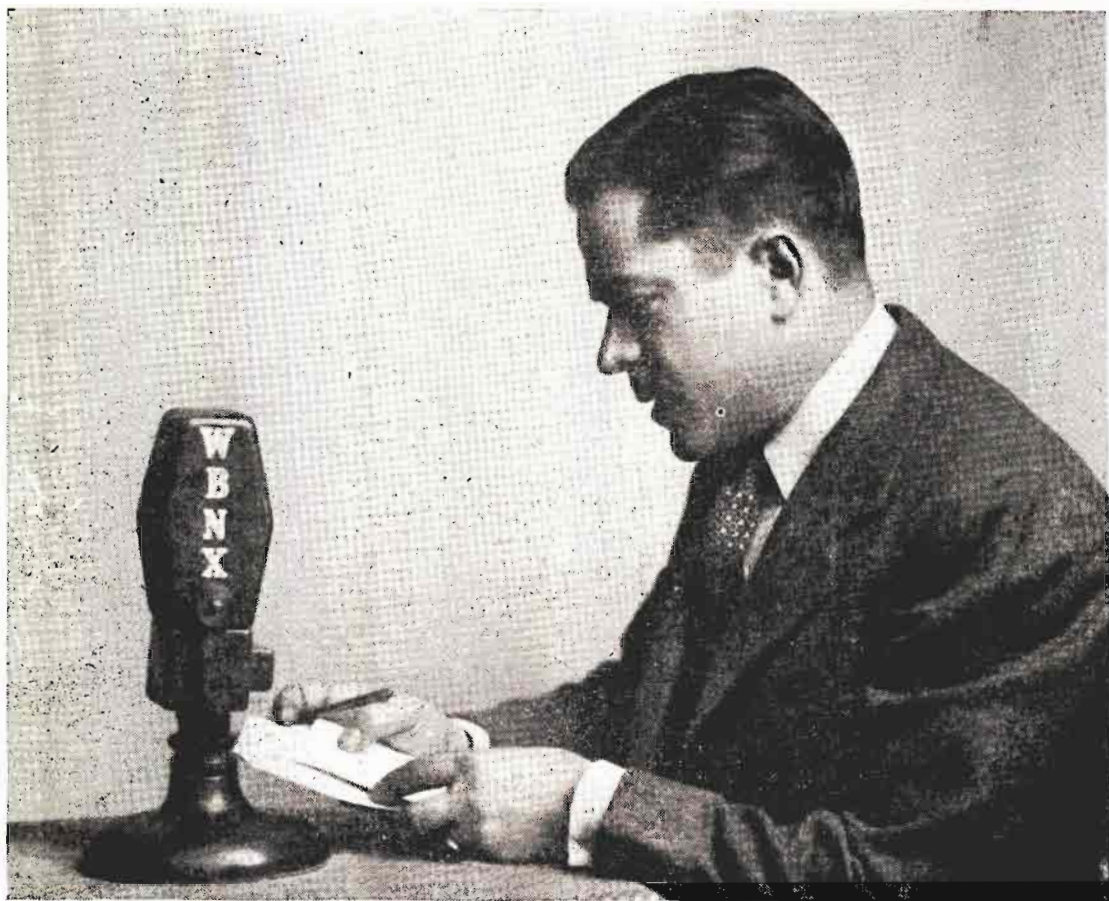
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Television Accounts—American Packing
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Radio Accounts—Nagel Groves, Photo Spe-
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Radio Accounts — Cuticura, Eno, Scott's Emulsion, Phelps Dodge Refining Corp.

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Phone Hubbard 4970

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Phone Randolph 3456

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Phone LAKeland 2-4571

Director.....David Kepner
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Radio Department
501 Madison Ave.

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Head of Time.....John D. Hymes
Mgr. Radio.....Bruce Dodge
Head Talent Contract.....Lucille Webster
Radio Production.....Jack Moseman

Hollywood Office

6111 Sunset Blvd., Hollywood 28, Calif.
Phone Hempstead 2377

Manager.....Jack Runyon
San Francisco Office

703 Market St., San Francisco 3, Calif.
Manager.....Keith Babcock
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Phone State 0950

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Art Directors.....Don Avery, Don Digman
Radio Production.....Kirby Hawkes

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Manager.....Gladys B. Berju
Copy Director.....Homer Millard
Art Director.....Len Janklow
Production Manager.....Harry Dobrin
Space Buyer.....Ed Engel
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Radio Accounts—Brass Rail, Keystone Paint & Varnish Co., Jay Lord Hats, Grosinger Hotel & Country Club.

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Branch Office

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Phone CIrcle 6-4000

Account Executive.....Philip Solomon

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Phone EL 5-7563

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Radio Time Buyer.....Jean Zipser
Account Executives.....Theodore D. Siegel,
Paul Sprinz, Helen Nash, H. L. Tuers.

Radio Accounts—L. S. Ayers & Co., Barbizon-Plaza, 57th St. Bootery, French Bootery.

W. EARL BOTHWELL ADVERTISING AGENCY

600 Grant Street, Pittsburgh 19, Pa.
Phone Court 6565

ANPA—AAAA—PPA

President.....W. Earl Bothwell
Vice-Presidents.....T. Howard Black, Jr.,
Virginia D. Bothwell.

Secretary-Treasurer.....Fred E. Baxter
Copy Chief.....H. B. Trautman
Media Director.....Joseph P. O'Donnell,
Axis Philbrook.

Space Buyer.....Betty Ritter

• • • **ADVERTISING AGENCIES** • • •

Radio Director.....Nathan A. Tufts
 Production Manager.....Clark Glenn
 Art Director.....O. C. Joehumsen
 Research Director.....Jack Bradfute
 Radio Time & Talent Buyer
 C. Taylor Urquhart
 Plans Director.....Charles D. Pettengill
 Publicity Director.....Peggy S. Clagett
 Merchandising Director.....Wright Nodine
 Home Economics Dir.....Jane H. Trautman
 Account Executives....Richard C. Bachman,
 T. Howard Black, Jr., William R. Dahl-
 man, Frank A. Kearney, George E. Kel-
 ly, Albert Reinitz, James W. Staples.

Branch Offices

1624 N. Hudson Ave., Hollywood 28, Cal.
 Phone Hillside 0209
 Manager.....Nathan A. Tufts
 22 E. 40th St., New York 16, N. Y.
 Phone LExington 2-1522
 Manager.....T. Howard Black, Jr.

Radio Accounts — Allegheny Conference for Community Development, (Pittsburgh, Pa.), (Public Service), Allegheny County Democratic Committee, American Home Products, Corp., American Home Foods, Inc., Joseph Burnett Co. (Flavoring Extracts), Duff's Baking Mix Div. (Duff's Baking Mixes), G. Washington's Division (Instant Coffee & Broths), Boyle-Midway Inc. & Boyle Midway (Canada) Ltd. (Aero Waxes & Polishes, Aeromist, Antrol, Black Flag, Diamond Tints and Dyes, Fly-Ded, Moth-Ded, Old English Waxes & Polishes, Plastic Wood, Ridz Garden Sprays, Snarol, Silver Label Germicide 3-In-One Oil), Home Products International Ltd. (Canada) (G. Washington's Coffee), Bedford Springs Hotel (Hotel), Christian & Co., Inc. (Poultry Products), Commonwealth Heating Co. (Furnaces), County of Allegheny (Public Service), Frank & Seder (Department Store), Hotel Pittsburgher (Hotel), Industrial Cigar Company (Stogies), J. H. Latham (Exports), Morris Clamp & Coupling Co. (Clamps & Couplings), Pa Pitt's Partners (Public Service), J. Spokane & Co., Inc (Wholesale Distributor), WCAE, Inc. (Radio Station), Zero Weather Stripping Co., Inc. (Weather Stripping).

**BOTSFORD, CONSTANTINE &
GARDNER**

115 SW 4th Ave., Portland 4, Oregon
 Phone Atwater 9541

AAAA—ABP—ANPA—PPA—NOAB
 APA—ABC

Vice-Pres. & Space Buyer...Frank Coykendall
 Sec.-Treas.....Merle W. Manly

Branch Offices

333 Central Bldg., Seattle 4, Wash.
 Phone Eliot 3523
 Exec. Vice-Pres.....C. P. Constantine
 350 Russ Bldg., San Francisco 4, Calif.
 Phone Exbrook 2-7565
 Pres. & Gen. Mgr.....David M. Botsford
 629 S. Hill St., Los Angeles 14, Calif.
 Phone Michigan 1427
 Vice-President.....Thomas O. Morris, Jr.
 Empire State Bldg., New York 1, N Y.
 Phone BRyant 9-4845
 Vice-PresidentElizabeth Eyerly
Radio Accounts—Crispie Potato Chip Co., Foreman & Clark, General Paint Corp., Lucky Markets, National Biscuit Co. (West Coast), Olympia Brewing Co., Oregon Mutual Fire Insurance Co., Tillamook County Creamery Assn., Wellman Peck & Company.

**STANLEY G. BOYNTON
RADIO ADV.**

410-11 Fisher Bldg., Detroit 2, Mich.
 Phone TRinity 1-2552

President.....Stanley G. Boynton
 Vice-President.....L. C. Boynton
 Secretary.....V. Cory Hancock
 Treasurer.....D. H. Bartlett
 Program Dir. & Radio Prod.....Larry Payne
 Traffic Manager.....H. Washburn

Branch Office

17 E. 42nd St., New York 17, N. Y.
 Phone MU 2-0086

Radio Accounts—Radio Bible Class, Wesley Radio League, American Society of Industrial Engineers, Calvary Hour, New World Coming, Highland Park Baptist Church, Devotional Hour, National Tennis Matches, Zoller Gospel Tabernacle.

**THE J. CARSON BRANTLEY
ADV. AGENCY**

Owen Building, Salisbury, N. C.
 Phone 900

President, Radio Dir. & Producer
 J. Carson Brantley
 Secretary.....A. R. Monroe

BOZELL & JACOBS, INC. OF ILL.

326 W. Madison St., Chicago 6, Ill.
 Phone Central 6505

APA—NOAB

President.....Nathan E. Jacobs
 Vice-Pres. & Art Dir.....Ben Taylor
 Vice-Pres. & Radio Dir.....Philip Rouda
 Vice-President.....Ad Rovin
 Secretary-Treasurer.....Morris E. Jacobs

Asst. Sec.-Treas.....Elinor Bishop
Production Manager.....Ed Ward
Branch Office
2400 Foshay Tower, Minneapolis 2, Minn. .
Phone Main 4527

Manager.....Sam Kaufman
Radio Accounts—Central, Ill. Electric &
Gas Co., Halgar, Inc., International Circuses,
Inc., Leaf Gum Co., Milko-Cone & Baking
Co.

ARTHUR BRAITSCH ADV.

15 Westminister St., Providence 3, R. I.
Phone Dexter 5313-4115
ABP—APA—ANPA

Radio Director.....Arthur Braitsch
Secretary.....Norma Black
Space Buyer.....John A. Lorimer

BRESNICK & SOLOMONT INC.

216 Tremont St., Boston 16, Mass.
Phone Liberty 7751

ABP — ANPA — PPA — APA

President.....Chester L. Solomont
Radio Dir. & Time Buyer.....Adner Rakov
Radio Account—Dawson's Brewery, Inc.

R. C. BRETH, INC.

310 Pine St., P. O. Box 128, Green Bay, Wis.
Phone Howard 134

President.....R. C. Breth
Radio Accounts—Home Mutual Insurance
Co., Brillion Iron Works, Inc.

BRISACHER, VAN NORDEN & STAFF INC.

310 Crocker Bldg., San Francisco 4, Calif.
Phone Garfield 1-0276

ANPA—APA—PPA—NOAB—ARP

President.....Emil Brisacher
Vice-President.....Franklin C. Wheeler
Secretary.....A. McKie Donnan
Treasurer.....W. Purdom
Time Buyer.....Marie Eaton
1133 Crenshaw Blvd., Los Angeles 6, Calif.

Branch Offices

Garfield Bldg., Los Angeles 14, Calif.
Phone Whitney 9442

Vice-President.....R. T. Van Norden
Radio Director.....Charles Chaplin
140 East 39th St., New York 16, N. Y.
Phone MU 2-5838

Vice-Pres. & Manager.....C. H. Gabriel
Radio Accounts — Acme Breweries, Bo-
hemian Distributing Co., Franzia Bros. Win-
ery, Standard Beverages, Davi Miracle Foam,
M-Dee Products.

BROADCAST ADVERTISING

3055 Wilshire Blvd., Los Angeles 5, Calif.
Phone EXposition 1339

Owner-Manager.....Van C. Newkirk
Production Manager.....John G. Fryer
Office Manager.....Betty Culbert

Radio Accounts—Crew of Good Ship Grace,
Inc., Floyd B. Johnson, Grace Dotson, Bible
Lessons, Calvary Assembly of Inglewood,
Youth for Christ, World's Greatest Book
Quiz, Little Country Church of Hollywood,
Voice of Faith, Bible Inst. of Los Angeles,
Morning Bible Hour.

BROOKE, SMITH, FRENCH & DORRANCE, INC.

8469 E. Jefferson Ave., Detroit 14, Mich.
Phone Valley 2-9700

AAAA—OAAA—ABP—NOAB—ANPA—
PPA—APA

Chairman of Board.....Sturges Dorrance
President.....Willard S. French
Secretary-Treasurer.....Guy C. Smith
Vice-Presidents.....Clarke C. Wilmot,
Jack Williams, Walter C. Ayers, George
Johnston, H. R. Bayle, L. Grant Hamil-
ton, Blount Slade.

Director of Radio.....James B. Hill
Time Buyer.....Clyde Vortman

Branch Office

52 Vanderbilt Ave., New York 17, N. Y.
Phone MURray Hill 6-1800

Vice-Pres. & Mgr. Media Dept...H. E. Pengel
Art Director.....William A. Adriance

Radio Accounts — Goebel Brewing Co.,
Chris-Craft, Hudson Motor Car Co., Michi-
gan State Apple Comm., Mullins Mfg. Corp.,
Sparks-Withington Co., Timken Silent Auto.
Div.

Television Account—Goebel Brewing Co.

BROOKS ADVERTISING AGENCY

416 W. 8th St., Los Angeles 14, Calif.

Phone TRinity 0558

ANPA—PPA—ABP

Account Executive.....Henry Brooks
General Manager.....A. R. Brooks
Production Manager.....E. Nyberg
Time Buyer.....A. R. Brooks
Copy Chief.....G. Gumpertz
Art Director.....Len Wolf
Acct. Exec.....S. P. Brooks

Radio Accounts — Bekins Moving & Stor-
age Co., Everest & Jennings, Golden West
Products Co.

D. P. BROTHER & CO., INC.

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

APA — AAAA — ANPA — ABP
NOAB—PPA—ABC

President.....D. P. Brother
 Vice-President.....Clarence Hatch
 Account Executives.....J. S. Howell,
 Trueman Campbell.

BROWN & BIGELOW ADV. AGENCY.

450 N. Syndicate St., St. Paul 4, Minn.
 Phone HE 6331

General Manager.....R. J. Henderson
 Director of Sales.....Paul H. Dohson
 Art Director.....Charles Ernst
 Production Manager.....D. J. Holstad
 Space Buyer.....E. J. Petersen
 Radio Dir. & Time Buyer.....J. H. Fischbein
 Copy Chief.....Morris Rudensky
Radio Accounts—Central Life Insurance
 Society, Dairy Fresh Creameries, Miss Morris
 Candies, Zip Co.

BUCHANAN & CO., INC.

1501 Broadway, New York 18, N. Y.
 Phone MEDallion 3-3380
 AAAA—PPA—NOAB—ABC

Chairman of Board, Treas....John Hertz, Jr.
 Exec. Vice President.....Fred M. Jordan
 Vice Presidents.....Rudolph Montgela
 Douglas Day, Joseph D. Dunn, Paul
 Radin, Lee Blair, Burton Feldman
 Secretary.....A. Grace Barrett
 Comptroller.....Anthony Alduino

Branch Offices

919 No. Michigan Ave., Chicago 11, Ill.
 Phone Superior 3047

Vice-President.....Burton Feldman
 Dir. of Radio & Television..Martin B. Jones
 Time Buyer.....Bill Smith
 242 No. Canon Dr., Beverly Hills, Calif.
 Phone CR 1-4731

Exec. V.P.....Fred M. Jordan
 155 Montgomery St., San Francisco 4, Calif.
 Phone Yukon 2802

Vice-President.....Lee Blair
Radio Accounts—The Texas Co., Para
 mount Pictures, Inc., Rainier Brewing Co.,
 United Artists Corp., Gallowhur Chemical
 Co., Monogram Pictures Corp., Paramount
 Pictures, Ind., Allen B. DuMont Labs., Inc.,
 Reynolds Metal Co., Teen-timers, Inc.

Television Accounts—Allen B. DuMont
 Labs., Inc.

BUCHANAN-THOMAS ADV. CO.

412 So. 19th St., Omaha 2, Nebraska
 Phone AT 2125

ABP—ANPA—PPA

Partners.....C. C. Buchanan,
 L. H. Thomas
 Radio Director.....Adam Reinemund

**FRANKLIN BRUCK ADVERTISING
 CORP.**

RKO Bldg., Rockefeller Center,
 New York 20, N. Y.
 Phone Circle 7-7660

President.....Franklin Bruck
 Secretary and Radio

Director.....M. J. Kleinfeld
 Vice-President.....Mort Heineman
 Radio Time Buyer.....Rae Elbroch
 Radio Traffic.....Milton Jurin
 Radio Production.....Howard Blake
 Research Director.....Jules Nathan
Radio Accounts—North American Acci-
 dent Insurance Co., Johnson Candy Co.,
 Fashion Frocks, The Theobald Industries,
 Arden Candies.

CHARLES BRUNELLE ADV. AGENCY

15 Lewis St., Hartford 3, Conn.
 Phone 7-0726
 ABP—PPA

President & Treasurer.....Charles Brunelle
 Vice-Presidents.....John E. Finneran,
 Robinson Smith.
Radio Account—Sage-Allen & Co., Inc.

GEORGE P. BUENTE, INC.

509 Madison Ave., New York 22, N. Y.
 Phone EL 5-1175
 PANY

Pres.-Treas.-Radio Dir.....George P. Buente
 Vice-President & Secretary....E. M. Buente
 Art Director.....William C. Brigham
 Production Manager.....Edna Morgans
 Account Executives.....G. P. Buente,
 E. M. Buente, D. W. Stallard.
Radio Accounts—Joseph Santora & Sons,
 The Van Besta Co, Inc.

BURLINGAME-GROSSMAN ADV.

600 S. Michigan Ave., Chicago 5, Ill.
 Phone Wabash 7090
 APA—PPA—PANY

Owner.....S. W. Grossman
 Art Director.....S. Boss
 Production Manager.....S. E. Miller
 Radio Time Buyer.....G. Roesler
 Account Executive.....M. A. Harvis
Radio Accounts—Auto Lamp Mfg. Co.,
 Community Bakeries, Radio Station WJPF,
 Wisconsin Network, Inc.

BURNET-KUHN ADV. CO.

520 N. Michigan Ave., Chicago 11, Ill.
 Phone SUP 3800
 ANPA—APA—PPA

President & Treasurer.....Paul R. Kuhn
Vice-Pres. & Sec.....Francis J. Woods
Vice-President.....Philip D. Simons
Radio Director.....Mary A. Schroeder
Account Executives.....F. J. Woods,
P. D. Simons, T. Wainwright.

Radio Accounts — Carson Pirie Scott & Co., Chicago Tribune, Coronet, Inc.

LEO BURNETT COMPANY, INC.

360 North Michigan Ave., Chicago 1, Ill.
Phone Central 5959

AAAA—ANPA—PPA—ABP—NOAB—
ABC—APA

President.....Leo Burnett
Executive Vice-President.....R. N. Heath
Treas. & Radio Time Buyer...E. Ross Gamble
Vice-Pres. Chg. of Radio....W. L. Weddell

Branch Offices

743 Fifth Ave., New York 22, N. Y.
Phone PLaza 5-2772

411 West Fifth, Los Angeles 13, Calif.
Phone Mutual 5167

Radio Accounts — Pure Oil Co., Brown Shoe Co., American Meat Inst.

BYER & BOWMAN ADV. AGENCY

203 East Broad St., Columbus 15, Ohio
Phone Main 3276-7-8-9

ABP—ANPA—PPA—APA—NOAB

Partners.....Herbert Byer,
Gus K. Bowman, Joel M. Burghalter
Director.....Wm. Copeland
Radio Accounts—Franklin Brewing Co.,
Buckeye Potato Chips, Clean Co., Watalene
Laboratories, Ashland Oil & Refining Co.,
Budd & Co., Universal Concrete Pipe Co.,
Yeager Candy Co., Central Bldg. & Loan Co.

HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.
Phone Hancock 7600

AAAA—ANPA—PPA—NOAB—APA

President.....Harold Cabot
Vice-Presidents.....Langley C. Keyes,
Donald D. Douglas, William H. Ganick,
Edward F. Chase, George R. Griffin,
Henry W. Peterson

Treasurer.....Richard P. Holland
Art Director.....Edgar Marble
Production Manager.....Frederick Dwyer
Copy Chief.....Henry W. Peterson
Media Director.....James I. Summers
Radio Time Buyer.....Miss Jan Gilbert
Creative.....Miss Betty Parks
Creative & Production.....John M. Lord
Account Executives.....Harold Cabot,
Edward F. Chase, Donald D. Douglas,
Russell Hunt, Richard P. Holland, William H. Ganick, Langley C. Keyes, John M. Lord, Henry G. Balch, Peter Black, Eugene C. Burchette

Branch Office

120 Exchange St., Portland, Maine
Phone 3-5962

Manager.....Richard I Miller
Radio Accounts—Boston and Maine Railroad, Boston & Maine Transportation Co., Boston Globe, W. L. Douglas Shoe Co., H. P. Hood & Sons, Rock of Ages Corporation, Boston Consolidated Gas Co., Haviland Chocolates, Inc., Metropolitan Transit Authority.

CAHN-MILLER, INC.

413 N. Charles St., Baltimore 1, Md.
Phone Saratoga 4466-7

President.....Louis F. Cahn
Vice-President.....C. LeRoy Miller
Secretary.....George Gettman
Account Executives.....Louis C. Pedlar, Jr.,
Frank E. Lyon, Dorothy Shilling Yost,
Marian Kaminski.

Radio Accounts—ABC Oil & Burner Co., Oscar Caplan, Diamond State Brewery, Inc., Elite Laundry, Jarman Motors, Inc., The May Company, Popular Club Bottling Co., Seiff's.

CALKINS & HOLDEN

217 Park Ave., New York 17, N. Y.
Phone Wickersham 2-6900

AAAA—ABP—ANPA—PPA—PRB—
SAAA—SNPA—OAAA—NOAB—ABC

President.....J. Sherwood Smith
Vice-President.....Rene Clark
Secretary-Treasurer.....R. P. Clayberger
Art Director.....Walter B. Geoghegan
Production Manager.....Fred Oughton
Manager Outdoor Dept.....F. J. Fitzgerald
Media Director.....Thomas H. Young
Radio Program Director...Chester H. Miller

Branch Office

333 No. Michigan Ave., Chicago, Ill.
Randolph 3831

Radio Dept. Manager.....R. A. Washburn
Radio Accounts — Oakite Products, Inc.,
Framer Prod. O-SO-Grape.

CAMBELL-EWALD CO.

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

AAAA—ANPA—NOAB—PPA—PRB—
APA—ABC—ABP

Pres. & Chairman of Board...Henry T. Ewald
Exec. V.P. & Gen. Mgr.....Henry G. Little
Secretary-Treasurer.....Lawrence R. Nelson
Asst. Treasurer & Comptroller...C. J. Rudesill
Vice-President.....J. H. Neebe
Vice-President.....R. E. Field
V.P. & Dir. of Media.....J. J. Hartigan
V.P. & Chmn. of Acct. Advisory Comm.
W. H. Case
V.P. & Copy Director.....L. T. Robinson
V.P. & Art Director.....Halsey Davidson
Vice-President.....W. E. Schweikart

ADVERTISING AGENCIES

Vice-President.....W. P. Stewart
 Vice-President.....G. Brewster Loud, Jr.

Radio Committee

V.P. & Chairman.....Winslow H. Case
 Vice-President.....J. H. Neebe
 Vice-President.....R. F. Field
 Secretary.....T. B. Adams

Television Committee

V.P. & Supervisor.....Winslow H. Case
 Producer-Director.....R. J. Mauer
 Art Director.....D. O. Chance
 Script Writers.....R. S. Field, R. I. Warren
 Program Supervisors.....Robert Dudley,
 B. C. Mott

Branch Offices

230 N. Michigan Ave.,
 Chicago 1, Ill.
 Central 1946

Vice-Pres. & Mgr.....E. W. Clements
 714 W. Olympic Blvd.
 Los Angeles 15, Cal.
 Richmond 6204

Vice-Pres.-Manager.....R. C. Francis
Radio Accounts—Northwest Chevrolet
 Dealers Association, The Detroit Chevrolet
 Dealers Association, The Detroit Edison Co.

Television Accounts—Chevrolet Motor Divi-
 sion, General Motors Corp., Norge Division,
 Borg-Warner Corp., Mishawaka Rubber &
 Woolen Manufacturing Co., The Detroit Edi-
 son Co., Detroit Chevrolet Dealers, Detroit
 Norge Dealers, Chicago Chevrolet Dealers.

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

10 Rockefeller Plaza, New York 20, N. Y.
 Phone Circle 7-6383
 AAAA—ABP—ANPA—APA—
 NOAB—PPA—ABC

Chairman of the Board...Henry T. Ewald
 President & Gen. Mgr...Fletcher D. Richards
 First Vice-Pres.....Willis E. Blodgett
 Second Vice-Pres.....Lynn B. Dudley
 Vice-Pres. & Secty.....Duane W. Beurmann
 Treasurer.....L. R. Nelson
 V.P. & Media Dir.....E. A. Elliott
 V.P. & Art Dir.....W. A. McNabb
 Vice-Presidents.....Radcliffe Romeyn,
 V. A. Walker, John Davidson.

Spot Radio & Tele. Dir....Kenneth Young
Radio Accounts — United States Rubber
 Co., Dry Dock Savings Institute, Durham-
 Enders Razor Corp., Rockwood & Co.

Television Accounts Placed—U. S. Rub-
 ber Co.

CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.
 Minneapolis 2, Minn.
 Phone Atlantic 3231
 ABP—NOAB—ANPA—PPA—APA

Chairman.....Ralph B. Campbell
 President.....Ray O. Mithun
 Vice-Presidents.....John K. Mortland,
 John W. Forney, August C. Ragnow,
 Lester J. Will.

Secretary.....E. S. Brugette
 Treasurer.....B. N. Sandquist
 Time Buyer.....Arthur H. Lund
 Production Creative Director

John W. Forney

Branch Office

919 N. Michigan, Chicago 11, Ill.
 Phone Del. 7553

Vice-President.....August C. Ragnow

Radio Accounts—American Dairy Associ-
 ation, Andersen Corp., Atwood Coffee Co.,
 Campbell Cereal Co., Eagle, John M. & Co.,
 Ford, Luther & Co., General Dairy Equip-
 ment Co., Gold Seal Co., Great Northern
 Railway Co., Hall Hardware Co., Hamm,
 (Theo) Brewing Co., Land O'Lakes Cream-
 eries, Inc., Larsen Co., Jenny Lee Products,
 Northwestern National Bank, Peavey, F. H.
 & Co., Preserve Industry Council, Red Dot
 Foods, Russell-Miller Milling Co., Swayne,
 J. B. & Son, Telex, Inc., Zinsmaster Baking
 Co.

SOLIS S. CANTOR ADV. AGENCY

1711 Walnut St., Philadelphia 3, Pa.
 Phone LO 7-8141
 ABP—ANPA—SNPA

Pres.....Solis S. Cantor
 Exec. V.P.....Kathryn Cantor
 Art Dir.....William F. Cox
 Pro. Mgr.....Robert Hersch
 Sp. Buy.....Margaret M. Woodlen
 Asst. Exces.....Jack Shaw, Robert Weiner
 Radio & Television Dir...Raymond S. Aarons

Branch Office

350 Lincoln Rd. Bldg., Miami Beach, Fla.
 Phone 58-1637

Manager.....Sidney B. Gorchov

Radio Accounts—Duval, David T. Robin-
 son, Inc., Penn. Inst. of Criminology, Palmer
 School, Publicker Industries, New Era Steel
 Tile.

Television Accounts—Elizabeth Davidson,
 Superfine Appliance Co., Superfine Fuels,
 Rusoff Furs, David T. Robinson, Inc., Chex.

THE CAPLES COMPANY

535 Fifth Ave., New York 17, N. Y.
 Phone LExington 2-0850
 ANPA—PPA—APA—NOAB

President.....R. C. Caples
 Vice-President.....Hudson Meyer

Radio Dept.

Time Buyer.....Ruth D. Folster

Branch Offices

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

Vice-President.....R. N. Hartsing
1504 Dodge St., Omaha, Nebr.
Phone Jackson 1107

Radio Department Head....Russell Rullman
412 West Sixth St., Los Angeles, Calif.
Phone Mutual 4143

Manager.....Arthur Caron
Radio Accounts—American Express, Union Pacific Railroad, Chicago & North Western Railway, Railway Express Illinois Central.

CARTER ADV. AGENCY, INC.

912 Baltimore Ave., Kansas City 6, Mo.
Phone HA 1356

609 Minnesota Ave., Kansas City 12, Kansas
Phone DR 3077

ABP—ANPA—NOAB—NAAN—APA—PPA

President.....Charles W. Carter
Vice-President.....William G. Rowe
Radio Director.....Lee Hall

Branch Office

609 Minnesota Ave., Kansas City, Kans.
DR 3077

Radio Accounts — Helzberg's Jewelers, Rushton Baking Co., Rudy Patrick Seed Co., Perry Motor Co., Shellabarger Feed Co., Consumer's Co-Op, May Potato Chip Co., DeCoursey's Ice Cream, Kansas Farmers Union Central Co-Op Exchange.

R. H. CARY, INC.

908-10 Liberty Bldg., Des Moines 9, Iowa
Phone 4-0375

ABP—ANPA—PPA—FAAG—APA

President & Treasurer.....R. H. Cary
Radio Director.....Fred A. Reed
Art Director.....R. M. Williamson

Radio Accounts—Oelwein Chemical Co., Thompson Hybrid Corn Co., Des Moines Ice & Fuel Company, Station KRNT, Station WNAX.

CASMIER ADV. CO., INC.

551 Fifth Ave., New York 17, N. Y.
Phone MU 2-2014

PANY

Owner & Space Buyer.....David C. Casmier
Radio Director.....Marvin F. Casmier
Art Director.....Wm. E. Burgess

Radio Accounts—Eagle Pencil Co., Haynes-Griffin Co.

CAYTON, INC.

350 Fifth Ave., New York 1, N. Y.
Phone BR 9-0390
ABP-APA

President.....William D'Arcy Cayton
Secretary.....D. R. Roberts
Art Director.....Elliott Porte
Radio Director.....Earle McGill
Radio Account—Delicia Chocolate & Candy Mfg. Co.

CECIL & PRESBREY, INC.

247 Park Ave., New York 17, N. Y.
Phone Wickersham 2-8200
SAAA—SMPA—ABB—OAAA
ABC—BMB

President.....James M. Cecil
Vice-Presidents.....Edward Noakes,
H. L. Kneeland, Samuel Dalsimer, S. M. Kenyon, Terrence F. MacGrath, Robert Carley, David G. Lyon.

Sec. & Treas.....David C. Thomas
Media Dir.....Harry Parnas
Radio Dir.....John M. Wyatt, Jr.
Time Buyer.....Harry Parnas
Asst. Radio Dir.....Sara Jane Troy

Radio Accounts—Ronson Art Metal Works, Inc., Oyster Shell Products Corp., Philip Morris & Co., Inc., Ltd. (Fleetwood Cigarettes), Block Drug Co., Carhola Chemical Co.

THE CHERNOW COMPANY

Empire State Bldg., New York 1, N. Y.
Phone PEnnsylvania 6-3520

President.....Sam Chernow
Vice-President.....Leo A. Friedman

NELSON CHESMAN COMPANY

Hamilton Trust Bldg., Chattanooga 8, Tenn.
Phone 6-4942

ABP—ANPA—PPA—SNPA—NOAB
SNPA—APA—ABP

Partners.....John E. Fontaine, S. M. Kelly
Radio Director.....H. Gene Sample

Radio Accounts — Fleetwood Coffee Co., Double-Colo Co.

CHICAGO ADV. AGENCY

20 W. Jackson Blvd., Chicago 4, Ill.
Phone WA 5732

ANPA—PPA—APA

Pres. & Space Buyer.....J. L. Wade
Vice-President.....Elmer Wade

C. P. CLARK, INC.

113 Seventh Ave., No., Nashville 3, Tenn.
Phone 6-4179

APA—FAAG

President-In Charge of Radio....C. P. Clark
Vice-Pres. & Treasurer.....D. G. Goodwin
Secretary.....D. Clark

Radio Account — Southern Coach Lines, Inc.

• • • **ADVERTISING AGENCIES** • • •

CLEMENTS COMPANY, INC.

1601 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 0236
ANPA—PPA

President-Treasurer.....I. W. Clements
Vice-President-Secretary...E. D. Masterman
Director of Radio.....Alice Clements
Radio Accounts—Network: Modern Food Process Co., F. G. Vogt & Sons, Hudson Coal Co., Horn Hardart.

THE ARNOLD COHAN CORP.

1860 Broadway, New York 23, N. Y.
Phone PLaza 9-7267

President.....Arnold Cohan
Vice-President.....Gilbert R. Lesser
Secretary.....Edna Freischman
Treasurer.....Arnold Cohan
Production Mgr.....Morris Helfman
Art Dir.....Saul Mandel
Traffic Mgr.....Jule L. Goodwin
Copy Chief.....Jules Archer
Account Executives.....Arnold Cohan,
Gilbert R. Lesser, Helen Wade
Radio & Tele. Dir.....Edward F. McDougal
Radio Accounts—Jim Dale Clothes, Inc.,
Material Expeditors.

COLE AND CHASON, INC.

8 W. 56th St., New York 19, N. Y.
Phone CI 7-2664

Pres. & Radio Dir.....Herbert S. Chason
Vice-President.....John Cole
Radio Accounts — David Cohen & Sons,
March Drug Co.

RUSSELL C. COMER ADVERTISING CO.

15 W. 10th St., Kansas City 6, Mo.
Phone HArrison 3964
APA—ANPA—PPA

Partners...Russell C. Comer, Ruth E. Comer
Space Buyer.....Daniel C. Martin
Production Mgr.....John C. Fehlandt
Acct. Executive.....Gardner Reams
Radio Department Manager...Bill Godden

COMPTON ADVERTISING, INC.

630 Fifth Ave., New York 20, N. Y.
Phone CIRCLE 6-2800
SNPA—AAAA—ANPA—PPA—OAAA—
NOAB—ABC

President.....Robert D. Holbrook
Vice-Pres. & Secty.....Leonard T. Bush
Vice-Presidents.....Thurman L. Barnard,
Frank R. Griffin, Edward Battey, Muriel
Haynes, Guy Richards, Lewis H. Titter-

ton, Frederick Anderson, Henry A. Mattoon.

Treas. & Comptroller....Charles McCormack
Vice-Pres. & Asst. Treasurer,

John K. Strubling, Jr.
Media Supervisor.....Frank B. Kemp
Mgr. Radio Dept.....Storrs Haynes
Casting Director.....Vera Larkin
Publicity Director.....Virginia Travers
Head Time Buyer.....Henry Clochessy
Dir. Daytime Serial Div.....Evelyn Pierce
Dir. Pro. Development...Brewster Morgan

Branch Offices

Socony Vacuum Bldg., Chicago, Ill.
Manager.....L. O. Holmberg
Harrison 3570
New Center Bldg., Detroit, Mich.
Trinity 1-2200

Manager.....James Cook
Land Bank Bldg., Kansas City, Mo.
Harrison 8102

Manager.....Wm. B. Hill
Gwynne Bldg., Cincinnati, O.
Pkwy. 6961

Manager.....Robert P. Marsh
744 N. 4th St., Milwaukee 3, Wis.
Marquette 2778

Manager.....Harry Scott
6253 Hollywood Blvd., Hollywood 28, Cal.
Hollywood 8107

Manager.....Floyd Holm
Radio Accounts—Procter & Gamble Co.
(Ivory Soap, Ivory Flakes, Crisco, Barsalou
Soap, Duz), Wheatena Corp., Socony-Vacuum
Oil Co., Allis Chalmers Co., Nestles Milk Co.

THE CONNOR COMPANY, INC.

544 Market St.,
San Francisco 4, Cal.
Phone, YUKon 0196

APA—ABP—FAAG—ANPA—PPA
President.....Edward W. Connor
Exec. Vice-Pres.....Shirley Walker
Production Manager.....Mrs. V. George
Account Executives.....A. M. Janisen,
B. McClure, D. McFadden, S. Walker.

COWAN & DENGLER, INC.

527 Fifth Ave., New York 17, N. Y.
Phone MURray Hill 2-0940
ANPA — PPA — NOAB — APA

President.....Stuart D. Cowan
Vice-Pres. & Treasurer.....H. W. Dengler
Vice-President.....Porter F. Leach
Secretary.....Stuart D. Cowan, Jr.
Media.....Miss McDonald
Space-Time Buyer....Miss A. Marie Maus,
Miss McDonald

Radio Accounts — Isbandsten-Moller Co.,
Inc., Mittag & Volger, Inc., Frank G. Shat-
tuck Co.

JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington 99, Del.

Phone 6185

ABP—AMPA—APA

PPA—NAAN

Account Executives..... John Gilbert Craig
K. W. Anderson.
Radio Account — Mason-Dixon Radio
Group.

THE CRAMER-KRASSELL CO.

733 N. Van Buren St., Milwaukee 2, Wis.

Phone Daly 3500

AAAA—ABP—ANPA—PPA

APA—NOAB—ABC

President..... A. W. Seiler
Executive Vice-President..... H. N. Pasteur
Vice-Presidents..... L. H. Ness,
C. W. Faude

Director of Media..... L. H. Ness
Time Buyer..... Loretta Mahar
Radio Director..... J. S. Stolzoff
Radio Accounts—Plankinton Packing Co.,
Victor Stamm & Associates, Ed. Schuster &
Co., Amity Leather Co., Milwaukee Co.,
Sperry Candy Co., McConnon & Co., Mack-
win Co., Luick Ice Cream Co., Luick Dairy
Co.

CRITCHFIELD & COMPANY, INC.

720 North Michigan Ave., Chicago 11, Ill.

Phone Superior 3061

ANPA—APA—PPA—NOAB

President..... E. P. Nesbitt
Media Dir..... E. Groenboom
Production Manager..... R. M. Cowing

CRUTTENDEN & EGER

64 E. Lake St., Chicago 1, Ill.

Phone Central 7830

ABP—ANPA—PPA—NOAB—APA

Partner..... Edmond I. Eger
Account Executives..... Leon H. Lewis,
George M. Stern, Harley B. Hobbs.
Media-Research Director..... Harry C. Pick
Art Director..... Harry J. Beier
Radio Time Buyer..... Harry C. Pick
Radio Accounts—Admiral Corp., Klein's
Sporting Goods.

Television Account—Admiral Corp.

DANCER-FITZGERALD-SAMPLE, INC.

221 No. La Salle St., Chicago 1, Ill.

Phone State 3800

ANPA—PPA—APA—AAAA

President..... H. M. Dancer
Vice-Presidents..... C. L. Fitzgerald,
J. G. Sample.
Treasurer..... Paul Keenan
Sec. & Gen. Mgr..... Fred Leighty
Account Executives..... Robert McDonald,

Elliot Detchon, Bob Etienne, Clint Frank,
F. S. Gardner, Joseph Greeley, Thomas
L. Greer, Bud Dollard, G. H. Johnson,
Fred Klein, Stuart Upson, Ted Mertz,
Don Manchester.

Radio Time Director..... J. James Neale
Radio Comm. Prod..... Dan Ryan
Copy Supervisors..... W. Tyler,
Thomas Greer.
Production Head..... Albert Black
Promotion..... A. O. Meyer

Branch Offices

247 Park Ave., New York 17, N. Y.

Phone WI 2-4200

Executive Manager..... F. K. Beirn
Account Executives..... G. G. Tormey,
R. W. Buckley, J. L. Eisele, G. P. Mac-
Gregor, H. R. Potter, M. Read, A. W.
Spence, W. B. Stewart, H. R. Turnbull.

Radio & Television Producing

Subsidiary

Show Productions, Inc.

President..... Adrian Samish
Supervisor of Night-Time Programs
and Television..... Carl Stanton
Supervisor of Day-Time Programs

Publicity and Promotion..... Pat Sweeney
1680 N. Vine St., Hollywood 28, Calif.
Phone HE 0716

Manager..... Al Kabaker
6 King St. East, Toronto 1, Canada
Phone Adelaide 2851

Manager..... G. Nunns
Radio Accounts—General Mills, Inc.,
Procter & Gamble Company, Sterling Drug Inc.,
Daniel Green, Whitehall Pharmaceutical Com-
pany, Falstaff Brewing Corp., Continental
Illinois National Bank & Trust Co., Standard
Brands, Inc.

D'ARCY ADVERTISING COMPANY

Missouri Pacific Bldg., St. Louis 3, Mo.

Phone Central 6700

AAAA—ANPA—PPA—ABP—PRB—
SAAA—SNPA—NOAB—OAAA—BMB
Chrmn. Bd. of Dir..... A. L. Lee
President..... J. F. Oberwinder
Secretary-Treasurer..... E. C. Cronk
Radio Dir..... P. A. Louis

Branch Offices

515 Madison Ave., New York 22, N. Y.

Phone PLaza 8-2600

V.P. in Charge of Radio..... John J. Toigo
Terminal Tower Bldg., Cleveland, Ohio
Phone Cherry 0158

Vice-President..... Stanley Seward
90 Broadview Ave., Toronto, Ont., Canada
Phone Gladstone 7591

Vice-President..... Gramont Altenbernd
310 North Ave., N. E., Atlanta, Ga.
Phone Atwood 1209

Vice-President..... J. Hixon Kinsella
Radio Accounts—The Coca-Cola Co.,
General Tire & Rubber Co., Pennsylvania Rubber
Co., Cleveland Electric Illuminating Co.,
Laclede Gas Company—St. Louis.

• • • **ADVERTISING AGENCIES** • • •

JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis 1, Mo.
Phone Main 0790-1

PPA — NOAB — APA

President-Time Buyer..James M. Daugherty
Secretary-Treasurer..Pauline Otto Daugherty
Radio Accounts Placed—Pepsi-Cola
Bottlers of St. Louis, Meyer Bros. Drug Co.,
St. Louis Dairy Co.

DAVIS & COMPANY

912 Pacific Mutual Bldg., Los Angeles 14,
Calif.

Phone Michigan 3908

ANPA—PPA

Partners.....Robert J. Davis,
Joseph Sill, Jr.
Time Buyer.....Jane Leider
Radio Accounts—Blue Bird Potato Chips,
Inc., Scudder Food Products, Dodson, Ltd.,
American Fruit Growers, Fruit Industries,
Lts.

BEN DEAN ADVERTISING AGENCY

207 Houseman Bldg., Grand Rapids 2, Mich.
Phone 8-0666

APA—ABP

Owner.....Ben Dean
Production Manager.....Mildred Juneau
Account Executive.....Ben Dean, Jr.

DICKLOW ADV. AGENCY

1207 Liberty Bank Bldg., Dallas 1, Tex.
Phone C-8295

APA—SNPA

Owner-Radio Buyer,
Mrs. Irene Scott Dicklow

DINION & DuBROWIN, INC.

40 W. 52nd St., New York 19, N. Y.
Phone PLaza 9-2826

ABP

President.....Raphael DuBrowin
Vice-President.....Edgar M. Paulton
Secretary-Treasurer.....Erwin Dinion
Radio-Tele Director....John Howard Lloyd
Script Editor.....Ruth Wolson

DOE-ANDERSON ADV. AGENCY

308 Martin Brown Bldg., Louisville 2, Ky.
Phone Wabash 3193

APA—ANPA—PPA—SNPA

President.....Elmer H. Doe
Account Executive.....Warwick Anderson

**DOHERTY, CLIFFORD &
SHENFIELD INC.**

350 Fifth Avenue, New York 1, N. Y.
BRyant 9.0445

AAAA—ABP—ANPA—PPA—NOAB—ABC
President.....Lawrence L. Shenfield
Vice-Pres. & Treas.....Arthur Cobb, Jr.
Vice Presidents.....Donald K. Clifford,
Francis J. Doherty, Joel F. Jacobs.

V.P. & Secretary.....Win. E. Steers
Asst. Treas.....Nelson O. Argueso
Asst. Secty.....Marie L. Brennan
Dir. of Production.....Chester MacCracken
Dir. of Radio Commercials...John Mullen
Tele. Dir.....Chester MacCracken
Asst. Tele. Dir.....Blaney Harris

Radio Accounts—Bristol Myers Company,
Ipana, Vitalis, Mum, Ingram Shave Cream,
Benex; Pioneer Division of the Borden Com-
pany, Reid's Ice Cream, Mel O Rol Ice
Cream; General Aniline & Film Corp., Glim;
Chas Ammen Company.

Television Accounts—Bristol-Myers Com-
pany, Pioneer Division of the Borden Com-
pany (Now discontinued).

**THE RALPH L. DOMBROWER CO.,
INC.**

11 E. Franklin St., Richmond 20, Va.
Phone 3-1113

ANPA—PPA—SNPA—APA

President-Treas...Ralph L. Dombrower, Sr.
Vice-Pres.....Ralph L. Dombrower, Jr.
Secretary.....T. E. George
Asst. Secty.....Phyllis King
Mgr. Radio Dept.....J. C. Fulmer
Account Executive.....M. B. Dombrower
Talent Buyer.....T. Michaux Moody

Branch Office

Woodward Bldg., Washington, D. C.
Phone Republic 1420

Manager.....Philip Rosenfeld
Radio Accounts—Southern Biscuit Co., Inc.,
Goldberg Electric Products Co., Inc., South-
ern Stove Works, Inc., Fork Union Military
Academy, Fork Union, Virginia, Southland
Wines, Inc., Velvet Rose Wine, Richmond
Rubber Co., Inc., Traffic-Tested Automobile
Tires, FFV Cookies and Crackers, Sonora
Radio-Phonographs, Kitchen Chief Wood and
Coal Kitchen Ranges, and Tip Top Circu-
lators.

DONAHUE AND COE, INC.

1270 Ave. of Americas, New York 20, N. Y.
Phone Columbus 5-4252

ANPA—PPA—ABP—SNPA—

OAAA—APA—NOAB

Dir. of Motion Picture Radio-Tele Div.

A. Carl Rigrod
Time Buyer.....Thomas Lynch

Branch Offices

411 Hurt Bldg., Atlanta, Georgia

Phone Ma 5662

Manager & Vice-President...H. L. Morrill, Jr.

931 N. La Cienega, Hollywood, Calif.

Phone Crestview 6-7737

Manager.....Walter Blake

Radio Accounts—Loew's, Inc. (M-G-M), Samuel Goldwyn Productions, Enterprisc Pictures, Republic Pictures, Angostura-Wupperman Co., Whitehall Pharmacal Co., Pearson Pharmacal Co., N. Y. Herald Tribune, River Brand Rice Mills, Inc., De Laval Separator Co., Radio City Music Hall, Brandt Theaters, Atlantic Ale & Beer.

Television Account—Lektrolite.

DOREMUS & CO.

120 Broadway, New York 5, N. Y.

Phone REctor 2-3000

ANPA—PPA—APA—ABP—NOAB

President.....Wm. H. Long, Jr.

Exec. Vice-Pres.....W. H. Burnham

Treasurer.....R. E. Williams

DORLAN, INTERNATIONAL-PETTINGELL & FENTON, INC.

247 Park Avenue, New York, N. Y.

Phone Eldorado 5-2685

ABP—ANPA—PPA—NOAB

President.....Atherton Pettingell

Exec. Vice-Pres.-Treasurer....Walter Maas

Vice-President.....Charles B. Strauss

Radio Dept....Handled by Bernice Newton

Radio Accounts—U. S. Army, York Carmel Co., Lanvin Parfums, Inc., A. S. Beck Shoe Corp.

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.

Phone Hubbard 8050

ANPA—PPA

President.....John C. Dowd

Executive Vice-President.....E. D. Parent

Vice-President.....W. Davenport

Treasurer.....Geo. E. Murphy

Radio Accounts—Albany Carpet Cleaning Co., Allied Salt & Chemical Co., Atlantic Coal Co., Clinton Clothing Mfg. Co., First National Stores, Martin L. Hall Co., Homes, Inc., Jenney Mfg. Co., Wm. Leavens Co., Paines of Boston, K. J. Quinn & Co., Inc., Snider Fuel Corp.

DUANE JONES COMPANY, INC.

570 Lexington Ave., New York 22, N. Y.

Phone PLaza 3-4848

ABP—NOAB—ANPA—PPA—APA

ABC—BMB—SNPA

President.....Duane Jones

Exec. V.P. & Gen. Mgr.....Ralph Smith

Secretary.....Eugene Hulshizer

Treasurer.....Lawrence Leaman

Copy Chief.....Robert Hughes

Space Buyer.....David Hogmer

Vice-Presidents.....C. Frederic Bell,

Robert Hayes, Joseph Scheideler.

Television Director.....Walter Ware

Production Manager.....Gerald O. DaCosta

Art Directors.....Thomas McManus,

Francis Horr, Dick Beyer.

Business Manager.....Richard A. Stevens

Research Director.....Lawrence Hubbard

Merchandising Director.....Donald Gill

Premium Manager.....Ernest Zielin

Radio Director.....Reggie Schuebel

Production.....Chester Gierlach

Head Time Buyer.....Vera Brennan

Time Buyer.....Jeanne Sullivan

Time Buyer.....Sally Reynolds

Time Buyer.....Anne Small

Branch Office

Radio-Research & Accounting Depts.

11 E. 52nd St., N. Y., N. Y.

Phone PLaza 9-4516

Radio Accounts—B. T. Babbitt, Inc., Curttice Brothers Co., The Grove Laboratories, Inc., Hudson Pulp & Paper Corp., Larus & Brother Co., Inc., Manhattan Soap Co., Megowen-Educator Food Co., The Mennen Co., C. F. Mueller Co., E Myers Lye Corp., Pierce's Proprietaries, Inc., The Sweets Company of America, Inc., Wesson Oil & Snowdrift Sales Co., Whitehall Pharmacal Company (Koly-nos).

Television Accounts—C. F. Mueller Co., The Manhattan Soap Co., B. T. Babbitt, Inc.

L. J. DuMAHAUT ADV. AGENCY

Book Tower, Detroit 26, Mich.

Phone RANDolph 8246

APA

Owner.....L. Jerome DuMahaut

Production Manager.....J. H. Van Wart

ROY S. DURSTINE, INC.

730 Fifth Ave., New York 19, N. Y.

Phone, Circle 6-1400

PPA—NOAB—ANPA—SNPA

ABC—OAAA

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Vice-Pres.-Secretary Dir. of Media,

Arch T. Gardiner

Vice-Presidents.....William E. Dempster,

Ralph D. Allum.

Treasurer.....T. Arnold Rau

Prod. Mgr.....David R. Margaretten

Head Art Director.....Harvey A. Spooner

Art Directors.....J. Burton Stevens,

John A. Hafstrom.

Executive Staff.....William E. Dempster,

Ralph D. Allum, John C. Rome, Chandler

S. Woolley, John Malone, Jr., William

C. Pank, David L. Rosen, Robert L.

Whitehead, James Hermans, Jr., C. Henry Heppenstall.
 Assoc. Radio Directors. Richard L. Eastland, Maurice Condon, John T. Martin.
 Radio Time Buyer.....Bergliette Boe
 Radio Directors.....Richard L. Eastland, Maurice Condon, John T. Martin.

Branch Offices

20 No. Wacker Drive, Chicago 6, Ill.
 Phone Andover 3466

V.P.-Manager.....Ellis Travers
 719 Enquirer Bldg., Cincinnati 2, O.
 Phone Cherry 0032
 V.P.-ManagerFrederic Kammann

ADAM F. EBY & ASSOC.

336 Andrews Bldg., Buffalo 2, N. Y.
 Phone Madison 2922

Owner.....Adam F. Eby
 Account Executives.....Catharine Walsh, Samuel E. Eby.

Radio Accounts—Schreiber Brewing Co., Acme Radio & Electronics, Buffalo Hockey Club, Buffalo Football Club, 4th Annual Sports Show, Home Family Laundry, David J. Scott Co., Denton Cottlier & Daniels.

EDWARD EDELSTEIN ADVERTISING AGENCY

27 E. Monroe St., Chicago 3, Ill.
 Phone Andover 3867-Dea 5976
 ABP

President.....Edward Edelstein
 Art Director.....Sylvia Roberts
 Radio Dir. & Time Buyer.....Lloyd Nelson

Radio Accounts — Nusitron Co., Simon Products, Optron Co.

ELLINGTON & CO., INC

535 Fifth Ave., New York 17, N. Y.
 Phone MURRAY Hill 2-2562
 NOAB—ANPA—PPA—APA

President.....Jesse T. Ellington
 Vice Presidents.....Theodore S. Strong, Hyland L. Hodgson, Charles R. Marshall, Chauncey L. Landon.

Dir. of Radio.....Hal James
Radio Account—Petroleum Advisers, Inc.

ELLIOT-HORNSBY, INC.

10 Milk St., Boston 8, Mass.
 Phone Lib 0085

Pres. Radio & Tele Dir.....Len Hornsby
 Treas. & Publicity Dir....S. Elliott Feinstein
 Copy Chief & Radio Time Buyer

Polly Brown

Radio Accounts—Boston Stove, Deerfoot

Farms, Firestone, Kingston Inn, Koolvent Metal Awning, Magee Distributors Corp., Mansfield Beauty Academy, New England Modernizing, Rembrandt Studios, Stenotype Institute.

ELLIS ADVERTISING CO., INC.

2500 Rand Bldg., Buffalo 3, N. Y.

ABP—ANPA—NOAB—APA—PPA

President.....Michael F. Ellis, Jr.
 Radio Director.....Caesarina Cardarelli
 Radio Director.....Nancy Wilbur
 Vice-President.....Kurt J. Mann
 Treasurer.....Jerome R. Ellis
 Secretary.....A. Irving Milch

Radio Accounts—Basil Theaters, Buffalo Optical Co., Glicksteins Jewelers, John Henrich Co., Sidney Mursten Furs, Household Outfitting Co., Italian & French Wine Co., Old Barn, Pfeiffers' Restaurant, Rivieria Restaurant, McGary Venetian Blinds, Postmanner's Mens Clothing, Levy's Jewelers, Simon Greenbaum Clothing, Western Savings Bank, Kensington Savings & Loan Assn., City Service Taxi, DiBello Pontiac Motors, Buffalo Fisk Tire, Beau Sejour Restaurant, Leonid de Leseinskis, Butler's Inc., Eclair Inc. Bakery.

ROBERT J. ENDERS ADVERTISING

1415 K St., N. W., Washington 5, D. C.
 Phone Executive 5834

President.....Robert J. Enders
 Radio Director.....Shelia Ryan
 Account Executives.....Raine Bennett, William F. Fitzgerald, Robert J. Enders.
 Television Dir.....John Barnes

Radio Accounts—Veterans of Foreign Wars of the United States, Snow Crop Frozen Foods, Good Bros. Distributors, Home Appliance Company, National Electronic Labs, Kopy Kat Women's-wear chain, Acousticon. Orrison Hearing Aids, President's Cup Regatta, D. Zoslow & Son Enterprises, Maryland Air Lines Blechman's Dept Stores, Equitable Credit Corp., City Finance Company, Hubbard House Restaurants, Scott Jewelers, Irby Jewelers, Occidental Restaurant, New Jersey Cleaner, Star Bright, Star Rapid, Globe, House of Fabrics, Al's Motors, Chevy Chase Realty, Alexandria Cleaners Ney Distributing Co., Zantzinger Real Estate Virginia Appliance Gold Label Distributing Company (Goebels Beer) La Salle du Bois.

Television Accounts—Georges Radio & Television with RCA, Bendix Corp., Philco Corp.

ENGEL ADVERTISING, INC.

185 N. Wabash Ave., Chicago 1, Ill.
Phone State 1366-7

ANPA—PPA—APA—NOAB

President & Treasurer.....Frank L. Engel, Jr.
Vice-President & Sec.....M. L. Engel
Art Dir. & Copy Dir.....A. A. Lausmann
Radio Time & Space Buyer....Ann Lindgren

Radio Accounts—House of David, Staebelin's Nursery, Superior Match Pants Co., Westhauser Nurseries.

ENNIS-ANDERSON ADV. AGENCY

Holland Bldg., Fresno, Calif.
Phone 32613

CNPA

Pres. & Prod. Mgr.....E. E. Anderson
Vice-Pres. & Space Buyer.....Frank Ennis
Art Director.....Milton M. Young
Radio Director.....Lon McAdams

Radio Accounts—Midget Auto Race Assoc., National Dollar Stores, Roth Furniture Co.

EQUITY ADVERTISING AGENCY

113 W. 42nd St., New York 18, N. Y.
Partners...David H. Boxer, Irving Weinberg
Production Manager.....John Hedman
Radio Time Buyer.....Roy Spector

BENJAMIN ESHLEMAN CO.

1522 Locust St., Philadelphia 2, Pa.
Phone KI 5-2590

ANPA—PPA

President.....Benjamin Eshelman
Exec. Vice-Pres.....J. J. D. Spillan
Sec. & Prod. Mgr.....W. J. Collopy
Radio Time Buyer & Radio Dir.

L. H. Greenhouse
Radio Accounts — Commonwealth of Pa. Dept. of Commerce, Commonwealth of Pa. Dept. of Revenue, Lee Tire & Rubber Co., Smith Kline & French Laboratories.

WILLIAM ESTY & COMPANY

100 East 42nd St., New York 17, N. Y.
Phone Caledonia 5-1900

President and Treasurer.....William Esty
Exec. V.P.....James J. Houlahan
Secretary.....E. H. Cummings
V.P. & Dir. of Radio....Thos. D. Luckenbill
Time Buyers.....John C. Esty,
Richard Grahl.

Radio Producers.....Kendall Foster,
Helen Phillips, Charles White, Wendell
Adams, William Lloyd, W. G. Martin.
Television Department.....Kendall Foster
1537 Vine St., Hollywood 28, Calif.
Phone Hillside 2183

Radio Accounts—Camel Cigarettes, Prince Albert Smoking Tobacco, Super Suds and Palmolive Soap, Piel's Beer Spots, Vel Spots and local program.

EVANS ADVERTISING AGENCY

322½ South Sixth St., Springfield, Ill.
Phone 2-2090

Owner & Manager.....Clarence R. Evans
Treasurer.....Velma Evans
Art Director.....John Robert Work
Continuity Director.....Jo Otwell
Radio Producer.....Velma Evans

Radio Accounts — Associated Grocers of Central, Ray's Brand Products, The Bootery, Rolands (Lane Bryant), G. S. Suppiger Co. (Brook's Foods), Frank A. Bridge, Licek Crane Potato Chips, Herndon's, Peterson's Rose Butter, Lloyds Cleaners, Edwards Jewelers, Hennessy Florists, Ideal Baking Co., Springfield Refinoid Co., St. Nicholas Hotel, Security Federal Savings & Loan, Capital City Motors, Home Appliances Inc., Senate Theater, Strong's Cafeteria, Arch Wilson, Inc., Burchett's Studios, Quality Dairy, Brunk & Sapp Co., Illinois Transit Co.

ALBERT EVANS ADVERTISING

909 Dan Waggoner Bldg., Ft. Worth 2, Tex.
Phone 2-3371

ABP—NOAB—ANPA—APA—SAAA
BMB—SNPA—NAAN

General Manager.....Albert Evans, Jr.
Account Executives.....Gordon Teague,
Dorothy Cantrell.

Radio Director.....George W. Linn
Radio Copywriter.....Rachael Barber

Radio Accounts—Ellison's Furniture Co., Foremost Dairies (Southwestern Division), Premier Oil Refining Co. of Texas, Terminal Grain Co., Texas Motors, Williamson Dickie Mfg. Co.

LAWRENCE I. EVERLING, INC.

1700 Walnut St., Philadelphia 3, Pa.
Phone Pennypacker 7927

ABP—ANPA—APA—AAAA
NOAB—ABC

President.....Lawrence I. Everling
VP Radio Dir. & Buyer Radio Time
Frank J. Crockery
Sec. & Dir. of Art.....Reynold Abbruzzi

Radio Accounts—Petroleum Heat & Power Co., Mrs. Smith Pie Co.

H. W. FAIRFAX ADV. AGENCY, INC.

551 Fifth Ave., New York 17, N. Y.
Phone MURray Hill 2-8680

ANPA—APA—PPA

President & Treasurer.....Natt S. Enslor
Art Director.....Bernard Katz
Radio Dir. & Space Buyer

Mrs. Janice Hamilton
Account Executives.....R. Block,
M. E. Enslor, Seth D. Tobias.

Radio Accounts—Mayfair Ice Cream Co., New Oyster Bay Restaurant.

• • • **ADVERTISING AGENCIES** • • •

FEDERAL ADVERTISING AGENCY, INC.

385 Madison Ave., New York 17, N. Y.
Phone MURRAY Hill 8-4200

AAAA—ABP—NOAB—ANPA—PPA
APA—ABC—BMB

Vice-Pres. & Dir. of Radio

Francis C. Barton, Jr.

Asst. to Radio Dir. Benjamin R. Potts
Radio Copy Writer Robert J. Kuhn
Time Buyer Penelope Simmons
Radio Production Thomas Hicks
Assistant to Time Buyer Jacqueline Ruta

Radio Accounts — Lever Brothers Co., American Safety Razor Corp. (Gem & Avaderma), Dixon Ticonderoga Pencils, John F. Trommer, Inc., Durkee Famous Foods, General Cigar Company, Harriet Hubbard Ayer, Inc., Gerber's, Barbizon, Stromberg-Carlson.

Television Accounts — American Safety Razor Corp. (Lighter).

**HARRY FEIGENBAUM
ADVERTISING AGENCY**

1420 Walnut St., Philadelphia 2, Pa.
Phone Pennypacker 3622

ANPA—PPA—NOAB

Partner Harry Feigenbaum
Radio Dept. Manager David Wermen
Radio Director & Talent Erwin Rosner

ROBERT FELDMAN, INC.

878 Seventh Ave., New York 19, N. Y.
Phone COLUMBUS 5-3642

PANY

Pres. & Radio Time Buyer . . . Robert Feldman
Vice-President Mrs. Bell Michaels
Sec.-Treas. & Space Buyer . . . Maxwell Dane
Copy Chief & Radio Dir.

Mrs. Lorraine Barton

Account Executives Maxwell Dane,
Robert Feldman, Mrs. Lorraine Barton

**FELLOWS-BOGARDUS
ADVERTISING**

410 Larned Bldg., Syracuse 2, N. Y.
Phone 2-2197-8

ABP—APA

Pres. Space & Radio Time Buyer

Byron F. Fellows, Jr.

Vice-President E. Elmer Bogardus
Secretary Alice Sheals
Treasurer Marjorie Hughes

Radio Accounts—Kelley Baking Co., Merchants National Bank & Trust Co., Moore & Quinn Brewery, Pepper Fishing Rod & Tackle Corp., WNDR, Radio Station.

COURTLAND D. FERGUSON, INC.

National Press Bldg., Washington 4, D. C.
Phone National 7713

President Courtland D. Ferguson
Sec.-Treas. Lucille Pierce Ferguson
Radio Time Buyer Theodora Cowie
Account Executives . . . Marshall R. Worcester,
J. E. Bates, Philip Martin.

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.
Phone MURRAY Hill 4-3300

ANPA—PPA—APA—NOAB

President & Treasurer Lawrence Fertig
Radio Director Henry Bretzfeld

Radio Accounts — Farrell Publishing Co., Indian Motorcycle, Dictograph Prod. Inc., Acousticon, Ideal Lawnmower.

ROBERT G. FIELDS & CO.

1100 Warner Bldg., Nashville 3, Tenn.
Phone 6-1977

PPA—SNPA—ABP

President-Treasurer Robert G. Fields
Secretary A. Ferguson

**FIRESTONE-GOODMAN ADV.
AGENCY**

445 Loeb Arcade, Minneapolis 2, Minn.
Phone Main 4393

ANPA—APA

Owner & Radio Dir. Allan L. Firestone
Art. Dir. & Prod. Mgr. Archie Goodman
Publicity Dir. & Space Buyer

Jack Bankman

Radio Accounts — American Television & Radio Co., Callender Sporting Goods Co., DeGuile Academy, Jax Mfg. Co.

M. M. FISHER, ASSOCIATES-ADV.

134 N. La Salle St., Chicago 2, Ill.
Phone Central 1610

Owner Jack L. Fisher, Sr.
Co-Owner, Space Buyer & Television Dir.

Jack L. Fisher, Jr.

Branch Office

18 E. 48th St., New York 17, N. Y.
Phone PLaza 5-2841

Manager Fred Uttal

Radio Accounts—Balaban & Katz Corp., Sol Lesser Productions, Selznick International Pictures, Trav-Ler Radio Corp., Twentieth Century-Fox Film Corp., United Artists Corp., Universal Pictures, Warner Brothers Pictures.

FITZGERALD ADV. AGENCY

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Partner, In Chg. Copy..... Roy M. Schwarz

Partner, In Chg. Media & Markets,

Leonard Gessner

Partner & Art Dir..... E. W. Rector Wootten

Partner & Production Mgr..... Warren C. Posey

Media Dir..... Harley B. Howcott

Acct. Exec..... Donald H. Halsey

Radio Account—Wesson Oil & Snowdrift
Sales Co., Blue Plate Foods, Inc., Dixie Brew-
ing Co., H. G. Hill Stores.

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Claire Evans, James B. Lennie, Arnold

T. Bowden, William P. Conklin.

Account Executive & Copy Writer,
Claire Evans

FOLEY ADVERTISING AGENCY

1012 NBC Bldg., Cleveland 14, Ohio

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Secretary-Treas..... Helen M. Little

Radio Accounts—I. J. Fox, Inc., The Stearn
Co.

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Vice-Pres. in Chg. of Radio... Douglas Coulter

Radio Time Buyer..... Lillian Selb

Vice-Pres. in Chg Tele..... Ralph B. Austrian

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Time Buyer..... Lillian Selb

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Radio Business Manager..... Harry Dieter

Radio Production Mgr..... James Fonda

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Phone Michigan 7651

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Business Manager..... Eugene Duckwall

Radio Time Buyer..... J. H. Scruggs

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Phone Sutter 2355

Vice-Pres and Mgr..... Leslie G. Moseley

Radio Time Buyer..... Virginia Cain

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6117 Sunset Blvd., Hollywood 28, Calif.

Phone Hollywood 6265

Vice-President..... Robert Ballin

General Manager..... C. Burt Oliver

Radio Accounts—The American Tobacco

Co., American Cigarette and Cigar Company,

RKO Radio Pictures, Inc., RKO Theaters,

Walt Disney Productions, General Foods Cor-
poration, New York Central System, Armour

and Company, Armour Soap Works, Armour

and Company (Procurement Division),

Frigidaire Division of General Motors Cor-
poration, Hall Brothers, Inc., Pepsodent Divi-
sion of Lever Bros. Company, The Toni

Company, Beatrice Foods Company, Ben-Hur

Products, Inc., Security-First National Bank,

Union Oil Company.

Television Accounts—The American Tobac-
co Co., Bowman Gum, Inc.

FORD & DAMM ADV. AGENCY

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Phone 2-3645

APA

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Secretary-Treasurer..... E. Ogren

Art Director..... Alex Andres

Radio Time Buyer & Radio Dir.
Wm. Cummings

Branch Office

25 Taylor St., San Francisco 2, Calif.

Director..... Adam K. Johnson

Radio Accounts—Continental Nut Co., El

Dorado Brewing Co., Old Home Bakers,

Paramount Seed Co., Sacramento Frosted

Foods Co., 7 Up Bottling Co.

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 Art Director.....William Bain
Radio Account—Citizens Bank (Local),
 Coble Dairy Products (Regional).

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 Phone Hancock 5900

Packard Bldg., Philadelphia, Pa.

Phone Rittenhouse 3915

1 La Salle St., Chicago, Ill.

Phone Dearborn 8910

235 Montgomery St., San Francisco, Calif.

Phone Exbrook 3484

Acct. Exec.....Lucrezia Kemper
Radio Accounts—Merrill, Lynch, Pierce,
 Fenner & Beane, Noma Electric.

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Fox Theater Bldg., Detroit 1, Mich.
 Phone Randolph 7220

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 M. A. Hollinshead

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 Art Dir. & Prod. Mgr.....J. S. Chandler
 Space Buyer.....M. Wright
 Account Executives.....E. G. Frank,
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 Tipton, Jr

Vice-Pres. Sec.....T. Schiwetz
 Radio Time Buyer.....Gene Heard
Radio Accounts—First National Bank,
 KXYZ Radio Station, Rettig's Ice Cream
 Co.

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 Phone Dearborn 5745

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 Art Director.....J. V. Schuller
 Production Manager.....G. R. Arnold
 Media Dir. & Radio Time Buyer
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Radio Accounts—Foot-Pleasure Shoe Co.,
 Ironited Vitamin Co., Revere Camera Co.,
 Trav-Ler Radio Corp.

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Fulton-Fresno Bldg., Fresno 1, Calif.
 Phone 4-6566

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 General Manager.....H. Braze
 Radio Dir. Radio Time Buyer & Space Buyer
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 Art Director.....Tom Dyer
 Account Executives.....Tom Dyer,
 Harry Braze, R. Franklin, J. Crawford,
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 Treas. & Media Director.....H. S. Rieff
 Radio Time Buyer & Radio Dir...J. Mitchell
Radio Account—The Coward Shoe.

CURT FREIBERGER & CO.

314 Cooper Building, Denver 2, Colo.
 Phone Alpine 2048

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 Production Manager..Robert A. McCutcheon
 Art Director.....A. Cizek
 Account Executive.....V. R. Ewing,
 Margaret Richey.
 Artist.....Barbara Weiss, Gene Ellis
 Radio Director.....Ruth L. Torgerson
Radio Accounts—Tivoli Union Co., Brecht
 Candy Co., Securities Credit Corp., Toner's
 Inc., Central Bank & Trust Co., Bell Tailors,
 Clayton Coal Co., Colorado Potato Flake Co.,
 A. Carbone & Co., Gart Bros., Gus Butter-

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Copy & Continuity.....Fred Chapman
Radio Time Buyer.....Melba Burley
Research Director.....Scott B. Anderson
Format Manager.....Leland Morgan
Publicity Director.....Shirley Williams
Program Manager.....Elaine Trigger
Special Programs.....Robert Callan
Radio Producers.....Ad Fried,
Fred Chapman, Melba Burley, Shirley
Williams, Robert Callan
Television Research Survey & Dir.,

Ad Fried

Radio Accounts—Advance Products Co., Associated Stationers, Inc., W. F. Barton & Son, Darling Shops (Pac. Coast) Bigelow Films, Dr. J. J. Citron Dental Offices, Cochran & Celli Chevrolet Dealers, Commercial Sales Co., Coast Millinery Stores, Cochran & Celli Home Appliance Stores, Coy Hair Curler, Crescent Jewelry Co., Davi Miracle Foam, Dr. DeGloria-Reveffi, Opts., Fox West Coast (Oakland only), Guarantee Furniture Co., 30th & San Pablo Warehouse, Bill Wood Motor Co. (Ford) Henry DeLugach Real Estate, Oakland Lodge #324, Moose, Morse Starret Products, Oakland Frame & Axle Co., Panda Room, Rocil Shoe Co., Rhodes & Jamison, Ltd., Swan's Market, Sunset Venetian Blind Co., Sports Unlimited, West Coast Soap Co., Powow, Williams Dairy Co., Jim McCann Radio Center, Radio Station KWBR, Kronke Awning Co., Gould Pacific Co., Crompton Specialties, Royal Art Galleries, Linn Company, Rainbow Hybridizing Gardens Maltby Markets, George H. Holman, Home Supply Company, Office Appliance Co., Rainbow Candies.

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Phone Newstead 0037
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Account Executive.....C. Sewell Pangman
Account Executives.....Kenneth J. Bayer,
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Dir. Client Service.....Richard C. Lynch
Radio Director.....Al Maescher, Jr.
Radio Accounts — Mercantile Commerce Bank & Trust Co., Dixie Mills, Hunter Packing Co., Clinton Industries, Phelan-Faust Paint Co.

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Phone LIBerty 0813-45
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Asst. Treas.....Florence A. Dondero
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Pro. Mgr. & Space Buyer.....Harold E. Bessom
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Radio Accounts — Durkee Mower, Inc., Supreme Wine Co., Eastern Racing Assn., Campbell Fairbanks Expositions, Genoa Packing Co., Boston Yanks.

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 Republican State Comm.

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 Account Exec.....William Moore

Branch Office

9 Rockefeller Plaza, New York 20, N. Y.
 Phone COLUMBUS 5-2000

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Radio Accounts—Ralston Purina Co., Pet
 Milk Co., Union Electric Co. of Mo., Hyde
 Park Breweries Assn., Nat'l Guard of U. S.,
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 Copy Chief.....David Bascom
 Art Director.....Dan Bonfili
 Space Buyer.....Sally Paul
 Account Executive.....Fred Crawshaw
 Account Executive.....Bernard Schnitzer

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 icals, Inc., Consolidated Dairy, L. De Martini,
 Gravem-Inglis Baking Co., Guittard Choco-
 late Co., Kay Jewelry Co., Rev. Charles E.
 Lukens, Louis Milani Foods, Inc., No Doz
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 Parking Co., Good Foods, Inc., Smith's (re-
 tail).

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400 N. Michigan Ave., Chicago 11, Ill.
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Radio Accounts—Florida Citrus Exchange,
 W. A. Sheaffer Pen Co. (foreign), Gibson
 Refrigerator Co., Spartus Camera.

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Media Director.....Pat Reid
 Production Manager.....E. J. Thomas

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 Phone, TUCKER 1455

931 Republic Bldg., Seattle 1, Washington
 Phone Main 6685

Manager.....Jean Hadley
 Prod. & Media.....Ray Kopp
Radio Accounts—Plant-Chem, Inc., David
 D. Bohannon Org.

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 Publicity Dir.....Edward F. Thomas
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 Phone Fulton 4145

Manager.....E. G. Frost
 14250 Plymouth Rd., Detroit 32, Mich.
 Phone, Hogarth 5520

Manager.....John McQuigg
 Exec. Contacts.....Kenneth Westervelt,
 Randolph Brown.

Radio Accounts—Nash-Kelvinator Corp.,
 Continental Oil Co. (Conoco Motor Oil), P.
 Lorillard Co. (Embassy Cigarettes), Leonard
 Div. Nash-Kelvinator Corp., Simmons Elec-
 tronic Blanket.

Television Accounts—Knox-the-Hatter, Kel-
 vinator.

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Manager.....A. B. Johnston
 204 Leader Bldg., Regina, Saskatchewan
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 McDougall Court, Edmonton, Alberta
 Manager.....J. H. Fulton
 609 Province Bldg., Vancouver, B. C.

Vice-President.....Dave Crawford
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 Copy Dir.-Acct. Ex.....C. E. Parsons
 Prod.-Acct. Ex.....A. S. Black
 Radio Dir.-Acct. Ex.....Maudeen Marks
 Script Writer.....Lorena Henry
 Clerical.....June Sims
 Actor-Writer.....Bill Denny

Radio Accounts—Bill Williams, Earle
 North Buick Company, Earle North Goodyear
 Store, Pollyanna Shop, Union Bottling
 Works, Nueces Hardware, Flato's, Sakowitz
 Bros. Inc., Houston Fat Stock Show, Houston
 Hockey Club, Checking Counter South Texas
 Motors, Royal Tire Company, Royal Air-
 Conditioning, Loew's State Theatre, Sun-Up

Ice Cream, Camellia Ice Cream, C. B. Del-
 homme, Marine Dis., Donaldson & Bass,
 Construction, Hou. Interlocking Tile, Fogle-
 West Funeral Home, Adlof Memorials, Bras-
 well's Flower Gardens, Arrowhead Park,
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 Salt Lake City 1, Utah
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Secretary.....Marjorie Farrell
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 Copy Writer.....Mary Lou Clawson
 Secretary.....Enid Nelson

Radio Accounts—American Packing & Pro-
 vision, Chase, Jesse M. Cloverleaf Milk,
 Colville Ice Cream, Excelcis Beauty Products
 Co., Fisher Brewing Co., First Federal Sav-
 ings & Loan Association, Montana Cereal
 Company, Mountain Fuel Supply Co., Ogden
 First Federal Savings & Loan Ass'n, Porter
 Macaroni Company, Royal Baking Company,
 Salt Lake City—Chamber of Commerce, Salt
 Lake Hardware Company, Streater Chevrol-
 et Company, Superior Foods, Inc., Sweet
 Candy Company, Troy Laundry & Dry Clean-
 ing, Union Pacific Railroad Co., Utah Cen-
 tennial Commission Utah Finance Company,
 Utah Oil Refining Company, Utah Power &
 Light Company, Walker Bank & Trust Co.,
 War Assets Administration, Western Colo-
 rado Power Co.

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 Traffic Manager.....Louise Ludke

Branch Offices

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 Manager.....Robert O. Davis
 32 E. 57th St., New York 22, N. Y.
 Phone PLaza 5-2887

Manager.....Richard Ney
Radio Accounts—Ralphs Grocery Co.,
 Austin Studios, Tropical Preserving Co., Bu-
 Tay Products, Ltd., Miller Honey, Chip
 Steak Company, Bluhill Foods, Inc., Hug-
 gins-Young Coffee Co.

GLEW ADVERTISING AGENCY

517 Murray Bldg., Grand Rapids 2, Mich.
 Phone 8-1848

Owner & Operator.....Francis K. Glew
Radio Account—Valley City Milling Co.

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36 State St., Albany 7, N. Y.
Phone 5-88645
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Vice-President.....Eleanor Chatham Walter
Sec. & Radio Dir.....Louise Benay
Radio Accounts—John G. Meyers Dept.
Store, Seven-Up Bottling Co. of Troy, N. Y.,
Roxy Cleaners & Dyers, Stone's Liquor Dist.,
Albany Garage Co., & Appliance Dist., Drive-
In Auto Theaters, Green's Stationers, Stand-
ards Furniture Co. (Kingston-Troy).

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Phone Superior 6746
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Harlow P. Roberts

Acct. Executive.....Charles O. Puffer
Copy Chief.....Garrick M. Taylor
Media Director.....Florence A. Neighbors
Production Manager.....J. A. Joice
Account Executive.....Jay C. William

Radio Accounts — Service Stores, Inc.,
Planters Nut & Chocolate Co., Goldenrod
Ice Cream Co., Planters Edible Oil Co.,
Hooker Glass & Paint Co., Jewel Tea Co.,
Inc.

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Exec. Vice-Pres. & Treas....Arthur A. Kron
Secretary.....Chester A. Priest

Radio Accounts — Hartley's Marmalade,
Lutheran Hour, Handee Prod., Kruschen
Salts.

GRAHAM GLADWIN

1166 Haight St., San Francisco 11, Calif.
Phone Klondike 2-1219

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Writer.....Mabel Gladwin
Radio Accounts—Fred Benioff, Phillips Al-
ready Flour, Mission Carpet & Furn., De-
pendable Mattress, Pastene's Restaurant, San
Francisco Glass, Alhambra Candy Co., Allied
Sales Co., Associated Bedding, Pacific Coast
Brands, Mar-Bud Food Products, Les Vogel
Chevrolet.

GREEN-BRODIE

420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-9533

ANPA — PPA

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Partner.....Alan Green
Art Director.....Cecil Baumgarten
Production Director.....Sidney Sawyer
Radio Dept.....Julian P. Brodie

Radio Accounts—Pieter deWitt, Inc., The
Viking Press, The New School.

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166 West 32nd St., New York 1, N. Y.
Phone CHickering 4-3900

ABP—ANPA—PPA—NOAB—APA—AAAA

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Executive Vice-President.....Arthur C. Fatt
Radio-Tele Dir.....Richard Marvin
Time Video Buyer.....Harriet Belille

Radio Accounts—Dif Corp., Lambert Bros.,
Doughnut Corp., Van Heusen, Simplicity,
Tussy, Hat Research Foundation, Hollan-
derizing Corp., A. Hollander & Son, Inc.,
Kreislery Jewelry, Consolidated Razor Blade
Co., Groluch Society, Inc., B. V. D. Corpora-
tion, Mojud Hosiery, Ohrbachs, Macy's, Na-
tional Silver Co., Foster-Grant, Breitenbach,
Pilot Radio Corporation, Gruen Watch Com-
pany, Mennen Company, Bernard Ulmann,
Schnefel, Shwayder.

Television—B. V. D. Corp., Hat Research
Foundation, Gruen Watch Co., Lambert Bros.
Jewelry Co.

GRISWOLD-ESHLEMAN

2700 Terminal Tower, Cleveland 13, Ohio
Phone Main 9484

AAAA—ANPA—PPA—APA—APB—NOAB
ABC

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Radio Director.....Earl R. Preble

Radio Accounts—Fleetwing Corp., B. F.
Goodrich Farm Service Tires.

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Phone 7-7179

ABP—NAAN

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Sec. & Radio Dir.....Erwin B. Needles
Production Manager.....Noel Bryce
Copy Chief.....Paul Spencer

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ANPA

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Space Buyer.....Amelia Pronko

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M. H. HACKETT CO.

9 Rockefeller Plaza, New York, N. Y.

Phone Circle 6-1950

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Montague H. Hackett

Time Buyer.....Aida Stearns

Radio Accounts—Chatham Mfg. Co., Allied Plastics, Brewer's Best Assoc. Inc., Corday Parfum.

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208 State St., Schenectady 5, N. Y.

Phone 2-0492

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Marion G. Halpin

Radio Accounts—Chas. Freihoffer Baking Co., Jonathan Levi Co., Wallace Co.

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Phone State 0055

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Radio Accounts—M. J. Lanahan, Neumode Hosiery Co., Nash-Underwood, Chicago Tribune.

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Phone SUPERior 3000

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Radio Accounts—Ballard & Ballard Co., Inc., Skelly Oil Co., The Perfect Circle Companies, F. A. Amend Co., Carolene Products Co., John Morrell & Co., The Sherwin-Williams Co. (Weed-No-More).

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Phone Columbia 8459
 Manager.....Day Thorpe
 506 Bukley Bldg., Cleveland 15, O.
 Phone Superior 5214
 Manager.....A. E. Smith
Radio Accounts—Meritt Chemical Co., U.
 S. Army, Second Area.

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420 Lexington Ave., New York 17, N. Y.
 Phone MURray Hill 3-9135
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 Radio Dir.....Peter A. Krug
Radio Accounts—Lewyt Corp., Waverly
 Products (Steam-O-Matic irons) Home Deco-
 rators, Inc. (State House Sterling).

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 BRyant 9-5950

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 V.P. & Radio Director...L. B. Van Doren
 Vice-President.....A. W. Humm
 Radio Time Buyer.....Kathryn Shanahan

Branch Office

Los Angeles, Calif.

Radio Accounts—Richfield Oil Corp. of
 N. Y., Sinclair Refining Co., Garfield Tea Co.

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 Phone MAin 3450

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 Manager.....D. E. Holland
 Production.....E. L. Holland
 Research.....B. J. Tiemeyer
 Copy Chief.....R. Bader
 Sales Mgr.....W. F. Holland
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RKO Bldg., Rockefeller Center, New York
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 Television Dir.....W. P. Smith

Branch Office

15 Lewis Street, Hartford, Conn.

Phone 5-6066

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Radio Accounts—B. C. Remedy Co.,
 Charles Gulden, Inc., Burnham & Morrill,
 J. A. Wright & Co. (Silver Polish), Monti-
 cello Drug Co., A. C. Gilbert Co.

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Phone Liberty 4714

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Dir. of Radio & V.P. (N. Y.)...Wm. H. Fynon
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 Radio Prod. Mgr. (N. Y.)...Walton Butterfield

Branch Offices

595 Madison Ave., New York, N. Y.

Phone EL 5 1270

V.P. & Mgr.....Ned Smith
Radio Accounts—The First Church of
 Christ, Scientist, The Christian Science Moni-
 tor, National Packing Corporation; R. H.
 Stearns Company, Monument Mills, Conant
 Realty Trust (North Shore Center).

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19 W. 44th St., New York 18, N. Y.
Phone MUrray Hill 2-0716

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1244 Dufferin St., Toronto, Que., Canada
Res. Mgr.....Walter Engwer
8169 Sunset Blvd.
Hollywood, Calif.
Phone CR 6 9946

Radio Accounts—Philco Corp., American
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Lincoln Rochester Trust Co., McCurdy &
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Phone Randolph 2324

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In Chg. Prod. Dept.....Annette S. Cook
Continuity Dir.....Louise Goldman
Time Buyer.....G. I. Cohen

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Co., Ace Window Screen Co., Clark Indus-
tries, Dresden Sales Co., Furriers Inc., Inter-
state Distributors, Libby Furniture & Appli-
ance Co., Martin Jewelers, Modern Merchan-
disers, Pollack & Neelson Superior Table
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Enterprises, Walton Motors Inc., Internation-
al Events, North Town Currency Exchange,
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Copy Chief.....Norman L. Hope
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Asst. Dir. (Radio Dept.) Kathryn M. Hardig

Branch Office

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Phone Wisconsin 7-5500

Manager.....Harry E. Warren

Radio Accounts—Bavarian Brewing Co.,
The Carter Coal Co., Cincinnati Street Rail-
way Co., Kroger Co., Cincy Products Co.,
Miami Margarine Co., Netherland Plaza
Hotel, Martin Rosenberg Wall Paper Co.,
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Script (Radio. Dept.).....J. I. Freedman

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Radio Director.....James H. West

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Milling Co. (Robin Hood Flour), F. Ad.
Richter Co. (Pain-Expeller).

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Phone District 7400-13
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Branch Offices

8 South St., Baltimore 2, Md.
Phone Lexington 1500

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Radio Accounts—American Oil Co., Globe Brewing Co., Baltimore Transit Co., Chunk-E-Nut Co., Ex-Lax, Inc., Gibbs & Co., Inc., Laco Products, Inc., Madera Bonded Wine & Liquor Co., Maryland Pharmaceutical Co., Pompeian Co., Inc., Voneiff-Drayer Co.

Television Accounts—American Oil Co., Globe Brewing Co., The Hub, Maryland Pharmaceutical Co.

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Phone LONgacre 5-5090
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Radio Accounts—Twentieth Century-Fox Film Corp., Hurok Attractions, Inc., Michael Todd Productions.

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Branch Office

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707 S. Broadway, Los Angeles 14, Calif.

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Radio Accounts — American Natl. Bank, Kay's Better Jewelers, K & B Packing Co., Chez Marie Gowns, Kortz Jewelry Co., Waco Venetian Blind Co., The Pedigree Shops, Capitol Tire Company, Kliss Bakeries, Elwood Edwards Auto Co., Colo. Highways Imp. Ass'n., Bucklen's Restaurant, Balfour Jewelry Co., Republic Drug Co., Rainbow Ballroom, Ass'n. of Accredited Denver Nursing Schools, Purity Creameries, Garden Farms Dairy, Silver Wing Inn, Seven-Up Colorado Co., Reese Houses.

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Radio Accounts—Hastings Manufacturing Co., The Casite Corp., Wilson Milk Co., Inc.

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Phone Garfield 0777
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Assistant Director.....W. W. Zahndt
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Radio Account—Visit St. Louis Committee.

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 Manager Hollywood.....Jesse Butcher
 Penobscot Building, Detroit, Mich.
 Phone Cadillac 3608

Chg. of Detroit.....Ian Smith
 135 S. LaSalle St., Chicago, Ill.
 Phone Randolph 6470

304 Bay St., Toronto, Canada
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Radio Accounts—The Borden Co., Ford Motor Co., Chesapeake & Ohio, Richard Hudson Sales Co., Inc., The Kellogg Co., Reichhold Chemicals, Inc., Wesson Oil and Snowdrift Sales Co., Inc., American Maize Products, Look Magazine, White Rock Corp., Stetson.

Television Account—The Borden Co.

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 Acct. Exces.....Edward Chase.
 J. Fred Cross, Wm. Hines.

Time Buyer (Radio Dept.)...E. Thompson
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 Radio & Tel Pro. (Radio Dept.)

Edward Chase

Radio Accounts—Bathasweet Corp., Royal Lace Paper Corp., Flexmit, V. La Rosa & Sons, Stern's Nurseries, Ludwig Baumann, Abraham & Straus, Tudor Chemical Specialties, Glad-Rag Products Corp.

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 Phone Franklin 0673

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 1004 Baltimore, Kansas City, Mo.
 Phone Victor 1950

Manager.....David B. Mindlin
 649 S. Olive St., Los Angeles 14, Calif.
 Phone Trinity 7575

Manager.....Blaisdell Gates
 155 Sansome St., San Francisco 4, Calif.
 Phone Exbrook 3288

Manager.....Frances Keith

Radio Accounts — Mark Cross, Northam Warren (Peggy Sage), Volupte Inc., Artra Cosmetics Inc. (Artra Cream Shampoo) (Imra), Union Pharmaceutical Co. (Saraka).

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Manager.....Wm. A. Dunkle

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 Phone, MUrray Hill 6-8860

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 Phone 5-4343

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 J. P. Tucker, Edmunds McGehee

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 ern Div.), Goldcrest Beer, Mid-South Fair,
 Ozburn-Abston & Co., Inc.

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630 Fifth Ave., New York 20, N. Y.
 Phone Circle 6-3200

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 San Francisco, Calif.
 Phone Garfield 5433

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

Executive in Charge.....Edward Shipper
 Albee Bldg., Washington, D. C.
 Phone National 5506

Executive in Charge.....Frank Getty
 Taft Bldg., 1680 N. Vine St.
 Hollywood 28, Calif.
 Phone Hillside 7209

Manager.....Edmund Cashman

Radio Accounts—Network: General Mo-
 tors; Local: Benson & Hedges; National
 Spot: U. S. Tobacco, Texaco Co.

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122 East 42nd St., New York 17, N. Y.
 Phone MUrray Hill 5-9143

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 Space Buyer.....Edna Zimmerman

Radio Account—Cascade Laundry.

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 Phone SUPerior 7940

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 Account Executives.....S. C. Kuttner,
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 Hecht, Jr., J. H. Stein, L. C. Rolontz
 Radio Director.....Larry Kurtze
 Media Dir. & Time Buyer.....Edward M. Stern
 Promotional Director....Robert Schoenbrod

Radio Accounts—Baer Bros. & Prodic,
 Crest Specialty Co., Kent Products Co., Royal
 Metal Mfg. Co., Capitol Dairy Co., Finders
 Mfg. Co., National Superior Fur Dressing
 & Dyeing Corp., Shainberg Dry Goods Co.,
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 Co., Pacific Wine Co.

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Phone 5-1571

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Secretary-Treasurer.....M. M. Shurman
Production Manager.....M. Parker
Pub. & Public Relations.....Al Copley
Radio Accounts—Plough, Inc., The Piso Co., Pantaze Drug Stores.

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9 Rockefeller Plaza, New York 20, N. Y.

Phone Columbia 5-3721

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V. P. General Manager.....Frank W. Mace
Radio Accounts Placed—Lambert Pharmaceutical Co.; Prophylactic Brush Co.; Phillips Petroleum Co.

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810 Liberty Bank Bldg., Buffalo 2, N. Y.

Phone CL 7260

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Secretary-Treasurer.....Vera H. Landsheft
Acct. Execs.....Henry L. Barber,
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Production Manager.....E. T. Drullard
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Radio Accounts—Fairmont Creamery Co., Kendall Refining Co., Liberty Bank of Buffalo, Loblaw Groceries.

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Phone Main 6579

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APA—ABP

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Radio Director.....A. B. Fisher
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Radio Accounts—Cleveland Indians, Dowd-Feder, Inc., Lane Drug Co., Miller-Becker Co., Temperature Equip. Corp., Texas Co., Sears, Roebuck & Co., Yellow Cab Co.

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Phone Harrison 8612

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Radio Accounts—Quaker Oats (Network & Spot), New England Confectionery Co., Olympic Radio, Zimba Kola.

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520 No. Michigan Ave., Chicago 11, Ill.

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Radio Accounts—Foley & Co., Imperial Credit Co.

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Television Producer.....G. R. Nelson
Radio Accounts—Saratoga Racing Assn.,
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Radio Accounts—National Spot: Harvel
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Television Accounts—Powers Retail Stores,
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Radio Accounts—Allied Drug Products,
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75 East Wacker Drive, Chicago 1, Ill.
Phone Franklin 4883

Manager.....R. B. Newell
420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-5412

Manager.....R. T. O'Connell

Radio Accounts—Los Angeles Brewing Co.,
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