

*VARIETY*

RADIO DIRECTORY

VOLUME IV 1940-41

**SOME PICK BY PROGRAMS...**

**SOME PICK BY STATIONS...**

**SOME PICK BY BOTH... BUT**



Class TK6555

Book V.3

*R. H. [unclear]*

**ars make work!**

**And that's why more sales**

COPYRIGHT DEPOSIT

**B**efore you buy any network, remember this:

Radio listeners invariably choose a particular station or network as their favorite because of any one of these three reasons—the entertainment value of its programs... the quality of its reception... or a combination of these factors.

... programs usually the deciding factor where reception of all net-

Red has, and always has had, a majority of the most popular programs, it is the choice of most listeners who choose by programs.

... by stations

In many parts of the U.S. listeners are situated where quality of reception, rather than quantity, is the governing factor in their network choice. And again, most of them pick the Red, for this network has,



# Most pick the RED to listen to most!

and always has had, most of the best stations since broadcasting began.

... by both

Then there are many more listeners whose choices are based on a combination of these two all-important factors. And, they, too, choose the Red because it combines leadership in programs and in stations.

This leadership is again plainly proved in radio's first all-county census which, for the first time, probed into listeners' homes in every county in the United States. This significant fact-finding survey shows

that the NBC Red is listened to regularly by 89.1% of all radio listening families and more important, that 41.7% more families prefer the Red than any other network!

In short, this means: more listeners... more sales. They're both yours on the Red!



**NBC**  
**Red**  
**NETWORK**

The network most people  
listen to most!

A RADIO CORPORATION OF AMERICA SERVICE



**VARIETY**

**RADIO**

**DIRECTORY**

**1940 . 1941**

Published by Variety, Inc.  
Sid Silverman, President  
Edgar A. Grunwald,  
Radio Directory Editor



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New York, N. Y.  
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## FOREWORD

This will undoubtedly be the last volume of this publication which has to do with only one type of commercial radio—the type known as “amplitude modulation”.

In 1941 the broadcasting industry will launch a new kind of transmission, known as “frequency modulation”, to sail the commercial seas alongside the older, present art.

The impending expansion—and all that it implies—is already heralded by numerous developments. Broadcasting expenses have risen enormously. A rush for licenses has begun. And research, always large on radio’s horizon, is already turning more and more from a quantitative to a qualitative form.

It is hoped that this latter development, in particular, is successfully reflected in these pages, and that the material herewith presented (largely through the cooperation of the radio industry itself) will be useful in an era dominated by expansion and transition.

**TOMMY RIGGS**

AND

**"BETTY LOU"**



EXCLUSIVE MANAGEMENT

**ROY WILSON**

444 MADISON AVENUE

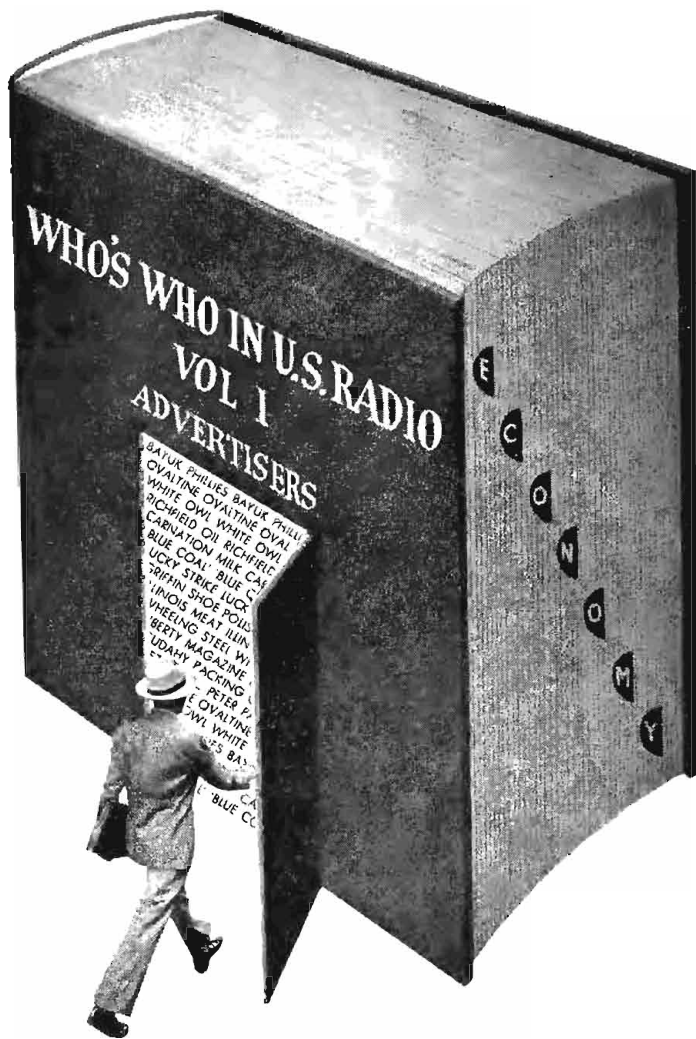
NEW YORK CITY



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## NO LONGER JUST FOR THE CHOSEN SEVENTY-FIVE

During the past winter, only seventy-five advertisers on all networks were able to afford hookups of 50 or more stations for their products. Significantly, the average weekly expenditure of these was \$8,000 an evening half hour.

Now Mutual's new Volume Plan—by removing the budget barrier that allowed only the biggest to employ large scale broadcasting—opens the way to widespread network success on a modest budget. Seventy-six station coverage of the country, reaching over 200 of the leading 300 markets, is now available for only \$3,438 an evening half hour.

## MUTUAL BROADCASTING SYSTEM

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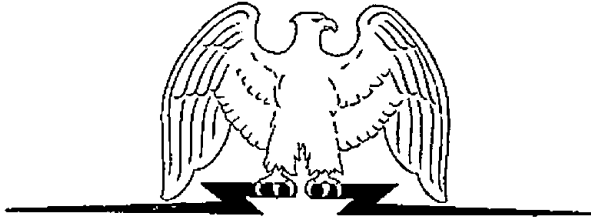
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THE LEADING PROGRAM  
SERVICE FOR  
ADVERTISING AGENCIES

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**TRANSAMERICAN BROADCASTING  
AND TELEVISION CORPORATION**

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HOLLYWOOD

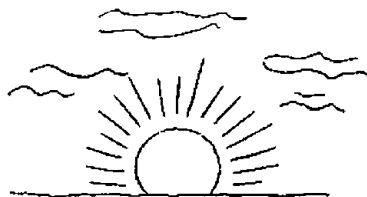
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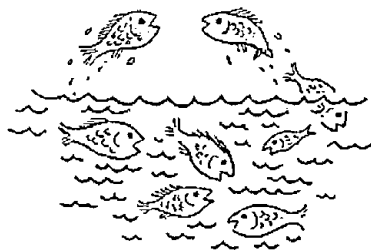
## RIGHT TIME



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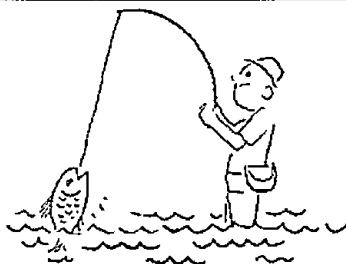
## RIGHT PLACE



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## RIGHT APPROACH



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**A**s a salesman, radio yields the best dollars-and-cents return when it is sent at the right time, to the right place, with the right kind of approach. It has proved to be most successful, and most efficient, when used as an integral part of a well-rounded, scientifically planned advertising and selling program.

**C**ontinuous, intimate association with every phase of radio development since 1922, and production facilities "on location" in the country's major markets, provide the background which enables N. W. Ayer & Son efficiently to co-ordinate radio with any campaign—national, regional, local.

**N. W. AYER & SON, INC.**



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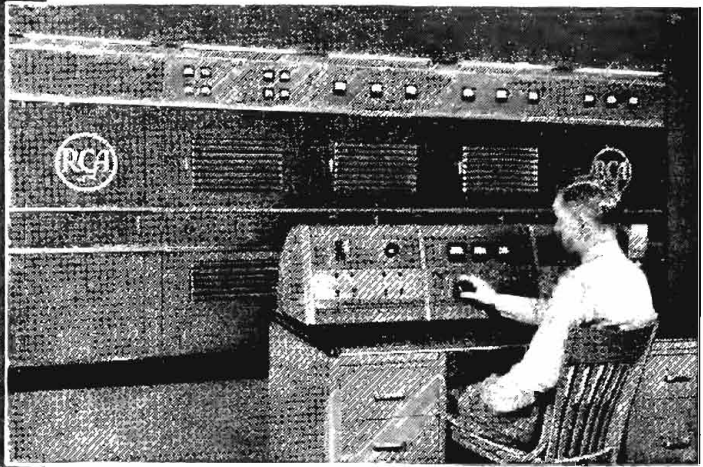
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*Offers a complete line of*

**RCA Transmitters from  
100 watts to 50,000 watts**



To meet the needs of the nation's radio stations, RCA makes two lines of transmitters . . . a deluxe line and an economy line. Both are backed by capable engineering, extensive production facilities, a thorough test system, and an organization recognized among broadcasters for its ability to produce functional apparatus at reasonable prices.

RCA deluxe transmitters offer you high fidelity, reliable performance at low operating cost. They are de-

signed for flexibility that permits you to increase power by adding standard amplifier units to the original equipment. They feature modern, attractively styled cabinets, full metering, circuit breaker protection, and heavy, over-size components.

The RCA economy line of transmitters combine excellent performance with low initial cost and low operating cost.

Whatever the needs of your station, it pays to go "RCA All the Way."

*Use RCA Tubes in Your Station—for reliable performance*



*Broadcast Equipment*

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

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# HOW CAN WE HELP YOU?

After 175 cumulative years in radio and advertising work, nobody knows better than we that successful agency men are the busiest and most hard-pressed group of people in the nation.

That's why we have never believed in the sales efficacy of the big cigar. That's why none of our fourteen top-notch men will ever attempt to "cultivate" you by social visits in your office. That's why the prime purpose of our contacts with you is to find some way to help you in your business.

Have you a survey to be made?—a jobber to be lined up in some tough territory?—a test campaign for which you need a personal representative on the spot? Let us go to bat for you! That's the way we work in this group of pioneer radio station representatives.

## EXCLUSIVE REPRESENTATIVES

WGR-WKBW . . . . . BUFFALO  
 WCKY . . . . . CINCINNATI  
 WDAY . . . . . FARGO  
 WOWO-WGL . . . . . FT. WAYNE  
 KMBC . . . . . KANSAS CITY  
 WAVE . . . . . LOUISVILLE  
 WTCN . . . . . MINNEAPOLIS-ST. PAUL  
 WMBD . . . . . PEORIA  
 KSD . . . . . ST. LOUIS  
 WFBL . . . . . SYRACUSE

## . . . IOWA . . .

WHO . . . . . DES MOINES  
 WOC . . . . . DAVENPORT  
 KMA . . . . . SHENANDOAH

## . . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON  
 WIS . . . . . COLUMBIA  
 WPTF . . . . . RALEIGH  
 WDBJ . . . . . ROANOKE

## . . . SOUTHWEST . . .

KGKO . . . . . FT. WORTH-DALLAS  
 KOMA . . . . . OKLAHOMA CITY  
 KTUL . . . . . TULSA

## . . . PACIFIC COAST . . .

KECA . . . . . LOS ANGELES  
 KOIN-KALE . . . . . PORTLAND  
 KROW . . . . . OAKLAND-SAN FRANCISCO  
 KIRO . . . . . SEATTLE

# FREE & PETERS, INC.

## Pioneer Radio Station Representatives

Since May, 1932

**CHICAGO**  
 180 N. Michigan Ave.  
 Franklin 6373

**DETROIT**  
 New Center Bldg.  
 Trinity 2-8444

**NEW YORK**  
 247 Park Ave.  
 Plaza 5-4131

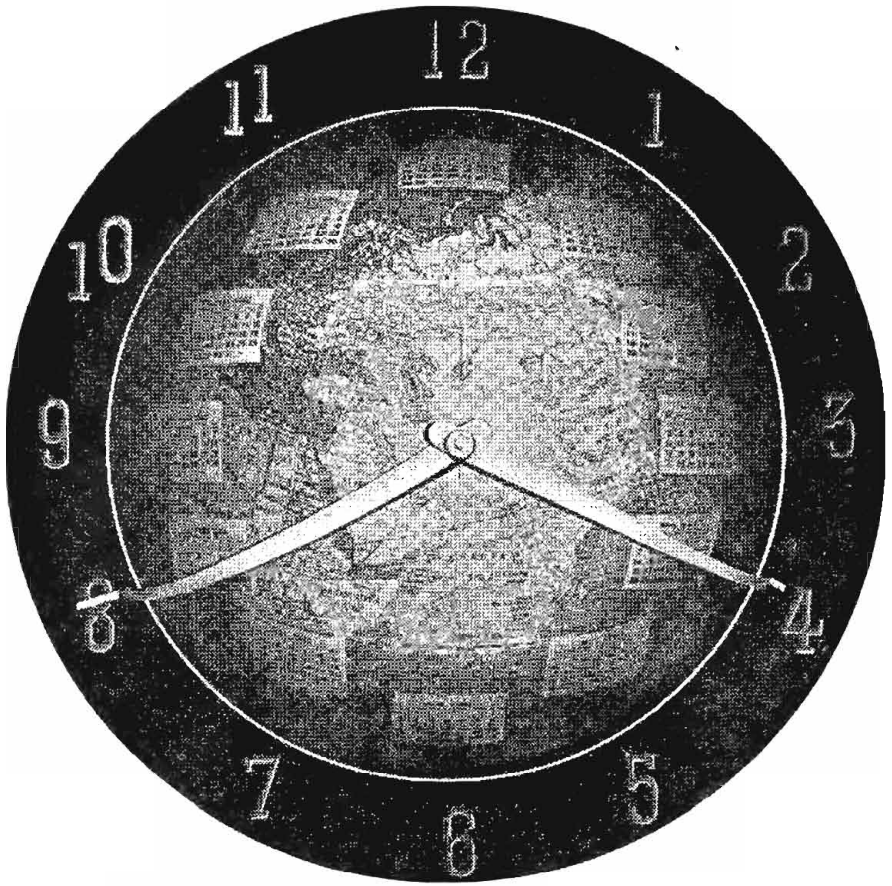
**SAN FRANCISCO**  
 One Eleven Sutter  
 Sutter 4353

**LOS ANGELES**  
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Lanny Ross.....Franco-American  
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Francia White.....N. Y. Telephone Co.  
Crunit and Sanderson.....Molle  
Willie Howard.....Kate Smith Hour  
Dennis Day.....Jack Benny Show  
Arline Francis.....Procter & Gamble

**A & S LYONS, Inc.**

515 Madison Avenue  
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PLaza 3-5181

HOLLYWOOD

LONDON

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**Tel: COLUMBUS 5-3580**

**Circle 7-0862**



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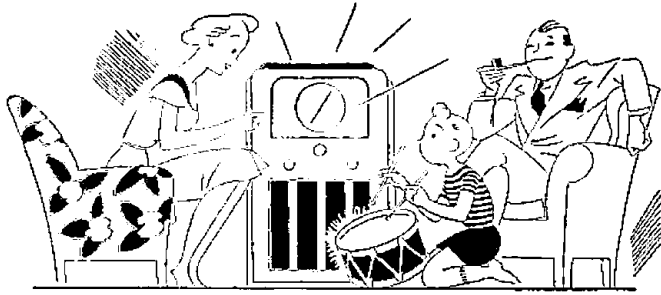
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# “Now You May Beat The Drum, Junior ... here comes a Commercial!”

PEOPLE not only do *not* listen for commercials; they will not even listen to them unless they are artfully persuaded that they will hear something worth while.

“Give us,” says one executive, “some of those clever commercials, the kind the comedians get off that will make our radio listeners laugh. I think they’re fine.”

“Oh, no,” replies his associate, “we don’t want that. What we ought to have is a series of talks telling how our product is made.”

### *There’s a Right Way*

Well, aside from the fact that some products can neither be treated lightly in commercials nor handled with too great ponderousness, there are infinite ways of writing and delivering a commercial. Any given way may be excellent for one product, fatal for another.

But in the final analysis, one thing is certain. The real test of a commercial is not, “Does it sound good to you?” nor even “Has it proved an effective type for some other product?”—but “*Will it sell our goods?*”

That the right kind of commercials can do this—that they can convert millions of listeners into *buyers* is a fact of which we in this agency have ample evidence.

For example, a long-established, nationally advertised drug store product was feeling the effects of the general business decline of late 1937. A new radio advertising technique was

developed by this agency and used in the promotion of this product. Result: Spending less in 1938 than 1937, sales jumped 35%. In 1939 the budget was increased 50% and sales have tripled those of 1937. Profits are now greater than at any time in the history of the business.

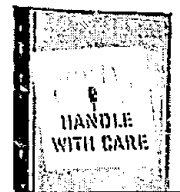
Successes like this are not exceptional in our experience. Many of our clients have seen their businesses push ahead against what appeared insurmountable obstacles.

What’s the answer? We think that pretty largely it is the ability of this agency to do a *difficult* job . . . the ingenuity, if you will, to find a way to increase sales and profits, regardless of forces and circumstances arrayed against such a performance.

Whether or not you are engaged in a radio promotion now, or are contemplating such a promotion in the future, we would welcome an opportunity to discuss our advertising thinking with you. Simply have your secretary telephone or write for an interview at your convenience. No obligation whatever.

### *Free to Advertisers*

This little book has been called the most enlightening volume on radio commercials ever written. Your name and address on your executive letterhead will bring you a copy free.



## RUTHRAUFF & RYAN, INC.

NEW YORK

*Advertising*

CHICAGO

ST. LOUIS • DETROIT • HOUSTON • HOLLYWOOD • SAN FRANCISCO • SEATTLE

# RESEARCH

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## RADIO AND SALES

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### FOREWORD

By Edgar A. Grunwald

Perhaps it's a little late to ask the question, but the wistful query persists in popping up: "What did national advertisers get for the \$540,000,000 they poured into network radio since 1927?"

Insofar as such a question arises in retrospect, it's somewhat academic, for the half billion dollars is now irrevocably over the dam. But the validity of the query persists because the original expenditure is not only being followed by an equal parade of dollars, but is, in fact, being accelerated at a high rate. In the geography of media, radio is fast assuming the contours of a mountain range, whereas newspapers and magazines are struggling to keep from settling into the quiet of a plateau. True, radio has had its success stories and/or the belief in them. It has worked up a Hindu fervor among its devotees before and behind the microphone. And it has entrenched itself behind that almost invulnerable psychological rampart—America's love of mechanical contrivances.

But the voice of the auditor nonetheless persists in inquiring whether radio has created a Pied Piper's stampede, or whether the price of a seat on the bandwagon is more than a contribution stimulated by cornets and tambourines. For, after all, there are those on whom the magic of radio has lost its hold. The record happens to show that at least 30 advertisers who boasted "leading" network programs in 1930 no longer use radio, and that two, in fact, are out of business altogether. Patently, radio's power has dimmed in a representative number of instances and, on the face of things at least, has failed several disciples on their deathbed.

The costs and complexity of modern advertising must soon demand an accounting of these matters. If radio is a whirling dervish, the giddiness of its admirers must someday wear off, so an aspirin is better now than after another half billion is spent. If, on the other hand, the medium can demonstrate two vital qualities—ability to embrace all necessary markets at the right price, and the ability to multiply a sales message with maximum conviction and timing—then its future is still before it. But these matters can only be settled by *measurement*. Judgment alone—often the handmaiden of guesswork—is not enough.

Clearly, the stage is set for the final act, in which media research must accomplish the task before it. Some of the groundwork already has been laid—as will repeatedly be shown in this writing—but unfortunately such groundwork has not received the attention it deserves. Still more research is necessary, and still more interpretation must be placed on what has been

## RADIO AND SALES—Continued

done, before the high detail of a finished work is obtained. To place what has been done, and what will probably be done, in proper perspective, a few paragraphs of history might prove valuable.

\* \* \*

There is a difference between a medium and a market, as well as a means of correlating the two. Every advertiser knows that today. The point is that advertisers didn't always think about it. Old issues of magazines for the early 1900's show only the barest grasp of the fundamentals of advertising, which means that advertisers didn't fathom the potentialities of the medium or else had only a very rough idea of their market. In either event, it's safe to say that the advertising of the early 1900's often proved over-expensive and disastrous—which might be a clue to radio's early failures.

The first big step in describing the proper relationship between cart and horse came in the second decade of the century. At that time several leading universities made the transition from the study of economic geography (source of materials) to the study of markets (ultimate destination of materials in finished form). The ultimate destination of goods is the consumer. So the consumer got into the spotlight.

Once the consumer was upstage, it was a quick jump from market analysis to media analysis. Consumers learned about some of the products they bought from advertising in publications. The next question therefore was: how many readers do the publications reach?

Pioneers in experiments with circulation measurements were C. C. Parlin of the Curtis Publishing Co. and R. O. Eastman of the Kellogg Co. who, as a buyer of space for one of the leading cereal manufacturers, naturally wanted to know what he was buying. Simultaneously, sentiment was crystallizing for definite statements of circulation. Out of the combined ideas of measuring circulation, and making the results available, grew the Audit Bureau of Circulations, the first great step in media analysis.

It is worth pausing at this point to evaluate what had happened; for as the twig is bent, so grows the tree. Clearly, media analysis was off on the quantitative foot. That is, it dealt with *size* and *size only*. It stated that publication A had X number of readers, but the figure X was not factored. Whether the X readers preferred white paper to blue paper, whether they were in a better mood to read on Thursday than on Monday, whether their eyes followed a printed pattern from left to right or vice-versa—these matters were not cast up for ballot. Preoccupation centered entirely on size of circulation, and therefore the scope of this type of research was limited.

True, the printed media did make advances in their size-research. As years went by, circulations were geographically defined. Details appeared for cities and counties, and from such data advertisers began to draw parallels between places they wanted to reach and numbers of subscribers or newsstand buyers in those future arenas of strategy. From efforts along these lines sprang the embryo of media coordination with markets.

But when radio was injected into this setting, the new medium at once proceeded to demonstrate that quantitative research, for radio at least, is insufficient.

## RADIO AND SALES—Continued

Essentially an arm of the entertainment industry, radio immediately recognized the fact that the problem of size is a coefficient of the problem of *quality*. For if Amos 'n' Andy built a huge audience at 7 P.M., the possibility was always there that at 7:15 P.M. the audience would disperse as the coefficient of quality dwindled. The hunt for quantity in radio—that is, a figure X which can be pinned down to any appreciable time limit—proved as slippery as a pellet of quicksilver. Engineers could (and still do) define a potential listening area by electronic measurement, but for many practical purposes this is tantamount to saying we'll have a duck dinner if you bring the duck.

The point to remember about radio research, therefore, is that *sheer quantity is a coefficient of some kind of quality*—be it program merit, program timing, competition, etc., or any combination thereof. Granted only, of course, that the electronic radiation is sufficient.\*

Shortly after the first network company was formed, Daniel Starch made an extensive survey, and it is notable that with a true eye to his problem he tried to ascertain, among other things, *what the audience liked by way of programs*. He attempted to depict fluctuations by seasons of the year, days of the week, hours of the day. He probed into geographical, economic, age and sex compositions. And he defined markets, therefore, not merely as rigorously-set quantities, but as possible entities which can be called into being when some *quality* is applied as life-giver. (This type of market research even now has barely begun to reach newspapers and magazines).

Radio soon took further steps in this important direction. Not content with generalities, it began to study individual programs. Set owners were asked to tabulate what they had listened to the day before. Next, researchers began to accumulate this data while individual programs were in the process of broadcast (coincidental reporting). And latterly mechanical devices have been developed to record all programs delivered by the set. Ratings on individual programs began for certain sponsors in early 1929, and a year later the regular Cooperative Analysis of Broadcasting ratings made their appearance.† In the past 11 years, such research has literally occasioned millions of phone calls, interviews, and recordings.

\* \* \*

As the second decade of radio advances, however, the most important job is still ahead.

It is not enough to know about program qualities vis-a-vis size of audience. Radio is not a charitable institution so far as the sponsor is con-

---

\* The problem of a station's signal strength is not being minimized here, but it is suggested that to some extent the problem is minimizing itself. Coverage is better today than it was yesterday, and the elasticity of network hookups can often throw additional stations into a breach of signal strength. All media have some problems of mechanical conveyance, and that factor is therefore separate from this discussion.

---

† For a discussion of the C.A.B., see pages 94-96. For a resume of its 10-year program, see VARIETY RADIO DIRECTORY, Vol. III, pages 33-151.

## RADIO AND SALES—Continued

cerned. The sponsor wants to sell goods. His interest in declaring a Roman holiday for the public is extremely mild.

And the problem of radio research therefore boils down—when all is said and done—to the title of this writing: "Radio and Sales."

From the outset it must be understood that all the results of salesmanship are not directly measurable. Such an astute authority as George Slockbower, vice-president and sales promotion manager of L. Bamberger & Co. (Newark, N. J., department store) has recently said: "Add up all the so-called sales that you are supposed to be getting from your favorite media . . . I think you will find that there is 80% of the store sales that you can't seemingly account for."\*

But it is a mistake to suppose that methods cannot be devised to measure some of this power.

Borrowing Mr. Carnegie's title, radio's interest in "how to win friends" is merely introductory to its interest in how to "influence people." And, as stated before, radio is splendidly equipped by history to undertake this qualitative research.

\* \* \*

In asking Archibald M. Crossley, president of Crossley, Incorporated, to discuss "Radio and Sales," the VARIETY RADIO DIRECTORY had the following considerations in mind:

1. The author has had a great deal of experience in the field of measuring radio sales effectiveness.

2. Although his organization is naturally a competitor of many other research organizations, he has dropped all competitive aspects in assembling this article, and has consulted with his colleagues, urged the use of their charts, and otherwise has attempted to give them full credit for methods and pioneering in methods.

It seems to the editors of the DIRECTORY that such an objective attitude is paramount in a discussion of this type, and that qualification on this score alone is indicative of other necessary qualifications in the field of research—which, if it is anything, is a *profession*.

\* \* \*

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\*National Retail Dry Goods Assn. Radio Session, Jan. 17, 1940.



# RADIO AND SALES

---

By Archibald M. Crossley, President, Crossley, Incorporated

---

## I

### THE JOB DEFINED

What constitutes advertising effectiveness? What results can an advertiser reasonably expect from his expenditure?

Cosmic as the words "time and space" may sound, there is no mysterious force which works wonders with the advertiser's dollar. The universe of any given market is measurable, and much of the effect of the media upon that market can be traced. In the cold light of facts we realize that the promotion dollar has a well-defined job to do, and that the job has certain limitations.

#### Two Fundamental Limitations on Effectiveness

First, *no medium can be expected to reach out beyond its own particular market.* While "word of mouth" publicity or dealer merchandising may spread the influence of a medium beyond its readers or listeners, such spread is a plus market, not to be counted upon. The effectiveness of a given medium involves that part of the desired market which it reaches, and how it influences that part toward actual purchases.

Second, *any given market sooner or later approaches saturation of potential consumers.\** The extent of market penetration is too little recognized. It is sometimes one of the greatest difficulties with which advertising has to contend. Today, for example, we are practically at the point where all the families who might have radio sets actually have them. Almost every family with a telephone has a radio set, and in cities and towns of 5,000 population or more, about nine out of 10 families have sets. Automobile families are rapidly approaching their limit. Few new family purchasers are available to the manufacturers of refrigerators, electric irons, electric cleaners, and so on. Even cigarette customers are believed to be approaching saturation. Building construction of various kinds has received setbacks from over-extension. Many lines have been moving closer and closer to the situation of such staples as sugar, bread, shoes.

When saturation approaches, given markets are expanded very little through the addition of new consumers. As children get older, as new families are formed, and as the succeeding generation of children arrives,

---

\* *Editor's Note: The reader should bear in mind that the author definitely says "given" market. This is a vast distinction from "total potential market" in the case of many products, although radios and autos, for instance, have almost attained COMPLETE market saturation.*

## RADIO AND SALES—Continued

new consumers are added. Increases in income, changes in location of home or occupation, and other transitions make new consumers. Excepting such normal development, restricted in scope, the aggregate of new consumers of a commodity in a given market is likely to be increased in the face of saturation only if some new product-use is developed and promoted.

After *commodity saturation* comes *brand saturation*. After the maximum of soup-consuming families is reached, Campbell approaches its maximum. When the limit of automobile families is attained, Cadillac is moving toward its zenith as a high-priced car in the high-price market. As the greatest possible number of toothpaste users is neared, the number choosing a certain brand for taste is moving toward its top. So in the competition of the brands, the leaders slow down as they begin to reach the numerical outskirts of new customers in a given market.

### Aspects of Brand Competition

To expect advertising to find new customers in a well-sold market, or to increase competitive position (in terms of numbers of customers), is therefore sometimes asking too much. Campbell in 1940 probably will increase aggregate numbers of soup-consuming families in *given markets* very little, and total number of Campbell consumers in the same markets comparatively little.

Studies in medium-sized cities show that 12% of the brands of dentifrices used by housewives in an average week account for 85% of the brand mentions. Conversely, 88% of brands divided among themselves only 15% of the mentions. Fifteen percent of cereal brands named accounted for 85% of mentions. Stated the other way, 85% of brands named divided only 15% of mentions. Six percent of toilet soap brands named accounted for 91% of mentions. Ninety-four percent of brands divided 9% of mentions. Five percent of coffee brands accounted for 62% of mentions. Ninety-five percent divided 38% of purchases.

Brand competition in many lines simmers down to a few outstanding leaders, and many laggards. The laggards seldom become leaders, and the leaders normally show small percentages of gain or loss year by year in *numbers* of customers. Note the following percentages of medium-sized city families using certain brands in a typical week over a three-year period:

FLOUR—	1936	1937	1938
Gold Medal.....	22.8	24.6	26.3
Pillsbury .....	17.9	18.8	19.1
Swans Down.....	8.3	7.7	8.1
<b>DENTIFRICES—</b>			
Ipana .....	13.0	13.6	13.1
Dr. Lyon's.....	15.2	15.8	16.6
Pepsodent .....	13.5	13.3	13.4
<b>CEREALS—</b>			
Kellogg Corn Flakes.....	18.5	18.1	17.2
*Wheaties .....	10.9	13.5	14.3
Shredded Wheat.....	9.9	10.2	10.9

\*Relatively new.

## RADIO AND SALES—Continued

For each of the brands above, large sums were spent on advertising. Many more such instances might be cited.

### Three-Sided Advertising

If, then, after heavy advertising expense, brands often do not markedly increase their total customers *in a given market*, what is the function of advertising? How can large expenditures be justified? Specifically, can a million dollar appropriation pay its way if it adds only a few hundred thousand to the aggregate number of customers in areas of near-saturation?

Three principal functions of advertising appear to be involved in the question of evaluating effectiveness:

1. Creation of new customers.
2. Holding of old customers.
3. Acceleration of buying frequency on the part of old customers.

In the introduction of a new product, in the promotion of new uses of a product, or in the development of new markets, an expansion in numbers of customers may be looked for. That important new markets can be opened by adequate research and promotion, many manufacturers can testify. But for brands already well entrenched in a given market over a period of years, the possibilities of adding new customers in that market are limited. Defensively, the advertising expenditures may be allotted for the purpose of preventing the inroads of competition—that is, to maintain the numbers of customers accumulated over the years. Various examples might be cited to show that drastic curtailment or discontinuance of advertising has been followed by a major decline in sales or in relative sales position.

*The full creative function of advertising, however, has not been served when numerical saturation approaches.* Beyond the mere defensive holding the gains, a very important new function exists.

### Multi-Brand Consumers

When nearly everybody came to own a radio, sales of sets continued to forge ahead because radio-families began developing into multiple-set families. Similarly, homes with bathrooms grew into multiple-bathroom homes—*meaning not new customers, but more sales to the same customer.* Fashion decreed matching shoes, hence *more shoes per customer.* Cereals and other foods developed use at more meals—*again more sales per customer.*

The competitive picture, however, is the most significant. Advertising pits one brand against another in a new kind of competition—the effort to sell a product to a given consumer more often than a competitor sells him.

This competition recognizes the fact that one consumer over a period of months will buy not just one brand, but several. Thus, *several companies share the same consumer.* Wherever the desire for (and the means of satisfying) variety exists, multiple-brand consumers are to be found. The average pantry shelf contains three or more different cereals. Frequently different brands of soup, soap, toothpaste, and so on, will be on hand. To the desire for variety is added the influence of the dealer. A special price or offer, a demonstration, non-availability of a particular brand at a given time—these and many other influences bring more than one brand of a given commodity into a home over a period of a few months.

## RADIO AND SALES—Continued

### Consumption Turnover

In the normal course of events, the need for replacement arises. Let us say that for toilet soap some purchase is made once a week by a certain class of families. Using loose terminology, let us refer to that as "Consumption Turnover for toilet soap of four times monthly." Due to a combination of influences, the typical consumer in this group may buy Camay one week in the month, and Lux three weeks in the month. We may thus refer to the Camay Consumption Turnover as one per month, and the Lux Consumption Turnover as three per month. The ideal for either would be four. Therefore the major job of promotion campaigns all along the line (including selling and merchandising, dealer relations, advertising, etc.) is to get as near to the Consumption Turnover of four as possible.

In such competition radio enjoys distinct advantages. If most purchases of a given commodity occur on a Saturday morning between 10 and 11, radio provides the means to reach the consumer on Saturday at 9:30, or at any other time. *Radio provides not only a time close to the time of purchase, but it offers a day-by-day reminder.* With the growing number of radios in stores, broadcasting even provides controlled point-of-purchase salesmanship. Radio's selling is viva-voce, personalized, direct.

The directness and timeliness of this tie between seller and consumer is reflected in efforts to measure sales effectiveness. If a store announces a certain sale exclusively via radio, and a few hours later hundreds of customers come in who could not otherwise have been influenced, the selling power of the announcement is self-evident. The sales accomplishment of the Ford Sunday Evening Hour, however, is far less easily measurable. The job of the Ford program is to build goodwill over a long period so that when the need for a new automobile arises, Ford will be thought of and accepted.

### Listening and Buying

In both cases, means are at our disposal to measure the act of listening and the act of buying, and to relate the two. We can ascertain what families listened when, and how many times over a period, and what purchases they made. The problem will not usually be as simple as that of the store mentioned above, nor will it usually be as difficult as that of the Ford Sunday Evening Hour. There will be the complications of advertising in other media, of word-of-mouth publicity and of dealer recommendation, of long-standing habit and of many other influences. But in some cases, at least, there are ways of minimizing these complications. In general, the nearer we can bring together the first sales impulse, the actual sale, and the interview, the easier our problem becomes. Hence, ordinarily it is less difficult to measure effectiveness for rapid-turnover items than for slow-turning items.

Much of sponsored radio time covers rapid-moving goods. So the opportunity exists for exploring into sales effectiveness measurements in the light of (a) new customers, (b) customers retained in the face of competition, (c) competitive rates of buying frequency. Thus, our job takes form.

II

THE TOOLS AT HAND

In the evaluation of sponsored radio broadcasting, the three principal dollars and cents factors with which we have to deal are: (a) talent, time and miscellaneous program costs—known factors; (b) audience size—shown by the Cooperative Analysis of Broadcasting and Hooper reports; (c) audience buying actions—which have to be studied individually.

One of the most serious causes of reduced sales effectiveness is unearthed when a market analysis shows the receptive market to be in one group, and an audience analysis shows the program appeal being made to another (wrong) group. There are numerous examples of such misfits. The classic example is the case of a cigar program, well liked by women, and not by men.

Less serious, but much more frequent, are the misdirected programs which hit the proper market but concentrate most of their fire wide of the market. In this category we have many instances of programs intended for low income groups but using upper-income-group appeal, or conversely. Then there are programs misdirected in their appeal to certain age groups, population groups, and so on.

In order to sell goods, the first step is to reach properly the market which consumes the sponsor's product. Hence, sales results are affected by variations in the listening habits of the desired market.

The Cooperative Analysis of Broadcasting was early described as an effort to answer the question: "What programs continue to entertain and influence their proper markets in adequate measure to justify investment?"

This service has proved that one market will listen at different times than another, one will listen more than another, one will prefer different types of programs than another. Following are a few of the highlights of the variations, which bear upon sales effectiveness of programs insofar as maximum desired audience is concerned.

**Sectional Variations**

The time differential brings about entirely different competition for the listeners' ear, and different conditions on the Pacific Coast from those on the Atlantic Coast. An evening program in the east, unless rebroadcast, may be subject to afternoon conditions in the west. Geographical sections vary also according to different types of activities, recreation, and working hours. Prevailing climate also has its effect.

**Population Groups**

The large city audience normally runs lower than the rural audience in the daytime, while the reverse is true in the latter half of the evening.

**Time of the Day**

The composition of the audience shifts by parts of the day. Certain hours are particularly good for reaching women, others for children, and so on.

**Days of the Week**

In general, weekday listening habits vary little. Sunday listening apparently has been improved considerably by the use of that day for certain

## RADIO AND SALES—Continued

popular types of programs. Weekends are apt to show considerable variation from weekdays in summer, but not so much variation in winter. Effectiveness may be increased for some products by selecting a day of the week closest to normal shopping time.

### Income Levels

A tendency exists for greater use of a radio set as the income scale is descended. On the other hand, the middle and upper groups will ordinarily have more and better sets. Mechanical recorders show many instances of long hours of set-use day after day by low income levels. Comparisons with interview data, however, indicate that there is a lesser degree of attentiveness in these levels. Upper income groups buy differently than lower income groups, and must be appealed to differently. This variation is caused by variations in purchasing power, as well as by variations in taste. Program appeals must be gauged to follow divergencies in entertainment likes and dislikes, education, shopping habits, and so on.

### Seasons

In some cases, summer slumps appear to be overrated. A tendency has existed to let such slumps run their course without combative effort. Where the slump cannot be averted, or can only be averted by heavy expenditures, then off-season promotion can hardly be said to be effective. In other instances, summer advertising maintains continuity of appeal, and fills up unnecessarily deepened valleys. The situation is different today than it was before the advent of good summer programs, improved receivers, automobile and portable radio sets. Today the summer shows a falling off at certain hours and generally shorter listening periods, but no considerable drop in total audience. Effectiveness in terms of audience size depends in summer, more than ever, on the time of the day chosen.

### Frequency of Appearance

Program frequency is an important factor in the entire effectiveness question, but has not been adequately studied. New techniques are making such studies possible. Back in 1923 Starch raised the question as to whether it would be more effective for an advertiser to use a magazine page every two weeks instead of a double page every four weeks. But 17 years later the vital question remains practically unanswered. Only preliminary work has been done to measure the relative value of a person hearing a program twice in a week, versus that of two persons hearing it once.

### Duration

Several hour programs recently have changed to half-hours. Information is available to show the effect on audience size, but not variations in sales effectiveness.

### Position

If a program immediately precedes or follows a very popular program on the same station, it will gather popularity from its neighbor. If competing on other stations with an established popular program at the same hour, its audience size, and possibly effectiveness, is apt to be reduced.

### Station Schedule

Programs, not stations, build audiences. The listeners will switch from one station to another to receive the programs desired. But if one station consistently carries more desired programs than another, a certain habit will develop toward that station when in doubt. Some stations add very little of the desired market to the total per dollar of cost, others add a great deal.

### Type

Preference varies by market groups, and by years. The rating services show band-wagon tendencies, and the glutting of the air with too many shows of the same type to general disadvantage. Hence, popular favor tends to shift frequently. Audience participation programs probably run higher in sales effectiveness than do pure entertainment. Big names are not necessary for success, nor can costly programs be counted upon to click. Undoubtedly some programs could do as good a job with less expense. Lists of high-rated programs contain many without prominent personalities. Many big names have fallen from favor, and many have been built by radio.

Numerous opportunities are provided to make use of the rating services in studying sales effectiveness. As both the C.A.B. and Hooper services are confined chiefly to the larger cities where the networks compete fairly evenly, it is not possible to set up an absolute audience of so many million persons in the entire United States, and to compute cost-per-listener. But it is possible to observe trends in selected cities, and to note what listeners do when a program choice is available. As records date back for nearly 11 years, program performance can be studied relatively in many ways. Frequently, after three or four months the trend can be forecast to some extent. Low first ratings are less important than the rate and consistency of upturns. A program starting high with considerable build-up, and advancing rapidly, may reach the ceiling too soon, whereas a program that starts moderately and climbs moderately, but steadily, may last a long while. Sooner or later programs may be expected to die of senility. The sponsor who seeks maximum effectiveness will do everything possible to revitalize or change the program before old age sets in. Low first ratings may be due to a bad hour of the day or to abnormal competition. Some programs start low in summer and work into a strong competitive position by fall. Some, like "Information Please," may command only moderate averages, but rank high in the desired market.

Audience size, however, definitely is only one step toward sales effectiveness. For a program to result in a buying action, it must command attention, and programs vary all over the graph-paper in attention-value. Furthermore, the commercial must command attention. To obtain such attention sponsors sometimes run contests or special offers, or use programs of an interrupting type instead of music and other types that can be heard subconsciously. One of the most popular programs on the air today is generally recognized as much less of a sales-builder than its less-popular predecessor.

Mechanical recorder tapes show three distinct types of listeners: (a) The Restless Type, shifting continually from station to station, and hearing only parts of programs; (b) The Let-it-Ride Type, with the set tuned to the same station for many hours; (c) The Middle Type, selecting programs as desired. It is not at all uncommon for a recorder tape to show a set on almost continuously from early morning to late evening, with comparatively few shifts. When such tapes are compared with interviews made shortly after the end of the pro-

## RADIO AND SALES—Continued

gram, it is possible to separate the programs of high attention value from those of low attention value. The extent of this inattention is demonstrated by numerous coincidental surveys showing one out of five so-called listeners unable to name the program, and one out of eight unable to name either the program or the station, at the time of the call. One study of what listeners were doing while an evening program was being delivered showed over 50% playing bridge, reading, or engaged in other attention-diverting occupations. Another study showed as high as one out of four sets in operation for 10 minutes or more when no one was in the room.

Thus, the regularly available rating services take us to the point where effectiveness can be measured in terms of relative numbers of set-owners paying attention to the program and able to identify the sponsor. These are the numbers of impressions created. If the program has made an impression, then it has done one very important part of its selling job. Between the time of the impression and the time of actual purchase many things may happen to alter or to obliterate that impression. The study of the buying action when it comes, brings up new problems.

### III

## STUDIES OF BUYING ACTIONS

To ascertain the extent of the work already done in studying the results of radio broadcasting, a letter was sent to a carefully selected group of major sponsors and their agencies. The companies replying to this letter spend many millions of dollars annually on time and talent. Yet, with only a few exceptions, they have done little or no analysis of this kind. The exceptions, however, are notable, in that they indicate that at least in those instances a fairly definite effectiveness has been found. In only two or three cases have advanced techniques been employed.

### Some of the Difficulties Charted

One very well known advertising manager pens a word of caution after extensive use of radio:

"In our opinion, it is a mistake to use extravagant examples of the success of this or that kind of advertising in effecting sales of a particular product, for the product itself is the dominant factor in achieving success, and advertising is but *one* part of an involved operation . . . Securing the public confidence, which has so much to do with success, is not accomplished over night."

There is perhaps no better way to begin a discussion of the best means of measuring sales results. Barnum's famous sign, "This way to the Egress" produced results immediately, but people do not sit before radio receivers as they walk along Midways, eagerly awaiting the next new experience. Most of the products covered in the commercials are familiar, and while the threat of the Martians may clog the roads, the usual advertising announcement cannot be expected to build some overwhelming impulse.

"This warm evening," says a voice, "why not go down to the corner, or telephone, for some Breyer's ice cream before going to bed." Or in the morning a store may announce a particularly attractive sale. That is just about as far as the buying impulse can ordinarily be extended.

Many commercials are purely reminders. Probably most announcements



## RADIO AND SALES—Continued

are essentially so, varying only in degree. At one extreme is the very brief time or weather announcement, and at the other is the plug which ordinarily covers some characteristic of the product—a claim repeated over a period, such as “dated coffee,” etc. Lacking photographs, color or layout, the radio commercial must rely upon a well-spoken and well-worded, very brief message. Its effectiveness therefore may depend more often upon constant timely reminders, plus the goodwill arising from the program, than it does from a greatly aroused buying impulse. That it creates an *immediate* impulse under certain conditions is well-known. Radio contests and special offers have achieved almost fantastic mail returns, but taking part in a contest is quite different from buying a brand of soap because it has been advertised on the air. Many factors are involved. Radio may accomplish an outstanding job, only to run afoul of stiffer competition in some other buying influence.

Many of the letters received point out the difficulty of separating the effects of the different selling influences.

“We carefully watch the sales records of the individual products featured,” says one prominent manufacturer, “but it is quite difficult at times to single out the exact results secured from any one medium of advertising when the use of that medium is a part of a well-coordinated plan involving other media. We know, of course, that there is a very distinct relationship between the audience which a program has and the results obtained, but such factors as time, frequency, program types and character of commercial announcements are so interwoven with competition that it becomes very difficult to isolate these considerations and point to a general result that can be reliably expected.”

The need for more conclusive information is pretty generally pointed out in the letters. “We don’t care how many people listen to our program,” says one official, “provided they produce enough business to make them a paying proposition. Some of the programs with the biggest listening audience are very ineffective when it comes to actual sales.”

“I am not satisfied,” says another, “that the public rating of a radio program’s popularity is always indicative of its selling force or lack of it. It is very hard for us to determine what credit radio must be given for the success of the different sales promotion campaigns we have operated. We believe it is effective, but would not be able to say how effective unless we dropped radio entirely and compared sales figures over a comparative period with and without radio.”

Recognition of the need for effectiveness data has led a number of companies to undertake experiments. As one middle-western manufacturer put it, “we try to find out what makes the wheels go around.”

### Sales Curves as Indicators

Mostly the first analyses have dealt with general sales trends. The International Silver Company permitted publication by CBS of a letter in which the following statement was made:

“Radio sold so much International Silver that we were able to trace the specific effect of our program on our business—a very difficult thing to do in the silverware industry, inasmuch as our product is distributed widely and purchased from the wholesaler by the small dealer. Our wholesalers’ business increased very appreciably while we were on the air, and increased on the combinations we featured in the broadcast. These were expensive combinations, so

## RADIO AND SALES—Continued

it is fairly apparent that radio can sell high-priced merchandise. Our sets were retailing at \$59.50 and \$89.50."

The advertising manager for a company on the air a number of years, tells about efforts to measure actual sales results:

"The nearest approach we have reached to an actual study has been to lay down from time to time the force of our radio program, as we know it from figures furnished us by networks and other sources, against sales conditions in various territories throughout the country. Sometimes this doesn't seem to prove very much. On the whole, however, the picture has for years been so satisfactory that we have been content with our radio operation. Our picture is complicated by the fact that since we started using radio, we have introduced new products and . . . have greatly augmented our sales organization . . . Just what part radio has contributed to our success is certainly a question which we cannot attempt to answer with figures. We have no doubt that radio has helped our sales greatly. We have reason to believe that our present program . . . is the most effective radio show we have ever had on the air . . . a better sales maker."

An advertising agency writes:

"The most careful and resultful checking which we have done was for a retail store. Complete control of the outlet was easy to obtain. Sales results were weighted week by week for seasonal fluctuations to compare with previous years. The main purpose was to determine the most effective use of one-minute time from a copy point of view."

### Special Offer Responses

A number of letters refer to special offer responses as effectiveness indicators. A maker of household products reports:

"It is noteworthy that our greatest progress dated from the inception of our radio activities. We seriously question whether (our product) would have risen to be the leading seller as rapidly as it has were it not for the support of radio. On the other hand, during this period of exceptional growth, we greatly intensified our magazine advertising. The only studies which we have made of radio effectiveness have had to do with responses to sample offers and, in one instance, a prize contest."

An Eastern advertising agency gives a few examples of the use of test offers: "In one market, a special sports broadcast of a locally important football game was tested by the inclusion of a specially priced article in the commercials, good for the following day only. In another case a contest program, run on a test basis, was tried in three medium-sized markets. Check, conducted over a three-week period, was made through analysis of a number of entry blanks requested by the public from various retail outlets in which the client's product was distributed."

Merchandising tie-ins are discussed by another agency in reporting the experience of a company which for three years has used no consumer medium other than radio. This company is in the food industry and features recipes. Detail men call on dealers each week with a sales story built upon the week's recipe. Thus, the program and the merchandising are used to impel activity on the part of the grocer. This agent goes on to report other examples of premium merchandising, and then concludes: "Frankly I feel that the sales power of radio can be measured only where its effectiveness as a medium can be completely isolated."

### The Isolation Principle

Two letters from advertising agencies show how the principle of isolation has been applied. An Eastern agency describes a temporary sectional limitation on a radio network. A decided sales increase took place in the territory where the program was broadcast, while a decline took place in other areas. The result was considered so clear that the following year, the network was expanded to cover all territories. In another instance, the same agency studied relative attitudes toward company name by comparing two groups—listeners and non-listeners. In the former group the favorable attitude was found to be 20% more prevalent.

A Western advertising agency makes direct use of Cooperative Analysis of Broadcasting data. Names of persons interviewed in this service were classified as listeners and non-listeners according to the data obtained on specific days. Equal quantities of names in each classification were then sent a blind letter requesting information on the use of various types of products, with an enclosed reply card. The name of the client and any possible connection with radio were carefully concealed. "This technique was used on three different occasions from six months to one year apart, and in each case the use of the advertiser's product was considerably higher in listener homes as compared with non-listener homes."

### Dealer Inventories

Two letters from manufacturers refer to the Nielsen Food and Drug Index as a guide to retail sales competition. One company says:

"Over a period of years . . . in our case . . . variations in sales are more closely associated with the amount of radio advertising we do than with any other medium we use. An increase in radio expenditures will show an increase in sales about 60 days after the increased expenditure starts, and a cut in radio expenditures will show a drop in sales about 60 days after the cut goes into effect. It does not necessarily follow that the increase in sales justifies the increased radio expenditure, nor that the decrease in sales is in exact proportion to the decrease in radio expenditures. But the fact remains that sales and radio expenditure lines follow each other fairly closely with a lag of about 60 days in either increase or decrease."

Referring to the difficulty of measuring the selling power of radio when many media are used, this manufacturer observes that after fumbling with several different programs, one was found that seemed to be producing results, but such results could not be attributed directly to radio at the time because the effect of a price reduction had to be considered. The program was tried out in one city, and sales mounted after a few broadcasts, with considerably greater increase than appeared in the remainder of the country. Extension to a few other cities, a few months later, was followed by outstanding sales growth in those cities. The program was therefore put on a national basis. "Today," says the executive, "it would be much harder to check, because the various other advertising activities would undoubtedly throw out of balance any estimate we might make. We believe, however, that our early experience gives a very fair measure of value." Sales went into millions before any major form of advertising other than radio was used.

This same company made several specific experiments with types of programs and schedules. A test involving changed time of broadcast was found to increase the audience only slightly. Duplication of audience achieved by two programs was studied on the basis of time and talent cost.

## RADIO AND SALES—Continued

The other manufacturer compares audience rating services with retail sales services. "If the program is getting an audience and the consumer is buying more of the product we conclude that the radio program is selling the consumer. With us, more frequently than not, the radio program is the bulk, if not all, of the advertising on the product.

"While we have discontinued programs, changed to other types, changed from evening to daytime, changed time spots, length of broadcast periods and practically everything else—as a result of our conclusions, I doubt that these changes were made because of any particular set of facts, but as a result of the complete judgment in which those facts obviously played some part . . . We have not yet found the ideal formula."

### What the Networks Have Done

The National Broadcasting Company provides a collection of data of different types. Canada Dry sales are reported to have increased 9% in the first seven months of "Information Please" on the Blue Network. A survey by C. E. Hooper showed four out of 10 Winchell listeners as Jergens' customers (see pages 92-93), while only 10% of non-listeners were reported as using Jergens. About a million football guides are distributed each Fall to listeners driving to Cities Service filling stations and asking for them.

The Columbia Broadcasting System has devoted considerable attention to the isolation principle. As far back as 1931, and again in 1932, Columbia presented the results of studies by Prof. Robert F. Elder of the Massachusetts Institute of Technology. The first report described three methods that were considered and rejected:

1. Sales figures before and after broadcasting.
2. Consumer inquiry as to what form of advertising influenced purchases.
3. Audience mail analysis.

The plan that was used called for isolation of a group of people who did not possess radio sets, from set-owners. The non-owners were taken as immune to the effect of radio advertising, but exposed to magazine and newspaper advertising, etc., to an equal degree with other people. Purchases of set-owners and non-owners of the same income level were compared, thus measuring the specific effect of radio advertising, the only factor not common to the two groups.

A questionnaire was mailed to selected groups in two cities, asking for the names of brands used in the home, magazines read, whether a radio was owned, and about how many hours per day the set was in use. Categories of goods selected for study were chosen as articles in common use, with rapid-turnover characteristics, common to various financial levels, and heavily advertised in other media. Resulting data were analyzed to compare brands used in radio-homes, radio homes using sets three hours or more per day, and non-radio homes.

In 1938 Columbia presented an analysis of its rural audiences, based upon a survey conducted by the Hooper-Holmes Bureau, Inc. Numbers of products were checked in the rural homes, and correlated with average hours of daily listening (see page 73).

In 1939 CBS carried on a two-fold isolation study through Crossley,

## RADIO AND SALES—Continued

Incorporated, for a food advertiser. Two major markets were chosen in which all sales and advertising factors were directly comparable except for radio. In both the city where the program was heard and the city where it was not heard, store inventories on the sponsor's product were taken each week for a month (see page 74). For each 100 units of sales in average stores in the non-radio market, 188 units were found in the radio market. Furthermore, in the radio market, set owners were divided into those who had heard the program and those who had not heard it. Among listener families the use of sponsor's brand to the next competing brand was 181 to 100, compared with a ratio of 107 to 100 among non-listeners. Among regular listeners the ratio was 336 to 100 compared with 159 to 100 among occasional listeners (see page 75).

In 1940 Columbia conducted another study for a pharmaceutical manufacturer. Coincidentals, personal interviews and home inventory checks were made. Two groups of 539 families each were obtained, alike on the basis of family size, income, etc. Both groups also had practically the same magazines in their homes. Regular listening families were found to have stocked the sponsor's brands in much larger proportions than non-listening families (see page 91). Listening-families able to identify the sponsor made a better showing than those not able to identify the sponsor.

Columbia now has in process of completion an extensive series of studies of sales effectiveness embodying advanced principles.

### Experiments by Others

In 1936 tests were conducted by this writer's organization on a group of programs aired the same evening. Interviews the following morning made possible the separation of those who had heard each program the preceding evening and those who had not. In the group of non-listeners a further separation was made to indicate those who had not heard the program the preceding evening, but had heard it previously. Follow-up consumer interviews showed brands purchased in the two weeks since the evening covered. The results in each case demonstrated a better competitive position for the advertised brand among those who had heard the program on the specific evening (see pages 67-72). Since that time a number of studies have been conducted comparing the purchases of listeners with those of non-listeners.

## IV

### WHAT THE EXPERIMENTS HAVE TAUGHT

The isolation principle appears to have stood the test of time. It is a basic principle of medicine and chemistry, and works equally well in media research. Prof. Elder's original technique, however, would not work so well today because a different set of conditions would be faced. Today the non-set-owner is difficult to locate, and in some income levels and population groups he is like a needle in a haystack. Since 1931-32 we have learned, too, a great deal about the limitations of ordinary mail returns, and about the ability of the average person to state accurately and completely how much he listens and what he buys.

As stated in the first section of this article, we have also found that what

## RADIO AND SALES—Continued

a consumer buys or has on hand at a given time does not by any means make that person an exclusive devotee of that brand. To a very large extent the American people are Multiple-Brand Consumers. Mrs. Jones may buy only one brand at a time, and continue as a purchaser of that brand for many years, and yet within any period of a few months she may switch *temporarily* to another brand.

### Rapid Turnover vs. Slow Turnover

The problem of effectiveness measurement varies with the rapidity of turnover of the product. This is true for several reasons. First, fast-turnover articles are apt to be lower-priced than slow-turning commodities. Hence, the buying impulse is apt to come about with less deliberation because not so much is at stake. Second, while sales stimuli may be at work over a long period for all types of goods, the active interest in the purchase in the one case extends over a few days or hours, and in the other case over months or longer. Thus, the purchase of an automobile is something usually considered as much as a year or more in advance. On the other hand, in the case of a new cleanser, the housewife may not even be intending to buy, but a dealer's sales talk may start and end the transaction in three or four minutes. If an investigator were standing nearby at the time, the principal buying motive could be ascertained. But in the case of the purchase of the automobile, only the finally deciding motive could be obtained on the spot, and even that might not tell the whole story.

Perhaps the two most important problems are:

1. How to separate sales influences.
2. How to time and what to do about the "incubation" period.

Even in the case of the cleanser referred to above, the actual incubation period may have dated back some months. Mrs. Jones may have recognized the name "Scourclean," for example, as something which a neighbor had recommended, or in some indefinable way it may have developed a brain association with a window display passed a number of times, or recalled an advertisement in a magazine some time back. The seed of acceptance thus may have been sown weeks or months previously.

### Duration of the Impression

If the seed, however, must be nurtured. Its productivity depends upon the way it is combined with other elements. The first favorable impression may be expected to last only so long, the duration depending upon the intensity of the impression and the importance of the decision which must be made. When a large amount of money is involved, little things are apt to assume importance in a receptive mind. On the other hand, when the purchase is more or less casual because very small sums are required, and the commodity is bought frequently, no ordinary stimulus will last very long. The impact of any message, however disseminated, is apt to be light—hence of temporary power.

In measuring sales impulses, it is apparently not necessary to go back to the earliest stimuli, but for slow turnover commodities, it is advisable to go farther back than ordinary memory serves. What actually sells a slow-moving item is often a long series of stimuli of different kinds. Rapid-turning lines seem to be sold either by a stimulus close to the time of purchase, or by

## RADIO AND SALES—Continued

a repetition of stimuli, or by a combination of the two. In both cases *regularity of exposure* to one or more stimuli apparently plays an important part. If it were necessary in every case to trace the very first buying impulse, then the time of "incubation" would be a very difficult problem.

### Separation of Sales Influences

Now, in this need for *regularity of any given stimulus (or set of stimuli) to produce regularity of purchase*, we have a clue to the separation of the different sales influences, because in an individual case only certain influences are regular. One of these is the product itself. If its performance is completely satisfactory at an acceptable price, then the product is its own salesman. If a change is made in the product or in its price, then the incubation period for that stimulus starts as soon as the change is known to the consumer.

*The first job in the separation of sales influences is to divide off the constant influences from the variables.* The product sells itself only in repeat sales. The first "sale" may be a free sample, but if the sample is used, then sampling (a form of advertising) was responsible. In the case of repeats, the sales influence of the product is normally a constant. If it is changed in some considerable respect, then it becomes a variable.

So also with price, packaging, distribution. So long as there is no change, the influence of each of these is a constant.

### Reducing Variables to One

Variables occur most often in some form or forms of promotion. Some of these forms run along month after month, even year after year, in about the same manner. *When it happens that all the sales influences are constant except one, and consumption factors are unchanged, then rises or declines in sales appear to be brought about by that one factor.* In that case, it is frequently possible to measure the effectiveness of that one influence by observing the sales curve before and after the change has been made. The task, of course, is still simpler when only one form of advertising is used.

Unfortunately, however, the question of constant versus variable cannot be confined to any brand being studied. In the tug of war between brands, Brand A may rise or fall without a change in any sales or consumption factor. A competitor may put on a drive, cutting into the sales of Brand A. Or the competitor may seriously weaken his own activity, thus by default permitting Brand A to forge ahead. It will readily be seen, for example, that Cities Service sales may rise because another oil company withdraws from key locations, or raises its price, or lowers its quality, or weakens its advertising campaign.

*The second job in sales influence separation, therefore, is to find areas in which all of the principally competing brands have just as many constants, and just as few variables, as possible.*

The third job in measuring radio effectiveness is to find in those areas *two groups of people which are alike in all respects except one.* Group A has definitely been exposed to the radio programs for this particular brand, and Group B has definitely not been so exposed. Both groups are divided the same way as to city-size, income level, availability of dealers and service, price, competitive factors, and exposure to other forms of promotion. Thus, the only point of difference becomes exposure to the program.

### Isolation of Listeners Only One Step

But this does not complete the job. If it should happen that the Exposed Group shows a better competitive picture for the advertised brand in terms of brands on hand or recently purchased, we still are unable to evaluate adequately the effectiveness of the program. We do not yet know exactly what the program has accomplished. The only final answer lies in a more detailed study of the relationship between listening and purchasing.

What is the program intended to accomplish? And how much could it reasonably be expected to accomplish? Before we begin forming opinions on effectiveness, certain basic facts must be recognized:

1. *We probably can never take the full measure of effectiveness.* The program affects more people than just those who listen to it. It may impel dealers into greater activity either through their radio sets or through salesmen's portfolios and other merchandising. It may create word-of-mouth endorsement for a product. Thus, a program has "passed-on circulation" similar to that of a magazine. Contest results indicate that many non-listeners send in entries, impelled to do so by a recommendation.
2. *The program usually cannot take the full credit for a sale to a listener.* Nor can any single broadcast normally be expected to produce much in the way of active buying stimulus. Barring a special offer of some kind, the actual sale is apt to result from a combination of factors—at least from a series of stimuli of the same kind.
3. *In view of these first two points, effectiveness measures will probably never be absolute—certainly not until techniques can be developed much further.* Instead, they must be considered in terms of what we call "increments." In loose terms, an "increment" is something added on by a given circumstance. In this case, the circumstance of listening to the program would be expected to add to the listener group some increment over and above what would be found in the non-listener group.
4. *The program can only add new customers if there are new customers to be added.* If a brand is near its saturation point in customers, then less can be expected of radio than would be the case if there are new markets to develop.

The cold light of facts, therefore, dictates that for many programs the *non-listener group* will make a good competitive showing for the brand under consideration, and the standing of the listener group may not be enormously greater. In one study a long-established staple was found to be used by over 80% of the people who could not have heard a recent program for that staple. Obviously, the increment added by the listeners could not bring the figure much higher than 85%.

How, then, can radio (or any advertising) justify large expenditures?

### Rate of Listening and Rate of Purchase

*The answer lies in the relative frequency of purchase of the advertised brand.* The ideal measure of effectiveness seems to lie in the timeliness and frequency of the stimulus, in relation to time and frequency of purchase.



## RADIO AND SALES—Continued

All of this boils down to some means of asking two questions:

1. When and how regularly have you bought this commodity, and each brand of it?

2. When and how often have you heard the program?

That is the information desired, but the actual technique is not so easy.

In those cases where we can establish the fact that so many listeners began hearing the program recently, and began buying the brand still more recently, the known incubation period provides a good indicator of effectiveness. But many brands have been bought over a long period of time—off and on, or with some degree of regularity. For these the time factor by itself gives little help in measuring sales results.

The crux of the problem of effectiveness in most cases appears to be found in a measure of this degree of regularity of purchase. Suppose we find that Mrs. Jones, a regular Charlie McCarthy listener, buys coffee four times a month, and that her rate of buying Chase & Sanborn coffee is three times a month, and that Mrs. Smith, a non-McCarthy-fan, also buys coffee four times monthly, but Chase & Sanborn only once a month. Both listener and non-listener are Chase & Sanborn customers. The program could not make Mrs. Smith a customer because she already is one, but it might make her a *better* customer. If we could find an indicator of *buying frequency* and *listening frequency* in *two groups otherwise similar*, we would come much closer than ever before to a measurement of the power of radio. The next step would be to use this indicator to evaluate results with different types of programs, different times of the day, and so on.

Today's big job for radio insofar as rapid-turnover lines are concerned, is to accelerate Consumption Turnover of the advertised brand. To accomplish that purpose, the sponsor selects the best time of the day, duration of the program, number of times per week, program type, talent, station list, and so on. His object is not so much to reach large numbers of people occasionally, but to reach *in his specific market the maximum number of listeners who will hear his sales message attentively*.

### Field Technique

How can frequency of buying, and frequency of attentive listening be determined?

The first requisite of any technique for this purpose is that by some means each consumer in the sample will be reported on accurately for a period of weeks. Ideally, this means what is known among marketing research men as a "static sample." We would like to have regular reports on the same people week after week, and month after month. But that is easier said than done.

The first difficulty is that in comparing listeners and non-listeners, all factors must always be alike in every respect except the act of listening. But people will be exposed to different conditions from time to time. They will read different magazines from one week to the next, shop in different stores, and so on. This difficulty can be overcome only by samples large enough to allow for these variables.

Second, the number of people buying a commodity at any one time usually will be small, and the number of people buying any given brand at one time will be much smaller. The number of people hearing a given program and also buy-

## RADIO AND SALES—Continued

ing a given brand will be very small indeed per thousand families. There are several possible answers to this problem:

(1). Brands on hand in the home may be counted—the so-called bath-room or pantry-shelf inventory. But inventories normally do not show consumption turnover. Thus, a box of Jell-O or a can of soup may remain on the shelf a long time without use. If Campbell's stays on the shelf and Hormel's gets used up, then somewhere along the line Hormel has done a better job.

(2). The sample can be increased to the necessary point, however large that may be.

(3). Purchase can be measured over a longer period. The number of purchases over a month would be greater than the number over a week, or for a given day. If the interviewing method is used, then the length of the period is circumscribed by the number of days or weeks the memory can go back. For slow-turnover items, the memory can go back farther than it can for fast-moving, low-priced articles. Sometimes it is possible through some sort of inducement to arrange with purchasers to keep records.

The third difficulty is the fact that people subjected to the same interview at regular intervals are apt to become unduly conscious of their purchasing habits, and therefore atypical.

For these and other reasons, the opinion of research men divides into two schools—one for the static sample, and one for changed samples of similar composition. Those in the latter groups argue that as more people are covered with several samples over a period, the results can be accumulated for more detailed analysis. They claim the average frequency of purchase can be established with a very few repeat calls over a period of a few weeks, and that similar averages can be obtained satisfactorily for like groups at any time.

Frequency of exposure to the radio program itself can be established in several ways. The same people may be called upon repeatedly. Or one interview can sometimes cover several preceding programs if the programs are adequately described. Or the mechanical recorder can be used. The recorder provides the desired running record of all set use over a long period. On the other hand, it does not show who was listening, or whether the listening was subconscious or attentive. In the frequent cases where recorder tapes show sets tuned to the same station for hours at a time, the probability is that very little, if any, attention was being paid. And if the set was used by a child, for example, then there is little opportunity for the commercial to get in its work unless the product or offer appeals specifically to children. In measuring sales effectiveness the comparison should be between actual listeners and non-listeners. So a decision must be made in individual instances among several methods, no one of which is perfect. For certain purposes best results can be obtained by a combination of methods.

### Technique for Slow-Moving Lines

For slow-turnover products, different techniques must be used. Here the function of the program is very different. In the case of fast-moving items the program commercial endeavors to impel almost immediate buying action, with little regard for what any other sales force may accomplish. But for many slow-moving items the program commercial frankly recognizes that it cannot

## RADIO AND SALES—Continued

do the job alone, and cannot do it quickly. Its job, therefore, is to build up the highest degree of acceptance, the most favorable state of mind, and in doing so a number of other sales forces are usually required over a period. Hence, the job of effectiveness measurement becomes principally one of measuring *the degree of acceptance*, not so much that of tracing actual sales. States of mind are formed over a long period, but ordinarily can be measured at one time, if the time of measurement is right. Timing assumes considerable importance. Thus, if Mr. Brown has just bought a new Buick, his degree of acceptance of the Studebaker is of little help in measuring the value of the Studebaker program. On the other hand, that state of mind would have been very important two weeks ago when the purchase was about to be consummated. *In the interview on slow-turnover goods, therefore, it is desirable to include some question which will bring out the nearness of the next purchase.* Progressive analysis of results according to months, or other calendar units distant from estimated purchasing time, can show the degree of acceptance at any point along the line.

The methods by which states of mind are measured are diverse, and must be determined in individual instances. They are likely to be qualitative in nature, dealing with attitudes and determining the basis for those attitudes by a series of detailed questions. Often they may employ the tricks of the psychologist in developing associations of ideas. For the separation of listeners from non-listeners, programs for slow-turning items require no major difference in technique from that of the other programs, except that regularity of listening over a period of at least several weeks is even more important.

## V

### SOME CONCLUSIONS

The need for effectiveness measurement seems to be clearly recognized, but the complexity of the problem has been frightening. In personal conversation on the subject, one often hears: "It would be a wonderful thing to have, but I don't believe it can be done." Here and there a pioneer has stepped out and refused to concede the impossibility of the task. As the experiments have moved along, some of the complexity has been dissipated.

Today we know fairly definitely that some types of studies can be made accurately. Listeners can be separated from non-listeners, and if radio is the only advertising medium, a meaningful analysis of the behavior of the two groups can be made for fast-moving items. The question now is, how much further is it possible to go?

Where different types of promotion are used and many sales factors involved, the power of radio may never be completely separated. But for many companies, it seems to be possible to set up two groups of consumers agreeing in every respect except one—exposure to the radio program. It is possible to measure the purchases and attitudes of these two groups, and to observe how the competitive position changes when radio comes into the picture. For rapid-turning items, it is feasible to record the frequency of purchase of a commodity and the relative frequencies of purchase of

## RADIO AND SALES—Continued

each brand. And it is equally feasible to record the frequency of listening to the program.

This new approach to effectiveness measurement overcomes many difficulties met in the past. It has not been possible in many cases to trace the start of purchase by Mrs. Jones of a given brand, and if such start preceded the hearing of the program, then that program did not make the new customer. Still more difficult has been the tracing of the actual buying motive, and the part radio played in it. Even immediately after a purchase has been made, the customer often cannot say with certainty just what made her buy a given brand. As days and weeks after a purchase pass by, the customer is less and less aware of the impulse that played the greatest part. But the use of the frequency factor for fast-moving lines, and attitude tests in slow-moving categories, somewhat erases these difficulties.

Many problems are ahead. If we are on the right track, we are a very long way yet from reaching our goal.

That age-old stumper, the priority of the hen or the egg, has its counterpart in our problem. If the listener group shows a better competitive position for the advertised brand than the non-listener group, some argue that this only means listening as a result of buying, rather than conversely. A proud possessor of a new Ford, they say, becomes a devotee of the Sunday Evening Hour. Whether that line of reasoning can be extended to soap, soup, coffee, and so on, we do not know. To obtain the complete answer, we probably need to go back to the time factor. If people generally should start listening after the product is bought, then the purchase may be responsible for the success of the program, rather than the other way around. The same principle, of course, applies to frequency. If listening frequency follows increased consumption turnover with a certain time lag, then perhaps the product sold the program.

### Vistas

The road ahead does not open up to the point where we can sell time and talent contracts based upon dollar volume of sales results. But it does seem to be leading somewhere. Just as audience measurement has accomplished something on a relative-rating basis, so effectiveness measurement can go far with the principle of relating one thing to another in terms of increments.

Most probably there will never be any cooperative service of this nature, because each measurement is an individual matter, with its own set of problems. It is difficult to see how anything more than certain basic material can be supplied jointly to different companies. To cover all the many variables that would arise in any complete study jointly undertaken, a sample of almost prohibitive size would seem to be necessary. Scope would have to be restricted to those cases where similar techniques could cover a number of programs.

There is much to keep the laboratory busy—plenty of work for the technicians. But the importance of the need justifies a great deal of effort.

*A Portfolio of  
Radio Sales Effectiveness Studies  
1930—1940*

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*Presented in Cooperation with the Following:*

*Columbia Broadcasting System*

*Crossley, Inc.*

*C. E. Hooper, Inc.*

*Hooper-Holmes Bureau, Inc.*

*National Broadcasting Co.*

*A. C. Nielsen Co.*

*Elmo Roper*

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*These charts were especially designed by*

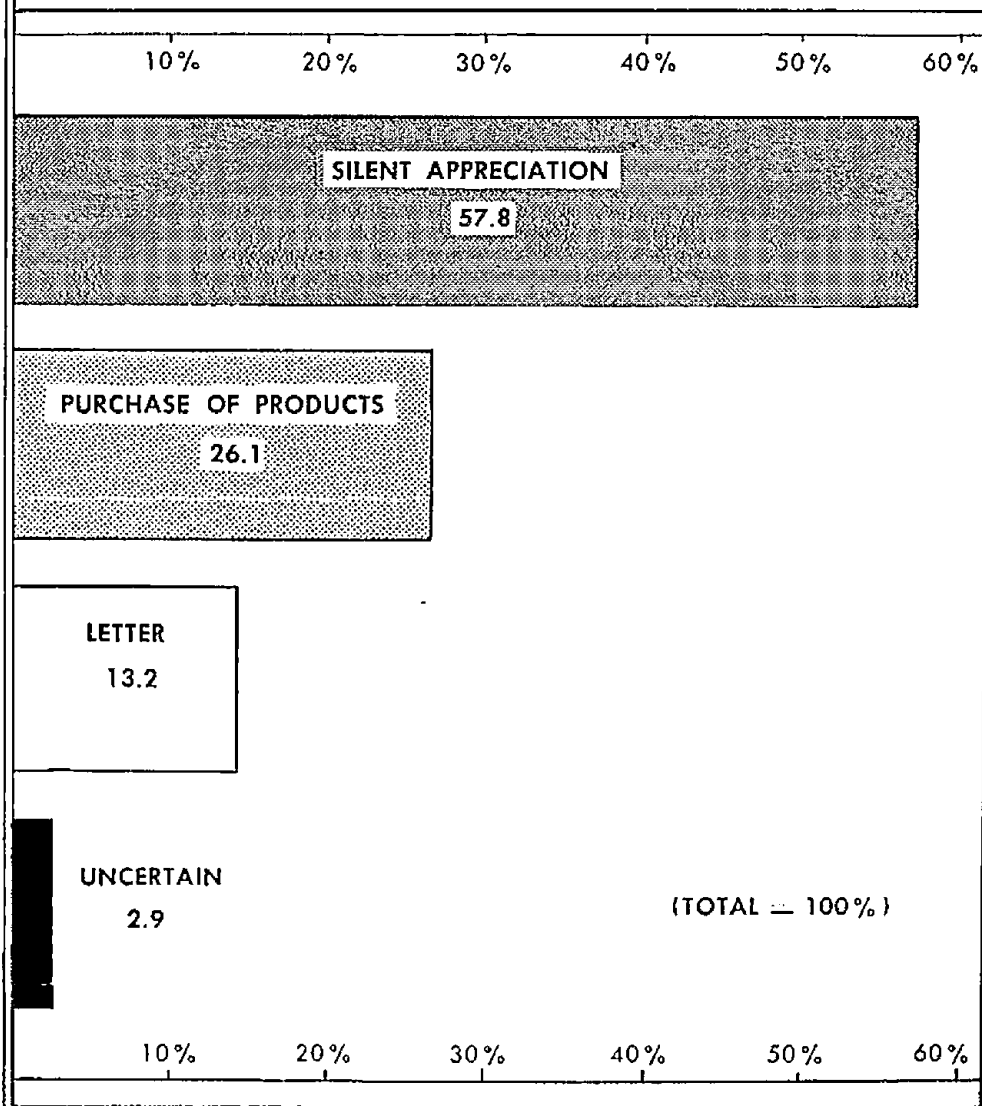
*Arthur W. Thompson*

*Art Consultant, Variety Radio Directory*

# THE FIRST MAJOR RADIO vs. SALES STUDY

## 1930

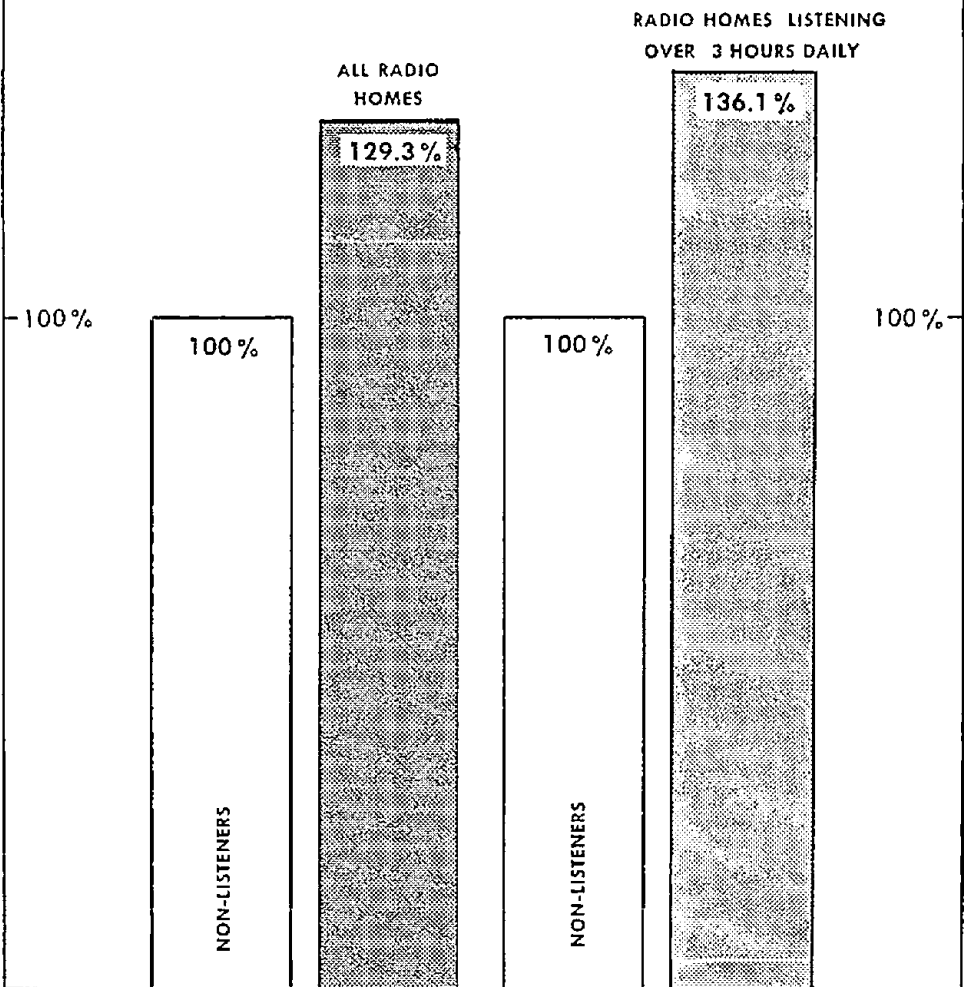
AN EXCERPT FROM A DOCUMENT PREPARED FOR NBC BY DR. DANIEL STARCH. THE FIGURES BELOW ARE IN ANSWER TO THE QUESTION: "HOW DO YOU EXPRESS APPRECIATION OF PROGRAMS PRESENTED BY STATIONS OR COMPANIES?"



# THE SECOND MAJOR RADIO vs. SALES STUDY 1931

CONDUCTED FOR THE COLUMBIA BROADCASTING SYSTEM  
BY PROF. ROBERT F. ELDER

SHOWING USE OF NINE CLASSES OF QUICK-TURNOVER GOODS  
IN RADIO AND NON-RADIO HOMES

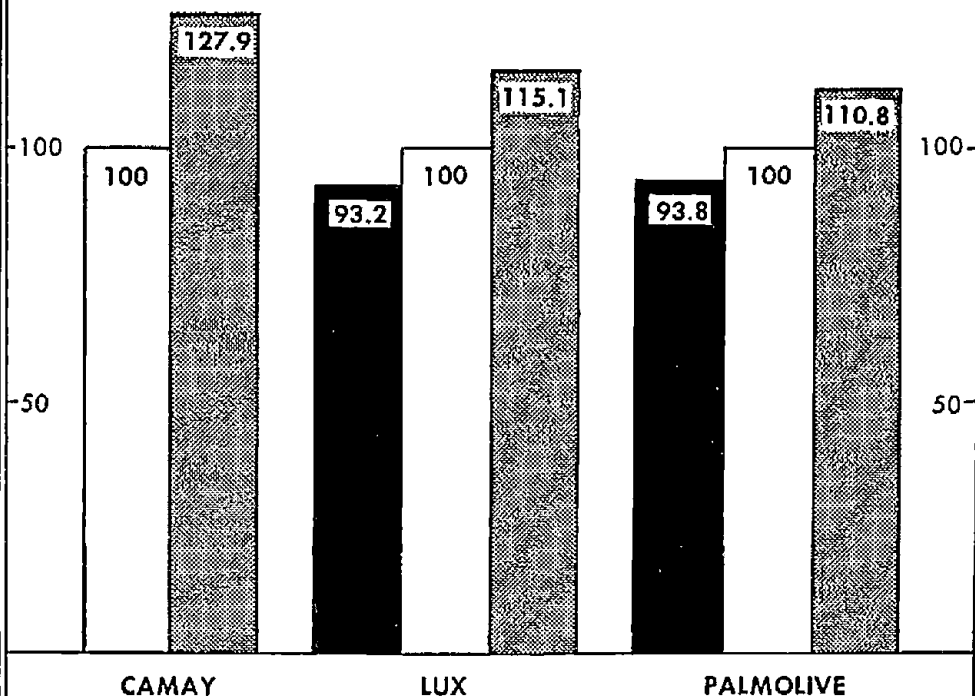
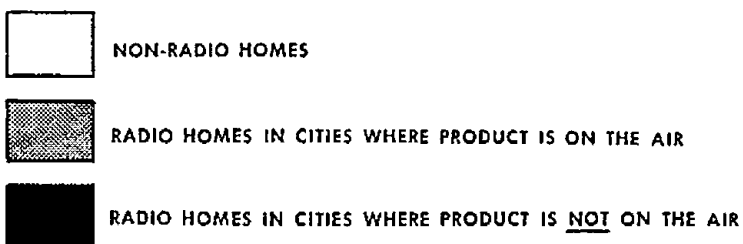


"THE MORE THEY LISTEN, THE MORE THEY BUY"

# CBS — PROF. ELDER STUDY: 1931

## RADIO AND ITS EFFECT ON TOILET SOAP USE

(RESEARCH METHOD: MAIL QUESTIONNAIRES)

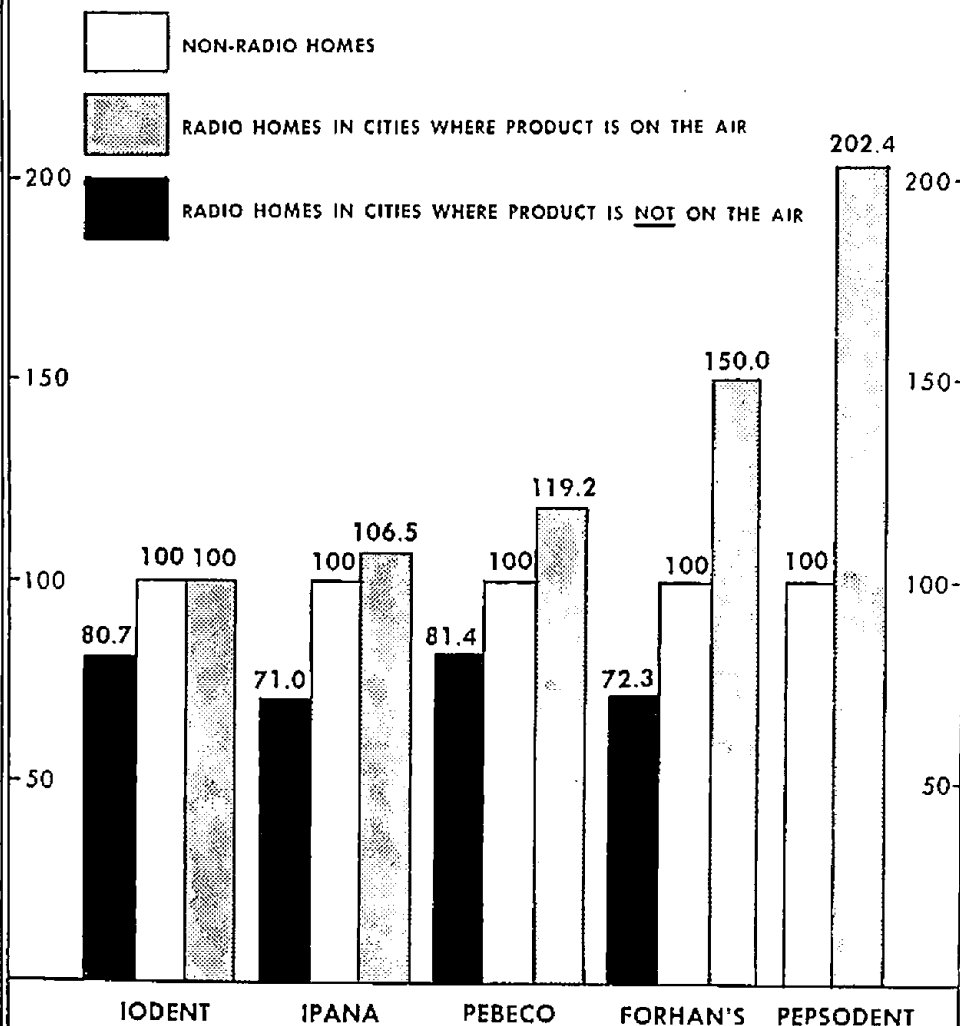




# CBS — PROF. ELDER STUDY: 1931

## RADIO AND ITS EFFECT ON TOOTHPASTE USE

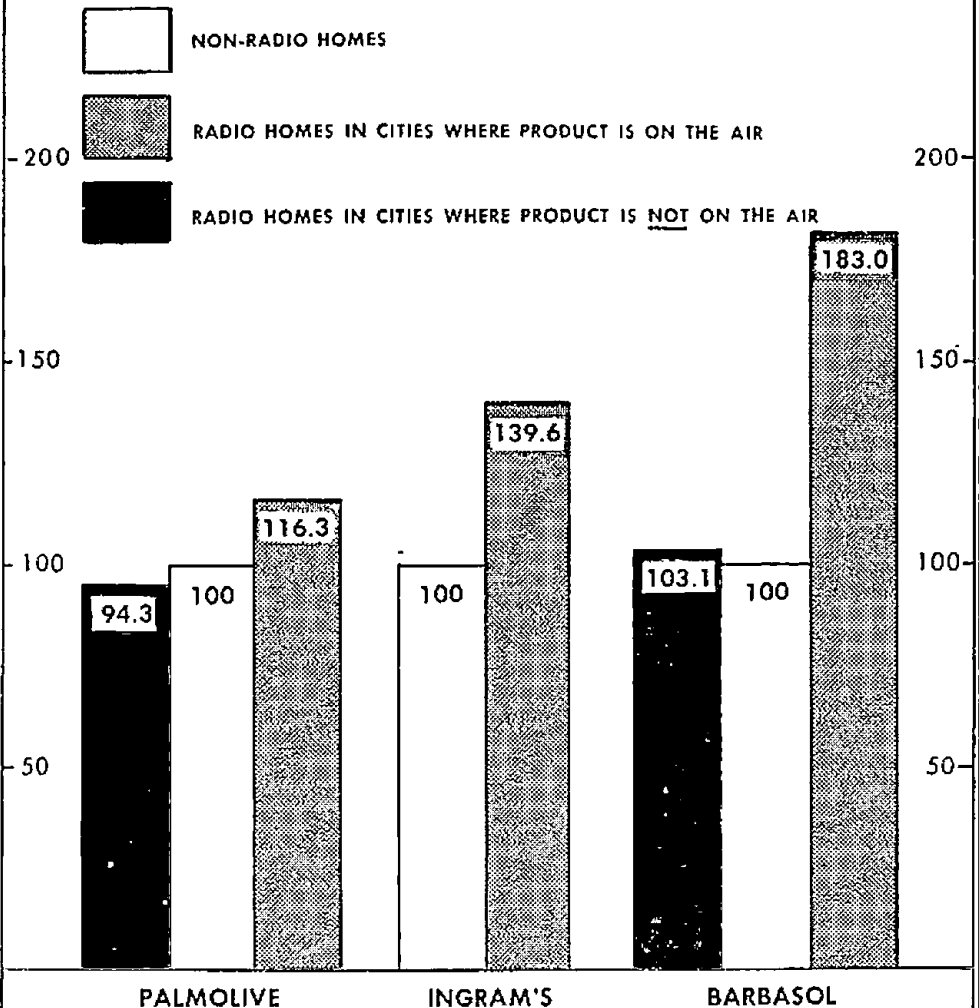
(RESEARCH METHOD: MAIL QUESTIONNAIRES)



# CBS — PROF. ELDER STUDY: 1931

## RADIO AND ITS EFFECT ON SHAVING SOAP USE

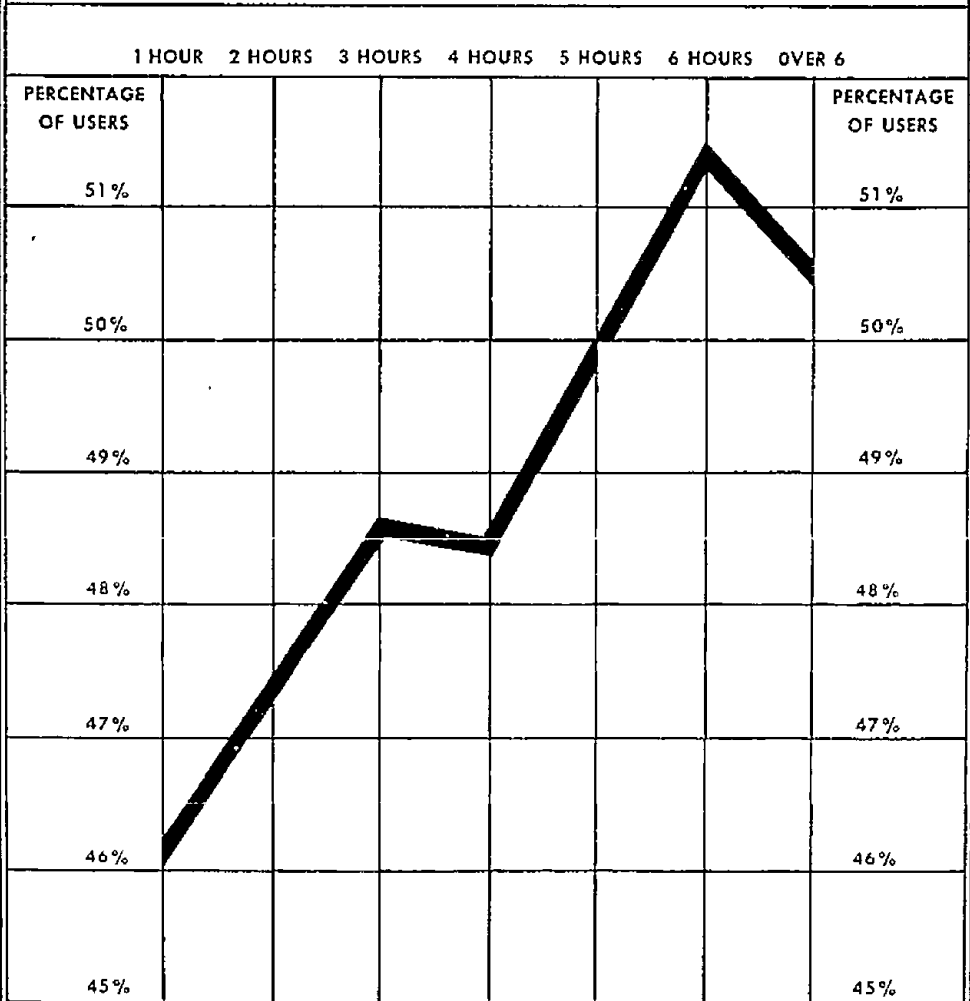
(RESEARCH METHOD: MAIL QUESTIONNAIRES)



# THE THIRD MAJOR RADIO vs. SALES STUDY 1932

CONDUCTED FOR THE COLUMBIA BROADCASTING SYSTEM  
BY PROF. ROBERT F. ELDER

SHOWING INCREASE IN USE OF RADIO-ADVERTISED BRANDS  
IN RADIO HOMES AS LISTENING TIME INCREASES

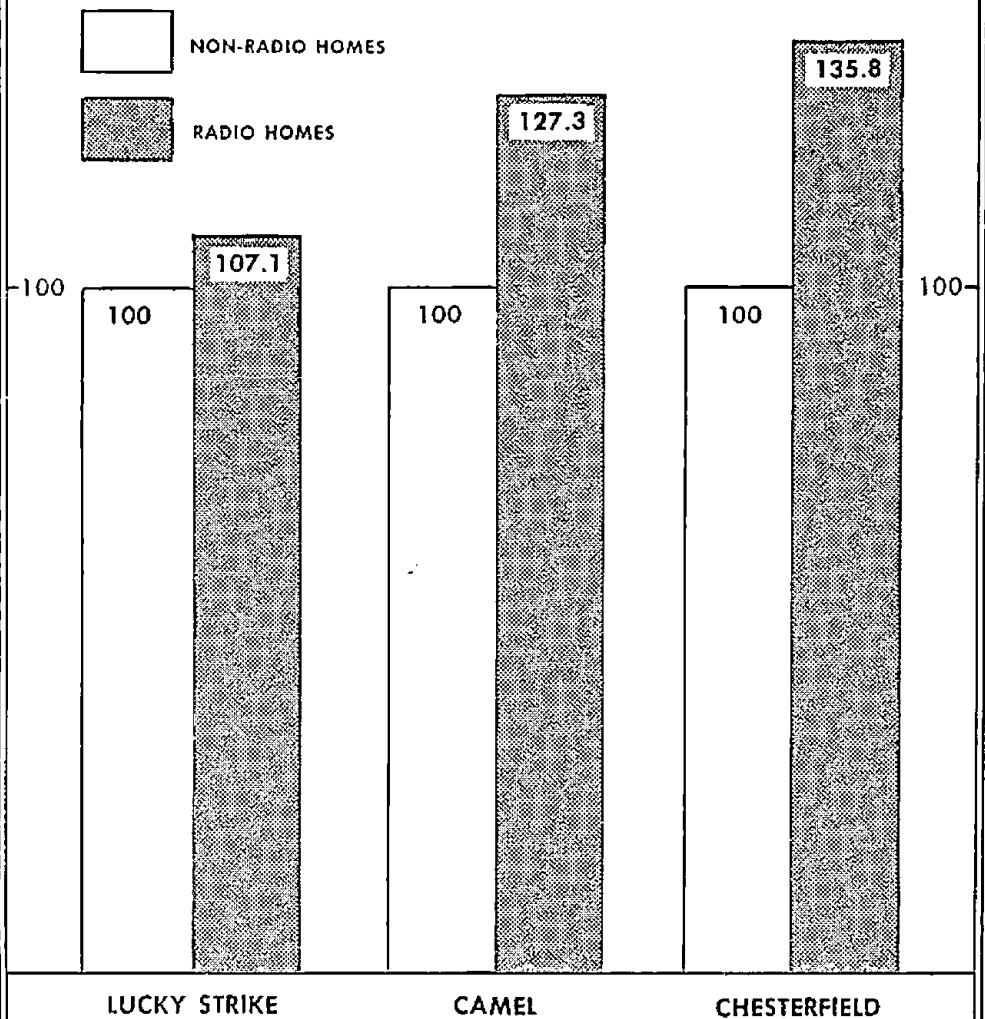


"THE MORE THEY LISTEN, THE MORE THEY BUY"

# CBS — PROF. ELDER STUDY: 1932

RADIO AND ITS EFFECT ON CIGARETTE USE

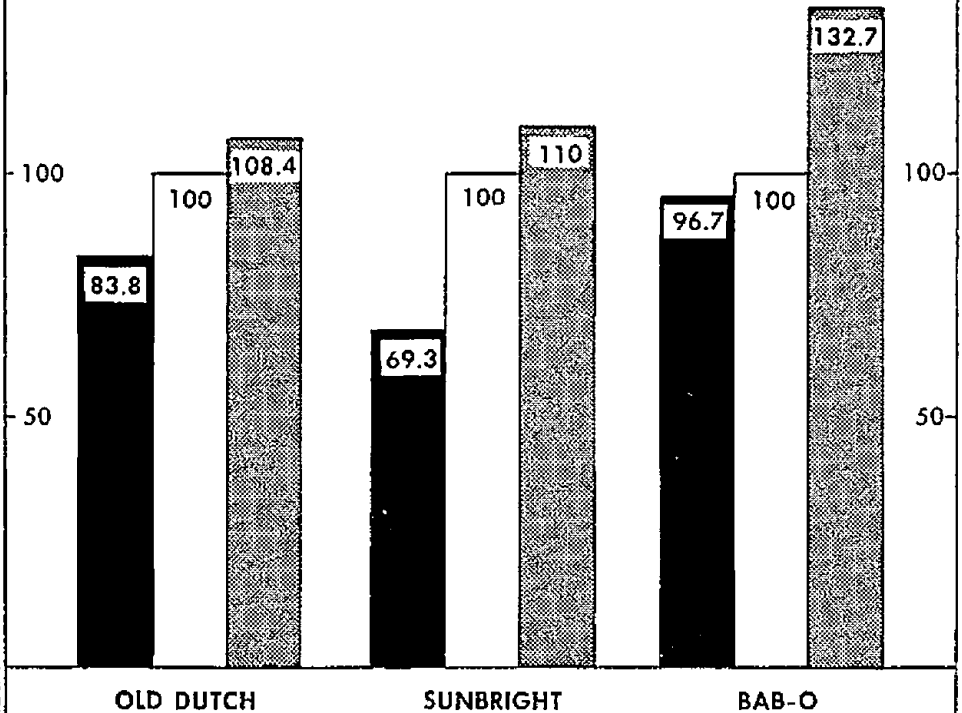
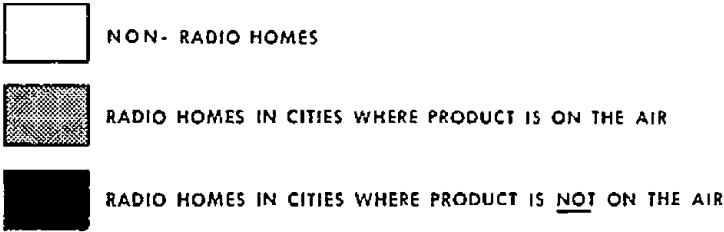
(RESEARCH METHOD: MAIL QUESTIONNAIRES)



# CBS — PROF. ELDER STUDY: 1932

## RADIO AND ITS EFFECT ON SCOURING POWDER USE

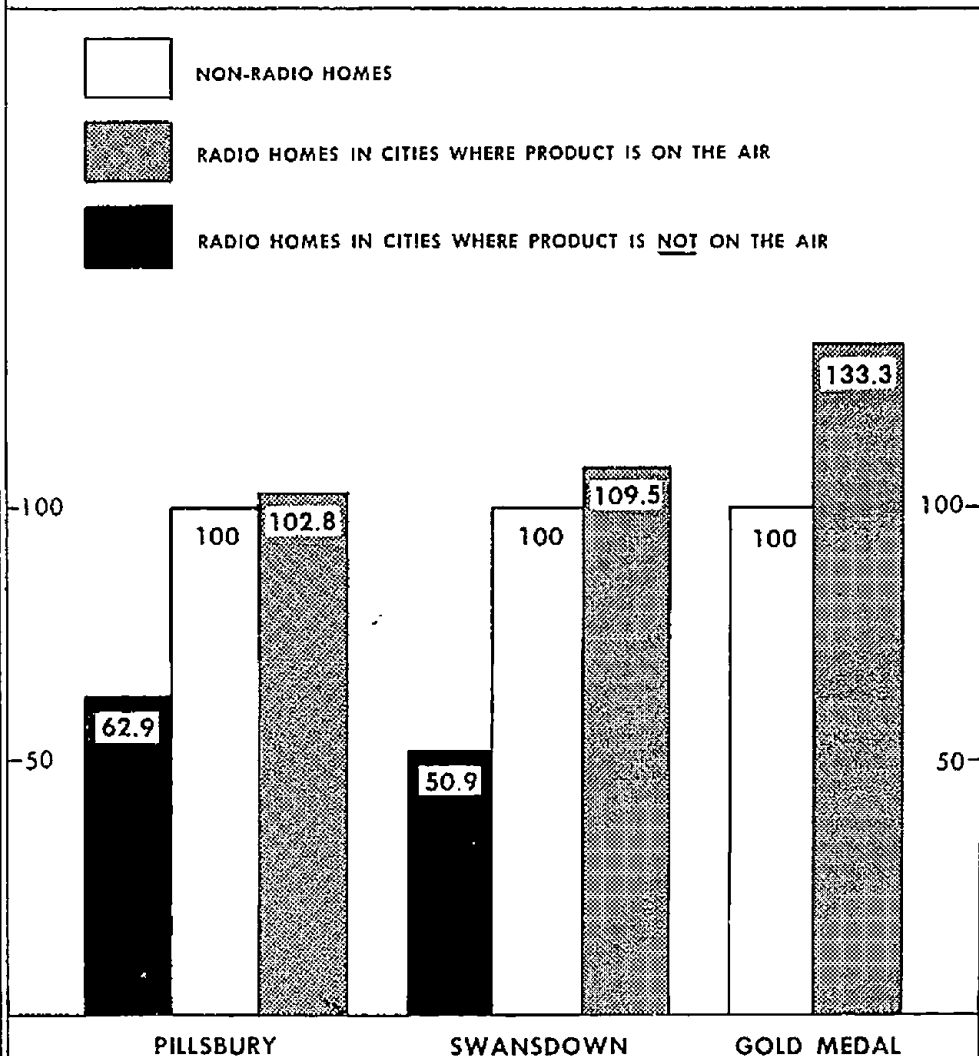
(RESEARCH METHOD: MAIL QUESTIONNAIRES)



# CBS — PROF. ELDER STUDY: 1932

## RADIO AND ITS EFFECT ON FLOUR USE

(RESEARCH METHOD: MAIL QUESTIONNAIRES)

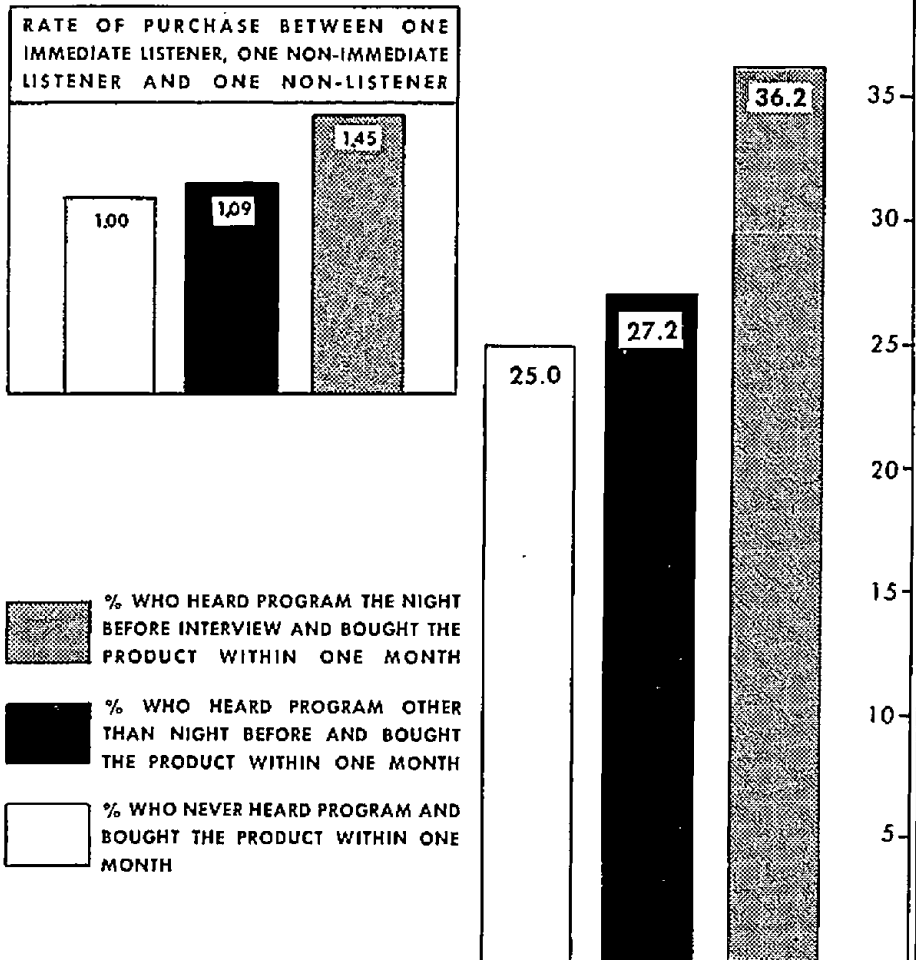


# RADIO AND ROYAL GELATIN

PURCHASES: 1936

FROM A STUDY BY CROSSLEY, INC.

(RESEARCH METHOD: PERSONAL INTERVIEWS AND  
SUBSEQUENT PHONE CALLS)



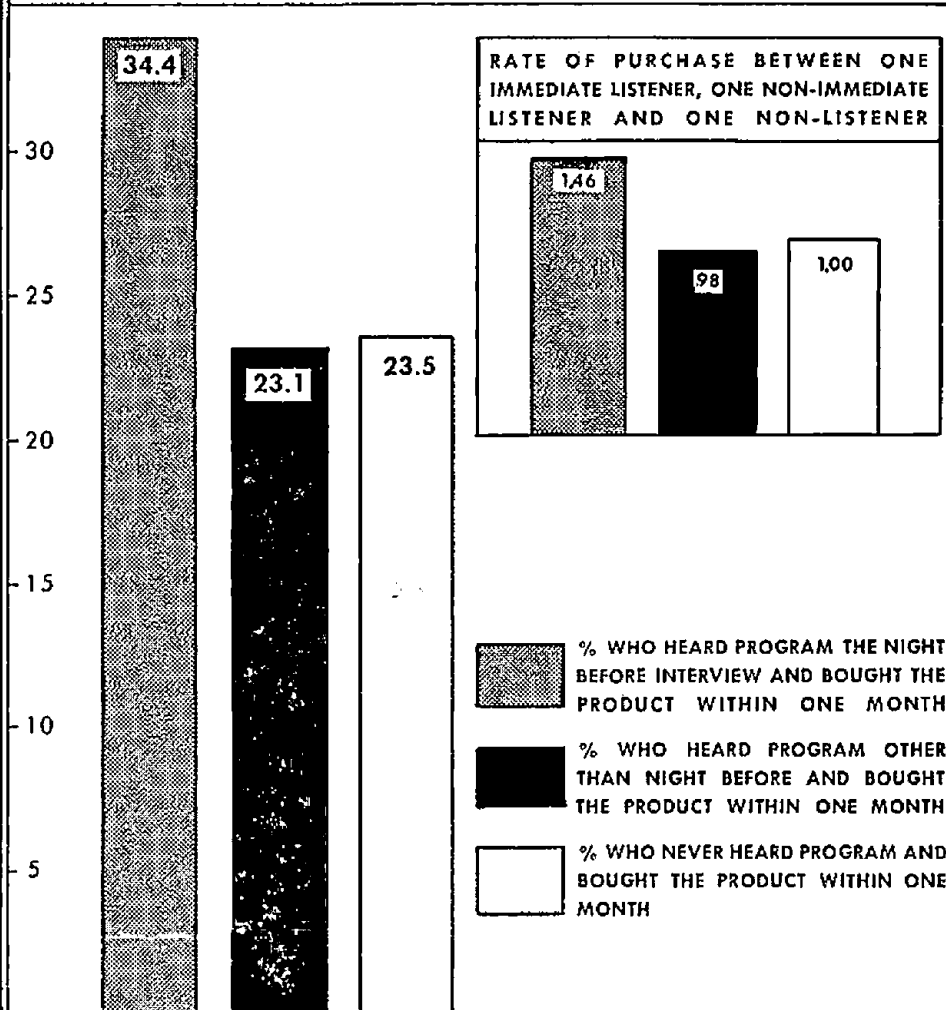
PROGRAM RATING = 21.3% (SET OWNERS = 100%)

# RADIO AND CAMPBELL'S TOMATO JUICE

PURCHASES: 1936

FROM A STUDY BY CROSSLEY, INC.

(RESEARCH METHOD: PERSONAL INTERVIEWS AND  
SUBSEQUENT PHONE CALLS)



PROGRAM RATING = 25.7% (SET OWNERS = 100%)

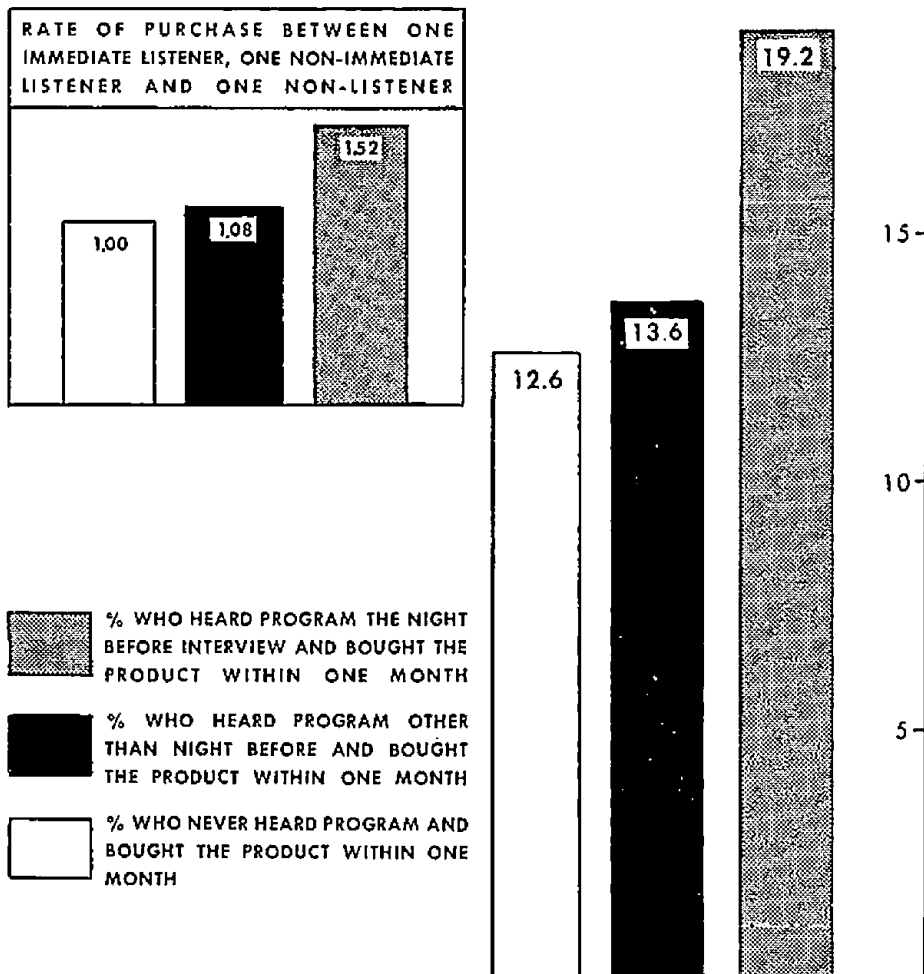


# RADIO AND LADY ESTHER POWDER

PURCHASES: 1936

FROM A STUDY BY CROSSLEY, INC.

(RESEARCH METHOD: PERSONAL INTERVIEWS AND  
SUBSEQUENT PHONE CALLS)



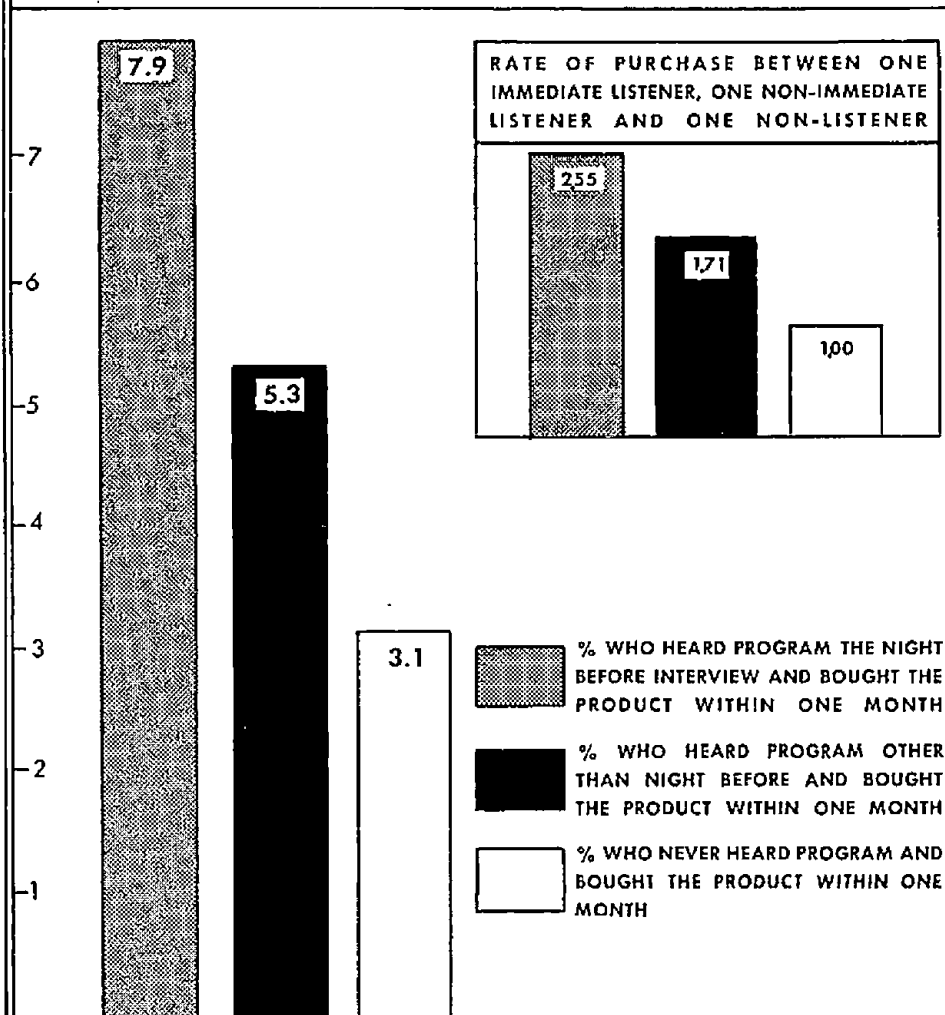
PROGRAM RATING = 18.8% (SET OWNERS = 100%)

# RADIO AND SAL HEPATICA

PURCHASES: 1936

FROM A STUDY BY CROSSLEY, INC.

(RESEARCH METHOD: PERSONAL INTERVIEWS AND  
SUBSEQUENT PHONE CALLS)



PROGRAM RATING = 23.4% (SET OWNERS = 100%)

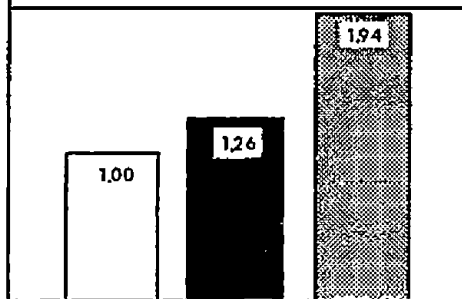
# RADIO AND SLOAN'S LINIMENT




PURCHASES: 1936

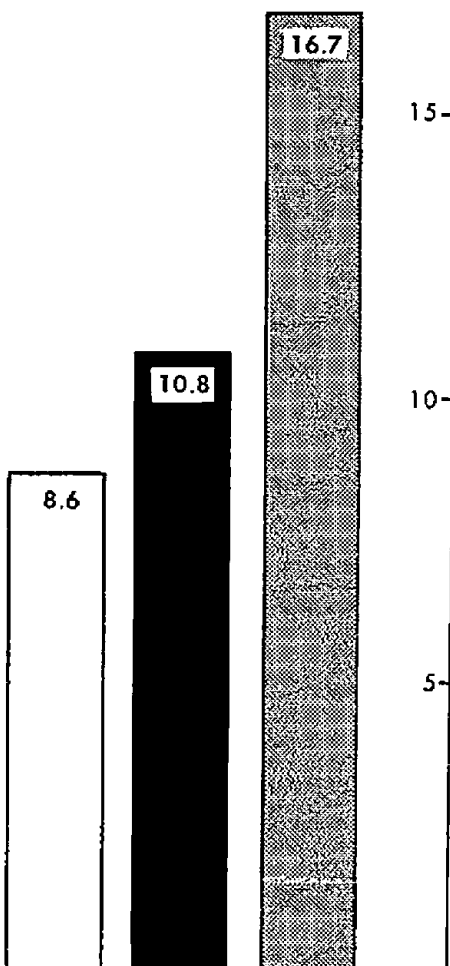
FROM A STUDY BY CROSSLEY, INC.

(RESEARCH METHOD: PERSONAL INTERVIEWS AND  
SUBSEQUENT PHONE CALLS)

RATE OF PURCHASE BETWEEN ONE  
IMMEDIATE LISTENER, ONE NON-IMMEDIATE  
LISTENER AND ONE NON-LISTENER



-  % WHO HEARD PROGRAM THE NIGHT BEFORE INTERVIEW AND BOUGHT THE PRODUCT WITHIN ONE MONTH
-  % WHO HEARD PROGRAM OTHER THAN NIGHT BEFORE AND BOUGHT THE PRODUCT WITHIN ONE MONTH
-  % WHO NEVER HEARD PROGRAM AND BOUGHT THE PRODUCT WITHIN ONE MONTH



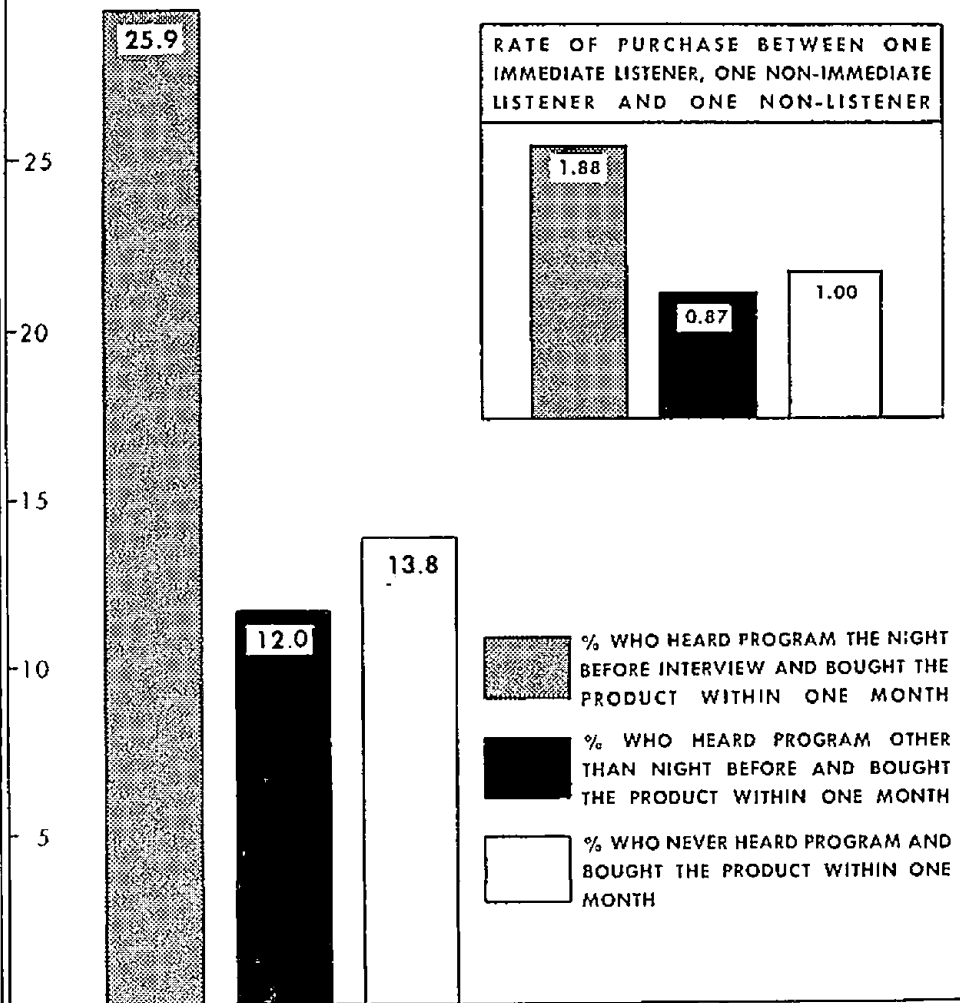
PROGRAM RATING = 10.0% (SET OWNERS = 100%)

# RADIO AND LIFE SAVER

PURCHASES: 1936

FROM A STUDY BY CROSSLEY, INC.

(RESEARCH METHOD: PERSONAL INTERVIEWS AND  
SUBSEQUENT PHONE CALLS)



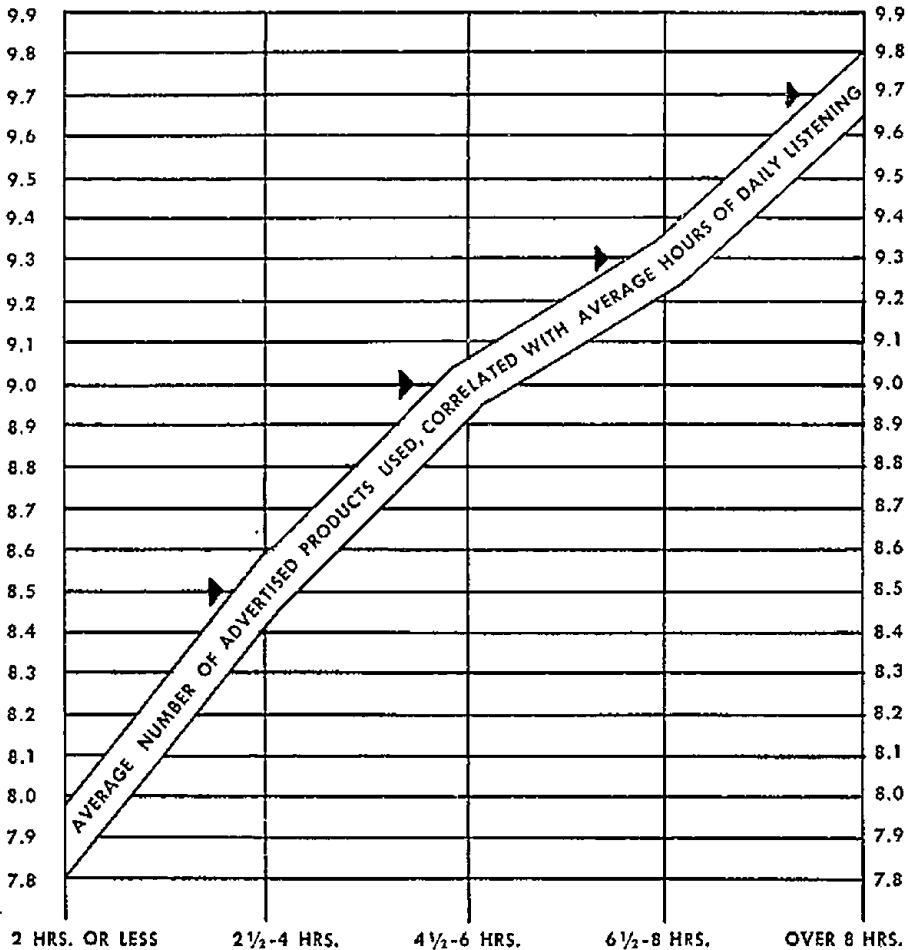
PROGRAM RATING = 3.0% (SET OWNERS = 100%)

RURAL LISTENING AND BUYING STUDY: CBS 1937-38

(CONDUCTED BY HOOPER-HOLMES BUREAU, INC.)

VIA PERSONAL INTERVIEWS, THE FOLLOWING PRODUCTS WERE CHECKED AND CORRELATED WITH AVERAGE HOURS OF DAILY LISTENING: TOILET SOAP; KITCHEN SOAP; KITCHEN CLEANSERS; CANNED SOUPS; CONDENSED MILK; CANNED TOMATO JUICE OR FRUIT JUICE; PACKAGED CEREALS; PACKAGED COFFEE; WRAPPED BREAD; TOOTHPASTE OR POWDER; FACE POWDER; LIPSTICK OR ROUGE.

AVERAGE NUMBER OF PRODUCTS USED



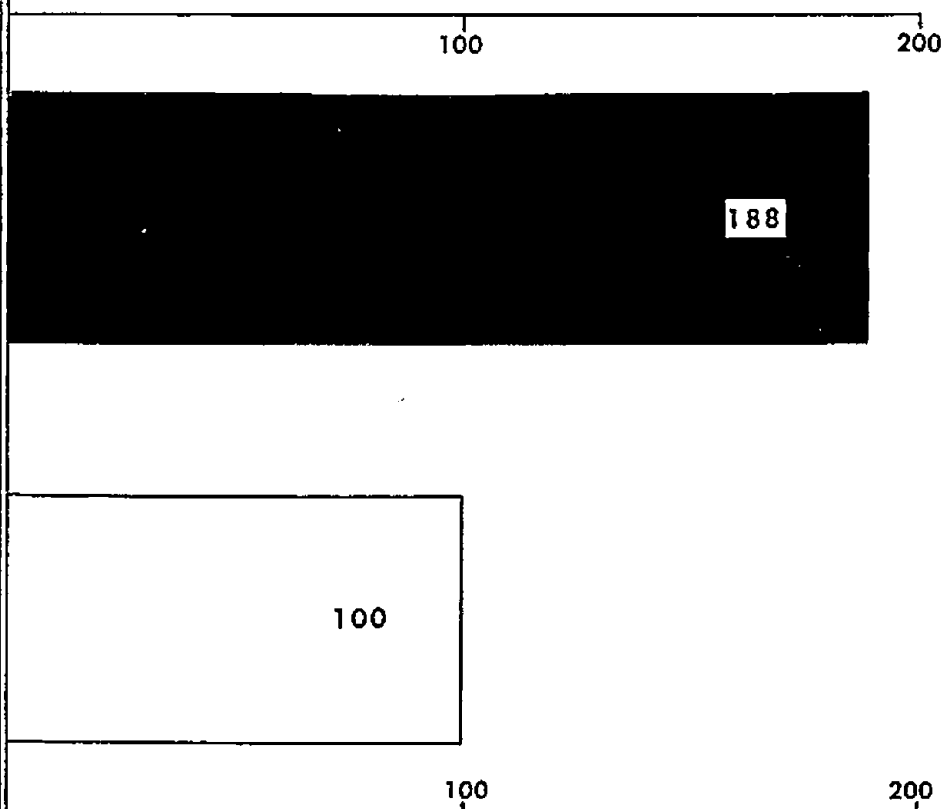
# RADIO vs. DEALER SALES: CBS 1939

SAME FOOD PRODUCT AS ON FACING PAGE

(METHOD = STORE INVENTORY CHECKS)

 UNITS OF SALE PER WEEK IN AVERAGE STORES IN NON-RADIO MARKET

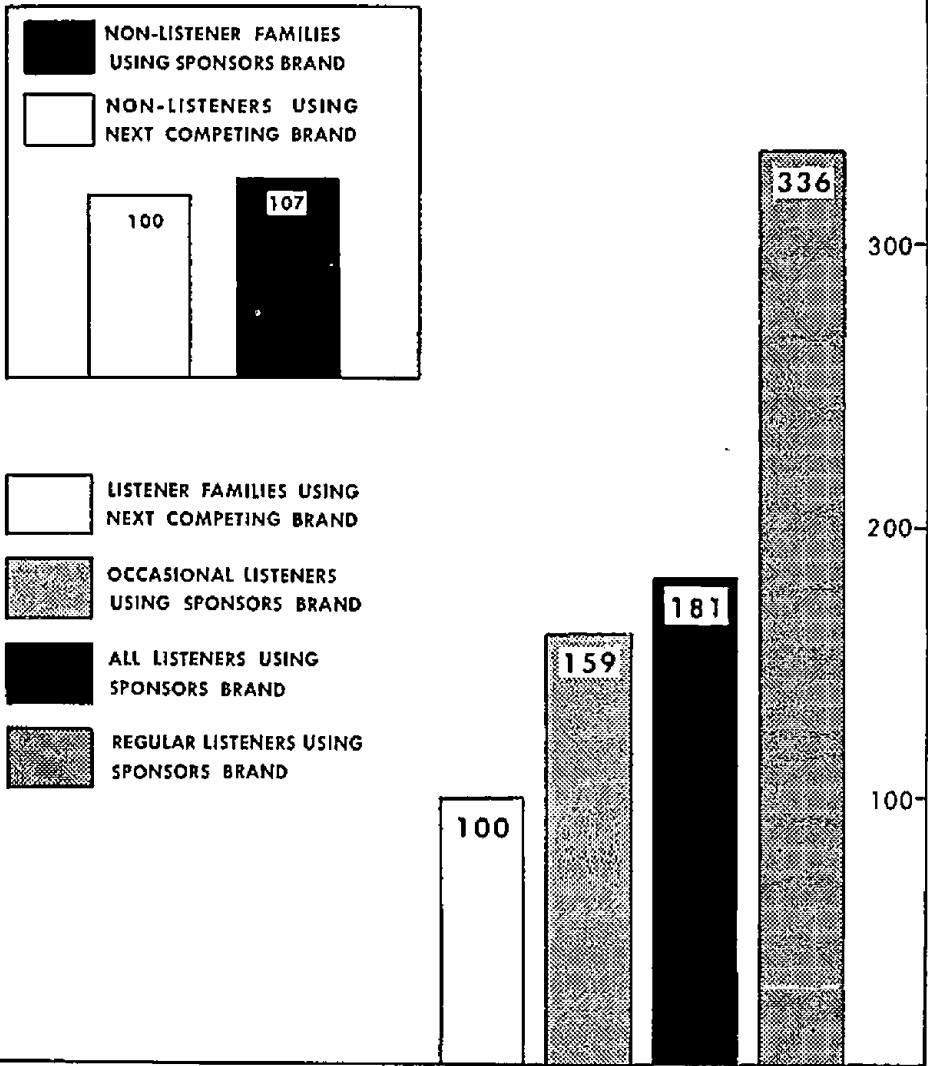
 SALE UNITS IN RADIO MARKET



# RADIO vs. HOME USE: CBS 1939

## A CERTAIN FOOD PRODUCT

(METHOD = COINCIDENTAL CALLS FOLLOWED BY INVENTORY)



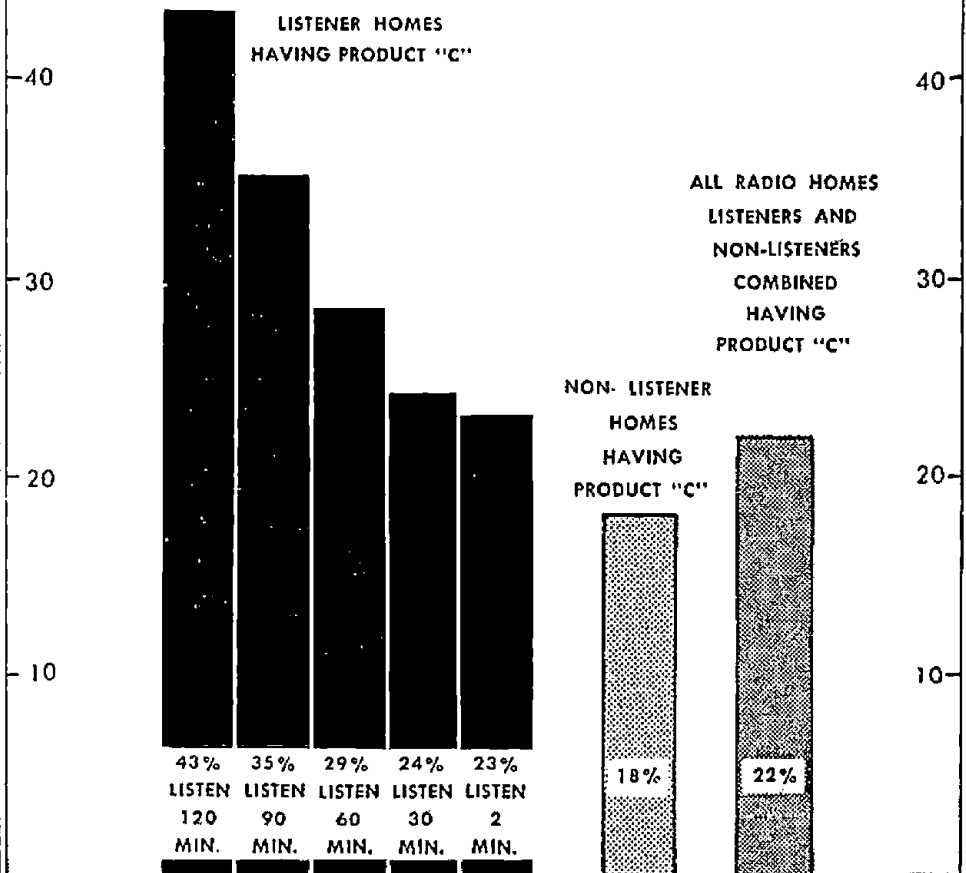
# NIELSEN SERVICE

## CORRELATION OF RADIO LISTENING AND HOME INVENTORY FOR PROGRAM "C"

CALCULATED ON MONTHLY BASIS

RESULTS BELOW PRESENT AVERAGES FOR 6 FOUR WEEK PERIODS

(METHOD: NIELSEN AUDIMETER AND INVENTORY)

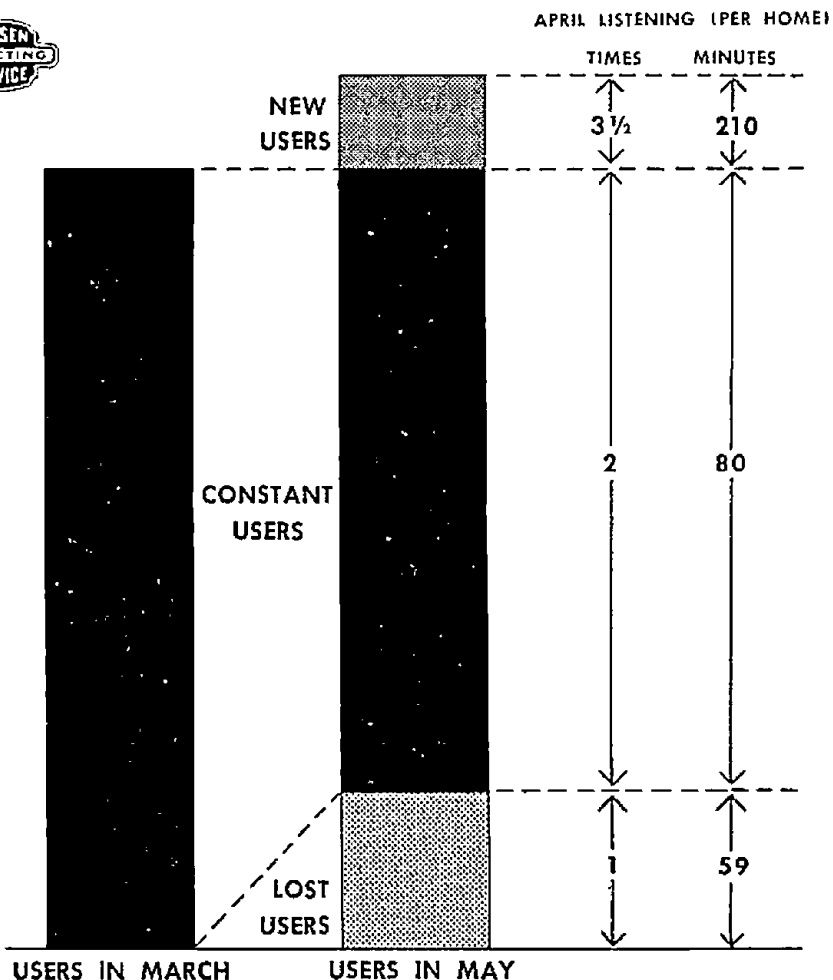




# NIELSEN SERVICE

## CORRELATION OF LISTENING AND BUYING PROGRAM "B"

A PANEL OF HOMES HAVING PRODUCT B IN A CERTAIN MONTH, COMPARED WITH THE SAME PANEL TWO MONTHS LATER. IT WILL BE NOTED THAT NEW USERS OF THE PRODUCT LISTENED A TOTAL OF 210 MINUTES (OF A POTENTIAL 240 MINUTES) DURING THE INTERVENING MONTH, AND AN AVERAGE OF  $3\frac{1}{2}$  TIMES TO THE FOUR BROADCASTS. ON THE OTHER HAND, THE LOST CUSTOMERS LISTENED ONLY 59 MINUTES DURING THE INTERVENING MONTH, AND AN AVERAGE OF ONLY ONCE TO THE FOUR BROADCASTS.

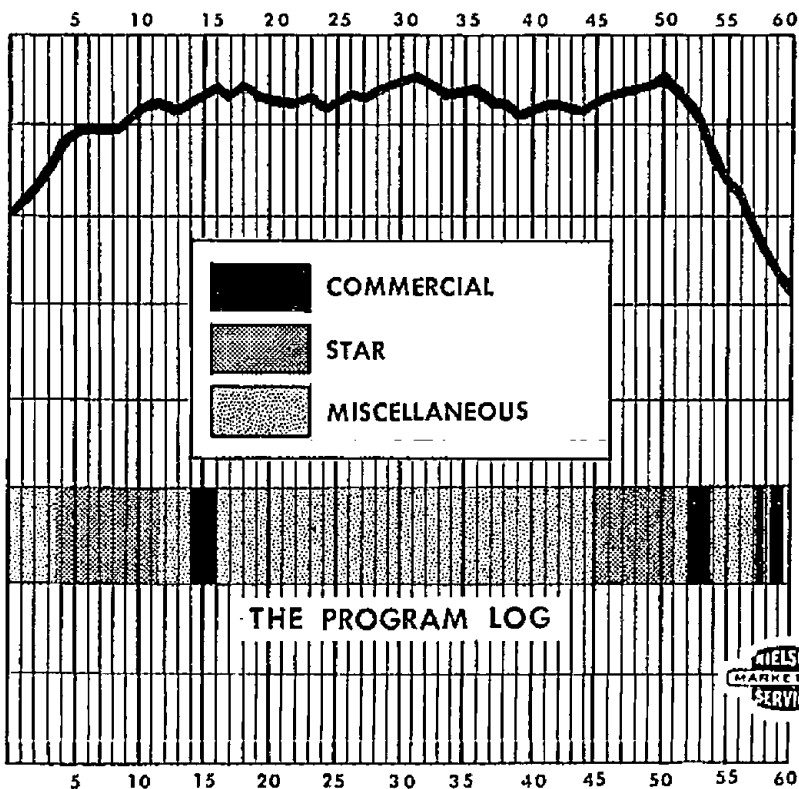


# NIELSEN SERVICE

## PROGRAM "A's" RADIO AUDIENCE

### MINUTE BY MINUTE AUDIENCE IN PER CENT OF TOTAL RADIO FAMILIES

A FURTHER ESSENTIAL REFINEMENT IN MEASURING RADIO SALES EFFECTIVENESS IS TO DETERMINE WHETHER THE LISTENERS WERE ACTUALLY TUNED IN DURING THE TIME OF THE COMMERCIAL ANNOUNCEMENTS, OR ONLY TO THE ENTERTAINMENT SECTION OF THE BROADCAST. THE ANSWER FOR PROGRAM "A", SHOWN BELOW, WAS MADE VIA THE NIELSEN AUDIMETER. SUCH A CURVE CAN BE COMPARED TO THE PANEL OF HOMES STUDIED FOR USE OF THE PRODUCT.



# NIELSEN SERVICE

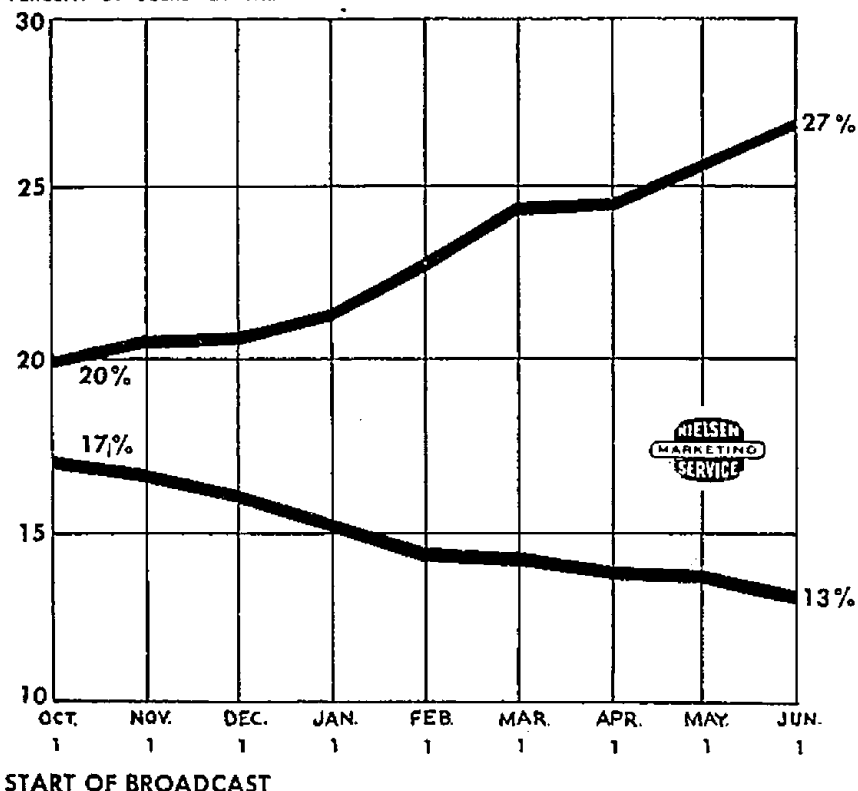
## SALES EFFECT OF RADIO

### HYPOTHETICAL CASE

IN THE FINAL ANALYSIS, THE TREND INFORMATION IN CORRELATING RADIO LISTENING AND BUYING IS THE IMPORTANT THING. AFTER A FEW MONTHS OF BROADCASTING, IT BECOMES POSSIBLE TO SEPARATE THE LISTENERS TO ANY PROGRAM FROM THE NON-LISTENERS, AND THEN DRAW TWO CURVES INDICATING THE PERCENT OF USERS AMONG THE LISTENERS VERSUS THE PER CENT OF USERS AMONG NON-LISTENERS.

IT IS ENTIRELY POSSIBLE THAT THE PERCENT OF USERS AMONG LISTENERS MAY BE LOWER THAN AMONG NON-LISTENERS WHEN A PROGRAM IS FIRST PUT ON THE AIR. HOWEVER, REGARDLESS OF THE LEVEL AT THE START, IF THE PERCENT OF LISTENERS AMONG USERS INCREASES FROM MONTH TO MONTH WHILE THE PERCENT OF LISTENERS AMONG NON-USERS DECREASES OR REMAINS CONSTANT, IT IS QUITE SAFE TO CONCLUDE THAT THE PROGRAM IS SELLING GOODS.

PERCENT OF USERS OF THE PRODUCT AMONG LISTENERS AND NON-LISTENERS.

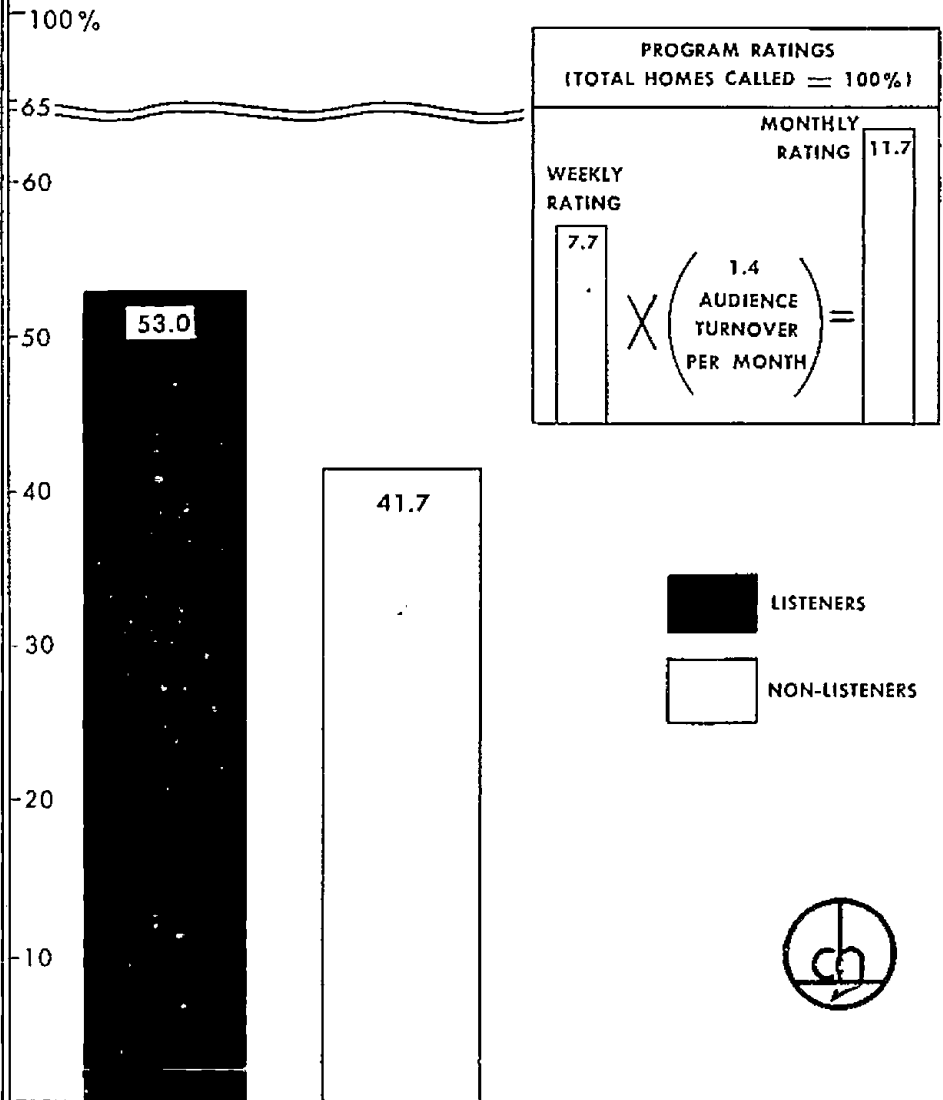


# HOOPER RADIO REPORT: 1940

## DRUG PRODUCT

### USE OF PRODUCT IN LISTENER AND NON-LISTENER HOMES

(METHOD = COINCIDENTAL AND RE-TELEPHONE)

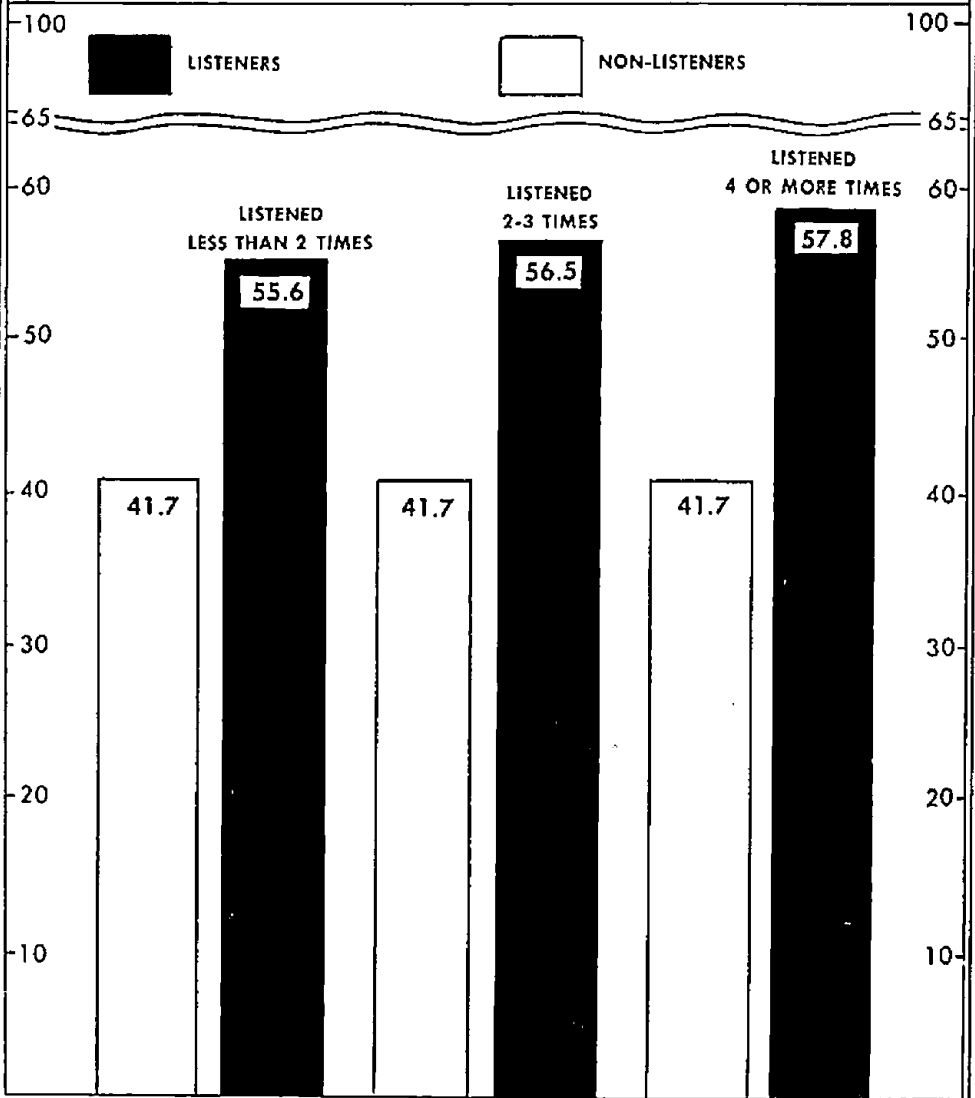


# HOOPER RADIO REPORT: 1940

SAME DRUG PRODUCT AS ON FACING PAGE

SHOWING USE OF PRODUCT

WITH FREQUENCY OF LISTENING IN PAST MONTH

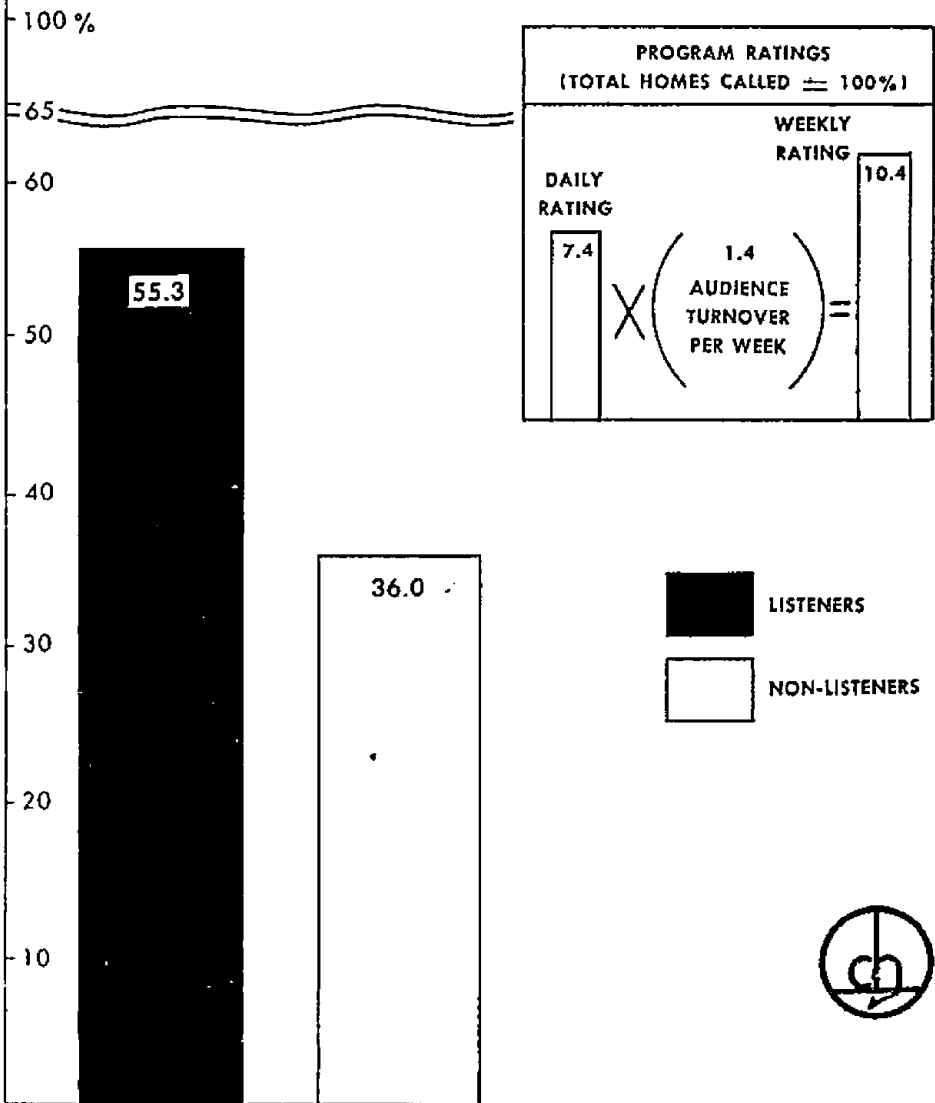


# HOOPER RADIO REPORT: 1940

## FOOD PRODUCT

### USE OF PRODUCT IN LISTENER AND NON-LISTENER HOMES

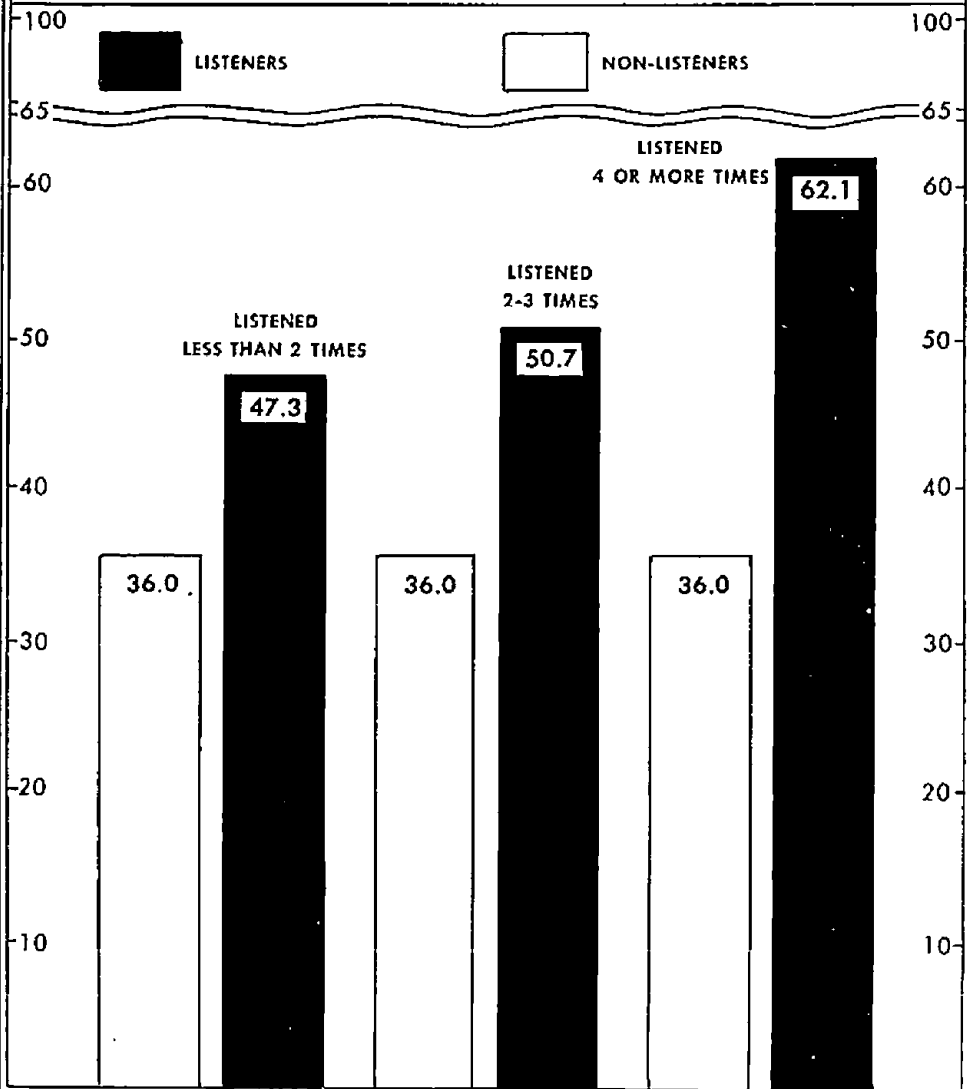
(METHOD = COINCIDENTAL AND RE-TELEPHONE)



# HOOPER RADIO REPORT: 1940

SAME FOOD PRODUCT AS ON FACING PAGE

SHOWING USE OF PRODUCT  
WITH FREQUENCY OF LISTENING IN PAST WEEK

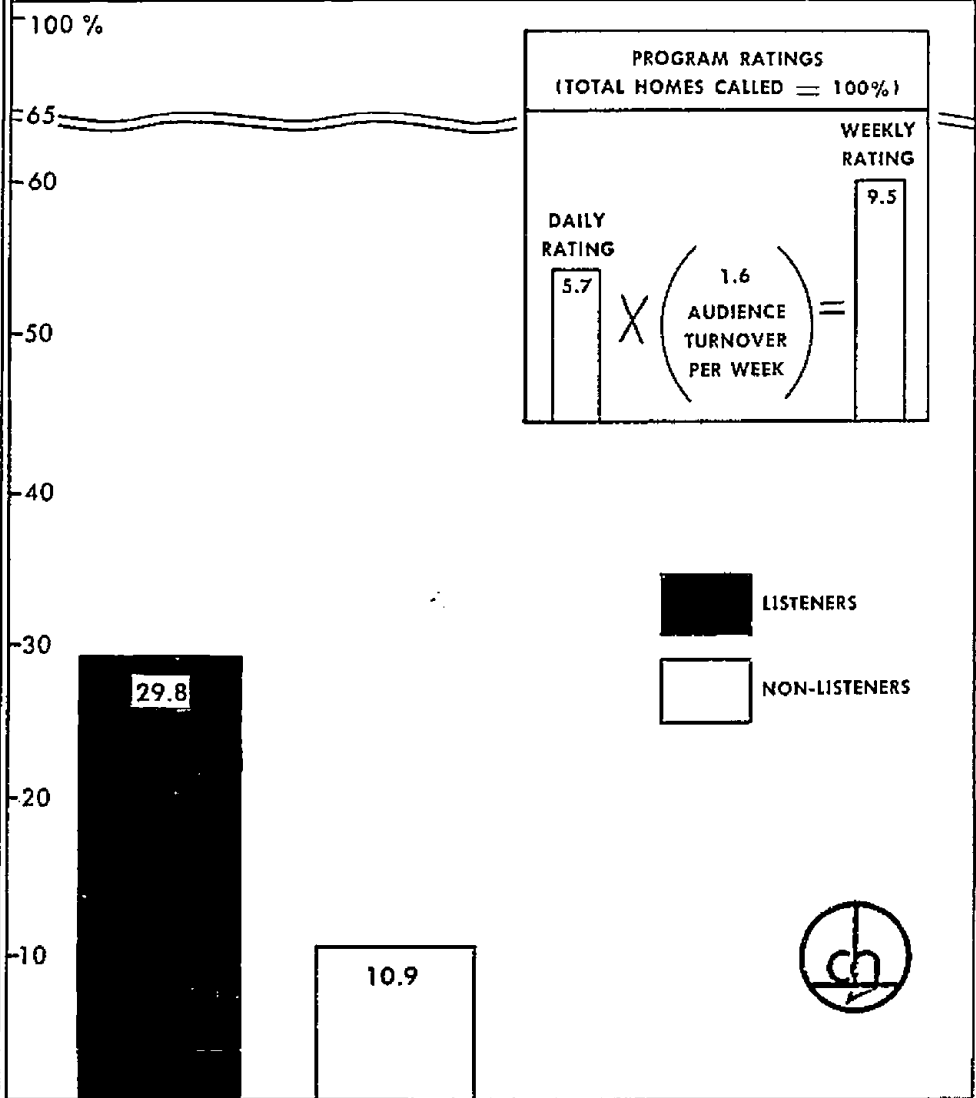


# HOOPER RADIO REPORT: 1940

## SOAP PRODUCT

### USE OF PRODUCT IN LISTENER AND NON-LISTENER HOMES

(METHOD = COINCIDENTAL AND RE-TELEPHONE)

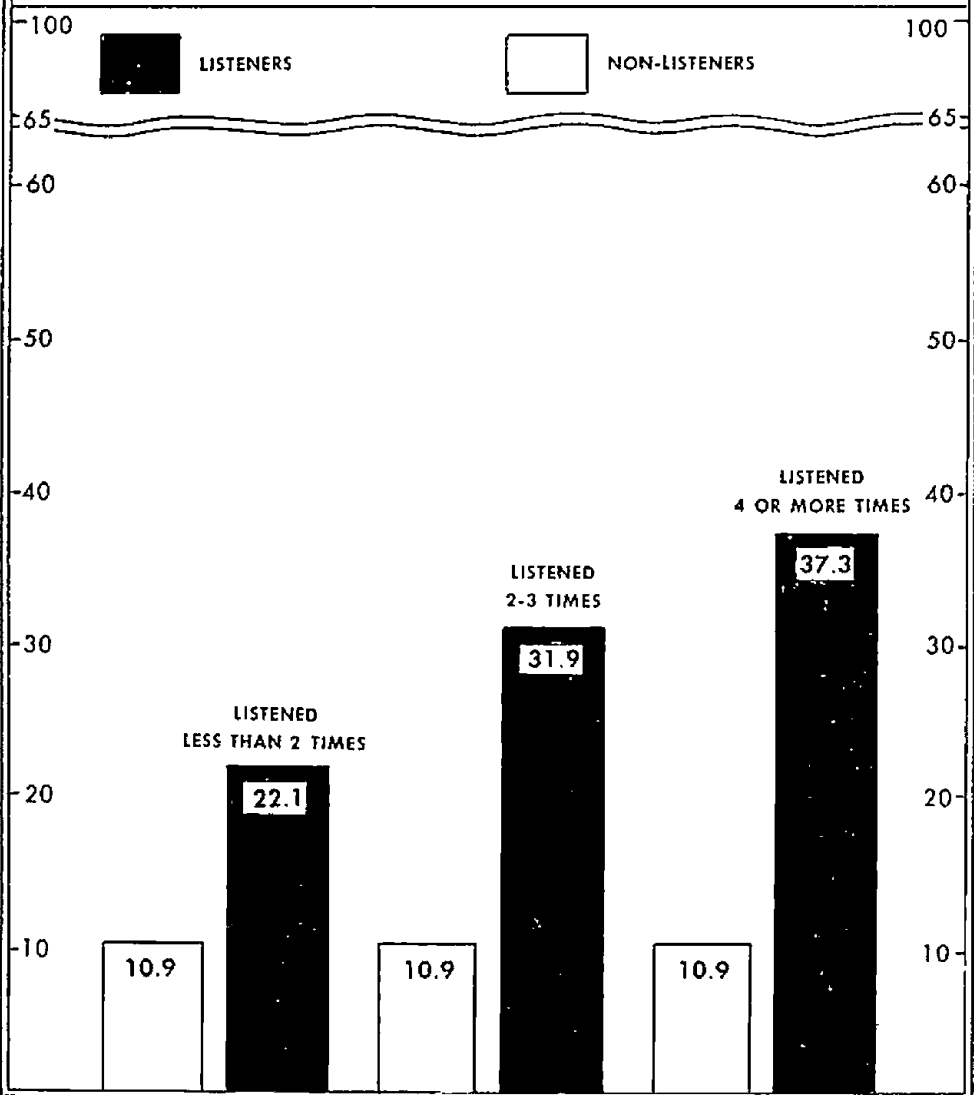




# HOOPER RADIO REPORT: 1940

SAME SOAP PRODUCT AS ON FACING PAGE

SHOWING USE OF PRODUCT  
WITH FREQUENCY OF LISTENING IN PAST WEEK

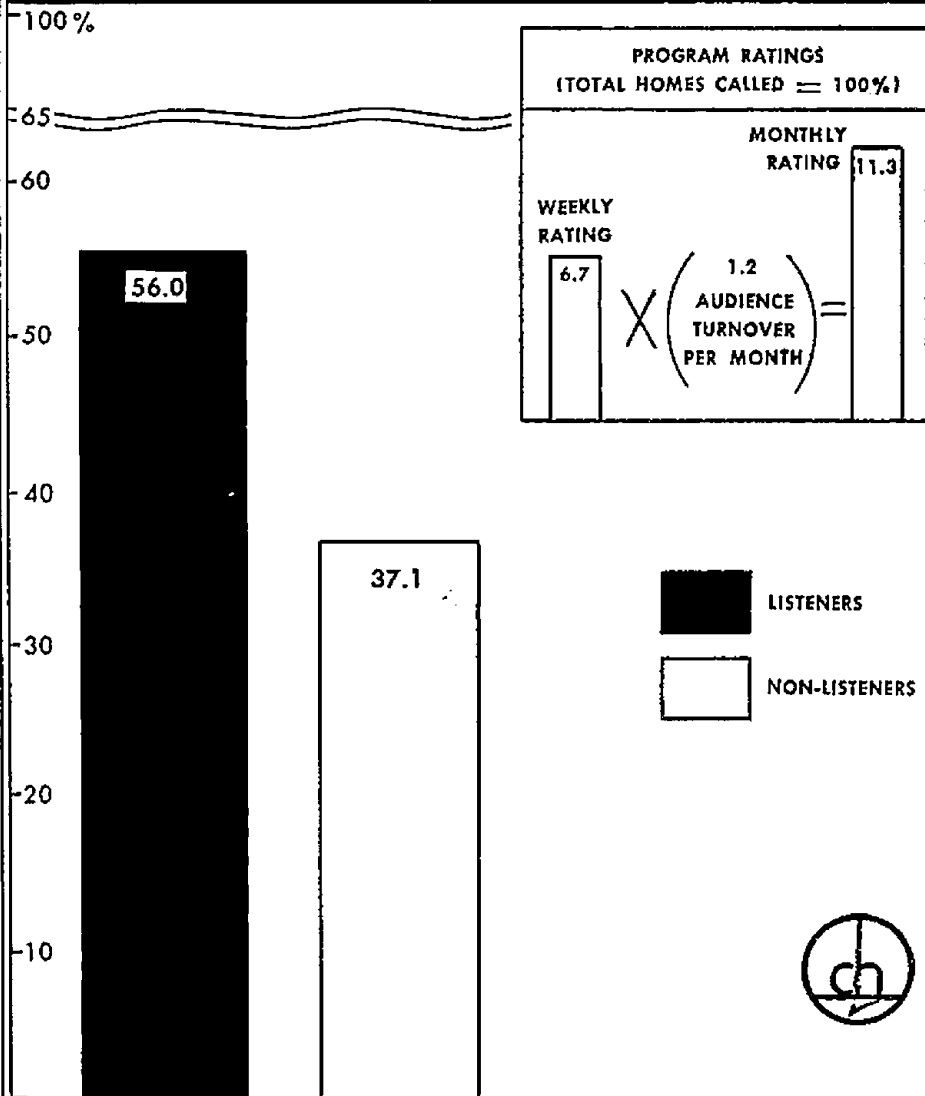


# HOOPER RADIO REPORT: 1940

## CEREAL

### USE OF PRODUCT IN LISTENER AND NON-LISTENER HOMES

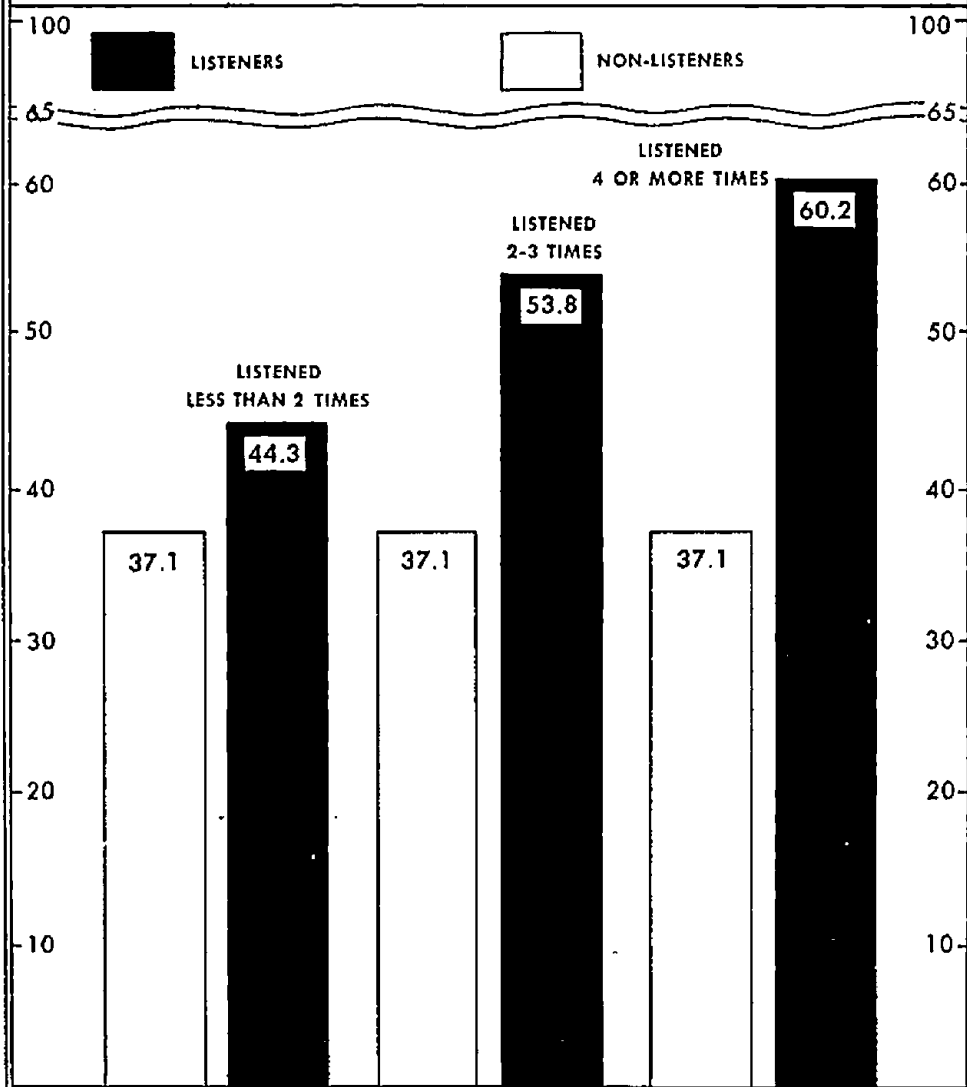
(METHOD = COINCIDENTAL AND RE-TELEPHONE)



# HOOPER RADIO REPORT: 1940

SAME CEREAL PRODUCT AS ON FACING PAGE

SHOWING USE OF PRODUCT  
WITH FREQUENCY OF LISTENING IN PAST MONTH

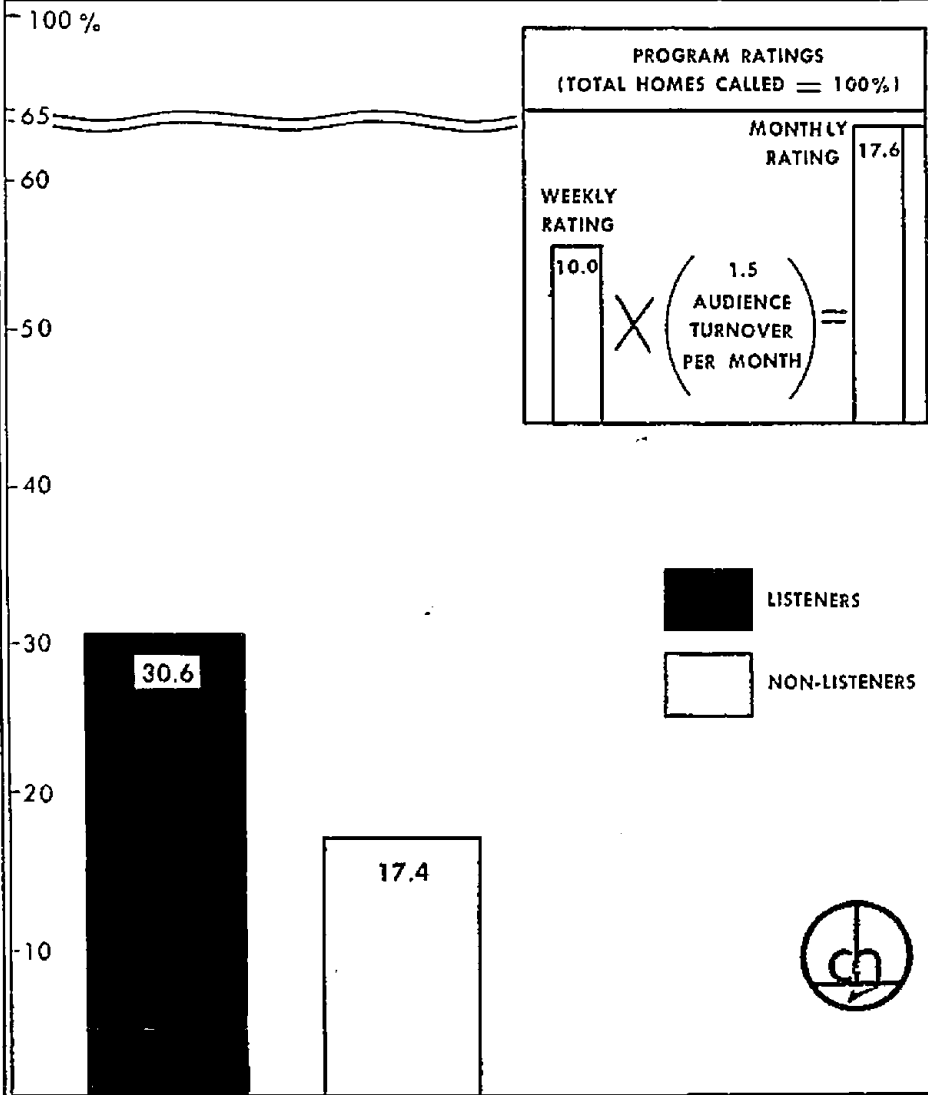


# HOOPER RADIO REPORT: 1940

## TOILET PREPARATION

### USE OF PRODUCT IN LISTENER AND NON-LISTENER HOMES

(METHOD = COINCIDENTAL AND RE-TELEPHONE)

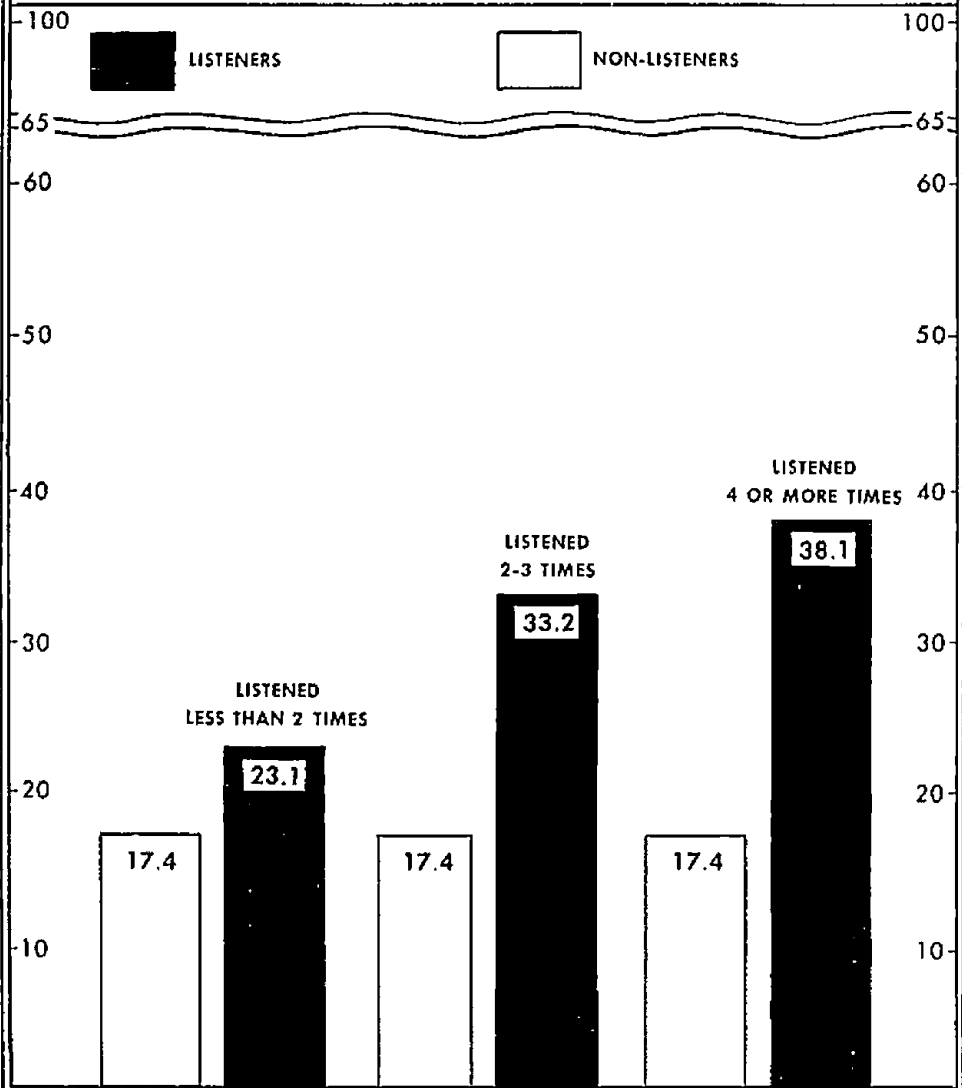


# HOOPER RADIO REPORT: 1940

SAME TOILET PREPARATION AS ON FACING PAGE

SHOWING USE OF PRODUCT

WITH FREQUENCY OF LISTENING IN PAST MONTH

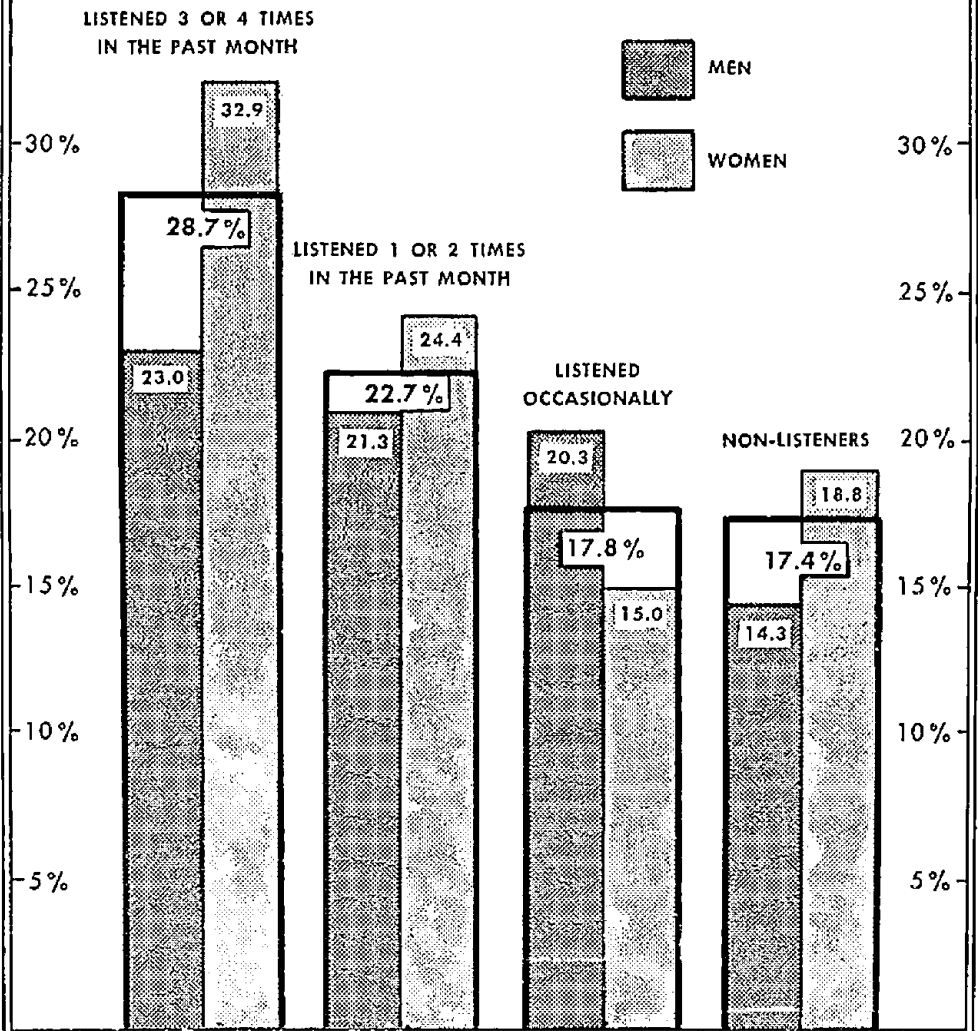


# RADIO vs. SALES: CBS 1940

## A CERTAIN TOILET SOAP

FAMILIES HAVING PRODUCT ON HAND  
DETERMINED BY PERSONAL INTERVIEWS

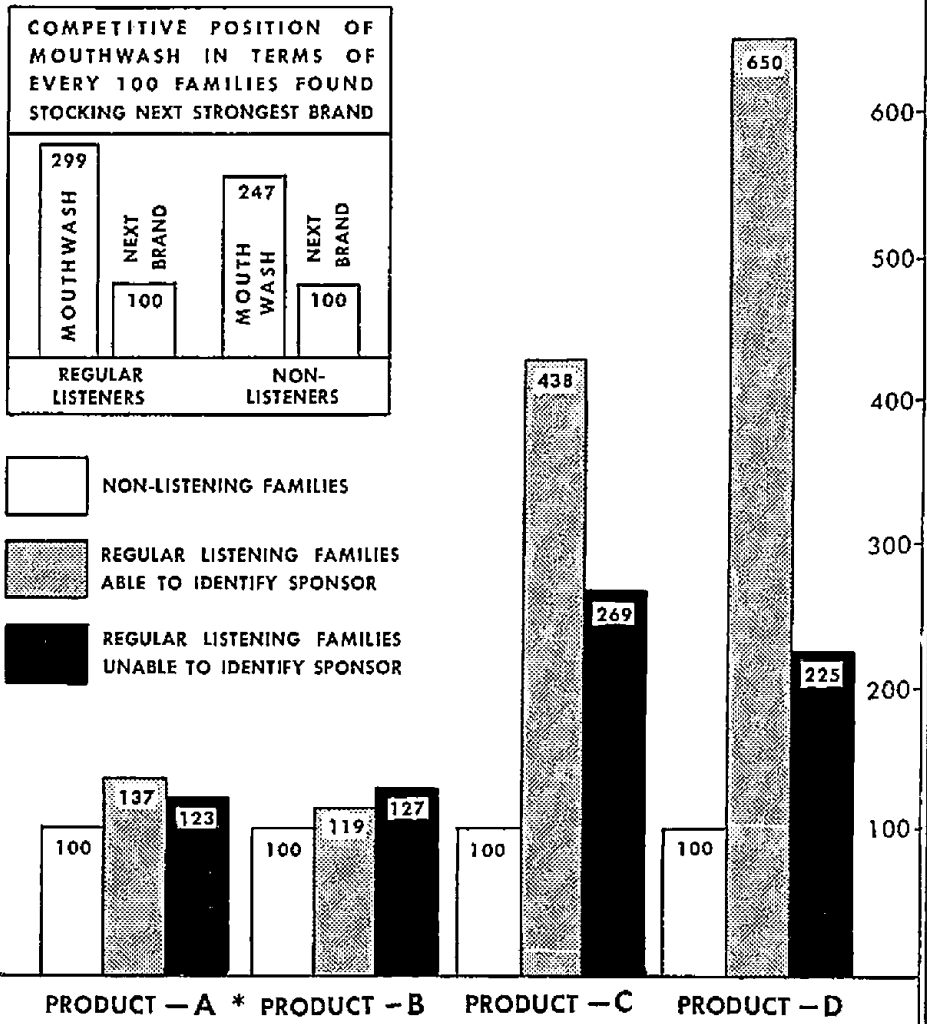
(TOTAL U. S. MARKET = 100%)



# RADIO vs. SALES: CBS 1940

## CERTAIN DRUG PRODUCTS

(METHOD = COINCIDENTAL CALLS FOLLOWED BY INVENTORY)

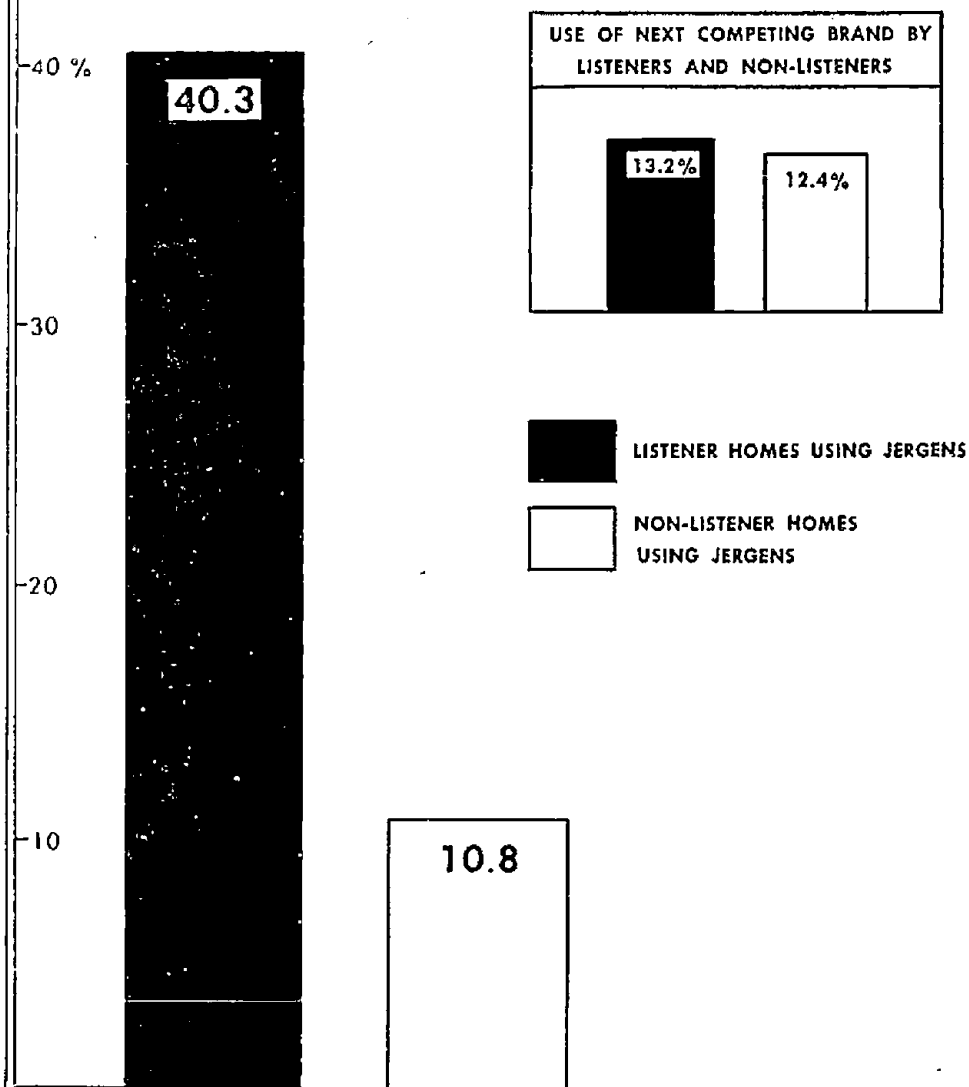


\*PRODUCT DID NOT BEAR FAMILY TRADE NAME

# RADIO vs. SALES: NBC 1940

## JERGENS LOTION

(METHOD = COINCIDENTAL AND RE-TELEPHONE)

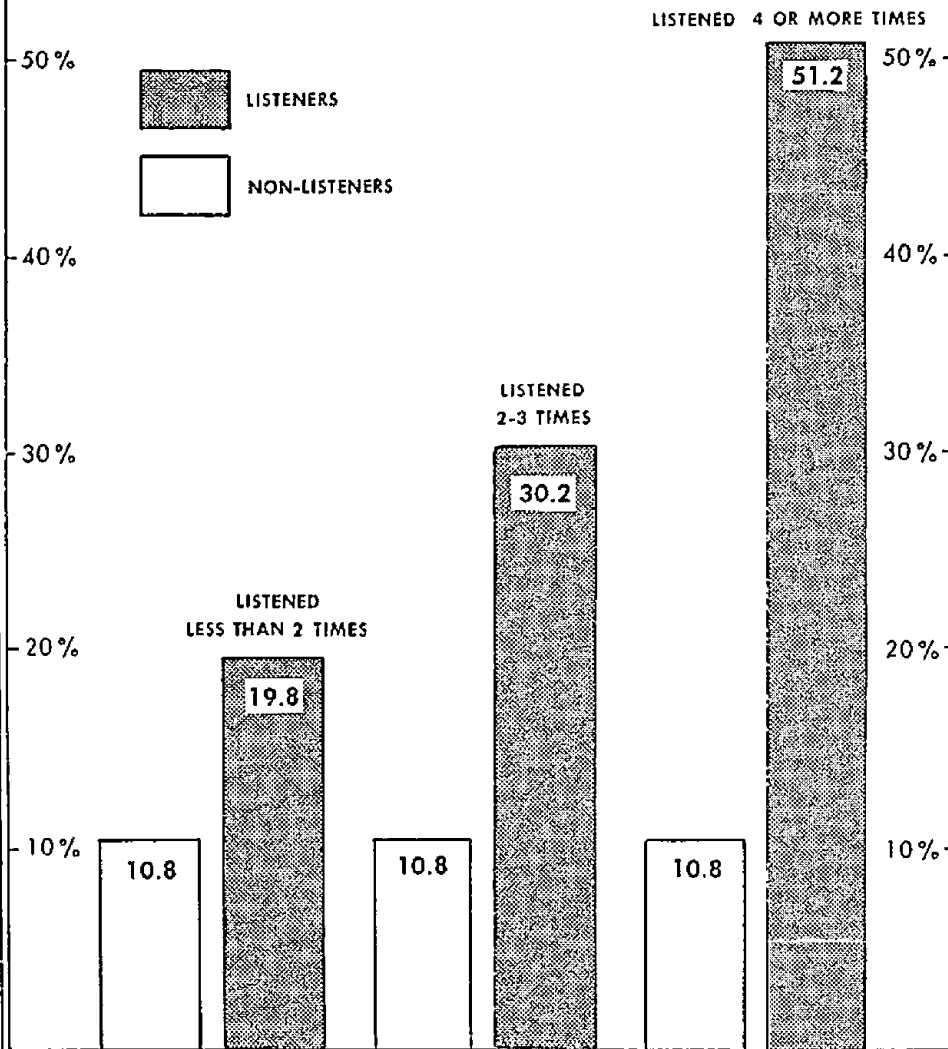




# RADIO vs. SALES: NBC 1940

JERGENS LOTION • SAME AS ON FACING PAGE

SHOWING USE OF PRODUCT WITH FREQUENCY OF LISTENING  
IN PAST MONTH



# TRENDS

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## COOPERATIVE ANALYSIS OF BROADCASTING [WHAT IT IS AND DOES]

The Co-operative Analysis of Broadcasting was founded in March, 1930, as an outgrowth of the 1929 activities of the Association of National Advertisers' Radio Committee.

It is a mutual and non-profit organization operating under the supervision of a Governing Committee, two members of which are appointed by the president of the American Association of Advertising Agencies, and three members by the president of the A.N.A. This Committee has full charge of management and sets all policies, business as well as research. The subscribers comprise radio advertisers, agencies and networks. The cost is spread among them in proportion to their respective stakes in radio advertising. The average subscriber pays \$100 per month for approximately 300 ratings (or about thirty cents apiece).

Each rating which appears in the report is a percentage. To illustrate, simply: If out of each 100 set-owners who are called in the area covered by a given program 20 report that they heard it, then the rating which appears in the report is 20. The number of stations carrying a program does not affect the size of the rating.

The field work is conducted by Crossley, Inc., a private research organization, on a contract basis. The governing committee maintains a permanent headquarters at 330 West 42nd Street, New York City, in charge of A. W. Lehman, manager.

Ratings on practically all commercial network programs, daytime as well as evening, are reported to subscribers, in twenty-four semi-monthly and several more comprehensive reports which analyze programs by geographical sections, income levels, etc.

Currently the C.A.B. is making completed calls at the rate of 509,000 per year. These are made by 53 investigators in 33 cities, from Boston to San Francisco and New Orleans to Minneapolis. The calls are carefully distributed by income levels to parallel the distribution of radio sets among economic groups. Also, they are distributed by geographical sections to correspond closely to the distribution of radio homes.

In addition to the regular reporting service the C.A.B. supplies its subscribers with special analyses of almost every imaginable kind, such as ratings of specified transcribed or sustaining programs, cumulative ratings on local programs in various cities, and how listeners turn from one program to another.

In summary, the C.A.B. helps its subscribers:

1. To determine the best day and hour to select whenever a choice of radio time is offered.
2. To follow the popularity trend of various types of programs and discover when a given type is improving or wearing thin.

*(Continued on page 96)*

# TWENTY-FIVE LEADING EVENING PROGRAMS OCTOBER 1939—APRIL 1940

FROM COOPERATIVE ANALYSIS OF BROADCASTING RECORDS

Rank.	Average	High		Low		Months on air
		Month	Rating	Month	Rating	
1. Chase & Sanborn*	40.0	Nov.	41.5	Mar.	37.7	7
2. Jack Benny (Jell-O)	39.0	Apr.	42.3	Oct.	32.6	7
3. Lux Radio Theatre	29.5	Feb.	33.5	Oct.	24.7	7
4. Fibber McGee & Molly (Johnson)	28.9	Feb.	32.8	Oct.	21.9	7
5. Kraft Music Hall (Bing Crosby)	28.7	Jan.	34.5	Oct.	22.5	7
6. Major Bowes (Chrysler)	24.4	Apr.	27.9	Oct.	21.2	7
7. Pepsodent—Bob Hope	24.3	Mar.	29.0	Oct.	17.1	7
8. Kay Kyser (Lucky Strike)	23.6	Jan.	28.7	Oct.	18.7	7
9. One Man's Family (Stan. Brands)	23.6	Mar.	28.6	Dec.	18.2	7
10. Kate Smith Hour (Gen. Foods)	22.6	Jan.	26.5	Oct.	19.2	7
11. Pot o' Gold (Tums)	22.4	Feb.	28.3	Oct.	11.8	7
12. Fitch Bandwagon	21.4	Apr.	25.4	Oct.	17.8	7
13. Fred Allen (Bristol-Myers)	21.3	Feb.	24.1	Oct.	18.4	7
14. Good News of 1940 (Maxwell)†	19.8	Feb.	21.8	Oct.	16.6	7
15. First Nighter (Campana)	19.4	Feb.	23.0	Oct.	15.4	7
16. Gang Busters (Colgate)	17.8	Jan.	19.3	Nov.	14.6	6½
17. Burns & Allen (Lehn & Fink)	17.7	Mar.	21.1	Oct.	15.0	7
18. Your Hit Parade (Lucky Strike)	17.7	Jan.	20.2	Oct.	13.1	7
19. Lowell Thomas (Sun Oil)	17.3	Jan.	19.4	Nov.	14.9	7
20. Big Town (Lever Bros)	17.1	Jan.	18.8	Nov.	15.9	7
21. Grand Central Station (Lambert)	16.4	Mar.	19.8	Oct.	13.3	7
22. Sealtest—Rudy Vallee	16.0	...	...	...	...	1½
23. Al Pearce (Hawaiian Pineapple)	15.9	Feb.	18.4	Dec.	13.6	6
24. Texaco Star Theatre	15.2	Feb.	18.6	Oct.	12.3	7
25. Walter Winchell (Jergens)	15.0	Apr.	17.6	Oct.	12.4	7

\* Rated 40.6 as 60-minute program (3 months); 39.5 as 30-minute program (4 months).

† Rated 19.8 as 60-minute program (5½ months); 18.7 as 30-minute program (1½ months).

# TEN LEADING DAYTIME PROGRAMS OCTOBER 1939—APRIL 1940

FROM COOPERATIVE ANALYSIS OF BROADCASTING RECORDS

Rank.	Average	High		Low		Months on air
		Month	Rating	Month	Rating	
1. Ben Bernie (Am. Tobacco)	10.3	Feb.	13.1	Oct.	7.7	6
2. Hobby Lobby (Fels)	9.5	Feb.	12.1	Oct.	6.7	6
3. Ma Perkins (P & G)	9.5	Feb.	11.0	Oct.	7.5	7
4. Pepper Young's Family (P & G)	8.9	{ Jan. }	10.2	Oct.	7.4	7
		{ Feb. }				
5. Mary Marlin (P & G)	8.3	Jan.	9.9	Oct.	6.5	7
6. Vic & Sade (P & G)	8.2	Feb.	10.3	Oct.	4.7	7
7. Guiding Light (P & G)	8.1	Jan.	8.7	Mar.	7.5	7
8. Stella Dallas (Phillips Chem.)	7.8	{ Feb. }	9.1	Oct.	5.9	7
		{ Mar. }				
9. I Want a Divorce (Food-Bev. B'casters)	7.7	Mar.	7.9	Apr.	7.6	2½
10. Woman in White (Pillsbury)	7.5	Mar.	8.4	Oct.	6.7	7

**COOPERATIVE ANALYSIS OF BROADCASTING—Continued**  
(Continued from page 94)

3. To purchase talent advantageously by comparing the performers on different programs.
4. To decide whether a given season should be included or dropped.
5. To make comparisons between daytime and evening programs.
6. To compare the difference in program audiences by sections of the country, population groups, income levels, etc.
7. To discern by studies of the leaders and laggards what makes a good radio program.
8. To check where the least competition is and find the most desirable time to buy.

The Governing Committee is headed by Dr. D. P. Smelser, in charge of the Market Research Department of Procter & Gamble (current leading radio advertiser). Dr. George Gallup of Young & Rubicam, Inc., is treasurer. Chester H. Lang, of the General Electric Company; Dr. L. D. H. Weld, of McCann-Erickson, Inc.; A. Wells Wilbor, of General Mills, Inc., are the other members of the committee.

## C. A. B. SPECIAL EVENTS RATINGS: 1939-40

From time to time the Cooperative Analysis of Broadcasting compiles ratings of public events of outstanding importance or significance. Those recorded during the past year are listed below. *This material may not be reproduced without permission of the C.A.B., sole owner of the copyright.*

### SPEECHES

Duke of Windsor, May 8, 1939 (NBC Red-Blue).....	10.1
President Roosevelt, May 22, 1939 (NBC Red-Blue, CBS).....	13.2
Chancellor Hiller, Sept. 19, 1939 (all networks).....	16.3
President Roosevelt, Sept. 21, 1939 (all networks).....	29.8
President Roosevelt, Oct. 9, 1939 (all networks).....	12.1
Prime Minister Chamberlain, Jan. 9, 1940.....	13.0
President Roosevelt, June 10, 1940 (all networks).....	45.5

### SPORTS

Kentucky Derby, May 6, 1939 (CBS).....	13.4
Baseball, May-September, 1939, average.....	17.7
All-Star Baseball Game, July 11, 1939.....	14.9
Louis-Pastor Fight, Sept. 20, 1939 (NBC Blue).....	47.6
World Series, Oct. 4-8, 1939 (Mutual).....	21.3
Football, October-December, 1939, average.....	33.9

### OTHER

Opening of Congress, Jan. 3, 1940.....	16.1
Jackson Day Dinner, Jan. 8, 1940 (all networks).....	25.2

### SPECIAL NEWS BROADCASTS

Between Aug. 24-29, 1939, news broadcasts covering the war crisis accounted for 18.7% of all daytime program mentions, and 27.2% of all evening program mentions, the peak day being Saturday, August 26, when 33.5% of all program mentions were for "news".

# PROGRAM POPULARITY POLLS

Listed herewith are the major program and talent popularity polls of the past year, with winners presented in order of their rank. Methods by which the polls were conducted are briefly indicated. The order in which the polls appear is in chronological sequence.

**SECOND ANNUAL SURVEY ON YOUTH.** Conducted by *Young America*, national news weekly for young people, with the assistance of International Business Machines Corp. Approximately equal numbers of boys and girls, aged 13-14, in 51 elementary and junior high schools were given questionnaires which teachers and principals supervised in filling out during classroom periods. The survey was made during May and June, 1939, in major markets of nine states—California, Connecticut, Illinois, Massachusetts, Michigan, New Jersey, New York, Ohio, and Pennsylvania. Three thousand returns, picked at random, were used as basis for the findings, listed below (in part):

### What's your favorite radio program?

1. Gang Busters.....	11.1%
2. Chase & Sanborn Hour.....	9.3%
3. Lux Radio Theatre.....	7.8%
4. Jell-O Program.....	6.6%
5. Lone Ranger.....	6.1%
6. Good News of 1939 (Maxwell House).....	5.9%
7. Eddie Cantor's Camel Cavavan..	2.3%
8. One Man's Family.....	1.9%
9. Town Hall Tonight.....	1.1%
10. Dick Tracy.....	0.4%
11. All others.....	47.5%

### Who's your favorite radio star?

1. Jack Benny.....	10.2%
2. Fannie Brice.....	8.9%
3. Charlie McCarthy.....	8.5%
4. Eddie Cantor.....	7.5%
5. Joe Penner.....	5.5%
6. Don Ameche.....	3.4%
7. Fred Allen.....	3.2%
8. Bing Crosby.....	2.2%
9. Lone Ranger.....	1.9%
10. Edward G. Robinson.....	1.5%
11. All others.....	47.2%

How many different radio programs do you listen to each week?

Answer.....Average of 16

When you tune in on a radio program, do you listen to the main part only, or to both main part and advertising?

Main part only.....	19.8%
Both.....	80.2%

### What's your favorite amusement?

1. Movies.....	40.6%
2. Sports.....	26.6%
3. Reading.....	6.4%
4. Radio.....	5.1%
5. Bicycling.....	3.5%
6. Music.....	2.0%
7. Trips.....	1.5%
8. Plays (drama).....	1.2%
9. Singing.....	1.0%
10. Circus.....	0.8%
11. All others.....	11.3%

### Do you have a radio in your home?

Yes.....	99.4%
No.....	0.6%

### Do you have a radio of your own in your room at home?

Yes.....	41.4%
No.....	58.6%

### Which of the following kinds of advertising influences you most? (Check one)

1. Radio.....	69.3%
2. Magazines.....	17.5%
3. Newspapers.....	13.2%

### Does Mother take your advice when she buys food?

Yes.....	70.6%
----------	-------

{ Boys.....	68.1%
{ Girls.....	73.0%

No.....	29.4%
---------	-------

{ Boys.....	31.9%
{ Girls.....	27.0%

### When you ask Mother to buy certain foods for you, do you ask for brands?

Yes.....	60.2%
----------	-------

{ Boys.....	59.3%
{ Girls.....	61.0%

No.....	39.8%
---------	-------

{ Boys.....	40.7%
{ Girls.....	39.0%

**SIXTH ANNUAL RADIO GUIDE POPULARITY POLL.** Conducted by Radio Guide among its readers, and published in weekly installments on June 23 and June 30, 1939. Approximately 750,000 votes were cast in the poll. The total vote for the 12 leaders in each classifica-

## POPULARITY POLLS—Continued

tion was counted as 100, and each program's share thereof is represented via a point system (tantamount to a percentage figure). (For the corresponding 1940 poll, see page 103):

### *Star of Stars*

1. Nelson Eddy.....	24.2
2. Jessica Dragonette.....	15.9
3. Edgar Bergen.....	12.6
4. Jack Benny.....	12.4
5. Don Ameche.....	10.6
6. Bing Crosby.....	10.5
7. Lanny Ross.....	03.9
8. Joan Blaine.....	02.3
9. Orson Welles.....	02.1
10. Jack Baker.....	01.9
11. Rudy Vallee.....	01.5
12. Kate Smith.....	01.4

### *Comedian*

1. Bergen-McCarthy.....	39.1
2. Jack Benny.....	23.1
3. Bob Hope.....	09.8
4. Eddie Cantor.....	07.6
5. Fibber McGee.....	07.2
6. Fred Allen.....	04.8
7. Bob Burns.....	03.0
8. Abbott and Costello.....	01.8
9. Al Pearce.....	01.1
10. Ransom Sherman.....	00.8
11. Frank Morgan.....	00.7
12. Robert Benchley.....	00.4

### *Commentator (Man)*

1. Lowell Thomas.....	33.8
2. Walter Winchell.....	15.3
3. H. V. Kaltenborn.....	14.8
4. Boake Carter.....	10.6
5. Jimmie Fidler.....	09.4
6. Edwin C. Hill.....	09.3
7. Paul Sullivan.....	02.7
8. Fort Pearson.....	01.1
9. Gabriel Heatter.....	00.9
10. Fulton Lewis, Jr.....	00.6
11. Deems Taylor.....	00.5
12. Bob Trout.....	00.5

### *Commentator (Woman)*

1. Dorothy Thompson.....	57.2
2. Kate Smith.....	28.3
3. Mary Margaret McBride.....	09.4
4. Kathryn Cravens.....	02.5
5. Eleanor Roosevelt.....	01.5
6. Hedda Hopper.....	00.4
7. Nellie Revell.....	00.1
8. Adelaide Hawley.....	00.1
9. Dorothy Parker.....	00.1
10. Elizabeth Arnold.....	00.1
11. Lisa Sergio.....	00.1
12. Radie Harris.....	00.1

### *Radio Actor*

1. Don Ameche.....	45.1
2. Orson Welles.....	17.3

3. Les Tremayne.....	09.6
4. Charles Boyer.....	09.3
5. Edward G. Robinson.....	04.0
6. Hugh Studebaker.....	02.7
7. Raymond Johnson.....	02.5
8. Phil Lord.....	02.3
9. Lanny Ross.....	02.2
10. Martin Gabel.....	01.3
11. Pat Murphy.....	01.2
12. Michael Raffetto.....	01.0

### *Radio Actress*

1. Claire Trevor.....	23.8
2. Barbara Luddy.....	18.3
3. Joan Blaine.....	14.2
4. Alice Frost.....	08.8
5. Helen Menken.....	08.3
6. Helen Hayes.....	08.0
7. Anne Seymour.....	05.8
8. Betty Winkler.....	04.3
9. Kathleen Wilson.....	04.2
10. Patricia Dunlap.....	01.6
11. Irene Rich.....	01.2
12. Marjorie Hannan.....	01.2

### *Singer of Popular Songs (Man)*

1. Bing Crosby.....	36.1
2. Kenny Baker.....	27.0
3. Lanny Ross.....	10.7
4. Don Ameche.....	06.3
5. Jack Baker.....	04.7
6. Frank Parker.....	03.7
7. Rudy Vallee.....	03.6
8. Dick Powell.....	02.2
9. Jerry Cooper.....	01.7
10. Harry Babbitt.....	01.4
11. Frank Munn.....	00.9
12. Skinnay Ennis.....	00.6

### *Singer of Popular Songs (Woman)*

1. Kate Smith.....	36.6
2. Frances Langford.....	20.1
3. Virginia Simms.....	13.5
4. Dorothy Lamour.....	13.3
5. Hildegard.....	04.6
6. Annette King.....	03.8
7. Judy Starr.....	01.5
8. Fran Allison.....	01.4
9. Joan Edwards.....	01.3
10. Kay St. Germain.....	01.2
11. Connie Boswell.....	01.1
12. Muriel Wilson.....	01.1

### *Musical Program*

1. Ford Sunday Evening Hour.....	34.3
2. Waltz Time.....	14.1
3. Your Hit Parade.....	10.5
4. Voice of Firestone.....	07.5
5. N. Y. Philharmonic.....	06.4
6. 99 Men and a Girl.....	06.2
7. American Album of Familiar Music.....	05.7
8. Manhattan Merry-Go-Round.....	04.3
9. NBC Symphony.....	03.3
10. Metropolitan Opera Auditions.....	02.5

## POPULARITY POLLS—Continued

<p>11. Radio City Music Hall..... 02.4</p> <p>12. Cities Service Concert..... 02.1</p> <p style="text-align: center;"><i>Singer of Classical Songs (Man)</i></p> <p>1. Nelson Eddy..... 54.3</p> <p>2. Richard Crooks..... 10.8</p> <p>3. Lawrence Tibbett..... 09.6</p> <p>4. John Carter..... 06.8</p> <p>5. Donald Dickson..... 06.1</p> <p>6. Lanny Ross..... 06.0</p> <p>7. John Charles Thomas..... 01.7</p> <p>8. Jack Baker..... 01.2</p> <p>9. Frank Munn..... 00.9</p> <p>10. Fred Hufsmith..... 00.7</p> <p>11. Lauritz Melchior..... 00.6</p> <p>12. James Melton..... 00.6</p> <p style="text-align: center;"><i>Singer of Classical Songs (Woman)</i></p> <p>1. Margaret Speaks..... 23.4</p> <p>2. Jessica Dragonette..... 22.1</p> <p>3. Gladys Swarthout..... 10.9</p> <p>4. Jeanette MacDonald..... 09.5</p> <p>5. Miliza Korjus..... 08.8</p> <p>6. Jean Dickenson..... 07.7</p> <p>7. Lucille Manners..... 07.0</p> <p>8. Lily Pons..... 03.7</p> <p>9. Grace Moore..... 02.2</p> <p>10. Rose Bampton..... 01.9</p> <p>11. Kirsten Flagstad..... 01.8</p> <p>12. Muriel Wilson..... 00.9</p> <p style="text-align: center;"><i>Announcer</i></p> <p>1. Don Wilson..... 28.4</p> <p>2. Ken Carpenter..... 21.8</p> <p>3. Milton J. Cross..... 15.9</p> <p>4. Harry Von Zell..... 06.7</p> <p>5. Graham McNamee..... 05.9</p> <p>6. Ford Bond..... 05.8</p> <p>7. Ted Husing..... 03.8</p> <p>8. Ken Niles..... 02.8</p> <p>9. Ralph Edwards..... 02.5</p> <p>10. Bob Brown..... 02.3</p> <p>11. Ben Grauer..... 01.9</p> <p>12. Fred Uttal..... 01.6</p> <p style="text-align: center;"><i>Variety Program</i></p> <p>1. Chase &amp; Sanborn Program..... 36.3</p> <p>2. Kraft Music Hall..... 15.9</p> <p>3. Good News..... 10.7</p> <p>4. Kate Smith's Hour..... 07.6</p> <p>5. Magic Key of RCA..... 06.3</p> <p>6. Breakfast Club..... 06.2</p> <p>7. Jell-O..... 05.2</p> <p>8. Rudy Vallee Hour..... 05.0</p> <p>9. Circle..... 02.8</p> <p>10. Texaco Star Theatre..... 01.4</p> <p>11. Town Hall Tonight..... 01.2</p> <p>12. Fibber McGee &amp; Molly..... 00.7</p> <p style="text-align: center;"><i>Audience-Participation Program</i></p> <p>1. Kay Kyser's College of Musical Knowledge..... 42.0</p> <p>2. Information, Please..... 26.5</p> <p>3. Battle of the Sexes..... 12.2</p> <p>4. Professor Quiz..... 07.5</p>	<p>5. True or False..... 03.8</p> <p>6. Vox Pop..... 03.1</p> <p>7. Ask-It-Basket..... 01.4</p> <p>8. We, the People..... 00.9</p> <p>9. Uncle Jim's Question Box..... 00.8</p> <p>10. Hobby Lobby..... 00.4</p> <p>11. What's My Name?..... 00.4</p> <p>12. Dr. I. Q..... 00.4</p> <p style="text-align: center;"><i>Children's Program</i></p> <p>1. Lone Ranger..... 23.6</p> <p>2. Irene Wicker's Musical Plays..... 20.1</p> <p>3. Coast to Coast on a Bus..... 17.1</p> <p>4. Let's Pretend..... 16.1</p> <p>5. Little Orphan Annie..... 05.2</p> <p>6. Dick Tracy..... 04.3</p> <p>7. Malcolm Claire..... 03.5</p> <p>8. Don Winslow of the Navy..... 02.9</p> <p>9. Kaltenmeyer's Kindergarten..... 02.8</p> <p>10. Jack Armstrong..... 01.9</p> <p>11. Horn &amp; Hardart's Children's Hour..... 01.0</p> <p>12. March of Games..... 01.0</p> <p style="text-align: center;"><i>Master of Ceremonies</i></p> <p>1. Don Ameche..... 36.5</p> <p>2. Bing Crosby..... 19.9</p> <p>3. Don McNeill..... 13.9</p> <p>4. Robert Young..... 11.9</p> <p>5. Jack Benny..... 04.9</p> <p>6. Dick Powell..... 03.4</p> <p>7. Rudy Vallee..... 02.4</p> <p>8. Fred Allen..... 01.5</p> <p>9. Walter O'Keefe..... 01.5</p> <p>10. Clifton Fadiman..... 01.2</p> <p>11. Ransom Sherman..... 01.1</p> <p>12. Basil Rathbone..... 00.9</p> <p style="text-align: center;"><i>Serial Dramatic Program</i></p> <p>1. One Man's Family..... 49.2</p> <p>2. Big Sister..... 10.2</p> <p>3. Bachelor's Children..... 08.7</p> <p>4. Guiding Light..... 06.4</p> <p>5. Road of Life..... 06.0</p> <p>6. Valiant Lady..... 03.3</p> <p>7. Life Can Be Beautiful..... 03.0</p> <p>8. Betty and Bob..... 02.8</p> <p>9. Girl Alone..... 02.7</p> <p>10. Mary Marlin..... 02.5</p> <p>11. Vic and Sade..... 02.4</p> <p>12. Second Husband..... 02.1</p> <p style="text-align: center;"><i>Swing Singer</i></p> <p>1. Bea Wain..... 32.1</p> <p>2. Martha Raye..... 15.9</p> <p>3. Martha Tilton..... 12.8</p> <p>4. Virginia Simms..... 12.1</p> <p>5. Edythe Wright..... 08.5</p> <p>6. Mildred Bailey..... 07.7</p> <p>7. Ella Fitzgerald..... 04.3</p> <p>8. Maxine Sullivan..... 01.8</p> <p>9. Marion Mann..... 01.3</p> <p>10. Sully Mason..... 01.2</p> <p>11. Connie Boswell..... 01.0</p> <p>12. Judy Garland..... 00.8</p>
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POPULARITY POLLS—Continued

*Swing Instrumentalist*

1. Tommy Dorsey.....	32.3
2. Artie Shaw.....	23.1
3. Gene Krupa.....	18.9
4. Benny Goodman.....	12.5
5. Henry Busse.....	06.1
6. Jimmy Dorsey.....	03.5
7. Harry James.....	00.8
8. Ray Bauduc.....	00.7
9. Eddy Duchin.....	00.5
10. Milt Herth.....	00.5
11. Stuff Smith.....	00.3
12. Kay Kyser.....	00.2

*Swing Band*

1. Artie Shaw.....	26.6
2. Benny Goodman.....	22.9
3. Tommy Dorsey.....	18.9
4. Kay Kyser.....	13.1
5. Bob Crosby.....	07.0
6. Larry Clinton.....	06.6
7. Gene Krupa.....	01.9
8. Sammy Kaye.....	00.9
9. Henry Busse.....	00.5
10. Phil Harris.....	00.4
11. Jimmy Dorsey.....	00.3
12. Raymond Scott.....	00.3

*Dance Orchestra*

1. Wayne King.....	35.6
2. Guy Lombardo.....	20.9
3. Horace Heidt.....	15.4
4. Kay Kyser.....	11.2
5. Eddy Duchin.....	04.7
6. Hal Kemp.....	03.0
7. Sammy Kaye.....	02.8
8. Rudy Vallee.....	01.6
9. Paul Whiteman.....	01.4
10. Abe Lyman.....	01.3
11. Tommy Dorsey.....	01.2
12. Richard Himber.....	01.1

*Educational Program*

1. American School of the Air.....	27.9
2. Great Plays.....	13.2
3. Music Appreciation Hour.....	13.0
4. World Is Yours.....	12.7
5. America's Town Meeting.....	10.4
6. U. of C. Round Table.....	08.3
7. Information, Please.....	03.4
8. Men Against Death.....	02.6
9. Cavalcade of America.....	02.2
10. People's Platform.....	02.1
11. National Farm and Home Hour.....	02.0
12. Nation's School of the Air.....	01.2

*Non-Network (Local) Program*

1. Zeke Manners Gang, WMCA, N. Y. ....	25.2
2. Hank Lawson and the Buns, WEEU, Reading, Pa. ....	09.8
3. Wayside Theater, WBBM, Chi- cago, Ill. ....	09.7
4. History in the Making, WBBM, Chicago, Ill. ....	09.4

5. Memory Baseball, KFYR, Bis- marck, N. D. ....	06.9
6. Number, Please, WJR, Detroit, Mich. ....	06.5
7. Night Watch, WIND, Gary, Ind. ....	06.0
8. Bernie Armstrong, KDKA, Pittsburgh, Pa. ....	05.6
9. Mad Hatterfields, WLW, Cin- cinnati, Ohio ....	05.4
10. Supper Time Frolics, WJJD, cinnati, Ohio ....	05.4
11. Nine - Twenty Club, WORL, Boston, Mass. ....	05.0
12. Bradley Kincaid, WGY, Schen- ectady, N. Y. ....	04.5

**NATIONAL FEDERATION OF PRESS WOMEN, INC. AWARDS.** Announced June 26, 1939. Results are listed below, together with the network on which the winning programs appeared:

*Best forenoon weekday program*  
Getting the Most Out of Life....NBC Blue

*Best afternoon weekday program*  
American School of the Air.....CBS

*Best interpretation of news*  
H. V. Kaltenborn.....CBS

*Best radio program contributed to by a woman*  
GE Hour of Charm (Dorothy Thompson)...  
NBC Red

*Good taste and restraint in advertising announcements*  
Ford Sunday Evening Hour.....CBS

*Most original program idea*  
N. Y. World's Fair Salute of Nations.....  
NBC, CBS, MBS

*Shortwave program promoting inter-national peace*  
N. Y. World's Fair Salute of Nations.....  
NBC, CBS, MBS

*Best program designed for rural listeners*  
Farm and Home Hour.....NBC Blue

*Children's program best designed to interest and develop mind and character of children under 12*  
Singing Lady (Irene Wicker)...NBC Red

*Children's program best designed to interest and develop mind and character of youths over 12*  
Dr. Damrosch's Music Apprecia-  
tion Hour.....NBC Blue



## POPULARITY POLLS—Continued

*Best performance of plays written for or adapted to radio*  
Orson Welles .....CBS

*Program most effective in presenting and building American ideals*  
America's Town Meeting of the Air .....NBC Blue

*Special award for classical music*  
N. Y. Philharmonic Orchestra.....CBS

*Brilliance of objective reporting in the field of foreign news*  
William L. Shirer.....CBS

**RADIO MIRROR "FACING THE MUSIC" POPULARITY POLL.** Conducted by Radio Mirror among its readers, and announced in August, 1939:

1. Eddy Duchin.
2. Benny Goodman.
3. Horace Heidt.
4. Sammy Kaye.
5. Guy Lombardo.
6. Kay Kyser.
7. Tommy Dorsey.
8. Artie Shaw.
9. Freddie Martin.
10. Rudy Vallee.

**DOWN BEAT POLL OF MUSICIANS.** Conducted among musicians by *Down Beat*, and announced Jan. 1, 1940. Winners in two of the numerous classifications are listed below, together with the votes they polled:

### *Swing Bands*

1. Benny Goodman .....	5,251
2. Glenn Miller .....	3,211
3. Bob Crosby .....	2,139
4. Artie Shaw .....	2,116
5. Count Basie .....	1,774
6. Duke Ellington .....	1,087
7. Jimmy Dorsey .....	992
8. Gene Krupa .....	945
9. Jan Savitt .....	931
10. Charlie Barnet .....	719
11. Woody Herman .....	705
12. Harry James .....	701
13. Tommy Dorsey .....	645
14. Jimmie Lunceford .....	424
15. Larry Clinton .....	376

### *Sweet Bands*

1. Tommy Dorsey .....	3,673
2. Glenn Miller .....	3,589
3. Casa Loma .....	3,532
4. Hal Kemp .....	2,129
5. Kay Kyser .....	1,446
6. Guy Lombardo .....	1,051

7. Sammy Kaye .....	559
8. Wayne King .....	532
9. Jimmy Dorsey .....	518
10. Horace Heidt .....	356
11. Orrin Tucker .....	304
12. Dick Jurgens .....	261
13. Del Courtney .....	244
14. Jan Savitt .....	231
15. Paul Whiteman .....	218

### **NINTH ANNUAL NEW YORK WORLD-TELEGRAM NEWSPAPER EDITORS**

**RADIO POLL.** Conducted by Alton Cook, radio editor of the *New York World Telegram* among radio editors in the United States and Canada, and announced Jan. 6, 1940. Votes were tabulated on the basis of 3 points for each editor's first choice, 2 for the second, and 1 for the third. Winners, ranked according to popularity in each classification, with number of votes received:

#### *Favorite Programs*

1. Jack Benny.....	85
2. Information, Please.....	63
3. Charlie McCarthy.....	55
4. Fred Allen.....	36
5. Bing Crosby.....	34
6. Kay Kyser's College.....	29
7. Bob Hope.....	28
8. Lux Radio Theatre.....	25
9. Orson Welles.....	19
10. Toscanini Concerts.....	16
11. America's Town Meeting.....	15
12. One Man's Family.....	13

#### *Leading Comedians*

1. Jack Benny.....	143
2. Fred Allen.....	85
3. Charlie McCarthy.....	80
4. Bob Hope.....	76
5. Fibber McGee & Molly.....	25
6. Burns and Allen.....	20
7. Fanny Brice.....	11
8. Tom Howard-George Shelton....	9
9. Abbott and Costello.....	8
10. Milton Berle.....	7

#### *Quiz Programs*

1. Information, Please.....	183
2. Kay Kyser's College.....	55
3. Professor Quiz.....	51
4. Doctor I. Q.....	46
5. What's My Name?.....	25
6. So You Think You Know Music?..	19
7. Gag Busters (Milton Berle).....	17
8. Ask-It-Basket.....	16
9. Pot o' Gold.....	15
10. Vox Pop.....	13

#### *Dramatic Programs*

1. Lux Radio Theatre.....	139
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## POPULARITY POLLS—Continued

2. Orson Welles.....	85	2. Kay Kyser.....	52
3. One Man's Family.....	45	3. Andre Kostelanetz.....	37
4. Texaco Star Theatre.....	24	4. Wayne King.....	30
5. NBC Great Plays.....	21	5. Glenn Miller.....	26
6. Aldrich Family.....	19	6. Horace Heidt.....	25
7. Columbia Workshop.....	18	7. Benny Goodman.....	24
8. Ellery Queen dramas.....	17	8. Eddy Duchin.....	16
9. First Nighter.....	16	9. Fred Waring.....	15
10. Silver Theatre.....	13	10. Orrin Tucker.....	13
10. Big Town (Ed G. Robinson)....	13	11. Phil Spitalny.....	12
10. Hollywood Playhouse.....	13	12. Paul Whiteman.....	11

### Quarter-Hour Programs

1. Fred Waring's Orchestra.....	88
2. Walter Winchell.....	43
3. Amos 'n' Andy.....	40
4. Easy Aces.....	38
5. Lum and Abner.....	26
6. I Love a Mystery.....	18
7. Lowell Thomas.....	17

### Children's Programs

1. Let's Pretend.....	72
2. Lone Ranger.....	42
3. Little Orphan Annie.....	30
4. American School of the Air.....	24
5. March of Games.....	19
6. Singing Lady (Irene Wicker)....	17

### Year's New Star

1. Alec Templeton.....	50
2. Ezra Stone.....	24
3. Glenn Miller.....	12

Mentions: Raymond Gram Swing, Dennis Day, Mary Martin, John Kieran, Elmer Davis, Barry Wood.

### Sports Announcers

1. Bill Stern.....	158
2. Ted Husing.....	153
3. Red Barber.....	35
4. Clem McCarthy.....	24
5. Sam Taub.....	11

### Commentators

1. Lowell Thomas.....	51
2. H. V. Kaltenborn.....	50
3. Raymond Gram Swing.....	36
4. Walter Winchell.....	33
5. Paul Sullivan.....	18
6. Elmer Davis.....	17
7. Fulton Lewis, Jr.....	12

### Studio Announcers

1. Don Wilson.....	48
2. Harry Von Zell.....	47
3. Milton Cross.....	33
4. Ken Carpenter.....	29
5. David Ross.....	14
6. Ben Grauer.....	12
7. Paul Douglas.....	9

### Popular Orchestras

1. Guy Lombardo.....	79
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### Female Popular Singers

1. Frances Langford.....	89
2. Kate Smith.....	86
3. Connie Boswell.....	77
4. Virginia Simms.....	29
5. Mildred Bailey.....	24
6. Bea Wain.....	22
7. Judy Garland.....	20
8. Nan Wynn.....	17
9. Bonnie Baker.....	15
10. Dorothy Lamour.....	13

### Male Popular Singers

1. Bing Crosby.....	171
2. Kenny Baker.....	98
3. Lanny Ross.....	27
4. Tony Martin.....	24
5. Dennis Day.....	18
6. Barry Wood.....	17
7. Frank Munn.....	16
8. Frank Parker.....	13
8. Buddy Clark.....	13

### Symphonic Conductors

1. Arturo Toscanini.....	174
2. John Barbirolli.....	94
3. Alfred Wallenstein.....	28
4. Dr. Frank Black.....	26
5. Eugene Ormandy.....	24
6. Andre Kostelanetz.....	20
7. Erno Rapee.....	19
8. Howard Barlow.....	17
9. Leopold Stokowski.....	12
10. Fritz Reiner.....	9

### Classical or Operatic Singers

1. Nelson Eddy.....	86
2. Lawrence Tibbett.....	63
3. Richard Crooks.....	53
4. Lily Pons.....	36
5. Margaret Speaks.....	33
6. Gladys Swarthout.....	26
7. John Charles Thomas.....	25
8. Marian Anderson.....	23
9. Donald Dickson.....	21
10. Kirsten Flagstad.....	20
11. Lucille Manners.....	18
12. Jan Peerce.....	10

**THE FORTUNE SURVEY.** (Who is your favorite news commentator?) Results of a survey on this question were announced

## POPULARITY POLLS—Continued

in the January, 1940, issue of *Fortune*. The research work upon which the *Fortune* Survey is based is conducted by the firm of Elmo Roper:

Lowell Thomas .....	24.8%
H. V. Kaltenborn .....	20.8%
Edwin C. Hill.....	9.3%
Walter Winchell .....	6.8%
Boake Carter .....	6.0%
Raymond Gram Swing.....	3.8%
Elmer Davis .....	3.5%
Other .....	25.0%

Note: The column above adds up to 100%. This 100%, however, is 54.8% of the total sample; 38.1% of the persons interviewed had no choice; and 7.1% answered "don't know." Said *Fortune*: "Kaltenborn is the favorite of the upper two brackets, and of executives, professional people, and the proprietors of business. Lowell Thomas pleases all the others best . . ."

**NINTH WNEW (NEW YORK CITY) SEMI-ANNUAL POPULARITY POLL.** Conducted by Martin Block in conjunction with his "Make Believe Ballroom" program, and announced in February, 1940. Listeners were asked to send in their preferences regarding popular orchestras in three classifications: 1) sweet; 2) swing; and 3) over-all. Results of the February, 1940, poll:

1. Glenn Miller.
2. Benny Goodman.
3. Tommy Dorsey.
4. Sammy Kaye.
5. Artie Shaw.
6. Jimmy Dorsey.
7. Kay Kyser.
8. Larry Clinton.
9. Charlie Barnet.
10. Orrin Tucker.
11. Jimmie Lunceford.
12. Jan Savitt.
13. Guy Lombardo.
14. Count Basie.
15. Gene Krupa.
16. Blue Barron.
17. Bob Crosby.
18. Eddy Duchin.
19. Harry James.
20. Reggie Childs.

**SEVENTH ANNUAL MOVIE AND RADIO GUIDE POPULARITY POLL.** Conducted by *Movie and Radio Guide* (previously known as *Radio Guide*) among its readers, and published in weekly installments from April 27 to May 11, 1940. The

total vote cast in each classification was counted as 100, and each program's share thereof is represented via a point system, tantamount to a percentage of the total (this method of computing points varies slightly from the prior year's method, when the total mail of only the 12 leaders in each category was used as base—see page 97):

<i>Star of Stars</i>	
1. Nelson Eddy.....	28.2
2. Don Ameche.....	17.5
3. Bing Crosby.....	12.0
4. Jack Benny.....	10.2
5. Edgar Bergen.....	6.7
6. Alec Templeton.....	6.5
7. Jessica Dragonette.....	6.0
8. Lanny Ross.....	5.5
9. Alice Frost.....	3.6
10. Don McNeill.....	3.3
	99.5

<i>Favorite Program</i>	
1. Breakfast Club.....	32.7
2. One Man's Family.....	15.3
3. Jell-O .....	9.2
4. Kraft Music Hall.....	8.2
5. Chase & Sanborn Program.....	6.6
6. Metropolitan Opera Auditions...	6.0
7. Information, Please.....	5.7
8. Ford Sunday Evening Hour.....	5.6
9. Kay Kyser.....	5.2
10. Lux Radio Theater.....	5.2
	99.7

<i>Singer of Classical Songs (Woman)</i>	
1. Margaret Speaks.....	21.0
2. Jessica Dragonette.....	15.2
3. Jeanette MacDonald.....	13.9
4. Jean Dickenson.....	12.0
5. Grace Moore.....	9.1
6. Lily Pons.....	8.7
7. Lucille Manners.....	8.0
8. Gladys Swarthout .....	5.0
9. Marian Anderson.....	4.1
10. Mary Eastman.....	2.7
	99.7

<i>Dramatic Program</i>	
1. Lux Radio Theater.....	36.0
2. One Man's Family.....	21.0
3. First Nighter.....	8.3
4. Campbell's Playhouse.....	8.2
5. Those We Love.....	6.7
6. Big Town.....	5.2
7. Aldrich Family.....	4.8
8. Hollywood Playhouse.....	3.3
9. Adventures of Ellery Queen....	3.1
10. Silver Theater.....	3.0
	99.6

<i>News Commentator (Woman)</i>	
1. Dorothy Thompson.....	48.2
2. Kate Smith.....	27.2
3. Hedda Hopper.....	12.7

POPULARITY POLLS—Continued

4. Mary Margaret McBride.....	4.1	4. Donald Dickson.....	9.1
5. Eleanor Roosevelt.....	2.7	5. Jack Baker.....	7.2
6. Louella Parsons.....	2.2	6. Frank Munn.....	5.4
7. Adelaide Hawley.....	1.1	7. Lawrence Tibbett.....	5.2
8. Dorothy Parker.....	.6	8. Kenny Baker.....	3.7
9. Claire Wallace.....	.6	9. John Charles Thomas.....	2.4
10. Alma Kitchell.....	.5	10. Felix Knight.....	1.4
	<hr/>		<hr/>
	99.9		99.8

*Radio Actress*

1. Barbara Luddy.....	16.2
2. Helen Hayes.....	15.7
3. Joan Blaine.....	12.3
4. Alice Frost.....	11.6
5. Nan Grey.....	11.3
6. Gale Page.....	10.7
7. Betty Winkler.....	6.9
8. Bette Davis.....	6.1
9. Madeleine Carroll.....	5.1
10. Anne Seymour.....	3.6
	<hr/>
	99.5

*Singer of Popular Songs (Man)*

1. Bing Crosby.....	33.7
2. Jack Baker.....	17.8
3. Lanny Ross.....	14.9
4. Kenny Baker.....	13.8
5. Don Ameche.....	5.1
6. Frank Munn.....	3.6
7. Johnny Johnston.....	2.9
8. Tony Martin.....	2.8
9. Rudy Vallee.....	2.6
10. Don Reid.....	2.4
	<hr/>
	99.6

*News Commentator (Man)*

1. Lowell Thomas.....	37.8
2. Walter Winchell.....	14.1
3. H. V. Kaltenborn.....	13.0
4. Edwin C. Hill.....	7.3
5. Paul Sullivan.....	6.9
6. Jimmie Fidler.....	5.8
7. Elmer Davis.....	5.4
8. Raymond Gram Swing.....	3.7
9. Boake Carter.....	3.6
10. Fulton Lewis, Jr.....	2.4
	<hr/>
	100.0

*Announcer*

1. Don Wilson.....	27.5
2. Ken Carpenter.....	19.8
3. Milton J. Cross.....	17.1
4. Ralph Edwards.....	9.4
5. Bob Brown.....	8.7
6. Harry Von Zell.....	5.8
7. Harlow Wilcox.....	3.6
8. Ford Bond.....	2.8
9. Fred Uttal.....	2.5
10. James Wallington.....	2.1
	<hr/>
	99.3

*Singer of Classical Songs (Man)*

1. Nelson Eddy.....	42.8
2. Richard Crooks.....	13.2
3. Lanny Ross.....	9.4

*Variety Program*

1. Breakfast Club.....	22.6
2. Kraft Music Hall.....	21.8
3. Chase & Sanborn.....	12.9
4. Bob Hope Show (Pepsodent).....	9.2
5. Good News of 1940.....	8.1
6. Kate Smith Hour.....	6.7
7. Jell-O (Jack Benny).....	5.1
8. Texaco Star Theatre.....	4.5
9. Club Matinee.....	4.4
10. Town Hall Tonight (Fred Allen).....	4.3
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	99.6

*Radio Actor*

1. Don Ameche.....	39.8
2. Orson Welles.....	13.1
3. Charles Boyer.....	12.9
4. Les Tremayne.....	9.5
5. Edward G. Robinson.....	5.9
6. Hugh Studebaker.....	5.5
7. Ezra Stone.....	5.1
8. Martin Gabel.....	3.1
9. Jim Ameche.....	2.4
10. Michael Raffetto.....	2.3
	<hr/>
	99.6

*Quiz Program*

1. Information, Please.....	32.9
2. Dr. I. Q.....	19.9
3. Kay Kyser's College of Musical Knowledge.....	12.7
4. Battle of the Sexes.....	8.3
5. Professor Quiz.....	7.9
6. What's My Name?.....	7.5
7. Ask-It-Basket.....	3.2
8. So You Think You Know Music.....	2.6
9. Vox Pop.....	2.4
10. True or False.....	2.2
	<hr/>
	99.6

*Sports Commentator*

1. Bill Stern.....	44.3
2. Ted Husing.....	23.3
3. Bob Elson.....	8.8
4. Bob Trout.....	5.0
5. Graham McNamee.....	4.9
6. Clem McCarthy.....	4.5
7. Red Barber.....	3.0
8. Sam Balter.....	2.3
9. Tom Manning.....	1.9
10. Stan Lomax.....	1.4
	<hr/>
	99.4

POPULARITY POLLS—Continued

*Serial-Dramatic Program*

1. One Man's Family.....	36.0
2. Those We Love.....	12.1
3. I Love a Mystery.....	8.8
4. Big Sister.....	8.4
5. Bachelor's Children.....	7.9
6. Aldrich Family.....	7.5
7. Valiant Lady.....	6.1
8. Guiding Light.....	5.5
9. Vic and Sade.....	4.1
10. Girl Alone.....	3.2
	<hr/>
	99.5

*Musical Program*

1. Ford Sunday Evening Hour.....	24.7
2. Your Hit Parade.....	13.0
3. Kay Kyser's College of Musical Knowledge.....	12.4
4. Voice of Firestone.....	11.0
5. American Album of Familiar Music.....	9.3
6. Metropolitan Opera Auditions.....	8.5
7. GE Hour of Charm.....	6.3
8. Kraft Music Hall.....	5.6
9. Fred Waring's Pleasure Time.....	4.3
10. Cities Service Program.....	4.3
	<hr/>
	99.4

*Audience-Participation Program*

1. Kay Kyser's College of Musical Knowledge.....	43.8
2. Dr. I. Q.....	16.0
3. We, the People.....	7.7
4. What's My Name?.....	7.0
5. Vox Pop.....	6.4
6. Information, Please.....	6.0
7. Battle of the Sexes.....	4.8
8. Hobby Lobby.....	3.0
9. Ask-It-Basket.....	2.9
10. Professor Quiz.....	1.8
	<hr/>
	99.4

*Comedian*

1. Jack Benny.....	30.1
2. Bob Hope.....	23.0
3. Edgar Bergen.....	16.3
4. Jim Jordan (Fibber McGee).....	12.2
5. Fred Allen.....	7.5
6. Eddie Cantor.....	2.9
7. Ransom Sherman.....	2.7
8. Bob Burns.....	2.1
9. Fanny Brice.....	1.5
10. Al Pearce.....	1.4
	<hr/>
	99.7

*Singer of Popular Songs (Woman)*

1. Kate Smith.....	18.5
2. Nancy Martin.....	15.9
3. Frances Langford.....	14.4
4. Bonnie Baker.....	11.6
5. Ginny Simms.....	9.8

6. Judy Garland.....	9.7
7. Connie Boswell.....	9.1
8. Evelyn Lynne.....	5.4
9. Bea Wain.....	3.0
10. Dorothy Lamour.....	2.3
	<hr/>
	99.7

*Dance Orchestra*

1. Wayne King.....	24.7
2. Guy Lombardo.....	21.3
3. Kay Kyser.....	16.1
4. Horace Heidt.....	10.4
5. Orrin Tucker.....	6.5
6. Glenn Miller.....	6.0
7. Fred Waring.....	4.8
8. Sammy Kaye.....	4.1
9. Eddy Duchin.....	3.2
10. Bob Crosby.....	2.5
	<hr/>
	99.6

*Children's Program*

1. The Lone Ranger.....	25.1
2. Coast to Coast on a Bus.....	16.4
3. Let's Pretend.....	15.1
4. The Singing Lady.....	14.1
5. Kaltenmeyer's Kindergarten.....	7.6
6. Little Orphan Annie.....	6.4
7. March of Games.....	5.1
8. Tom Mix.....	4.2
9. Jack Armstrong.....	2.8
10. Horn & Hardart Children's Hour.....	2.7
	<hr/>
	99.5

*Educational Program*

1. Information, Please.....	23.6
2. Cavalcade of America.....	13.3
3. American School of the Air.....	12.1
4. National Farm and Home Hour.....	9.2
5. Music Appreciation Hour.....	8.7
6. University of Chicago Round Table.....	8.5
7. World Is Yours.....	7.8
8. Dr. I. Q.....	7.6
9. America's Town Meeting of the Air.....	6.0
10. Americans at Work.....	3.2
	<hr/>
	100.0

*Master of Ceremonies*

1. Don McNeill.....	31.9
2. Don Ameche.....	29.8
3. Bing Crosby.....	14.2
4. Rudy Vallee.....	7.0
5. Clifton Fadiman.....	4.2
6. Ransom Sherman.....	2.9
7. Milton J. Cross.....	2.8
8. Bob Hope.....	2.5
9. Garry Moore.....	2.3
10. Lanny Ross.....	2.2
	<hr/>
	99.8

## POPULARITY POLLS—Continued

**SIXTH ANNUAL AWARDS OF THE WOMEN'S NATIONAL RADIO COMMITTEE.** Announced May 16, 1940.

### *Forum Discussions*

America's Town Meeting of the Air.  
University of Chicago Roundtable.  
People's Platform.  
American Forum of the Air.  
National Radio Forum.

### *Educational Programs*

National Farm and Home Hour.  
Americans at Work.  
On Your Job.

### *Religious Programs*

Dr. Harry Emerson Fosdick's National Vespers.  
Church of the Air.  
Catholic Hour.  
Hymns of All Churches.  
Religion in the News.

### *News Commentators*

H. V. Kaltenborn.  
Lowell Thomas.  
Raymond Gram Swing.  
Elmer Davis.

### *News Services*

Associated Press.  
United Press.  
(Commended for their unbiased presentation of the news).

### *European Broadcasts*

News from Europe.  
World Today.  
News Round-Ups from Abroad.

### *Dramatic Programs*

Lux Radio Theatre.  
Columbia Workshop.  
Campbell Playhouse.  
Great Plays.

### *Evening Dramatic Serials*

One Man's Family.  
Aldrich Family.

*Outstanding Daytime Program*  
Gallant American Women.

### *Variety Programs*

Chase & Sanborn Program (Bergen-McCarthy).  
Good News of 1940.

### *Quiz Programs*

Information, Please.  
Professor Quiz.

### *Best Sponsored Programs of Serious Music*

Ford Sunday Evening Hour.  
Metropolitan Opera Auditions.

### *Best Sustaining Programs of Serious Music*

NBC Symphony.  
New York Philharmonic Symphony.  
Wallenstein's Sinfonietta.

### *Light Music*

Voice of Firestone.  
Cities Service Concerts.

### *Children's Entertainment Programs*

Let's Pretend.  
Irene Wicker's Stories.

### *Children's Educational Programs*

School of the Air.  
Music Appreciation Hour (Dr. Walter Damrosch).  
Cavalcade of America.

### *Best Single Programs*

1. Broadcast by King George VI, Prime Minister Chamberlain, and President Roosevelt on Sept. 3, 1939, announcing the outbreak of the war.
2. Account of the scuttling of the Graf Spee.
3. International broadcast in which the Queen of the Netherlands and President Roosevelt participated on March 16, 1940.

## "FORTUNE" SURVEY OF PRESS AND RADIO

The following sample of public opinion is taken from the *Fortune* Survey, published in the August, 1939, issue and herewith reproduced by permission of the editors. The text accompanying the tables is exactly as it appeared in *Fortune*.

*Fortune* Surveys are based upon research work conducted for the magazine by the firm of Elmo Roper.

**From which one source do you get most of your news about what is going on?**

	Total	Prosperous	Upper middle class	Lower middle class	Poor	Negro
Newspapers .....	63.8%	70.7%	70.0%	63.6%	58.1%	51.6%
Radio .....	25.4	17.8	21.0	26.8	31.3	28.3
Friends .....	3.4	1.1	1.2	2.5	4.8	12.2
Both .....	3.1	4.0	3.5	3.1	2.7	1.4
Magazines .....	2.3	4.5	2.7	1.9	1.3	3.1
All other.....	1.3	1.2	1.1	1.5	1.0	1.5
Don't know.....	.7	.7	.5	.6	.8	1.9

"Here a cloud, no bigger than a man's hand, shows itself above the horizon. True, the newspaper lead is ample; but there is good cause for concern on the part of publishers in the fact that nearly two-fifths of the nation has found it can get most of its news without turning to newspapers; and that one-fourth relies most heavily on radio—an entertainment medium to which news transmission is admittedly a byproduct.

"Radio's inroad deepens from top to bottom of the economic scale, taking in nearly twice as many of the poor as of the prosperous. (The impecunious Negro depends on newspapers less than all others, more on the gossip passed on by his friends.) By occupation, there are marked preferences. Executives, professionals, and retired people rely on newspapers even more heavily than do the prosperous; unemployed and students rely on radio even more than do the poor. Perhaps the most significant variations in preference are those registered by three geographical sections:

	Northeast	Southwest	Pacific Coast
Newspaper .....	65.5%	63.5%	56.8%
Radio .....	27.4	18.8	33.1
Both .....	2.2	1.8	3.6
Friends .....	1.8	11.2	1.6
All other answers.....	3.1	4.7	4.9

"In the Southwest the gabby neighbor is more than three times as potent a news source as in the country as a whole. In the Northeast, seat of most of the nation's great newspapers, the press scores its highest popularity (and radio, too, rates better than average). But on the Pacific Coast the percentage favoring radio is greater than for any other region, or for any economic or occupational group. As we shall see, the press of that region is held in relatively low esteem on many counts.

"There is one more reason why the publishers should ponder well the growing rivalry of radio: while the 63.8 percent who still favor newspapers are a plump majority, they are not a contented majority. They don't like some things about the press; indeed, many of them compare newspapers unfavorably to radio.

**Which of the two—radio or newspaper—does the better job?**

	Newspaper	Radio	Both same	Don't know
Gets news to you more quickly.....	12.9%	83.0%	2.0%	2.1%
Gets news to you more fully.....	79.6	13.2	3.8	3.4
Gets news to you more accurately.....	38.3	38.0	16.6	7.1
Gives you news freer from prejudice.....	17.1	49.7	18.3	14.9

"On the obvious scores of speed and completeness, there is little to be said. The public's attitude is a reflection of radio's own slogan, following its delivery of a news flash: 'For further details see your local newspaper.' The overwhelming majority accept

## FORTUNE SURVEY—Continued

that complementary relationship, and it is surprising only that so many consider the newspaper faster (e.g. 20.6 percent of Negroes) and radio news more complete (19.5 percent of the poor).

"By economic status, these answers generally followed the curve established in Question I—i.e., the higher the bracket, the higher the regard for the press—with one conspicuous exception: on the question of prejudice, the prosperous, who rely on the press more than do the poor, were even harsher in their judgment; 52 percent considered the radio freer of prejudice. Again the regional differences are eloquent. For accuracy, the Southwest gave the press the highest vote, 45.2 (to 26.5 for radio); for fairness, the best the press could draw was 21.3 (to 41.5) in the Southeast. On both counts the Pacific Coast again registered its poor opinion of the press: only 29 percent considered the newspapers more accurate; only 6.2 percent rated them freer of prejudice.

"The total figures on belief in accuracy and fairness become more sobering when it is considered that 63.8 percent of the people rely on newspapers for most of their news. Of those newspaper adherents, nearly one-third consider the broadcasts more faithful to accuracy, and two-thirds consider them more faithful to justice. That leads to an all too easy assumption that people resort to newspapers not for *better* news, but simply *more* news, and that if the broadcasters could supply more complete reports, they would capture a correspondingly greater following. The assumption is too easy because of the differences inherent in the handling of news over the air and on the printed page.

"Radio news is of three kinds: (1) bulletins, mostly composed from dispatches of the Associated Press, United Press, International News Service, or Transradio Press; (2) commentaries, delivered by men like Lowell Thomas, H. V. Kaltenborn, Edwin C. Hill, *et al.*; (3) 'special events' or spot-news coverage like play-by-play sport reports, public ceremonies, important speeches like 'fireside chats' of the President or addresses by European statesmen, running descriptions at disaster scenes. This on-the-spot news (often very voluminous) gives radio listeners a *kind* of coverage that the newspaper medium cannot match. In handling the bulletins, which are abridged versions of the very same material that the newspapers print, radio confines itself to the naked, irrefutable highlights of the news. It shuns speculative material and tries to utilize the ample time advantage that it has over newspapers in order to verify unconfirmed details. It goes out of its way to avoid expressing any opinion on controversial questions. Whether or not in fear of the Federal Communications Commission, radio strains for complete impartiality on the air. The press, on the other hand, is willing to stick its neck out. It goes in for detailed accounts, editorial interpretation of the news, political reporting where facts are subject to confusing pressures, and sells itself with sometimes overweening headlines. It is precisely in that area that the hazards of inaccuracy and alleged unfairness lie. If radio should try to match the press' kind of delivery it would naturally incur the same hazards. Meanwhile its reputation for high credibility stands.

### Which do you like best?

	Total	Men	Women	Prosperous	Poor
Radio commentators.....	39.3%	36.4%	42.1%	34.0%	43.6%
Newspaper Editorials.....	25.9	29.7	22.0	33.0	19.6
Newspaper columnists.....	10.7	11.4	10.1	17.3	7.5
No choice.....	18.4	17.6	19.3	13.5	22.6
Don't know.....	5.7	4.9	6.5	2.2	6.7

"And so it appears that radio is the U. S. public's preferred source of news interpretation. Indeed, the radio commentators are more popular than the editorial writers and columnists *combined*. Even the prosperous, who give the editorial writers a larger vote than any other economic group, prefer the commentators by a shade; while the poor favor the radio pundits six to one over the columnists. The commentators ranked first of the three in every section of the country, and among all occupational groups except professionals, executives, and retired people—who stand loyally by the press on nearly all questions. Among classes of newspapers, only the Scripps-Howard readers, who like their columnists far more than the average (19.5 percent against the national average of 10.7 percent), give a decisive majority to editorial writers and columnists combined over the broadcasters. Recalling once more that nearly two-thirds of the populace rely on newspapers for their news, let us now see what happens when an outright choice must be made.



FORTUNE SURVEY—Continued

If you heard conflicting versions of the same story from these sources, which would you be most likely to believe?

	Total	North-east	South-west	Pacific Coast
A radio press bulletin.....	22.7%	28.8%	15.9%	10.1%
A radio commentator.....	17.6	18.5	11.5	29.3
An authority you heard speak .....	13.0	13.5	12.0	7.5
An editorial in a newspaper .....	12.4	14.8	11.2	13.7
A news item in a newspaper .....	11.1	8.3	17.2	4.4
A columnist in a newspaper .....	3.4	2.6	3.0	4.8
Depends on paper, writer, speaker .....	11.6	7.9	11.3	26.1
Don't know.....	8.2	5.6	17.9	4.1

"There, perhaps, is the most painful set of answers that the press must swallow from its public. For reasons implicit in Question II, it may be an unjust answer, as much denoting an inappreciative body of readers as an inadequate press. However, that extenuation cannot completely explain away the weak hold on the public of the editorial writer and the columnist. (Of income groups the prosperous alone kept faith in the editorial writer over the commentator.) Even in the Northeast, where the press is relied on most heavily as a news source, only one-fourth of the people would take the word of the newspaper against the field in a dispute. The Southwest, which gave the press its highest vote on accuracy, alone favored the newspaper over radio. It is heavily undecided, with a great body of 'don't knows' contributed to by puzzled Negroes. But those with opinions would believe the newspaper version of a story rather than the radio; and the news item ahead of all comers. On the Pacific Coast we encounter once again the public's extraordinary discontent with its press. The people there register a heavy preference for the radio commentator; but more than one-fourth skeptically withhold their avowal of confidence in any news source until they know exactly who asks for it.

"Deserved or not, here is evidenced of newspaper unpopularity.

Do you believe the government should own or more closely control—

	The electric utilities	The railroads	Radio broadcasting	The newspapers
Own .....	15.0%	13.6%	4.6%	3.6%
More closely control.....	20.2	18.0	14.2	10.3
Leave alone .....	48.0	49.0	68.8	73.6
Don't know.....	16.8	19.4	12.4	12.5

"These figures echo the answers to similar questions in the Survey for June, 1939, adding up to a distinct 'hands off radio' and an even more emphatic 'hands off the press.' Here are the answers as to newspapers, by income groups:

	Upper middle Prosperous	Lower middle class	Poor	Negro
Own .....	1.4%	1.7%	2.8%	12.5%
More closely control.....	5.9	7.3	10.5	20.7
Leave alone.....	87.4	82.9	76.2	36.3
Don't know.....	5.3	8.1	10.5	30.5

"The Negro's is the only quavering voice in an otherwise booming chorus. Reasons for his lack of enthusiasm are not difficult to find. Answers to other parts of the question show that he is more in favor of government control of other industries than are his poor white neighbors. The government has shown attention to his needs during these recent years, so the government may be looked to again. Moreover, the Negro can hardly feel much interest in the white man's press; he seldom appears in it unless he is in trouble. Other breakdowns show that in every region of the country, in communities of every size, among readers of every kind of paper, the overwhelming majority says 'leave newspapers alone.'"

RADIO

SCREEN

STAGE

# VARIETY

Published Weekly at 114 West 45th Street, New York, N. Y., by Variety, Inc. Annual subscription, \$10. Single copies 11 cents. Entered as second-class matter December 27, 1912, at the Post Office at New York, N. Y., under the act of March 3, 1879. Copyright, 1933, by VARIETY, INC. ALL RIGHTS RESERVED

NEW YORK CITY

## SHOWMANSHIP AWARDS

### Special Citations, Survey Supplement, Made Under 12 Different Categories

Special citations are made annually by Variety under the general classifications listed below. Changing realities of the broadcasting industry may, from time to time, warrant modifications, omissions or additions to these practices but it is felt that the group are basic and logical sub-divisions under which showmanship citations may sensibly be assigned.

Citations are made under 12 general heads. Order of listing of these designations does not suggest any relative importance as between any type of citation and another. Citations given are outstanding:

1. Program Originating Station.
2. Frontline Station.
3. Network Owned and Managed Station.
4. Farm Service Station.
5. Newspaper-Owned Station.
6. Part-Time Station.
7. Twelfth Language Station.
8. Sports Station.
9. Social Service Station.
10. Nationally Exploited Station.
11. Community Exploited Station.
12. Canadian Station.

### SURVEY CROSS-CHECKED THROUGH TIME-BUYERS

Showmanship is largely a matter of good judgment and presupposes a flair among its practitioners. So does a good motion picture, a good advertising campaign, or a good book. By the same token Variety must necessarily undertake a certain arbitrary element of choice in its showmanship surveys and awards.

However, Variety has not relied upon its own information and judgment alone, but has drawn upon the intimate knowledge of local radio stations (represented by various persons within leading advertising agencies) and upon good broadcasting experts.

These experts remain, for obvious reasons, by name. Their courtesy to Variety can only be acknowledged anonymously, though sincerely.

Additionally it has been the habit of Variety to permit stations to submit an evidence, a detailed original statement covering all pertinent aspects of their community showmanship. A majority of the stations do not fail to take advantage of this privilege.

Limited this questionnaire stations are asked to define first their general policy and objectives; secondly their local program creation; thirdly their community group tie-up fourthly their public relations approach; fifthly, what is their prestige showmanship; finally, activities characteristic of typical phrases.

Recitation of the role played by showmanship in broadcast advertising has perhaps been nicely summed up in the question: "What is the evaluation of a full program on a \$5,000-watt station?—people listen to programs, not in signs."

### Rather Be Than Seem

Radio stations are judged by what they are, rather than what they sometimes seem to be. There's a difference. Mere financial success is not necessarily conclusive evidence in these surveys.

### UP-TO-DATE ASPECT VITAL

Many factors are weighed by Variety and reflected in its annual written report as well as these tangible tokens of showmanship recognition. One overall consideration has been kept in mind, namely, all performance is judged by its pertinence to 1933.

Much activity that might have been considered impressive some years ago must now be regarded as standard or run-of-the-mill tactics. Up-to-dateness is an essential characteristic of showmanship and of Variety's evaluations.

### PLAQUES REFLECT SPECIAL PHASES

### They Are Awarded in Connection with Variety's Annual Survey of Subject

### AMASS DATA

Variety has again awarded a series of plaques of which this is one. The plaques attest special distinction within special classes of radio showmanship activity. They are presented in connection with Variety's survey of this field for the year 1933. In arriving at these awards this publication examines a vast accumulation of its own and contributed data, besides freely consulting qualified and impartial outsiders possessed of the critical point of view.

While originated for, and primarily confined to broadcasting stations, Variety holds itself free to make extraordinary awards of these plaques to sponsors, networks, agencies or others when prime examples of showmanship within radio are noted. The annual surveys were first inaugurated in 1923.

### Stunts, Eccentric Exuberance Not To Be Confused with Showmanship

### Signal Strength

Signal strength or wattage naturally is of importance to both stations and sponsors but is disregarded by Variety as a factor in showmanship enterprise in the measuring of the signal analysis. Every station is separately considered on its activities— not its power.

Eccentric exuberance, sheer activity for its own sake, irresponsible publicity-seeking; these are the false, not the true, expressions of showmanship.

Seriously vague and all-inclusive as a term, showmanship in its broadest sense is a compliment. The word should not be misapplied to the occasional "stunt" that has no practical justification. The prank, the hoax, the thoughtless and pointless special event have nothing to do with showmanship.

Variety, for its part, repudiates and condemns mere "stunting" as a narrow and unimaginative conception of showmanship, better considered as the means whereby personality is made effective.

Nor is any value attached to brochures, booklets, mailing pieces or similar material has usually been very unskilful and thus a hint of poor coordination internally. It has not been thought pertinent to the survey.

### MISSING FROM RATE CARDS

Standard radio coverage maps and rate cards cannot and do not indicate the important element of a station's standing or special following in its own community. This is the measure of station personality. The United States Government has also ordered stations to refer to the public interest of which localism is the best concrete evidence. The Variety showmanship surveys have since 1923 sought to illuminate these aspects of radio.

### THE NATIONAL TIE-INS OF LOCAL SHOWMANSHIP

Between the great body of local radio stations and the mass of national radio sponsors there exists a bottleneck of sales representatives and advertising agencies. This being so, any local station's effort to impress its personality upon prospective advertisers must necessarily include practical steps to assure, first, active and creative coordination from its sales representatives and, second, the respect of agencies.

In evaluating local radio programs and special features the Variety survey for 1933 has considered that local programs obviously connected to the public interest need no further proof of showmanship, follow-through, but programs and local features obviously intended to be part of general station sales promotion strategy need to "account" for the supplementary measures adopted with regard to the bottleneck.

As never before, radio advertisers are receptive to any plausible local attraction likely to deliver an audience. And as never before the part played by sales representatives in the production and talent phases of local showmanship is being analyzed and calculated by the Variety survey.

Each individual station faces a problem more or less unique to itself. Yet all radio stations, small or smallish to the largest, tend to follow broad principles which Alma has verified as sound usage. Locally showmanship is judged in radio as elsewhere in relation to the boundaries implicit size, social, economic and racial factor. Show business proper functions on a variety of levels. So, too, with the American broadcasting stations.

## Special Citation

for

## AWARD

to

# VARIETY SHOWMANSHIP PLAQUES

Since 1933 VARIETY has made periodic (usually annual) surveys of the local showmanship displayed by radio stations. These surveys have been restricted to cities where two or more radio stations operate in commercial competition.

An outgrowth of the surveys is the newer annual award of showmanship plaques (see facing page for facsimile reproduction) which have been presented since 1936 to the stations under the categories listed below (brackets indicate duplicate awards in any given year).

## SPECIAL AWARDS

- 1939..... { RCA-NBC (for "television program pioneering").  
Lucky Strike (for "consistent sponsor showmanship").
- 1938..... { Lever Bros. Co. (for "Lux Radio Theatre"; "Big Town" with Edward G. Robinson and Claire Trevor; and the Al Jolson program).  
Atlantic Refining Co. (for "good taste in radio commercials").

## PROGRAM ORIGINATING STATION

- 1939..... KMBC, Kansas City, Mo.
- 1938..... WLW, Cincinnati, O.
- 1937..... WXYZ, Detroit, Mich.
- 1936..... WLW, Cincinnati, O.

## PRESTIGE SUBSIDIARY STATION

- 1939..... { WSM, Nashville, Tenn.  
WRVA, Richmond, Va.
- 1938..... WTIC, Hartford, Conn.
- 1937..... { WOW, Omaha, Neb.  
KSL, Salt Lake City, Utah.
- 1936..... { WHAM, Rochester, N. Y.  
WHAS, Louisville, Ky.

## FARM SERVICE STATION

- 1939..... { KMA, Shenandoah, Ia.  
WNAX, Yankton, S. D.  
WBT, Charlotte, N. C.
- 1938..... WSM, Nashville, Tenn.
- 1937..... { KMMJ, Grand Island, Neb.  
WDAY, Fargo, N. Dak.
- 1936..... { WHO, Des Moines, Ia.  
WLS, Chicago, Ill.

## NETWORK-OWNED STATION

- 1939..... WRC-WMAL, Washington, D.C.
- 1938..... KNX, Los Angeles, Calif.
- 1937..... { WBT, Charlotte, N. C.  
KHJ, Los Angeles, Calif.
- 1936..... KMOX, St. Louis, Mo.

## NEWSPAPER-OWNED STATION

- 1939..... { WMC, Memphis, Tenn.  
KFBK, Sacramento, Calif.

- 1938..... WWJ, Detroit, Mich.
- 1937..... { WDBJ, Roanoke, Va.  
WFAA, Dallas, Tex.
- 1936..... WKY, Oklahoma City, Okla.

## PART-TIME STATION

- 1939..... WSUN, St. Petersburg, Fla.
- 1938..... No award.
- 1937..... No award.
- 1936..... WHB, Kansas City, Mo.

## FOREIGN-LANGUAGE STATION

- 1939..... No award.
- 1938..... WOV, New York City.
- 1937..... CKAC, Montreal, Que.
- 1936..... WBNX, New York City.

## SOCIAL SERVICE STATION

- 1939..... KOIN, Portland, Ore.
- 1938..... WHA, Madison, Wis.
- 1937..... { KSTP, St. Paul, Minn.  
WSMB, New Orleans, La.
- 1936..... WEVD, New York City.

## SPORTS STATION

- 1939..... WWSW, Pittsburgh, Pa.
- 1938..... No award.
- 1937..... No award.
- 1936..... WIND, Gary, Ind.

## NATIONALLY EXPLOITED STATION

- 1939..... WLW, Cincinnati, O.
- 1938..... { WOR, New York City.  
WFBR, Baltimore, Md.
- 1937..... No award.
- 1936..... WCKY, Cincinnati, O.

## COMMUNITY EXPLOITED STATION

- 1939..... KTSA, San Antonio, Tex.
- 1938..... KVOB, Colorado Springs, Colo.
- 1937..... { KWK, St. Louis, Mo.  
WGN, Chicago, Ill.
- 1936..... KFPY, Spokane, Wash.

## CANADIAN STATION

- 1939..... CFCF, Montreal, Que.
- 1938..... No award.
- 1937..... No award.
- 1936..... CFRB, Toronto, Ont.

# FAMILY SET OWNERSHIP: URBAN AND RURAL, AS OF JANUARY 1, 1938

STATE.	Urban*		Villages†		Farms		Total Rural		Total	
	1938 Radio Families.	Percent. Owner- ship.	1938 Radio Families.	Percent. Owner- ship.	1938 Radio Families.	Percent. Owner- ship.	1938 Radio Families.	Percent. Owner- ship.	1938 Radio Families.	Percent. Owner- ship.
Alabama	154,600	75	90,400	59	130,200	42	220,600	43	375,200	56
Arizona	33,100	89	33,100	72	13,400	64	46,500	69	79,600	77
Arkansas	88,100	78	87,500	55	109,200	39	166,700	43	254,800	51
California	1,287,100	94	275,600	97	157,100	96	432,700	96	1,719,800	95
Colorado	138,200	91	53,100	81	42,200	60	95,300	70	233,500	81
Connecticut	281,400	92	102,700	93	18,000	86	120,700	92	402,100	92
Delaware	30,800	90	17,700	84	9,100	76	26,800	81	57,600	86
District of Columbia	152,900	91	..	..	..	..	..	..	152,900	91
Florida	189,500	80	79,300	59	29,100	42	108,400	53	297,900	67
Georgia	180,500	74	90,400	58	99,900	32	190,300	40	370,800	52
Idaho	34,200	90	30,600	81	33,900	71	64,500	75	98,700	80
Illinois	1,426,600	93	248,000	86	182,500	73	430,500	80	1,857,100	90
Indiana	480,300	92	173,000	90	163,500	74	336,500	82	816,800	87
Iowa	262,500	93	139,700	86	175,600	74	315,300	79	577,800	85
Kansas	189,300	93	97,500	78	81,000	47	178,500	60	367,800	73
Kentucky	208,600	86	121,600	70	164,700	56	286,300	61	494,900	70
Louisiana	168,100	78	56,300	51	73,000	40	129,300	44	297,400	58
Maine	79,700	91	85,300	94	36,100	86	121,400	91	201,100	91
Maryland	225,100	90	89,000	84	41,000	77	130,000	82	355,100	87
Massachusetts	912,100	92	88,300	96	18,800	94	107,100	96	1,019,200	92
Michigan	771,100	93	189,900	93	161,200	85	351,100	89	1,122,200	92
Minnesota	309,300	93	104,100	83	143,500	71	247,600	77	556,900	85
Mississippi	64,600	71	42,600	51	99,300	31	142,400	35	207,000	42
Missouri	525,600	94	154,800	76	142,400	47	297,200	58	822,800	77
Montana	44,400	91	32,800	78	37,400	73	70,200	75	114,600	81
Nebraska	120,100	93	72,200	82	91,800	68	164,000	74	284,100	81
Nevada	11,000	91	13,600	97	3,900	98	17,500	97	28,500	95
New Hampshire	69,700	91	39,000	91	15,700	98	54,700	93	124,400	92
New Jersey	845,400	94	149,300	92	27,800	90	177,100	91	1,022,500	93
New Mexico	23,700	88	23,100	59	15,500	43	38,600	51	62,300	61
New York	2,623,300	93	353,600	93	155,400	84	509,000	90	3,132,300	93
North Carolina	161,900	79	101,700	54	145,000	42	246,700	47	408,600	55
North Dakota	26,200	94	32,800	73	60,600	73	93,400	73	119,600	77
Ohio	1,130,200	93	297,900	96	213,400	85	511,300	91	1,641,500	92
Oklahoma	202,500	87	100,800	74	142,000	60	251,800	65	454,300	73
Oregon	147,000	94	76,400	98	62,000	97	138,400	97	285,400	95
Pennsylvania	1,553,900	92	495,700	82	156,800	78	652,500	85	2,206,400	90
Rhode Island	142,500	92	10,300	94	2,700	90	13,000	93	155,500	92
South Carolina	69,500	70	66,600	58	71,200	37	137,800	45	207,300	51
South Dakota	31,700	93	33,100	83	63,100	73	101,200	76	132,900	80
Tennessee	211,200	82	101,300	76	147,400	50	248,700	58	459,900	67
Texas	556,200	84	199,800	67	277,500	50	477,300	56	1,033,500	68
Utah	61,800	91	29,500	89	19,700	90	49,200	89	111,000	90
Vermont	30,000	91	35,600	94	23,000	82	58,600	89	83,600	90
Virginia	178,800	82	115,200	65	106,200	49	221,400	56	400,200	65
Washington	254,400	94	107,400	95	81,500	97	188,900	96	443,300	95
West Virginia	111,800	86	158,200	84	78,300	80	236,500	82	348,300	84
Wisconsin	377,000	93	110,000	80	125,700	65	235,700	71	612,700	83
Wyoming	18,100	90	19,700	86	12,000	63	31,700	75	49,800	80

## GEOGRAPHIC DIVISIONS

New England	1,515,400	92	361,200	94	114,300	88	475,500	92	1,990,900	92
Middle Atlantic	5,022,600	93	998,600	90	340,000	82	1,338,600	88	6,361,200	92
E. North Central	4,185,200	93	1,018,800	90	846,300	77	1,865,100	83	6,050,300	90
W. North Central	1,464,700	93	639,200	81	758,000	62	1,397,200	69	2,861,900	80
South Atlantic	1,300,800	82	718,100	66	579,800	45	1,297,900	54	2,598,700	65
E. South Central	639,000	80	355,900	65	542,100	45	898,000	51	1,537,000	60
W. South Central	1,014,900	83	423,400	64	601,700	48	1,025,300	53	2,040,000	65
Mountain	364,500	90	235,500	78	178,000	66	413,500	72	778,000	80
Pacific	1,638,500	94	459,400	97	308,600	96	760,000	96	2,448,500	95
U. S. totals	17,195,600	91	5,210,100	80	4,260,800	59	9,470,900	69	26,666,500	82

\* Auto radios and all other extra sets excluded.  
† Villages are communities with less than 2,500 population.

## ESTIMATED SET OWNERSHIP: JAN. 1, 1940

(These estimates were made by the publication "Radio Today")

U. S. homes equipped with radios.....	28,700,000
Additional sets in above homes.....	9,200,000
Battery portables.....	900,000
Auto-radios .....	6,500,000
<b>Total U. S. set ownership.....</b>	<b>45,300,000</b>

## ESTIMATED RADIO RECEIVER SALES: 1939

(These estimates were made by the publication "Radio Today")

Type of receiver	Number	% of Total	Average Retail Value
Radio Consoles.....	1,900,000	21.1	\$61
Radio Compacts.....	4,550,000	50.5	16
Table Combinations.....	250,000	2.8	30
Console Combinations.....	200,000	2.2	100
Portables .....	900,000	10.0	24
Auto-radios .....	1,200,000	13.3	40
<b>Total Sales.....</b>	<b>9,000,000</b>		

## BASIC DATA ON RADIO OWNERSHIP AND LISTENING: AS OF JANUARY 1, 1938

The information below is from a study issued in 1939 by the Joint Committee on Radio Research, which is composed of equal representation from the Association of National Advertisers, the American Association of Advertising Agencies, and the National Association of Broadcasters.

	Rural.	Urban.	Combined.
Total U. S. families.....	13,721,000 (100%)	18,920,000 (100%)	32,641,000 (100%)
Total radio families.....	9,470,900 (69%)	17,195,600 (91%)	26,666,500 (82%)
Radio homes with two or more sets.....	549,312 (5.8%*)	3,404,729 (19.8%*)	3,954,041 (14.8%*)
Median number of years radio families have owned sets .....	7 years	8.2 years	7.7 years
Radio families owning an automobile .....	7,775,609 (82.1%*)	11,675,812 (67.9%*)	19,451,421 (72.9%*)
Radio families owning an auto-radio .....	1,269,101 (13.4%*)	3,370,338 (19.6%*)	4,639,438 (17.4%*)
Radio families listening some-time daily:			
Average weekday....	8,438,572 (89.1%*)	13,825,262 (80.4%*)	22,263,834 (83.5%*)
Saturdays .....	8,315,450 (87.8%*)	13,189,025 (76.7%*)	21,504,475 (80.6%*)
Sundays .....	8,163,916 (86.2%*)	13,189,025 (76.7%*)	21,352,941 (80.1%*)
Average 7 days.....	8,381,746 (88.5%*)	13,722,089 (79.8%*)	22,103,835 (82.9%*)
Median hours of daily use of radio:			
Based on all sets owned .....	4:47 hours	4:09 hours	4:22 hours
Based on sets in use some time during the total day.....	5:18 hours	5:12 hours	5:14 hours

\* 100% = all radio homes.

# REVENUE & BROADCASTS

*Compiled by the Federal Bureau of Investigation*

**A. REVENUE FROM THE SALE OF STATION TIME:**

(1) Network

Sale of Station Time to Major Networks.....

Sale of Station Time to Regional Networks.....

Sale of Station Time to Other Networks and Stations.....

Total .....

Deduct Portion of Sales of Network Time Paid to Networks and Stations .....

Actual Total Derived from Networks.....

(2) Non-Network

Sale of Station Time to National and Regional Spot Advertisers.....

Sale of Station Time to Local Advertisers.....

**B. REVENUE FROM THE SALE OF NETWORK TIME:**

Sale of Network Time to Advertisers.....

Sale of Other Network Time.....

Total Sale of Network Time.....

Deduct Payments to Stations.....

Deduct Payments to Canadian and Extra-Territorial Stations.....

Actual Total Retained by Networks.....

GRAND TOTAL SALE OF 1939 TIME.....

Deduct Commission to Agencies, Representatives, Brokers, etc.....

Net Revenue from Sale of Time.....

**C. REVENUE FROM INCIDENTAL BROADCAST ACTIVITIES:**

Sale of Talent Under Contract.....

Commission, Fees, and Profits from Placing Talent.....

Sundry Broadcast Revenues.....

Total Broadcast Revenue.....

**D. TOTAL BROADCAST EXPENSES.....**

**E. BROADCAST SERVICE INCOME.....**

\* Stations licensed to major networks, and those licensed to others but managed by major networks as to programs, time, or sales. One station less after Nov. 27, 1939.

# TIME SALES

INCOME: 1939

Communications Commission

Networks	23 Managed Operated Stations*	682 Other Stations	Total 705 Stations	Grand Total 1939	1938
	\$5,791,030	\$16,709,911	\$22,500,941		
	.....	1,139,244	1,139,244		
	.....	473,943	473,943		
	5,791,030	18,323,098	24,114,128		
	5,451	738,108	743,559		
	5,785,579	17,584,990	23,370,569	\$23,370,569	\$20,411,963
	5,667,105	24,804,948	30,472,053	30,472,053	28,109,185
	3,031,217	†33,784,557	36,815,774	36,815,774	33,402,801
61,599,851					
1,021,838					
62,621,689					
23,370,569					
441,490					
38,809,630				38,809,630	35,455,510
				129,468,026	117,379,459
9,277,959	1,228,609	6,898,846	8,127,455	17,405,414	16,487,200
29,531,671	13,255,292	69,275,649	82,530,941	112,062,612	100,892,259
1,150,928	879,535	3,644,684	4,524,219	5,675,147	
1,009,260	27,527	82,735	110,262	1,119,522	6,081,344
2,199,359	459,096	1,866,128	2,325,224	4,524,583	4,384,775
33,891,218	14,621,450	74,869,196	89,490,646	123,381,864	111,358,378
28,259,990	9,192,526	62,337,404	71,529,930	99,789,920	92,503,594
5,631,228	5,428,924	12,531,792	17,960,716	23,591,944	18,854,784

† Since stations with revenue of less than \$25,000 for the year were not required to report details, this figure may include some amounts for national and regional non-network business and some amounts for network business. However, the greater portion of the revenue for these stations is from time sold to local users.

# RADIO TIME SALES: 1939, 1938, 1937

(At One-time Card Rates)

	1939	1938	1937
Network Sales.....	\$83,113,801	\$71,728,400	\$69,612,480
National Spot Sales.....	38,000,000	35,100,000	28,900,000
Local Sales.....	46,000,000	41,700,000	46,000,000
<b>Approximate Total.....</b>	<b>\$167,100,000</b>	<b>\$148,500,000</b>	<b>\$144,500,000</b>

(Note: The figures for gross national spot and local time sales are projections on Federal Communications Commission reports. The FCC computes sales in these categories as "net"—that is, after frequency discounts have been subtracted [see pages 114-115]. Naturally, some margin of error must be allowed in augmenting a "net" back into "gross," and the above figures therefore are nothing more than estimates. For purposes of this compilation, it was assumed that the FCC figures are about 20% below "gross" figures. The time sales for 1937 and 1938 have been revised upwards, and are therefore somewhat higher than the figures for the same years appearing in prior issues of this publication. This revision was made on the grounds that prior estimates were much too conservative, mainly as regards the volume of local sales. Network "gross" figures are exact totals, computed by the networks themselves.)

## Comparison Between Major Media: 1939, 1938, 1937

	1939	1938	1937
Radio Broadcasting.....	\$167,100,000	\$148,500,000	\$144,500,000
National Magazines.....	151,484,530	148,320,420	169,764,913
Newspapers.....	552,000,000	544,000,000	630,000,000

(Note: Gross space sales for magazines were compiled by the Publishers' Information Bureau, Inc. Magazine revenue includes the revenue of "American Weekly" and "This Week." These two publications accounted for \$12,276,384 in 1937, \$8,993,618 in 1938, and \$9,919,709 in 1939. Gross newspaper advertising revenue is from estimates by the Bureau of Advertising, American Newspaper Publishers Association. This estimate covers national and local [including classified] revenue of U. S. English-language papers. The 1939 figure may be broken down thus: national advertising, \$152,000,000; local advertising, \$400,000,000. The comparable 1938 breakdown would be: national advertising, \$148,000,000; local advertising, \$396,000,000.)

## NETWORK GROSS TIME SALES

The following income by years is computed at the gross card rates before agency, or other discounts. In the case of the National Broadcasting Co., the Red and the Blue network grosses are combined:

	NBC	CBS	Mutual
1927.....	\$3,760,010	.....	.....
1928.....	8,780,333	\$1,647,364	.....
1929.....	14,310,382	4,785,981	.....
1930.....	20,088,387	7,605,203	.....
1931.....	25,607,041	11,895,039	.....
1932.....	26,504,891	12,601,885	.....
1933.....	21,452,732	10,063,566	.....
1934.....	27,833,616	14,825,845	.....
1935.....	31,148,931	17,637,804	*\$1,293,103
1936.....	34,523,950	23,168,148	*1,884,615
1937.....	38,651,286	28,722,118	2,239,076
1938.....	41,462,679	27,345,397	2,920,324
1939.....	45,244,354	34,539,665	3,329,782

\* Note: In 1935 and 1936 Mutual computed its income as net and not as gross.



# EXPENDITURES FOR NETWORK RADIO BY INDUSTRIES: 1930-1939

By Dr. Frank Stanton

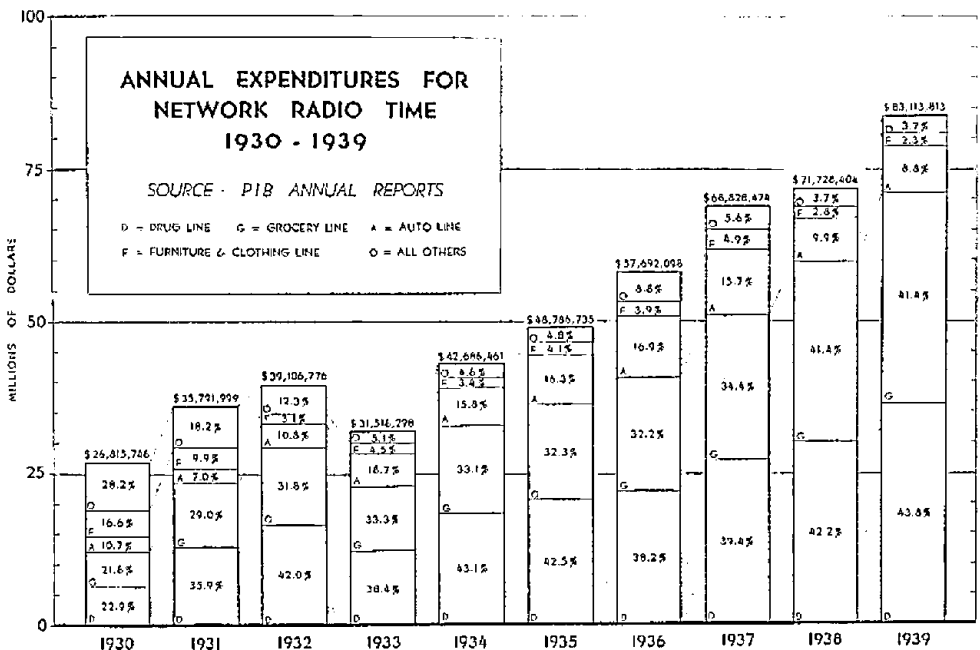
Director of Research, Columbia Broadcasting System

The steady increase in advertising dollars invested in network broadcasting during the past 10 years is most striking. Year by year (with the exception of 1933) total expenditures on nation-wide networks for time alone have increased from \$27,000,000 in 1930 to over \$83,000,000 in 1939—an increase of 210% in 10 years. This overall growth is the more remarkable when one considers that the climb was virtually constant all through the depression years.

## Drug-Grocery Preponderance

The composite trend is particularly interesting when one examines the parts played by the various industries in building this swiftly-rising curve. The preponderant factors in the increase have been the items falling within the two broad classifications of grocery and drug lines (which are the heaviest advertisers in all major media). In combination, these two groups are proportionately about twice as important now as they were in 1930. In 1939 grocery and drug lines accounted for more than eight out of every 10 dollars spent for network radio time; back in 1930, four out of 10 dollars went into these same categories. The dollar volume for the grocery and drug line has gone from \$11,948,641 in 1930 to \$70,812,400—a jump of 492%.

(Continued on page 120)



## ANNUAL TIME EXPENDITURES\* FOR N

(See accompanying 1

	1930	1931	1932	1933
<b>GROCERY LINE.....</b>	<b>\$5,797,114</b>	<b>\$10,376,904</b>	<b>\$12,416,819</b>	<b>\$10,490,000</b>
Foods and Food Bev- erages .....	5,264,116	8,957,021	11,297,227	9,480,000
Soaps and Household Supplies .....	532,998	1,419,883	1,119,592	1,010,000
Wines, Beer and Liquors .....	.....	.....	.....	.....
<b>DRUG LINE.....</b>	<b>6,151,527</b>	<b>12,837,703</b>	<b>16,406,587</b>	<b>12,103,000</b>
Drugs, Toilet Goods... Cigars, Cigarettes, To- bacco .....	3,236,343	6,106,667	8,526,268	7,960,000
Confectionery, Gum, Ice Cream .....	2,076,114	5,371,117	6,245,223	2,900,000
.....	839,070	1,359,919	1,635,096	1,227,000
<b>AUTOMOBILE LINE....</b>	<b>2,850,752</b>	<b>2,497,269</b>	<b>4,242,425</b>	<b>5,907,000</b>
Automotive .....	1,355,414	1,313,923	1,939,094	2,310,000
Lubricants, Petrol. Prod. and Fuel.....	1,495,338	1,183,346	2,303,331	3,587,000
<b>FURNITURE AND CLOTHING LINE.....</b>	<b>4,447,234</b>	<b>3,542,367</b>	<b>1,214,724</b>	<b>1,408,000</b>
R a d i o s, Phonographs and Musical Instrs... House Furniture and Furnishings .....	2,402,508	909,957	167,757	593,000
S h o e s and L e a t h e r Goods .....	629,283	795,841	255,672	400,000
Clothing and Dry Goods	834,392	1,261,430	396,151	800,000
.....	581,051	575,139	395,144	405,000
<b>ALL OTHERS.....</b>	<b>7,569,119</b>	<b>6,537,756</b>	<b>4,826,221</b>	<b>1,600,000</b>
Financial and Insurance Stationery, Publishers.. Travels, Hotels, Amuse- ments .....	1,209,644	1,493,351	1,251,977	669,000
Machinery .....	1,421,922	1,359,001	750,298	198,000
Paints and Hardware.. Jewelry, Silverware... Miscellaneous .....	1,359,618	170,821	41,551	123,000
.....	910,151	727,041	657,615	440,000
.....	198,696	727,243	435,955	150,000
.....	432,049	113,770	150,638	240,000
.....	2,037,039	1,946,529	1,538,187	388,000
<b>TOTAL.....</b>	<b>\$26,815,746</b>	<b>\$35,791,999</b>	<b>\$39,106,776</b>	<b>\$31,516,000</b>

*Source: Data compiled by CBS Research Division from Publishers' Information Bureau Annual Reports.*

\* Gross facility costs only; costs for talent not included.

# WORK RADIO BY INDUSTRIES: 1930-1939

(Includes 117+120)

1934	1935	1936	1937	1938	1939
\$1,128,604	\$15,740,839	\$18,589,931	\$23,654,678	\$29,720,893	\$34,443,147
1,661,679	13,031,268	14,923,017	17,811,555	21,774,705	24,649,778
2,003,678	2,452,523	3,513,622	5,785,103	7,618,951	9,783,625
463,247	257,048	153,292	58,020	327,237	9,744
3,393,266	20,739,628	22,052,068	27,100,616	30,240,224	36,369,253
4,024,099	15,912,898	16,060,113	18,687,168	19,443,574	22,425,671
3,181,988	3,481,938	4,602,153	6,777,042	8,780,469	11,668,090
1,187,179	1,344,792	1,389,802	1,636,406	2,016,181	2,275,492
6,755,833	7,938,125	9,730,466	10,838,595	7,092,432	7,354,862
3,772,486	4,227,046	5,439,502	6,883,685	3,904,468	3,079,259
2,983,347	3,711,079	4,290,964	3,954,910	3,187,964	4,275,603
1,451,427	2,005,055	2,241,013	3,404,339	2,007,357	1,908,840
656,090	1,081,460	1,360,800	2,096,582	1,065,515	860,724
417,065	506,596	561,539	1,018,654	615,342	499,032
39,660	73,229	117,329	185,142	243,884	295,165
338,612	343,770	201,345	103,961	82,616	253,919
1,957,331	2,363,088	5,078,620	3,830,246	2,667,498	3,037,711
611,822	428,933	424,927	816,472	385,770	1,019,749
409,112	479,565	385,060	748,519	470,671	296,193
84,417	53,944	42,490	73,002	58,630	44,886
61,757	53,704	82,365	235,282	266,987	327
214,873	198,599	469,379	354,339	274,333	340,157
26,787	151,131	238,172	248,343	85,095	235,244
548,563	997,212	3,436,227	1,354,289	1,126,012	1,101,155
<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
2,686,461	\$48,786,735	\$57,692,098	\$68,828,474	\$71,728,404	\$83,113,813

## REVENUE BY INDUSTRIES—Continued

### Other Industries

Similarly, trends for other classifications are discernible in the 10-year analysis shown in the table on pages 118 and 119. All annual time expenditures for the major nationwide networks over the 10-year period have been listed in tabular form by industrial classifications. A summary of this table is presented on page 117 in graphic form. This chart reveals two relationships simultaneously.

First, the total dollars spent for all network time by years are shown in actual dollar-figures and also by the relative height of each bar.

In addition, the portions of the yearly total spent in each of the five major divisions are indicated by percentages in the various sections of each bar.

While the percentages for the top three divisions of 1939 are slightly under those for 1938, the actual dollar volume is greater in each instance, due to the increased total of all network advertising expenditures in 1939.

## NETWORK 1939 REVENUE BY INDUSTRIES

### CBS

Classification	Total Gross Expenditures	% of Total	% Change Over 1938
Automotive .....	\$2,201,293	6.37%	— 26.04%
Building Materials.....	5,645	0.02	— 3.12
Clothing, Dry Goods.....	691	....	*....
Confectionery, Soft Drinks.....	1,587,019	4.60	— 5.31
Drugs, Toilet Goods.....	7,651,605	22.15	+ 32.53
Financial, Insurance.....	939,988	2.72	+338.95
Food, Food Beverages.....	9,688,774	28.05	+ 46.87
Jewelry, Silverware.....	235,244	0.68	+176.45
Lubricants, Fuel.....	2,390,774	6.92	+140.54
Radios, Phonographs.....	85,740	0.25	— 63.96
Shoes, Leather Goods.....	190,255	0.55	+ 9.31
Soaps, Housekeeping Supplies.....	4,032,142	11.67	+ 31.04
Cigars, Cigarettes, Tobacco.....	5,297,181	15.34	+ 6.59
Travel, Resorts.....	11,000	0.03	+ 5.26
Political .....	5,352	0.02	— 89.86
Miscellaneous .....	216,962	0.63	— 18.38
<b>TOTAL .....</b>	<b>\$34,539,665</b>	<b>100.00%</b>	<b>+ 26.31%</b>

\* None in 1938.

### MUTUAL

Classification	Total Gross Expenditures	% of Total	% Change Over 1938
Automotive .....	\$25,356	0.76%	+2811.14%
Building Materials.....	191,722	3.06	+ 49.12
Cigars, Cigarettes, etc.....	815,193	24.48	+ 55.51
Clothing, Dry Goods.....	96,135	2.88	+1534.95
Confectionery, Gum, Ice Cream.....	38,486	1.16	+ 326.20
Drugs, Toilet Goods.....	991,227	27.07	— 5.56
Financial, Insurance.....	79,761	2.40	*....
Food, Food Beverages.....	537,731	16.15	— 14.33
Garden and Field, House Furniture, Furnishings .....	2,399	0.07	*....
Lubricants .....	65,417	1.96	+ 17.96

## REVENUE BY INDUSTRIES—Continued

Classification	Total Gross Expenditures	% of Total	% Change Over 1938
Machinery, Farm Equipment.....	327	0.01	— 98.64
Radios, Phonographs, etc.....	139,058	4.18	*....
Shoes, Leather Goods.....	3,051	0.09	— 89.60
Travel, Hotels.....	10,456	0.31	+ 106.60
Wines, Beer.....	9,744	0.29	+ 5.28
Miscellaneous .....	503,719	15.13	+ 14.09
<b>TOTAL .....</b>	<b>\$3,329,782</b>	<b>100.00%</b>	<b>+ 14.02%</b>

\* None in 1938.

## NBC

Classification	Total Gross Expenditures	% of Total	% Change Over 1938
Automotive .....	\$852,610	1.9%	— 8.0%
Building Materials.....	68,406	0.2	+ 21.8
Cigars, Cigarettes, Tobacco.....	5,555,716	12.3	+ 69.0
Clothing, Dry Goods.....	157,093	0.4	+104.7
Confectionery, Ice Cream, Soft Drinks....	649,987	1.4	+ 96.3
Drugs, Toilet Goods.....	13,872,839	30.7	+ 9.4
Food, Food Beverages.....	14,412,411	31.9	— 1.0
House Furniture and Furnishings.....	496,633	1.1	— 33.2
Lubricants, Petroleum Products, Fuel.....	1,819,412	4.0	— 8.3
Paints, Hardwares.....	340,157	0.8	+ 24.0
Radies, Phonographs, Musical Instruments.	635,926	1.4	— 33.5
Schools, Correspondence Courses.....	15,356	...	+122.2
Shoes, Leather Goods.....	101,859	0.2	+ 56.8
Laundry Soaps, Housekeeping Supplies....	5,751,483	12.7	+ 28.1
Stationery, Publishers.....	296,193	0.5	— 24.5
Travel, Hotels.....	23,430	0.1	+ 21.0
Miscellaneous .....	194,843	0.4	— 6.5
{ Dog Food.....	\$121,780		
{ Plastic Wood.....	58,863		
{ Political .....	3,340		
{ Poultry and Dairy Feed.	10,860		
<b>TOTAL .....</b>	<b>\$45,244,354</b>	<b>100.0%</b>	<b>+ 9.1%</b>

## CBS-MUTUAL-NBC 1939 ADVERTISERS BY RANK OF EXPENDITURE

*(Expenditures computed at one-time card rates)*

1. Procter & Gamble Co.....	\$8,769,135	13. R. J. Reynolds Tobacco Co..	1,723,574
2. General Foods Corp.....	5,289,567	14. William Wrigley, Jr., Co...	1,304,391
3. Sterling Products, Inc.....	3,755,811	15. Miles Laboratories, Inc....	1,236,254
4. Lever Bros. Co.....	3,392,672	16. Philip Morris & Co., Ltd...	1,217,166
5. Standard Brands, Inc.....	2,898,521	17. Quaker Oats Co.....	1,200,947
6. Colgate-Palmolive-Peet Co..	2,749,733	18. National Dairy Products Corp. ....	1,164,930
7. Campbell Soup Co.....	2,704,331	19. Bristol-Myers Co.....	1,141,548
8. American Home Products Co.....	1,937,652	20. Chrysler Corp.....	950,146
9. American Tobacco Co., Inc.	2,506,141	21. Ford Motor Co.....	949,297
10. General Mills, Inc.....	2,411,288	22. Lady Esther Co.....	901,546
11. Brown & Williamson Tobacco Corp.....	2,047,535	23. Texas Co.....	875,418
12. Liggett & Myers Tobacco Co. ....	1,937,652	24. Kellogg Co.....	861,474
		25. P. Lorillard Co.....	794,014
		26. Andrew Jergens Co.....	763,940

## NETWORK ADVERTISERS—Continued

27. Continental Baking Co.....	729,543	85. Adam Hat Stores, Inc.....	151,893
28. Cities Service Co.....	713,282	86. Boweys', Inc.....	147,665
29. Pet Milk Sales Corp.....	699,242	87. Household Finance Corp...	134,763
30. Cummur Products Co.....	689,864	88. Swift & Co.....	127,384
31. Sun Oil Co.....	656,084	89. Vick Chemical Co.....	121,488
32. Radio Corp. of America....	635,926	90. Lehn & Fink Products Co..	116,415
33. Lewis-Howe Co.....	635,338	91. G. Washington Coffee Re- fining Co.....	108,077
34. Pepsodent Co.....	603,400	92. Richardson & Robbins.....	104,832
35. Carnation Co.....	598,137	93. Emerson Radio & Phono- graph Corp.....	102,576
36. S. C. Johnson & Son, Inc...	589,330	94. McKesson & Robbins, Inc..	102,375
37. Pillsbury Flour Mills Co...	561,710	95. Manhattan Soap Co.....	101,898
38. Firestone Tire & Rubber Co.	558,746	96. Wheeling Steel Corp.....	101,722
39. Bayuk Cigars, Inc.....	521,614	97. Standard Oil Co. of Calif...	100,794
40. Ethyl Gasoline Co.....	497,575	98. Lutheran Laymen's League.	99,565
41. Hawaiian Pineapple Co., Ltd. ....	489,630	99. John Morrell & Co.....	98,544
42. F. W. Fitch Co.....	488,265	100. Westinghouse Electric & Mfg. Co.....	94,822
43. Lambert Co.....	476,434	101. Mennen Co.....	93,611
44. Ralston Purina Co.....	466,011	102. Gillette Safety Razor Co...	93,577
45. U. S. Tobacco Co.....	450,075	103. Lamont, Corliss & Co.....	87,460
46. Campana Sales Co.....	438,850	104. Columbia Recording Corp..	85,740
47. B. T. Babbitt, Inc.....	436,200	105. Gordon Baking Co.....	82,080
48. Gulf Refining Co.....	426,360	106. Time, Inc.....	76,260
49. Prudential Insurance Co. of America .....	414,330	107. Dunn & McCarthy.....	70,728
50. Beneficial Management Corp. ....	390,895	108. Metropolitan Life Insur- ance Co.....	70,240
51. Wander Co.....	389,312	109. American Rolling Mills Co..	68,406
52. International Cellucotton Products Corp.....	384,430	110. Purity Bakeries Service Corp. ....	63,985
53. General Electric Co.....	367,629	111. Penick & Ford, Ltd.....	63,620
54. Canada Dry Ginger Ale, Inc. ....	358,307	112. D. L. & W. Coal Co.....	63,047
55. Cudahy Packing Co.....	352,425	113. Signal Oil Co.....	62,246
56. J. B. Williams Co.....	349,838	114. H. Fendrich, Inc.....	60,984
57. Pacific Coast Borax Co.....	348,232	115. Ramsdell, Inc.....	60,076
58. Sealtest, Inc.....	325,550	116. Charles H. Gudden, Inc.....	59,296
59. Fels Co.....	315,672	117. John H. Woodbury Co.....	56,020
60. Sherwin-Williams Co.....	307,965	118. California Fruit Growers Exchange .....	54,041
61. Gospel Broadcasting Assn...	304,651	119. Richman Bros.....	51,053
62. U. S. Rubber Products Co..	301,850	120. Wheatena Corp.....	50,670
63. American Oil Co.....	299,399	121. Axton-Fisher Tobacco Co..	48,470
64. Welch Grape Juice Co.....	297,368	122. Wesson Oil & Snowdrift Sales Corp. ....	47,676
65. Penn Tobacco Co.....	293,747	123. Food & Beverage Broad- casters Assn.....	46,938
66. George A. Hormel & Co....	283,753	124. Cardinet Candy Co.....	41,384
67. Goodyear Tire & Rubber Co. ....	273,881	125. Tidewater Associated Oil Co. ....	40,377
68. Nehi, Inc.....	261,248	126. Princess Pat, Ltd.....	38,160
69. Mars, Inc.....	253,816	127. C. F. Mueller & Co.....	34,816
70. International Silver Co.....	235,244	128. Palmer Bros.....	34,182
71. Noxzema Chemical Co.....	235,058	129. Benjamin Moore & Co.....	32,192
72. Chesebrough Mfg. Co.....	227,385	130. Ohio Oil Co.....	31,461
73. Lydia Pinkham Medicine Co. ....	220,073	131. Gallenkamp Stores Co....	31,131
74. Macfadden Publications, Inc.	219,933	132. Detrola Corp.....	30,977
75. Pure Oil Co.....	215,423	133. Moody Bible Institute....	30,738
76. General Baking Co.....	212,733	134. Stephano Bros.....	30,495
77. Dr. E. S. Sloan, Inc.....	208,536	135. George W. Luft Co.....	29,227
78. Richfield Oil Corp.....	200,564	136. Rio Grande Oil Co.....	27,540
79. E. I. du Pont de Nemours Co. ....	1,937,632	137. S & W Fine Foods, Inc....	26,410
80. Ward Baking Co.....	194,664	138. Loose-Wiles Biscuit Co....	26,280
81. Griffin Mfg. Co.....	190,255	139. Langendorf Bakeries, Inc...	24,660
82. Grove Laboratories, Inc....	180,007	140. Thomas Cook & Son, Wagon- Lits, Ltd.....	23,430
83. Musterole Co.....	174,456		
84. Corn Products Refining Co.	164,983		

## NETWORK ADVERTISERS—Continued

141. Modern Food Process Co. . . . .	23,236	163. La Rosa and Sons, Inc. . . . .	8,640
142. General Cigar Co. . . . .	22,960	164. Aurora Laboratories. . . . .	8,192
143. Bell & Co. . . . .	22,859	165. Magazine Repeating Razor Co. . . . .	7,602
144. Ballard & Ballard Co. . . . .	22,084	166. Hartz Mountain Products. . . . .	7,274
145. General Motors Corp. . . . .	19,983	167. Hecker Products Corp. . . . .	6,960
146. Gilmore Oil Co. . . . .	18,012	168. Charles B. Knox Gelatine Co. . . . .	6,846
147. Euclid Candy Co. of Calif. . . . .	17,860	169. Hotel Roosevelt. . . . .	6,825
148. Duart Mfg. Co., Ltd. . . . .	17,690	170. Coty, Inc. . . . .	6,041
149. Chamberlain Laboratories, Inc. . . . .	16,244	171. Holland Furnace Co. . . . .	5,645
150. Air Conditioning Training Corp. . . . .	15,356	172. Winter & Co. . . . .	5,505
151. Union Oil Co. . . . .	15,275	173. Vanette Hosiery Mills, Inc. . . . .	5,200
152. Congress Cigar Co. . . . .	14,662	174. Sofenz Sales Corp. . . . .	3,658
153. Wilshire Oil Co. . . . .	14,196	175. Old Trusty Dog Food Co. . . . .	2,704
154. American Bird Products Co. . . . .	13,823	176. Calavo Growers of Calif. . . . .	2,560
155. Twentieth Century - Fox Film Corp. . . . .	13,083	177. Vadsco Sales Corp. . . . .	2,043
156. Paramount Pictures, Inc. . . . .	13,022	178. Maine Development Com- mission . . . . .	1,920
157. Thomas Leeming & Co. . . . .	12,540	179. Colonial Dames, Inc. . . . .	1,470
158. Tillamook County Creamery Assn. . . . .	11,508	180. Pittsburgh Coal Co. . . . .	1,087
159. Maltex Co. . . . .	11,301	181. I. J. Fox Co. . . . .	691
160. Wilmington Transportation Co. . . . .	11,000	Political Advertisers. . . . .	8,692
161. Atlantic Refining Co. . . . .	10,093	Miscellaneous (Cooperative). . . . .	413,715
162. Bathasweet Corp. . . . .	8,658		
		Total . . . . .	\$83,113,801

## CBS GROSS CLIENT REVENUE FOR 1939

	1939.	1938
1. Lever Bros. Co. . . . .	\$3,392,672	( 1 ) \$2,790,141
Lifebouy . . . . .	390,446	
Lux and Lux Flakes. . . . .	1,240,107	
Rinso . . . . .	1,167,718	
Spry . . . . .	\$594,401	
2. General Foods Corp. . . . .	3,191,167	( 2 ) 2,720,386
Diamond Salt. . . . .	84,001	
Grapenuts . . . . .	234,506	
Huskies . . . . .	101,498	
Jell-O Ice Cream. . . . .	151,425	
LaFrance & Satina. . . . .	345,658	
Minute Tapioca. . . . .	45,003	
Post Toasties. . . . .	350,330	
Postum . . . . .	792,993	
Sanka . . . . .	369,365	
Swansdown & Calumet. . . . .	716,388	
3. Colgate-Palmolive-Peet Co. . . . .	2,509,096	( 3 ) 1,779,439
Cashmere Bouquet & Halo. . . . .	102,570	
Cue Dentifrice. . . . .	91,850	
Dental Products. . . . .	694,235	
Octagon . . . . .	57,735	
Palmolive Soap. . . . .	615,382	
Shaving Cream. . . . .	331,942	
Super Suds. . . . .	615,382	
4. Procter & Gamble Co. . . . .	2,283,347	( 4 ) 1,310,707
Chipso . . . . .	537,473	
Crisco . . . . .	361,055	
Dash . . . . .	38,263	
Drene . . . . .	285,640	
Ivory . . . . .	377,181	
Oxydol . . . . .	415,130	
Teel & Drene. . . . .	268,605	

**CBS REVENUE—Continued**

5.	Campbell Soup Co.....	2,253,083	(11)	713,788
	Franco American Spaghetti.    98,061			
	Soups, Juices, Beans.....	2,155,022		
6.	R. J. Reynolds Tobacco Co.....	1,418,333	(10)	1,000,184
7.	William Wrigley, Jr., Co.....	1,304,391	(6)	1,241,705
8.	American Tobacco Co.....	1,286,703	(5)	1,233,826
	Half & Half Tobacco.....	243,075		
	Lucky Strikes.....	796,678		
	Pall Mall Cigarettes.....	79,310		
	Rol Tan Cigars.....	167,640		
9.	Chrysler Corp.....	950,146	(9)	1,003,612
10.	Ford Motor Co.....	949,297	(8)	1,052,895
11.	Liggett & Myers Tobacco Co.....	945,620	(7)	1,118,355
12.	Texas Co.....	875,418	(18)	405,265
13.	American Home Products Corp.....	804,839	*	.....
	Anacin.....	246,676		
	Edna Wallace Hopper Cos-			
	metics.....	230,252		
	Hill's Nose Drops.....	126,415		
	Kolynos.....	164,330		
	Louis Philippe.....	37,166		
14.	Continental Baking Co.....	729,543	(12)	650,260
15.	Pet Milk Sales Corp.....	699,242	(14)	594,013
16.	Ethyl Gasoline Co.....	497,575		.....
17.	Hawaiian Pineapple Co., Ltd.....	489,630		.....
18.	Philip Morris & Co., Ltd.....	487,470	(16)	463,380
19.	Lambert Co.....	460,650	(29)	242,395
20.	U. S. Tobacco Co.....	450,075	(17)	435,120
21.	Lady Esther Co.....	439,875	(20)	372,150
22.	Campana Sales Co.....	438,850	(40)	156,100
23.	Gulf Refining Co.....	426,360	(19)	399,960
24.	Prudential Insurance Co. of America.....	414,330		.....
25.	Beneficial Management Corp.....	390,895	(73)	5,823
26.	International Cellulocotton Products Corp.....	384,430	(39)	166,665
27.	Cudahy Packing Co.....	352,425	(23)	340,767
28.	Sterling Products, Inc.....	351,765	†	.....
	Bayer Aspirin.....	331,763		
	Ironized Yeast.....	20,002		
29.	Kellogg Co.....	347,032	(36)	192,724
30.	Brown & Williamson Tobacco Co.....	340,035	(67)	10,834
	Raleigh Cigarettes.....	275,985		
	Wings Cigarettes.....	64,050		
31.	Sealtest, Inc.....	325,550		.....
32.	U. S. Rubber Products Co.....	301,850	(24)	304,155
33.	American Oil Co.....	295,048		.....
34.	George A. Hormel & Co.....	283,753		.....
35.	General Mills, Inc.....	272,925	(15)	557,035
	Corn Kix.....	63,911		
	Gold Medal Flour.....	37,920		
	Institutional.....	48,834		
	Sperry (Wheaties).....	16,500		
	Wheaties.....	105,760		
36.	Nehi, Inc.....	261,248		.....
37.	International Silver Co.....	235,244	(51)	85,095
38.	Noxzema Chemical Co.....	235,058	(47)	109,555
39.	Chesebrough Mfg. Co.....	227,385	(32)	211,050
40.	P. Lorillard Co.....	217,695	(13)	644,905

\* American Home Products Corp. was not listed as one unified account in 1938. The following members, however, were listed: Edna Wallace Hopper, \$267,194; Anacin, \$297,697; Kolynos, \$193,433; Old English Floor Wax, \$94,260; and Hill's Nose Drops, \$42,049. This represents a total of \$894,633.

† The only Sterling Products member firm listed in 1938 was the Bayer Co., which spent \$282,254.



**CBS REVENUE--Continued**

41. Pure Oil Co. ....	215,423	(63)	13,829
42. E. I. du Pont de Nemours & Co., Inc. ....	196,620	(28)	250,455
43. Griffin Mfg. Co. ....	190,255	(38)	174,049
44. Corn Products Refining Co. ....	164,983		
45. Household Finance Corp. ....	134,763	(33)	208,320
46. Lehn & Fink Products Co. ....	116,415	(31)	219,494
47. Penn Tobacco Co. ....	103,475		
48. McKesson & Robbins, Inc. ....	102,375	(42)	150,150
49. Bowey's, Inc. ....	100,167		
50. Columbia Recording Corp. ....	85,740		
51. Fels & Co. ....	72,970		
52. Purity Bakeries Service Corp. ....	63,965		
53. Penick & Ford, Ltd. ....	63,620	(53)	62,060
54. John H. Woodbury Co. ....	56,020		
55. California Fruit Growers Exchange. ....	54,041		
56. Stephano Bros. ....	30,495		
57. Rio Grande Oil Co. ....	27,540	(59)	27,725
58. S & W Fine Foods, Inc. ....	26,410	(70)	7,950
59. Tidewater Associated Oil Co. ....	22,102	(66)	11,104
60. Euclid Candy Co. of California. ....	17,860	(62)	14,080
61. Duart Mfg. Co., Ltd. ....	17,690		
62. Axton-Fisher Tobacco Co. ....	17,280		
63. Mennen Co. ....	16,310	(71)	7,320
64. Chamberlain Laboratories, Inc. ....	16,244		
65. Union Oil Co. ....	15,275		
66. Wilmington Transportation Co. ....	11,000	(68)	10,450
67. Paramount Pictures, Inc. ....	10,465		
68. Atlantic Refining Co. ....	10,093	(64)	13,050
69. Ralston Purina Co. ....	8,235	(78)	3,660
70. Twentieth Century-Fox Film Corp. ....	7,173		
71. Coty, Inc. ....	6,041		
72. Wilshire Oil Co. ....	5,940		
73. Holland Furnace Co. ....	5,645	(72)	5,827
74. Bathasweet Corp. ....	3,960		
75. Sofenz Sales Corp. ....	3,658		
76. Cardinet Candy Co. ....	3,520	(69)	10,170
77. Charles B. Knox Gelatine Co. ....	3,050		
78. Old Trusty Dog Food Co. ....	2,704		
79. Calavo Growers of California. ....	2,560		
80. Colonial Dames, Inc. ....	1,470		
81. I. J. Fox Co. ....	691		
Political Advertisers (See below).....	5,352		52,803

TOTAL .....	\$34,539,665		*\$27,345,397
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AVERAGE EXPENDITURE.....	426,350		328,826
			<i>(Political accounts excluded)</i>

MEDIAN EXPENDITURE.....	215,423		150,150
			<i>(Political accounts excluded)</i>

\* 83 Advertisers.

**CBS POLITICAL ADVERTISERS, 1939**

1. "Yes" on No. 5 (California).....	\$2,280
2. "No" on No. 5 (California).....	1,704
3. California Chiropractic Association.....	456
4. Democratic State Central Committee.....	456
5. So. California Citizens Against \$30 Thursday.....	456
<b>TOTAL GROSS POLITICAL EXPENDITURES.....</b>	<b>\$5,352</b>

# MUTUAL GROSS CLIENT REVENUE FOR 1939

(With same clients' 1938 rank and expenditures)

	1939.	1938
1. Bayuk Cigars, Inc.....	\$521,614	(1) \$259,436
2. Sterling Products (Ironized Yeast).....	356,969	(4) 179,724
3. Gospel Broadcasting Assn.....	304,651	(2) 182,842
4. Lydia Pinkham Medicine Co.....	220,073	*
5. General Baking Co.....	†212,733	
6. Philip Morris & Co., Ltd.....	139,680	(10) 78,310
Dunhill.....	\$37,180	
Philip Morris.....	82,360	
Revelation.....	19,140	
7. Emerson Radio & Phonograph Corp.....	102,576	
8. Wheeling Steel Corp.....	101,722	(13) 68,215
9. Lutheran Laymen's League.....	99,565	(8) 94,034
10. Gillette Safety Razor Co.....	93,577	
11. P. Lorillard Co.....	86,087	(7) 99,948
12. Mennen Co.....	77,301	(29) 26,926
13. Metropolitan Life Insurance Co.....	70,240	
14. D. L. & W. Coal Co.....	63,047	(17) 53,872
15. Ramsdell, Inc.....	60,076	
16. Richman Bros.....	51,053	
17. Gordon Baking Co.....	42,768	(3) 182,574
18. Axton-Fisher Tobacco Co.....	31,190	
19. Detrola Corp.....	30,977	
20. Moody Bible Institute.....	30,738	
21. Wheatena Corp.....	24,228	(22) 38,257
22. General Cigar Co.....	22,960	
23. Bell & Co.....	22,859	
24. Lambert Co.....	15,784	(16) 58,108
25. Congress Cigar Co.....	14,662	
26. American Bird Products Co.....	13,823	(38) 10,543
27. Thomas Leeming & Co.....	12,540	(37) 11,700
28. Maltex Co.....	11,301	
29. Quaker Oats Co.....	8,943	
30. La Rosa and Sons, Inc.....	8,640	
31. Aurora Laboratories.....	8,192	
32. Hartz Mountain Products.....	7,274	
33. Hotel Roosevelt.....	6,825	
34. Twentieth Century-Fox Film Corp.....	5,910	
35. Winter & Co.....	5,505	
36. Bathasweet Corp.....	4,698	
37. Paramount Pictures.....	2,557	
38. Vadsco Sales Corp.....	2,043	(9) 90,973
39. Maine Development Commission.....	1,920	(31) 23,754
40. General Mills (Corn Kix).....	1,410	(6) 137,492
Miscellaneous (Cooperative).....	413,715	303,793
<b>TOTAL</b> .....	<b>\$3,329,782</b>	<b>†\$2,920,324</b>
<b>AVERAGE EXPENDITURE</b> .....	<b>\$72,902</b>	<b>\$52,575</b>
<b>MEDIAN EXPENDITURE</b> .....	<b>\$27,483</b>	<b>\$31,721</b>

\* Not listed separately in 1938.

† General Baking spent an additional \$26,264 in cooperative advertising.

‡ 43 advertisers, plus cooperative campaigns, plus five political campaigns.

§ Excluding cooperative and political advertising.

# NBC GROSS CLIENT REVENUE FOR 1939

(With same clients' 1938 rank and expenditures)

	1939.	1938
1. Procter & Gamble Co.....	\$6,485,788	(1) \$4,860,155
Camay .....	\$731,210	
Chipso .....	523,533	
Crisco .....	858,988	
Dreft .....	235,265	
Drene .....	116,176	
Ivory Flakes.....	767,696	
Ivory Soap.....	819,614	
Lava Soap.....	269,910	
Oxydol .....	1,191,187	
Teel .....	372,057	
White Naphtha Soap.....	600,152	
2. Sterling Products, Inc.....	3,047,077	(4) 2,486,452
Bayer Aspirin.....	\$435,499	
Bayer Lozenges.....	22,078	
Cal-Aspirin .....	122,979	
Haley's M-O.....	190,355	
Dr. Lyon's Toothpowder.....	993,557	
Mulsified Oil Shampoo.....	6,755	
Phillips Milk of Magnesia....	388,788	
Phillips Milk of Magnesia Toothpaste Tablets.....	330,103	
Phillips Milk of Magnesia and MM Cream.....	556,963	
3. Standard Brands, Inc.....	2,898,521	(2) 2,670,467
Fleischmann Yeast.....	\$424,508	
Foil Yeast for Health.....	332,726	
Royal Desserts & Fleisch- mann Yeast.....	672,520	
Chase & Sanborn.....	946,240	
Tender Leaf Tea.....	522,527	
4. General Mills, Inc.....	2,136,953	(10) 1,200,886
Bisquick .....	\$345,441	
Corn Kix.....	367,942	
Kitchen Tested Cake Flour...	88,468	
Softasilk Cake Flour.....	680,227	
Sperry Flour Products.....	112,284	
Wheaties .....	542,588	
5. General Foods Corp.....	2,078,400	(3) 2,519,220
Grape Nuts.....	\$351,996	
Jell-O .....	677,366	
Jell-O Pudding.....	100,008	
Post 40% Bran Flakes.....	70,040	
Maxwell House Coffee.....	878,990	
6. American Home Products Co.....	1,724,714	(5) 1,683,340
Aerowax .....	\$98,907	
Anacin .....	582,366	
BiSoDol .....	461,176	
Clapps Baby Food.....	13,647	
Fly-Ded .....	33,067	
Freezone .....	51,248	
Hills Cold Tablets.....	62,120	
Kolynos .....	205,973	
Old English Floor Wax.....	157,347	
Plastic Wood.....	58,863	
7. Brown & Williamson Tobacco Corp.....	1,707,501	(15) 656,306
Avalon Cigarettes.....	\$520,940	
Bugler Tobacco.....	451,118	
Raleigh Tobacco.....	346,488	
Raleigh & Kool Cigarettes....	371,118	
Tobacco and Cigarettes.....	17,837	

## NBC REVENUE--Continued

	1939.	1938
8. Miles Laboratories, Inc.....	1,236,254	(8) 1,387,906
9. American Tobacco Co., Inc.....	1,219,438	(9) 1,331,884
Lucky Strike Cigarettes.....	\$1,041,155	
Pall Mall Cigarettes.....	178,283	
10. Quaker Oats Co.....	1,192,004	(12) 878,068
Quaker Farina.....	\$10,076	
Aunt Jemima.....	45,156	
Quaker Oats.....	728,468	
Puffed Wheat & Rice.....	408,304	
11. National Dairy Products Corp.....	1,164,930	(7) 1,466,957
Kraft.....	\$982,074	
Sealtest.....	182,856	
12. Bristol-Myers Co.....	1,141,548	(11) 942,930
Vitalis.....	\$435,078	
Ipana, Sal Hepatica.....	706,470	
13. Liggett & Myers Tobacco Co.....	992,032	(20) 571,015
14. Andrew Jergens Co.....	763,940	(19) 622,277
Woodbury's Soap & Cosmetics	\$516,666	
Jergens Lotion.....	247,274	
15. Cities Service Co.....	718,282	(16) 638,205
16. Cummer Products Co.....	689,664	(23) 555,367
Energine.....	\$220,968	
Molle.....	468,696	
17. Sun Oil Co.....	656,084	(18) 631,667
18. Radio Corp. of America.....	635,926	(13) 827,640
19. Lewis-Howe Co.....	635,338	(28) 419,840
20. Pepsodent Co.....	603,400	(35) 339,260
Toothpaste.....	\$90,288	
Toothpaste,      Toothpowder,		
Antiseptic.....	513,112	
21. Carnation Co.....	598,137	(22) 560,872
Carnation Milk.....	\$551,676	
Albers Cereal.....	46,461	
22. Philip Morris & Co., Ltd.....	590,016	(24) 526,664
23. S. C. Johnson & Son, Inc.....	589,330	(14) 675,190
24. Pillsbury Flour Mills Co.....	561,710	(21) 563,400
25. Firestone Tire & Rubber Co.....	558,746	(17) 635,206
26. Kellogg Co.....	514,442	(25) 496,404
Corn Flakes.....	\$409,280	
Krispies.....	105,162	
27. P. Lorillard Co.....	490,232	.....
28. F. W. Fitch Co.....	488,265	(32) 364,563
29. Lady Esther Co., Ltd.....	461,671	(26) 459,397
30. Ralston Purina Co.....	457,776	(31) 380,246
Wheat Cereal.....	\$191,604	
Cereals.....	266,172	
31. Campbell Soup Co.....	451,248	(6) 1,565,637
Food Products.....	\$360,144	
Tomato Juice.....	91,104	
32. B. T. Babbitt, Inc.....	436,200	(27) 437,700
33. Wander Co.....	389,312	(37) 304,952
34. General Electric Co.....	367,629	(29) 391,871
35. Canada Dry Ginger Ale, Inc.....	358,307	(85) 48,276
36. J. B. Williams Co.....	349,838	(46) 167,336
37. Pacific Coast Borax Co.....	348,232	(34) 339,296
38. Sherwin-Williams Co.....	307,965	(41) 231,409
S-W Paints.....	\$192,809	
Acme Paints.....	115,156	
39. R. J. Reynolds Tobacco Co.....	305,241	.....
40. Welch Grape Juice Co.....	297,368	(39) 267,080
41. Goodyear Tire & Rubber Co.....	273,881	(47) 165,139
42. Mars, Inc.....	253,816	.....
43. Fels Co.....	242,702	(67) 78,493

## NBC REVENUE—Continued

		1939.	1938	
44.	Colgate-Palmolive-Peet Co.....	240,637	(55)	118,576
	Shaving Cream.....	\$56,128		
	Super Suds.....	184,509		
45.	Macfadden Publications, Inc.....	219,933	(45)	172,032
46.	Dr. E. S. Sloan, Inc.....	208,536	(48)	156,114
	Sloan's Liniment.....	\$195,114		
	Vince .....	13,422		
47.	Richfield Oil Corp.....	200,564	(43)	202,940
48.	Ward Baking Co.....	194,664	(65)	80,848
49.	Penn Tobacco Co.....	190,272	(70)	69,769
50.	Grove Laboratories, Inc.....	180,007	(44)	182,140
51.	Musterole Co.....	174,456	(71)	69,216
52.	Adam Hat Stores, Inc.....	151,893	(68)	76,736
53.	Swift & Co.....	127,384	(62)	88,487
	Frankfurters .....	\$4,996		
	Sunbrite Cleanser.....	122,388		
54.	Vick Chemical Co.....	121,488	(56)	116,448
55.	G. Washington Coffee Refining Co.....	108,077	(52)	129,001
56.	Richardson & Robbins.....	104,832	(66)	79,823
57.	Manhattan Soap Co.....	101,898		
58.	Standard Oil Co. of California.....	100,794	(61)	92,785
59.	John Morrell & Co.....	98,544	(76)	65,951
60.	Westinghouse Electric & Mfg. Co.....	94,822		
61.	Lamont, Corliss & Co.....	87,460	(36)	305,536
	Danya Hand Lotion.....	\$9,928		
	Pond's Creams and Powder..	77,532		
62.	Time, Inc.....	76,260	(42)	220,023
63.	Dunn & McCarthy.....	70,728		
64.	American Rolling Mills Co.....	68,406	(81)	52,962
65.	Signal Oil Co.....	62,246	(77)	61,921
66.	H. Fendrich, Inc.....	60,984	(78)	59,712
67.	Charles H. Gulden, Inc.....	59,296	(93)	27,736
68.	Wesson Oil & Snowdrift Sales Corp.....	47,676	(86)	45,552
69.	Bowey's, Inc.....	47,498	(51)	129,172
70.	Food & Beverage Broadcasters Assn.....	46,938		
71.	Gordon Baking Co.....	39,312		
72.	Princess Pat, Ltd.....	38,160	(54)	123,580
73.	Cardinet Candy Co.....	37,864	(89)	35,032
74.	C. F. Mueller & Co.....	34,816	(75)	67,200
75.	Palmer Bros.....	34,182		
76.	Benjamin Moore & Co.....	32,192	(87)	42,924
77.	Ohio Oil Co.....	31,461		
78.	Gallenkamp Stores Co.....	31,131	(90)	30,420
79.	George W. Luft Co.....	29,227	(94)	24,024
80.	Wheatena Corp.....	26,442		
81.	Loose-Wiles Biscuit Co.....	26,280		
82.	Langendorf Bakeries, Inc.....	24,660		
83.	Thomas Cook & Son, Wagon-Lits, Ltd.....	23,430	(99)	19,364
84.	Modern Food Process Co.....	23,236	(98)	21,432
85.	Ballard & Ballard Co.....	22,084	(95)	23,780
	Flour .....	\$5,482		
	Oven Ready Biscuits.....	5,792		
	Poultry and Dairy Feed.....	10,860		
86.	General Motors Corp (Buick).....	19,983	(101)	13,158
87.	Tidewater Associated Oil Co.....	18,275	(97)	21,444
88.	Gilmore Oil Co.....	18,012	(83)	49,652
89.	Air Conditioning Training Corp.....	15,356		
90.	Tillamook County Creamery Assn.....	11,508	(102)	10,220
91.	Wilshire Oil Co.....	8,256		
92.	Magazine Repeating Razor Co.....	7,602		
93.	Hecker Products Corp.....	6,960		
94.	Vanette Hosiery Mills, Inc.....	5,200		

## NBC REVENUE—Continued

	1939.	1938	
95. American Oil Co. ....	4,351	(110)	3,541
96. Chas. B. Knox Gelatine Co., Inc. ....	3,796	(109)	4,088
97. Pittsburgh Coal Co. ....	1,087	(107)	5,546
Political Advertisers (See below).....	3,340		54,369
<b>TOTAL</b> .....	<b>\$45,244,354</b>		<b>*\$41,462,679</b>
<b>AVERAGE EXPENDITURE</b> .....	466,402		356,968
			<i>(Political accounts excluded)</i>
<b>MEDIAN EXPENDITURE</b> .....	190,272		101,555
			<i>(Political accounts excluded)</i>

\* 116 Advertisers.

### NBC POLITICAL ADVERTISERS, 1939

1. "Yes" on No. 5 Committee (California).....	\$2,212
2. "No" on No. 5 Committee (California).....	704
3. Democratic State (California) Central Committee.....	424
<b>TOTAL GROSS POLITICAL EXPENDITURES</b> .....	<b>\$3,340</b>

## NBC-CBS DAY vs. EVENING REVENUE, 1931-1939

*(The dividing line between day and evening is 6 P.M.)*

	Day	%	Evening	%	Total
1931.....	\$7,921,671	21.1	\$29,580,409	78.9	\$37,502,080
1932.....	8,486,296	21.7	30,620,480	78.3	39,106,776
1933.....	6,887,904	21.9	24,628,394	78.1	31,516,298
1934.....	9,589,344	22.5	33,070,117	77.5	42,659,461
1935.....	11,090,157	22.7	37,696,578	77.3	48,786,735
1936.....	13,725,976	23.8	43,966,122	76.2	57,692,098
1937.....	21,261,652	31.6	46,091,752	68.4	67,373,404
1938.....	23,608,642	34.3	45,199,434	65.7	68,808,076
1939.....	28,494,049	35.7	51,289,970	64.3	79,784,019

## RANKING 10 SPONSORS' CONTRIBUTION TO NETWORK DOLLAR VOLUME

The table below shows the percentage of total network revenue (dollar volume) derived in 1936, 1937, 1938 and 1939 from the leading 10 advertisers on each chain. Figures in parentheses indicate the number of sponsors whose time purchases amounted to \$1,000,000 or more.

NBC, 1936.....	43.32% (7)	CBS, 1936.....	47.17% (6)
NBC, 1937.....	49.10% (9)	CBS, 1937.....	51.47% (9)
NBC, 1938.....	51.06% (10)	CBS, 1938.....	55.95% (10)
NBC, 1939.....	52.44% (10)	CBS, 1939.....	56.57% (8)

# WHAT READER-LISTENERS PAID FOR RADIO, MAGAZINES, NEWSPAPERS, AND FARM PAPERS DURING 1939

Total money spent by readers in the purchase of magazine subscriptions and single-copy sales.....		\$178,210,695*
Percent change over 1938.....		+3.8%
241 Monthlies .....	\$96,617,024	
45 Weeklies .....	47,762,862	
21 Group Publications.....	23,099,208	
8 Semi-Monthlies .....	7,938,532	
14 Bi-Monthlies .....	859,178	
3 Semi-Annals .....	687,223	
1 Daily .....	536,310	
7 Miscellaneous .....	475,879	
2 Quarterlies .....	201,013	
2 Annals .....	33,466	
20 Free Publications.....	.....	
115 Publications, Data Missing.....	.....	
Total money spent by readers in the purchase of morning, evening, and Sunday newspapers.....		\$530,455,949†
Percent change over 1938.....		+1.2%
15,524,717 daily morning circulation at \$9.24.....	\$143,448,385	
24,145,965 daily evening circulation at \$9.24.....	223,106,717	
31,519,009 Sunday circulation at \$5.20.....	163,898,847	
Total money spent by readers in the purchase of farm papers.....		\$10,887,556*
Percent change over 1938.....		-0.8%
86 Monthlies .....	\$6,416,208	
22 Bi-Weeklies .....	1,937,402	
14 Weeklies .....	1,407,415	
14 Semi-Monthlies .....	566,767	
5 Dailies .....	340,439	
2 Semi-Weeklies .....	106,696	
1 Bi-Monthly .....	42,021	
2 Quarterlies .....	17,434	
1 Annual .....	3,174	
10 Free Publications.....	.....	
38 Publications, Data Missing.....	.....	
Total money spent by listeners in the purchase, operation, repair and upkeep of radio sets.....		\$609,000,000**
Percent change over 1938.....		+20.6%
New set sales.....	\$289,000,000	
Repair services.....	60,000,000	
Use of electricity and cost of batteries.....	165,000,000	
Parts and supplies used in repairs.....	50,000,000	
Tubes .....	45,000,000	

\* Compiled from the January, 1940, Magazine and Farm Paper Section of *Standard Rate & Data Service*. Circulation figures therein pertain generally to the Spring of 1939.

† Aggregate morning, evening and Sunday newspaper circulation figures supplied through the courtesy of *Editor & Publisher*. They pertain to Dec. 31, 1939.

\*\* Data supplied by Dr. Orestes H. Caldwell, editor of *Radio Today*.

# AGENCIES

## COMPARATIVE AGENCY SPENDING: 1939

(With CBS, Mutual, and NBC)

Nineteen of the 20 leading agency spenders of 1938 repeated their performances in 1939. The one which did not repeat was Erwin, Wasey & Co., Inc. This agency, No. 17 in 1938, became No. 21 in 1939. It was replaced on the 1939 roster by the Russel M. Seeds Co., Inc.

The 1937 list includes four agencies not shown here. They were: Neisser-Meyerhoff, Inc.; Maxon, Inc.; Roche, Williams & Cunnynggham, Inc.; and Erwin, Wasey & Co., Inc.

Agency	1939	1938	1937
1. Blackett-Sample-Hummert	\$10,714,498	(1) \$9,093,125	(1) \$7,293,490
2. Young & Rubicam, Inc.	6,481,352	(3) 5,093,640	(4) 3,821,010
3. J. Walter Thompson Co.	6,342,268	(2) 5,320,608	(3) 5,283,134
4. Benton & Bowles, Inc.	5,385,301	(4) 4,800,399	(5) 3,634,240
5. Ruthrauff & Ryan, Inc.	4,991,348	(6) 4,015,959	(6) 3,407,886
6. Lord & Thomas	3,891,308	(5) 4,791,586	(2) 5,549,195
7. Compton Advertising, Inc.	3,811,128	(7) 3,107,788	(7) 3,001,600
8. Pedlar & Ryan, Inc.	2,902,570	(11) 1,588,185	* .....
9. Ward Wheelock Co.	2,595,270	(8) 2,258,425	(16) 1,128,540
10. Batten, Barton, Durstine & Osborn, Inc.	2,481,296	(10) 1,588,554	(10) 1,801,696
11. Newell-Emmett Co., Inc.	1,987,362	(9) 1,693,314	(9) 1,951,261
12. William Esty & Co., Inc.	1,852,529	(18) 1,096,359	(17) 1,033,263
13. H. W. Kastor & Sons Adv. Co.	1,732,120	(15) 1,245,302	* .....
14. Lennen & Mitchell, Inc.	1,613,974	(12) 1,500,635	(13) 1,380,063
15. Russel M. Seeds Co., Inc.	1,400,433	* .....	* .....
16. Stack-Goble Adv. Agency	1,294,410	(20) 1,007,060	(11) 1,495,307
17. Wade Advertising Agency	1,236,254	(14) 1,383,741	(12) 1,457,470
18. Biow Co., Inc.	1,234,522	(19) 1,081,115	* .....
19. Gardner Advertising Co.	1,165,253	(16) 1,109,681	(19) 928,326
20. N. W. Ayer & Son, Inc.	1,144,316	(13) 1,397,535	(8) 2,842,215
Total	\$64,257,512	\$54,278,083	\$50,267,217
Portion of total network gross revenue	77.3%	75.7%	72.2%

\* Not among 20 first spenders.

## COMBINED NETWORK BILLINGS TO ADVERTISING AGENCIES: 1939

(At one-time card rates)

1. Blackett-Sample - Hummert, Inc.	\$10,714,498	6. Lord & Thomas	3,891,308
2. Young & Rubicam, Inc.	6,481,352	7. Compton Advertising, Inc.	3,811,128
3. J. Walter Thompson Co.	6,342,268	8. Pedlar & Ryan, Inc.	2,902,570
4. Benton & Bowles, Inc.	5,385,301	9. Ward Wheelock Co.	2,595,270
5. Ruthrauff & Ryan, Inc.	4,991,348	10. Batten, Barton, Durstine & Osborn, Inc.	2,481,296



## COMBINED AGENCY BILLINGS—Continued

11. Newell-Emmett Co., Inc....	1,987,362	62. Kelly, Stuhlman & Zahrndt, Inc. ....	99,565
12. William Esty & Co., Inc....	1,852,529	63. Foster & Davies, Inc.....	97,014
13. H. W. Kastor & Sons Adv. Co., Inc.....	1,732,120	64. Fuller & Smith & Ross, Inc.	94,822
14. Lennen & Mitchell, Inc.....	1,613,974	65. Marschalk & Pratt, Inc.....	85,390
15. Russel M. Seeds Co., Inc....	1,400,433	66. Emil Brisacher & Staff.....	73,348
16. Stack-Goble Adv. Agency...	1,294,410	67. Campbell-Mithun, Inc.....	63,985
17. Wade Adv. Agency.....	1,236,254	68. William Irving Hamilton, Inc. ....	60,076
18. Biow Co., Inc.....	1,234,522	69. Barton A. Stebbins Adv. Agency .....	56,306
19. Gardner Adv. Co.....	1,165,253	70. Fitzgerald Adv. Agency, Inc.	47,676
20. N. W. Ayer & Son, Inc.....	1,144,316	71. Kenyon & Eckhardt, Inc....	41,662
21. Erwin, Wasey & Co., Inc....	1,025,508	72. Tomaschke-Elliott, Inc.....	41,384
22. Roche, Williams & Cunyng- ham, Inc.....	1,008,509	73. Gale & Pietsch, Inc.....	33,160
23. Arthur Kudner, Inc.....	963,872	74. Tucker Wayne & Co.....	34,182
24. Buchanan & Co., Inc.....	888,440	75. Byer & Bowman Adv. Agency .....	31,461
25. Neisser-Meyerhoff, Inc.....	884,625	76. Long Adv. Service.....	31,131
26. McCann-Erickson, Inc.....	775,934	77. Bass-Luckoff, Inc.....	30,977
27. Knox Reeves Adv., Inc.....	755,461	78. Aitkin-Kynett Co.....	30,495
28. Sherman K. Ellis & Co., Inc.	602,968	79. Botsford, Constantine & Gardner .....	29,520
29. Needham, Louis & Brorby, Inc. ....	589,330	80. Leon Livingston Adv. Agency .....	24,660
30. Hutchinson Adv. Co.....	561,710	81. C. M. Rohrabough Co.....	24,228
31. Sweeney & James Co.....	558,746	82. Clements Co., Inc.....	23,236
32. Ivey & Ellington, Inc.....	521,614	83. Anderson, Davis & Platte...	22,859
33. McKee & Albright, Inc.....	508,406	84. Walsh Adv. Co., Ltd.....	18,500
34. L. W. Ramsey Co.....	500,189	85. Sidney Garfinkel Adv. Agency .....	17,860
35. Lambert & Feasley, Inc....	476,434	86. Samuel C. Croot Co., Inc....	16,806
36. Aubrey, Moore & Wallace, Inc. ....	438,850	87. Weil & Wilkins, Inc.....	15,356
37. Frances Hooper Adv. Agency	430,766	88. Dan B. Miner Co.....	14,196
38. J. M. Mathes, Inc.....	365,909	89. Weston-Barnett, Inc.....	13,823
39. Warwick & Legler, Inc.....	357,162	90. Baker Adv. Agency, Ltd....	13,200
40. Maxon, Inc.....	305,405	91. Kayton-Spiero, Inc.....	13,083
41. R. H. Alber Co.....	305,107	92. Cockfield, Brown & Co., Ltd.	11,000
42. Joseph Katz Co.....	299,399	93. Commercial Radio Service..	8,640
43. Campbell Ewald Co. (N. Y.)	294,950	94. MacLaren Adv. Co., Ltd....	6,900
44. Grant Adv. Co.....	259,016	95. M. H. Hackett, Inc.....	6,825
45. Henri, Hurst & McDonald, Inc. ....	235,784	96. J. D. Tarcher Co., Inc.....	6,041
46. Hixson-O'Donnell Adv., Inc.	228,104	97. Logan & Stebbins.....	5,940
47. Leo Burnett Co., Inc.....	215,423	98. Ray Davidson.....	5,372
48. Birmingham, Castleman & Pierce .....	190,255	99. John H. Dunham Co.....	4,320
49. Cecil & Presbrey, Inc.....	181,487	100. Richard F. Connor.....	3,658
50. Hellwig-Miller Co.....	164,983	101. H. B. Humphrey Co.....	2,704
51. Charles W. Hoyt Co., Inc....	164,128	102. Lawrence C. Gumbinner...	2,043
52. Glicksman Adv. Co., Inc....	151,893	103. Brooke, Smith, French & Dorrance, Inc.....	1,920
53. Critchfield & Co.....	132,460	104. Howard G. Hanvey.....	1,704
54. Westco Adv. Agency.....	128,787	105. Glasser Adv. Agency.....	1,470
55. Morse International, Inc....	121,488	106. Walker & Downing.....	1,087
56. Franklin Bruck Adv. Corp..	109,172	107. Hanvey & Haas.....	704
57. Hays MacFarland & Co....	105,162	108. David Malkiel Adv. Agency.	691
58. Grady & Wagner, Inc.....	102,576	109. Dana Jones Co.....	456
59. Bowman & Columbia, Inc....	102,375	Billed Direct (No Agency)..	1,365,030
60. H. M. Kiesewetter Adv. Agency, Inc.....	102,269		
61. Sorenson & Co.....	100,167		

# CBS GROSS BILLINGS TO AGENCIES: 1939

	1939.	1938
1. Benton & Bowles, Inc.	\$4,176,615	( 2 ) \$3,298,840
2. Young & Rubicam, Inc.	4,072,207	( 3 ) 2,405,105
3. Ruthrauff & Ryan, Inc.	3,546,452	( 1 ) 3,359,373
4. Ward Wheelock Co.	2,144,022	(12) 692,788
5. Blackett-Sample-Hummert, Inc.	2,044,458	( 4 ) 2,057,048
6. Batten, Barton, Durstine & Osborn, Inc.	1,762,398	(13) 683,701
7. J. Walter Thompson Co.	1,587,139	( 9 ) 1,040,996
8. William Esty & Co., Inc.	1,534,748	( 7 ) 1,081,013
9. Lord & Thomas	1,484,834	( 5 ) 1,662,262
10. N. W. Ayer & Son, Inc.	1,075,910	( 8 ) 1,065,945
11. Newell-Emmett Co., Inc.	945,620	( 6 ) 1,118,355
12. Buchanan & Co., Inc.	885,883	(18) 405,265
13. Neisser-Meyerhoff, Inc.	884,625	(10) 920,170
14. Pedlar & Ryan, Inc.	880,522	(26) 246,732
15. Compton Advertising, Inc.	738,236	(15) 578,152
16. Garaner Advertising Co.	707,477	(14) 593,803
17. H. W. Kastor & Sons Advertising Co., Inc.	566,034	(40) 43,910
18. Biow Co., Inc.	487,470	(16) 463,380
19. Lambert & Feasley, Inc.	460,650	(23) 302,385
20. Arthur Kudner, Inc.	450,075	(17) 435,120
21. Aubrey, Moore & Wallace, Inc.	438,350	(32) 156,100
22. Frances Hooper Advertising Agency	430,766	(22) 331,985
23. Roche, Williams & Cunyngham, Inc.	352,425	(21) 340,767
24. McKee & Albright, Inc.	325,550	(49) *12,870
25. Joseph Katz Co.	295,048	.....
26. Campbell Ewald Co. (of New York)	294,950	(24) 299,655
27. Lennen & Mitchell, Inc.	278,715	(11) 778,410
28. McCann-Erickson, Inc.	244,665	(28) 211,410
29. Leo Burnett Co., Inc.	215,423	(48) 13,829
30. Birmingham, Castleman & Pierce	190,255	(31) 174,049
31. Hellwig-Miller Co.	164,983	.....
32. Knox Reeves Advertising, Inc.	105,760	(25) 247,993
33. Bowman & Columbia, Inc.	102,375	(38) 87,750
34. Sorensen & Co.	100,167	.....
35. Russel M. Seeds Co., Inc.	64,050	.....
36. Campbell-Mithun, Inc.	63,985	.....
37. The Aitkin-Kynett Co.	30,495	.....
38. Hixson-O'Donnell Advertising, Inc.	27,540	(42) 28,261
39. Emil Brisacher & Staff	26,410	(51) 7,950
40. H. M. Kiesewetter Advertising Agency, inc.	20,270	(53) 7,320
41. Walsh Advertising Co., Ltd.	18,500	(43) 26,000
42. Sidney Garfinkel Advertising Agency	17,860	(47) 14,080
43. Erwin, Wasey & Co., Inc.	17,690	(36) 106,600
44. Westco Advertising Agency	16,500	.....
45. Baker Advertising Agency, Ltd.	13,200	(46) 14,220
46. L. W. Ramsey Co.	11,924	.....
47. Cockfield, Brown & Co., Ltd.	11,000	(44) 21,000
48. Kayton-Spiro, Inc.	7,173	.....
49. MacLaren Advertising Co., Ltd.	6,900	(63) 4,500
50. J. D. Tarcher Co., Inc.	6,041	.....
51. Dan B. Miner Co., Inc.	5,940	.....
52. The John H. Dunham Co.	4,320	.....
53. Richard F. Connor	3,658	.....
54. Tomaschke-Elliott, Inc.	3,520	(50) 10,170
55. Kenyon & Eckhardt, Inc.	3,050	.....
56. Ray Davidson	2,736	(76) 360
57. H. B. Humphrey Co.	2,704	.....
58. Howard G. Hanvey	1,704	.....
59. Glasser Advertising Agency	1,470	.....
60. David Malkiel Advertising Agency	691	.....
61. Dana Jones Co.	456	.....
62. R. H. Alber Co.	456	(71) 1,500
No Agency (Billed Direct)	179,115	..... 2,675

## MUTUAL GROSS BILLINGS TO AGENCIES: 1939

	1939.		1938
1. Ivey & Ellington, Inc.	\$521,614	( 2 )	\$259,436
2. Ruthrauff & Ryan, Inc.	420,016	( 3 )	244,411
3. R. H. Alber Co.	304,651	( 4 )	182,842
4. Erwin, Wasey & Co., Inc.	228,265	( 1 )	397,393
5. Batten, Barton, Durstine & Osborn, Inc.	212,733	(25)	27,221
6. Biow Co., Inc.	157,036	(11)	91,071
7. Critchfield & Co.	132,460	(13)	82,473
8. Young & Rubicam, Inc.	113,008	( 5 )	182,574
9. Grady & Wagner Co.	102,576		
10. Kelly, Stuhlman & Zahrdt, Inc.	99,565	(10)	94,034
11. Maxon, Inc.	93,577		
12. Lennen & Mitchell, Inc.	86,087	( 8 )	99,948
13. McCann-Erickson, Inc.	82,243		
14. H. M. Kiesewetter Advertising Agency, Inc.	81,999	(26)	26,926
15. William Irving Hamilton, Inc.	60,076		
16. Bass-Luekoff, Inc.	30,977		
17. C. M. Rohrbaugh Co.	24,228	(21)	38,257
18. J. Walter Thompson Co.	22,960	(12)	87,450
19. Anderson, Davis & Platte, Inc.	22,859		
20. Samuel C. Croot Co., Inc.	16,806		
21. Lambert & Feasley, Inc.	15,784	(16)	58,108
22. Marschalk & Pratt, Inc.	14,662	(48)	1,831
23. Weston-Barnett, Inc.	13,823	(36)	10,543
24. Wm. Esty & Co., Inc.	12,540	(35)	11,700
25. Benton & Bowles, Inc.	8,943		
26. Commercial Radio Service Advertising Agency	8,640		
27. Franklin Bruck Advertising Corp.	7,274	( 7 )	110,926
28. M. H. Hackett, Inc.	6,825		
29. Kayton-Spiero, Inc.	5,910		
30. Buchanan & Co.	2,557	(39)	9,840
31. Lawrence C. Gumbinner	2,043	(32)	18,954
32. Brooke, Smith, French & Dorrance, Inc.	1,920	(27)	23,754
33. Blackett-Sample-Hummert, Inc.	1,410	( 6 )	137,492
Miscellaneous (cooperative)	413,715		1,639

## NBC GROSS BILLINGS TO AGENCIES: 1939

	1939.		1938
1. Blackett-Sample-Hummert, Inc.	\$8,668,630	( 1 )	\$6,898,585
2. J. Walter Thompson Co.	4,732,169	( 2 )	4,192,162
3. Compton Advertising, Inc.	3,072,892	( 4 )	2,529,636
4. Lord & Thomas	2,406,474	( 3 )	3,080,107
5. Young & Rubicam, Inc.	2,296,137	( 5 )	2,505,961
6. Pedlar & Ryan, Inc.	2,022,048	( 9 )	1,341,453
7. Russel M. Seeds Co., Inc.	1,336,333	(36)	175,482
8. Stack-Goble Advertising Agency	1,294,410	(11)	1,001,999
9. Lennen & Mitchell, Inc.	1,254,172	(18)	622,277
10. Wade Advertising Agency	1,236,254	( 8 )	1,383,741
11. Benton & Bowles, Inc.	1,199,743	( 7 )	1,501,559
12. H. W. Kastor & Sons Advertising Co., Inc.	1,166,086	(10)	1,201,392
13. Newell-Emmett Co., Inc.	1,041,742	(20)	574,959
14. Ruthrauff & Ryan, Inc.	1,024,880	(26)	412,175
15. Erwin, Wasey & Co., Inc.	779,553	(19)	601,079
16. Roche, Williams & Cunyningham, Inc.	656,084	(16)	631,667
17. Knox Reeves Advertising, Inc.	649,701		
18. Sherman K. Ellis & Co., Inc.	602,968	(33)	240,774
19. Biow Co., Inc.	590,016	(22)	526,664
20. Needham, Louis & Brorby, Inc.	589,330	(13)	675,190

NBC AGENCY BILLINGS—Continued

	1939.	1938	
21. Hutchinson Advertising Co.....	561,710	(21)	563,400
22. Sweeney & James Co.....	558,746	(15)	635,206
23. Arthur Kudner, Inc.....	513,797	(30)	350,329
24. Batten, Barton, Durstine & Osborn, Inc.....	506,165	(12)	877,632
25. L. W. Ramsey Co.....	488,265	(28)	364,563
26. Gardner Advertising Co.....	457,776	(23)	505,478
27. Ward Wheelock Co.....	451,248	( 6)	1,565,637
28. McCann-Erickson, Inc.....	449,026	(17)	625,441
29. J. M. Mathes, Inc.....	365,909	(52)	48,276
30. Warwick & Legler, Inc.....	357,162	.....	.....
31. Wm. Esty & Co., Inc.....	305,241	(72)	3,646
32. Grant Advertising Co.....	259,016	.....	.....
33. Henri, Hurst & McDonald, Inc.....	235,784	(35)	189,019
34. Maxon, Inc.....	211,828	(27)	391,871
35. Hixson-O'Donnell Advertising, Inc.....	200,564	(34)	202,940
36. McKee & Albright, Inc.....	182,856	(24)	493,928
37. Cecil & Presbrey, Inc.....	181,487	(25)	455,936
38. Charles W. Hoyt Co., Inc.....	164,128	(40)	107,559
39. Glicksman Advertising Co., Inc.....	151,893	(43)	76,736
40. Morse International, Inc.....	121,488	(58)	116,448
41. Westco Advertising Agency.....	112,287	(37)	117,488
42. Hays, MacFarland & Co.....	105,162	(14)	648,815
43. Franklin Bruck Advertising Corp.....	101,898	.....	.....
44. Foster & Davies, Inc.....	97,014	.....	.....
45. Fuller & Smith & Ross, Inc.....	94,822	.....	.....
46. Marschalk & Pratt, Inc.....	70,728	(64)	13,112
47. N. W. Ayer & Son, Inc.....	68,406	(31)	284,746
48. Barton A. Stebbins Advertising Agency.....	56,306	.....	.....
49. Fitzgerald Advertising Agency, Inc.....	47,676	(53)	45,552
50. Emil Brisacher & Staff.....	46,938	(59)	30,168
51. Kenyon & Eckhardt, Inc.....	38,612	(44)	71,288
52. Gale & Pietsch, Inc.....	38,160	(47)	65,656
53. Tomaschke-Elliott, Inc.....	37,864	(56)	37,268
54. Tucker Wayne & Co.....	34,182	.....	.....
55. Byer & Bowman Advertising Agency.....	31,461	.....	.....
56. Long Advertising Service.....	31,131	(55)	40,974
57. Botsford, Constantine & Gardner.....	29,520	(49)	59,872
58. Leon Livingston Advertising Agency.....	24,660	(69)	4,212
59. Clements Co., Inc.....	23,236	(62)	21,432
60. Well & Wilkins, Inc.....	15,356	.....	.....
61. Dan B. Miner Co.....	8,256	(65)	8,576
62. Logan & Stebbins.....	5,940	(48)	61,921
63. Joseph Katz Co.....	4,351	(73)	3,541
64. Ray Davidson.....	2,636	.....	.....
65. Walker & Downing.....	1,087	(68)	5,546
66. Howard G. Hanvey.....	704	(85)	680
No Agency (Billed Direct).....	772,200	.....	874,843



# 1,000 NETWORK, NATIONAL SPOT AND REGIONAL RADIO ACCOUNTS

Compiled Under the Supervision of  
**ELLEN L. DAVIS**  
 Associate Editor, Variety Radio Directory

Note: These sponsors and/or accounts are a cross-index of the agency information presented in the section immediately following this list (pages 177-227). They do not include all network, national spot and regional accounts noted on the books of the industry from June 1, 1939, to June 1, 1940, but only that portion of them placed by the agencies from whom the DIRECTORY was able to obtain information.

It should also be borne in mind that inasmuch as information was obtained on network business from both networks and agencies, a difference in the number of network stations accredited each account in various sections of this book occurs frequently. While this difference is not large, it is recognized by the editors, and herewith explained as being due to differences in time of gathering information, as well as differences in source of information.

No local accounts occur in this listing.

Sponsor	Agency	Time Purchases
Absorene Mfg. (Absorene Wallpaper Cleaner, HRH Paint Cleaner, Abso Crystals Watersoftening)	Ross-Gould	30 A
Acme Breweries	Brisacher, Davis & Staff	1 News; 6 A
Acme White Lead & Color Works (Paint Products, Lin-X)	Henri, Hurst & McDonald	36 NBC
Adam Hat Stores	Glicksman Advertising	81 NBC
Advertising Distributors of America	Peck Advertising Agency	4 A
Aero Industries Technical Institute	Critchfield & Co.	13 P & FM
Agash Refining Corp.	H. C. Morris	3 A
Albers Bros. Milling (Cereals)	Erwin, Wasey	8 NBC; 5 NBC
Albers Bros. Milling (Friskies Dog Food)	Erwin, Wasey	9 CBS Pacific
Albert Laboratories (Respirine)	First United Broadcasters	12 A
Albert Laboratories (Respirine)	Newby, Peron & Fliteraft	9 P
Allan's Beverages, Ltd.	Vickers & Benson	1 A
Allied Mills (Livestock Feeds)	Louis E. Wade	2 A
Allis-Chalmers (Tractors, Farm Implementations)	Bert S. Gittins	36 NBC; 3 N. W. Triangle Network; 3 P; 12 P; 2 P; 1 FM; 5 Special Events; 8 News; 1 News; 1 FM News; 1 Transcribed P; 1 PP; 2 PP; 1 Market Reports; 14 A
American Bakeries Co. (Merita Bread, Cake, Crackers)	Tucker Wayne	24 P
American Bird Products	Weston-Barnett	6 Mutual
American Brewing	F. A. Hughes	7 A
American Brewing (Regal Beer)	Mitchell-Faust	1 FM; 1 P
American-Chiffon Hosiery	First United Broadcasters	7 A
American Cigarette & Cigar (Pall Mall)	Young & Rubicam	8 A
American Cranberry Exchange	BBD&O	Spot; number of stations not listed
American Express Co.	Stack-Goble	A; number of stations not listed

Key: All numerals indicate number of stations purchased. NBC, CBS, and Mutual indicate the three major networks. A = announcements. P = full-length programs. CBC = Canadian Broadcasting Corp. PP = participating program. FM = five-minute programs.

## 1,000 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
American Fruit Growers (Blue Goose Fruits and Vegetables).....	Walker & Downing.....	19 A & Three and Five Mins.
American Life & Accident Insurance Co.	Kelly, Stuhlman & Zahndt.....	35 P
American Molasses Co.....	Charles W. Hoyt.....	10 PP
American Oil Co.....	Joseph Katz.....	45 CBS
American Safety Razor (Star Blades)...	Federal Advertising Agency.....	1 A
American Tobacco (Half & Half Tobacco) .....	Young & Rubicam.....	53 CBS
American Tobacco (Lucky Strike).....	Lord & Thomas.....	105 NBC; 16 Transcribed P, Mutual, plus 3 New York State stations; 102 CBS; 8 A
American Tobacco (Roi Tan Cigars)....	Lord & Thomas.....	37 A
American Unitarian Association.....	BBD&O.....	Spot; number of stations not listed
Anacin .....	Blackett-Sample-Hummert.....	16 Texas State Network; 15 Western Radio System; 13 P; 1 Station Breaks; 6 A; 1 P
Anacin (BiSoDol, co-sponsor).....	Blackett-Sample-Hummert .....	1 P
Anacin (Black Flag, co-sponsor).....	Blackett-Sample-Hummert .....	39 CBS
Anacin (Fly-Ded, co-sponsor).....	Blackett-Sample-Hummert .....	60 NBC
Anaconda Sales (Anaconda Phosphate)...	McCord Co.....	6 A
Anglo-Canadian Publishing (New World Illustrated) .....	A. McKim, Ltd.....	2 A
Annie Laurie Candy Shops.....	Benison Co.....	5 A
Archer-Daniels-Midland (A-D-M Wheat Germ Oil).....	Dan B. Miner.....	4 PP
Archer-Daniels-Midland (A-D-M Wheat Germ Oil).....	Olmsted-Hewitt.....	4 P, Minnesota Network
Armour & Co.....	Lord & Thomas.....	5 A; 4 PP
Armour & Co. (Perk).....	Lord & Thomas.....	1 A
Armour Fertilizer Works.....	C. P. Clark.....	10 P
Armstrong Cork Co.....	BBD&O.....	Spot; number of stations not listed
Arzen Laboratories.....	Rogers & Smith.....	2 A
Associated Denim Producers.....	Donahue & Coe.....	4 A
Associated Serum Producers.....	Fairall & Co.....	17 A
Atlantic Coast Line Railroad.....	Associated Advertising Agency.....	5 A
Atlantic Refining (Gasoline, Oil, Lubrication) .....	N. W. Ayer.....	46 Baseball Games, Colonial Network plus independent stations; 81 Football Games, Yankee and CBS New England networks, plus independent stations; 1 Basketball Game; 1 Sports Review
Atlantis Sales (French's Mustard).....	J. Walter Thompson.....	77PP, Yankee Network
Auto-Crafts Training Co.....	First United Broadcasters.....	10 A
Automobile Club of Michigan.....	Brook, Smith & French.....	9 Baseball Comment after Games, Michigan Radio Network
B. F. Avery & Sons.....	Allen, Heaton & McDonald.....	13 FM
Axton-Fisher (Twenty Grand).....	Weiss & Geller.....	7 News, CBS Pacific; 11 Sports P; 4 News; 1 P; 1 A; 1 FM
Ayer's Pectoral.....	Blackett-Sample-Hummert .....	1 A
B. T. Babbitt (Bab-O).....	Blackett-Sample-Hummert.....	42 NBC; 17 Western Radio System; 2 A
Ballard & Ballard (OvenReady Biscuits) .....	Henri, Hurst & McDonald.....	4 A
Bank of America National Trust & Savings .....	Charles H. Stuart.....	3 NBC Pacific, plus independent stations; 17 Transcribed A
Banner Packing.....	Walter E. Battenfield.....	5 News
Bar Association.....	Ellis Advertising.....	4 P
Barbara Ann Baking Co.....	Dan B. Miner.....	2 Time Signals
W. H. Barber Co.....	Lee S. Biespel Advertising Agency.....	5 A
W. H. Barber Co.....	McCord Co.....	1 Football Preview & Review
Barbey's, Inc. (Sunshine Beer).....	Jerome B. Gray.....	3 A
Barney's Clothes.....	Emil Mogul.....	6 News, A & P

## 1,000 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
Barton Mfg. Co.	Angfenger Advertising Agency	32 A
Bathasweet Co.	H. M. Klesewetter	7 CBS; 4 News & A; 1 News
Battle Creek Drugs	Presba, Fellers & Presba	4 A
Bayer Aspirin	Blackett-Sample-Hummert	60 NBC; 55 CBS; 36 NBC; 30 CBC; 16 Texas State Network and Spot; 15 Western Radio System; 1 P
Bayuk Cigars	Ivey & Ellington	22 Mutual
Beacon Falls Rubber Footwear (Grips)	Campbell-Ewald of New York	18 A
J. W. Beardsley's Sons (Foods)	Neff-Rogow	3 P
Beatrice Creamery (Meadow Gold Products)	Lord & Thomas	19 P; 4 P
L. G. Beaubien, Ltd. (Stock Brokers)	Canadian Advertising Agency	3 A, Private Network
Beaumont Co. (4 Way Vaporizing Rub)	Russel M. Seeds	2 A
Beauty Products Corp. (Lady Harding Cosmetics)	Walker & Downing	5 P, A & Three Mins.
Beaver Products (Shoe Polish)	Canadian Advertising Agency	25 A, Private Network & CBC
Beech-Nut Packing	Newell-Emmett	23 Chain Breaks
Beefare Corp.	BBD&O	Spot; number of stations not listed
Bell & Co.	Anderson, Davis & Platte	7 Mutual
Bell Telephone System	N. W. Ayer	86 NBC
Bell Telephone Co. of Canada (Classified Directory)	Lord & Thomas	8 Transcribed A
Beneficial Management (Loans)	Blackett-Sample-Hummert	28 CBS; 1 A
Benrus Watch Co.	Simons-Michelson	6 A
Berd Products (Grandma Green's Ant Killer)	Rogers & Smith	2 A
Beverwyck Breweries	Peck Advertising Agency	4 News
Billings & Cage	Walter E. Battenfield	2 A
BiSoDol	Blackett-Sample-Hummert	44 NBC
BiSoDol (Anacin, co-sponsor)	Blackett-Sample-Hummert	1 P
BiSoDol (Kolynos, co-sponsor)	Blackett-Sample-Hummert	16 Texas State Network and Spot
Black Flag	Blackett-Sample-Hummert	12 Station Breaks
Black Flag (Anacin, co-sponsor)	Blackett-Sample-Hummert	39 CBS
Blackstone Products (Aspirin and others)	Randall Co.	25 P
Blatz Brewing (Old Heidelberg Beer)	Henri, Hurst & McDonald	14 A
Bleach X Chemical Co.	Walter E. Battenfield	2 News
Block Drug Co. (Gold Medal Haarlem Oil)	Redfield-Johnstone	7 Transcribed A
Blue Moon Foods (Cheese Spreads)	C. Wendall Muench	12 A
Blue Plate Foods	Fitzgerald Advertising Agency	3 PP, Arizona Network; 1 PP
Blue Ribbon Books	Northwest Radio Advertising	Approximately 100 P & A
Bona Allen, Inc. (Shoes)	Groves-Keen	4 A
Bond Stores, Inc. (Bond Clothes)	Neff-Rogow	40 P
Booth Fisheries	Cecil & Presbrey	1 P
Borden Co.	BBD&O	Spot; number of stations not listed
Borden Co.	Young & Rubicam	5 A
Bosco Co.	Kenyon & Eckhardt	4 News, 2 News, 4 News, 3 A
Bost Co.	Erwin, Wasey	2 A
Boston-Edison	BBD&O	Spot; number of stations not listed
Bovril of America, Inc.	N. W. Ayer	1 PP; 1 Chain Breaks
Bowey's, Inc. (Dari-Rich)	Sorenson & Co.	33 CBS
Boydell Bros. White Lead & Color Co.	MacManus, John & Adams	2 A
Breyer Ice Cream Co.	McKee & Albright	5 A
Bristol-Myers (Ipana)	Pedlar & Ryan	5 P

Key: All numerals indicate number of stations purchased. NBC, CBS, and Mutual indicate the three major networks. A = announcements, P = full-length programs. CBC = Canadian Broadcasting Corp. PP = participating program. FM = five-minute programs.

## 1,000 RADIO ACCOUNTS--Continued

Sponsor	Agency	Time Purchases
Bristol-Myers (Ipana, Sal Hepatica)....	Young & Rubicam.....	53 NBC; 63 NBC
Bristol-Myers (Minit Rub).....	Young & Rubicam.....	29 A; 12 News
Bristol-Myers (Sal Hepatica).....	Young & Rubicam.....	9 News
Bristol-Myers (Vitalis).....	Pedlar & Ryan.....	51 NBC
Broadway Hollywood Stores.....	BBD&O.....	Spot; number of stations not listed
Brooks Clothing.....	Stodel Advertising.....	2 News
Brown & Williamson.....	BBD&O.....	Spot; number of stations not listed
Brown & Williamson (Avalon Cigarettes) .....	Russel M. Seeds.....	63 NBC; 8 P
Brown & Williamson (Big Ben Tobacco) .....	Russel M. Seeds.....	1 P; 6 P
Brown & Williamson (Bugler Tobacco).....	Russel M. Seeds.....	75 NBC; 10 P
Brown & Williamson (Raleigh Cigarettes) .....	Russel M. Seeds.....	20 NBC
Brown & Williamson (Raleigh & Kool).....	BBD&O .....	57 CBS
Brown & Williamson (Raleigh Tobacco) .....	Russel M. Seeds.....	75 NBC
Brown Shoe Co.....	Kelly, Stuhlman & Zahrndt.....	64 P
Buick Motors Division of General Motors .....	Arthur Kudner.....	169 A
Bulova Watch Co.....	Biow Co.....	176 Time Signals
Bulova Watch Co.....	MacLaren Advertising Agency.....	Time Signals; number of stations not listed
Burch Biscuit Co.....	Fairall & Co.....	3 A
Burnham & Morrill.....	Lavin Co.....	9 A; 1 P; 1 A
Cal-Aspirin (Haley's M-O, co-sponsor).....	Blackett-Sample-Hummert.....	45 NBC
Dr. W. B. Caldwell (Dr. Caldwell's Laxative) .....	Sherman & Marquette.....	65 A
California Fruit Growers Exchange (Sunkist Oranges and Lemons).....	Lord & Thomas.....	29 CBS
California Syrup of Figs.....	Blackett-Sample-Hummert.....	16 Texas State Network & Spot; 13 A
California Syrup of Figs (Danderine, co-sponsor) .....	Blackett-Sample-Hummert.....	1 A
Calsodent Co.....	J. Walter Thompson.....	1 P
Calwhay Co. (Health Food).....	Theodore H. Segall.....	2 Mutual
Cambria Development Co.....	Allied Advertising Agencies.....	6 A & News
Cammarano Bros. (Beverages).....	Condon Co.....	4 A
Campbell Soup Co. (Franco American Spaghetti) .....	Ruthrauff & Ryan.....	15 CBS; 55 CBS
Campbell Soup Co. (Soup, Pork & Beans) .....	Ward Wheelock.....	96 CBS
Campbell Soup Co. (Soup, Beans).....	Ward Wheelock.....	96 CBS
Campbell Soup Co. (Soup, Pork & Beans, Tomato Juice).....	Ward Wheelock.....	108 CBS; 96 CBS
Campbell Soup Co. (Tomato Juice).....	Ward Wheelock.....	48 CBS
Campbell-Fairbanks Expositions (Sportsmen's Shows).....	Harry M. Frost.....	3 P; 20 A
Canada Bread Products.....	James Fisher.....	1 P
Canada Dry Ginger Ale.....	J. M. Mathes.....	75 NBC
Canada Starch Co. (Crown Brand Syrup, Karo Syrup, others).....	Vickers & Benson.....	1 Sports Club; 3 P; 1 Hockey School; 7 A; 1 P; 1 P; 2 French A; 3 A
Canadian Johns-Manville.....	MacLaren Advertising Agency.....	1 A
Canadian National Railways (Excursions) .....	A. McKim, Ltd.....	5 A; 5 A
Capitol Bedding Co.....	Hammer Advertising Agency.....	3 P
Capudine Chemical Co.....	Dillard Jacobs.....	7 A
Cardinet Candy Co.....	Tomaschke-Elliott.....	7 to 11 NBC Pacific
Carnation Co. (Carnation Milk).....	Erwin, Wasey.....	92 NBC & CBS; 10 Mutual
Carolene Products (Milnut).....	Henri, Hurst & McDonald.....	5 A
Carolina Beverage Corp.....	J. Carson Brantley.....	5 A
Carter Coal Co.....	Ralph H. Jones.....	4 P



## 1,000 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
Cascarets (Mulsified Emulsion, co-sponsor)	Blackett-Sample-Hummert	16 Texas State Network & Spot
Cedar Point-on-Lake Erie	Nesbitt Service	9 P
Centlivre Brewing (Old Crown Ale)	Mitchell-Faust	1 P; 1 P; 1 A
Central Finance Corp.	BBD&O	Spot; number of stations not listed
Challenge Cream & Butter Association	Brisacher, Davis & Staff	5 A
Chamberlain Laboratories (Chamberlain Lotion)	L. W. Ramsey	17 CBS; 9 NBC
Chanticleer Inn	Hammer Advertising Agency	1 P; 2 P
Chappel Bros. (Ken-L-Ration)	C. Wendel Muench	17 P; 5 A
Charm Products	BBD&O	Spot; number of stations not listed
Chattanooga Medicine Co.	J. Carson Brantley	1 P; 2 A
Chattanooga Medicine Co. (Black Draught)	Nelson Chesman	100 A & Station Breaks; 6 P
Chesebrough Mfg. (Vaseline Products)	McCann-Erickson	62 CBS
Chicago National League (Baseball Club)	Neisser-Meyerhoff	4 P
Chilean Nitrate Sales (Chilean Nitrate of Soda)	O'Dea, Sheldon & Canaday	17 P
Cho-Cho Co.	Neisser-Meyerhoff	6 A
Chocolate Products Co.	McCord Co.	3 CBS Pacific
Chocolate Products Co. (Stillicious Vitamin Chocolate Syrup)	McCord Co.	1 P; 6 A
Chocolate Products Co. (Stillicious Vitamin B Chocolate Drink)	McCord Co.	4 P; 1 P; 8 A; 2 FM News
Christian Science Committee	Fairall & Co.	5 P
Christmas Club	Brooke, Smith & French	48 FM
Chrysler Corp.	J. Stirling Getchell	126 A
Chrysler Corp.	Ruthrauff & Ryan	83 CBS; 80 A & News
Church & Dwight, Inc.	Brooke, Smith & French	18 PP, Yankee Network
Cities Service	See under Petroleum Advisers	
Cities Service Oil Co. of Canada	Lord & Thomas	5 A
City Baking Co.	J. Walter Thompson	2 A; 3 A
Clark Bros. Chewing Gum Co. (Clark's Teaberry Gum)	Walker & Downing	34 Transcribed A
D. L. Clark Co. (Candy Bars)	Albert P. Hill	27 Transcribed A
Clay Equipment Co.	Weston-Barnett	5 A
Clicquot Club Co. (Beverages)	N. W. Ayer	1 A
Climax Cleaner Mfg. (Wallpaper Cleaner)	Carr Liggett	20 A
Cluett-Peabody, Sanforized	Young & Rubicam	8 P
Coast Fishing Co. (Puss 'n Boots Cat Food)	Dan B. Miner	1 PP; 1 P
Coca-Cola Co.	D'Arcy Advertising	188 P
Colgate-Palmolive-Peet (Cashmere Bouquet Toilet Preparations & Halo)	Sherman & Marquette	65 CBS
Colgate-Palmolive-Peet (Colgate Brushless & Rapid Shave Cream)	Sherman & Marquette	47 NBC
Colgate-Palmolive-Peet (Colgate Dental Cream)	Benton & Bowles	63 CBS
Colgate-Palmolive-Peet (Colgate Toothpowder)	Sherman & Marquette	38 CBS
Colgate-Palmolive-Peet (Concentrated Super Suds)	Benton & Bowles	43 NBC
Colgate-Palmolive-Peet (Cue)	Benton & Bowles	56 CBS
Colgate-Palmolive-Peet (Octagon Soap)	Benton & Bowles	40 CBS; 5 Transcribed A
Colgate-Palmolive-Peet (Palmolive Shave Cream)	Benton & Bowles	56 CBS

**Key:** All numerals indicate number of stations purchased. NBC, CBS, and Mutual indicate the three major networks. A = announcements. P = full-length programs. CBC = Canadian Broadcasting Corp. PP = participating program. FM = five-minute programs.

# 1,000 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
Colgate-Palmolive-Peet (Palmolive Soap)	Benton & Bowles	78 CBS
Colgate-Palmolive-Peet (Super Suds)	Benton & Bowles	78 CBS
Colgate-Palmolive-Peet (Vel)	Sherman & Marquette	13 Transcribed P
Colgate-Palmolive-Peet (Canada), Ltd. (Cashmere Bouquet Cosmetics)	Lord & Thomas	3 French Network, Province of Quebec
Colonial Bread	Fairall & Co.	4 P
Colonial Dames Cosmetics	Glasser Advertising Agency	9 CBS Pacific
Colonial Poultry Farms	Presba, Fellers & Presba	2 P & A
Colonial Steamship Line	Albert Frank-Guenther Law	2 A
Colt Shoes, Inc.	Broadcast Advertising	4 News A
Columbia Recording Corp.	Ward Wheelock	31 CBS
Commercial Credit Co. (Auto Financing)	O'Dea, Sheldon & Canaday	69 News, CBS
Compagnie Parisienne	Northwest Radio Advertising	75 FM
Comptoir de l'Est	Canadian Advertising Agency	2 A, Private Network
Condon Bros. (Seedsmen)	Cramer-Krasselt	8 FM
Congress Cigar Co.	Marschalk & Pratt	1 Baseball
Congress Cigar Co. (La Palina Cigars)	Marschalk & Pratt	21 Sport News, Mutual
G. E. Conkey Co. (Poultry Feeds)	Rogers & Smith	11 A
Connecticut Ice Manufacturers Assn.	F. W. Prella	4 P
Connecticut Refining Co.	Hammer Advertising Agency	11 A
Consolidated Biscuit (Crackin' Good Crackers)	Mitchell-Faust	1 A
Consolidated Biscuit (Hampton's Fresh-Baked Crackers)	Mitchell-Faust	7 PP, Yankee Network
Conti Products	Birmingham, Castleman & Pierce	3 A
Continental Baking (Wonder Bread, Hostess Cake)	Benton & Bowles	48 CBS; 47 CBS
Corn Products Refining (Karo, Kremel)	Gotham Advertising	1 P (Foreign Station)
Corn Products Refining (Karo, Liberty Corn Starch)	Gotham Advertising	1 FM
Corn Products Refining (Maizena, Argo Oil)	Gotham Advertising	5 P; 2 A (Foreign Station)
Cortland Baking	William T. Lane	4 A
Cranberry Cannery	Harry M. Frost	8 A
Crowell Publishing Co.	McCann-Erickson	P; number of stations not listed
Cudahy Packing (Old Dutch Cleanser)	Roche, Williams & Cunnynham	19 CBS; 32 Mutual
Cummer Products (Energine)	Stack-Goble	44 NBC
Cummer Products (Molle)	Stack-Goble	54 NBC
Curtice Bros. (Food Products)	N. W. Ayer	7 PP, Yankee Network; 1 PP
Curtis Publishing Co.	BBD&O	Spot; number of stations not listed
D. L. & W. Coal Co.	Ruthrauff & Ryan	45 Mutual & Spot
D. L. & W. Coal Co.	Vickers & Benson	3 P; 1 FM
Dairy Industry Commission	Coolidge Advertising	12 A
Danderine (California Syrup of Figs, co-sponsor)	Blackett-Sample-Hummert	1 A
John B. Daniel Co. (Cough Syrup)	Groves-Keen	4 A
R. B. Davis Co. (Cocomalt)	J. M. Mathes	18 A
Day & Night Water Heater Co.	Hixson-O'Donnell	14 Time Signals
DeForest Training (Correspondence Courses)	Presba, Fellers & Presba	9 FM & P
Dehydrated Yeast Sales Co.	Benison Co.	5 A
Deisel-Wemmer-Gilbert Corp. (Dun Cigars)	Century Advertising Agency	1 News; 1 News; 1 News
Deisel-Wemmer-Gilbert Corp. (Emerson Cigars)	Century Advertising Agency	1 Western League Baseball Games
Deisel-Wemmer-Gilbert Corp. (San Felice Cigars)	Century Advertising Agency	7 Michigan Radio Network; 1 Sports Review

## 1,000 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
Denalan Co. (Artificial Dental Plate Cleanser)	Rufus Rhoades	3 A & P
Detroit Flower Show	Evans & Brisebois	6 P & FM
Detrola Corp.	Bass-Luckoff	12 Mutual
Diamond Ginger Ale	F. W. Prella	8 A
Direct Merchandising Companies (Auto Specialties)	Benison Co.	8 A
Dominion Dept. of Agriculture (Apples, Peaches)	Canadian Advertising Agency	23 A, Private Network & CBC
Dominion Stores, Ltd.	J. Walter Thompson Co., Ltd.	2 CBC
L. S. Donaldson	BBD&O	Spot; number of stations not listed
Grace Donohue, Inc. (Cosmetics)	Redfield-Johnstone	3 A
Doubleday, Doran & Co.	H. C. Morris	7 A
W. L. Douglas Shoe Co.	N. W. Ayer	2 P; 2 A
E. I. du Pont de Nemours	BBD&O	.95 NBC; Spot, number of stations not listed
Duart Mfg. (Creme of Milk Face Cream, Lotion, Lipstick)	Erwin, Wasey	7 CBS; CBS Pacific (number of stations not listed)
P. Duff & Sons, Inc.	BBD&O	Spot; number of stations not listed
Duke Power Co.	J. Carson Brantley	7 P; 1 News
Duncan Coffee Co. (Admiration Coffee)	Steele Advertising Agency	4 Texas State Network
Duncan Coffee Co. (Bright & Early Coffee)	Steele Advertising Agency	3 Texas Quality Network plus KNOW
Dunhill Cigars	Biow Co.	4 Mutual
Dunn & McCarthy (Shoes)	Marschalk & Pratt	100 NBC
Duquesne Brewing Co.	Walker & Downing	12 Sports P, News & A
Durkee Famous Foods (Margarine)	C. Wendel Muench	15 A
Durkee-Mower (Marshmallow Fluff, Sweeco)	Harry M. Frost	.6 P, Yankee Network; 19 News PP, Yankee Network; 4 A
Eagle-Picher Sales Co.	Needham, Louis & Brorby	7 A
Eastern-Columbia Department Store	Stodel Advertising Co.	2 News
Eastern Wine Corp. (Chateau Martin Wines)	H. C. Morris	15 A
Electric Appliance Society of Northern California	Jean Scott Frickelton	14 A; 1 A & FM
Electrical Development League of Southern California	Dan B. Miner	12 Transcribed A
Dr. Ellis Sales Co. (Beauty Aids)	Smith, Hoffman & Smith	4 PP
Emerson Drug (Bromo Seltzer)	J. Walter Thompson	1 A
Employers Casualty Co.	Ira E. De Jernett	4 Texas Quality Network plus KGNC; 2 A
Employers Mutual	Fairall & Co.	3 P
Enasil Chemical Co.	Tomaschke-Elliott	1 P
T. H. Estabrooks Co., Ltd. (Red Rose Tea)	A. McKim, Ltd.	.5 French Network; 23 P
Estate Stove Co.	Stockton, West, Burkhardt	A; placed by dealers
Ethyl Gasoline Corp.	BBD&O	.66 CBS
Euclid Candy Co.	Sidney Garfinkel	.9 CBS
Excelcis Beauty Salon	Gillham Advertising Agency	7 A
Ex-Lax	Joseph Katz	Spot; number of stations not listed
Dr. Peter Fahrney & Sons Co.	Cramer-Krasselt	1 P
Fairfax Tobacco Co.	Peck Advertising Agency	8 A
Fairyfoot Products Co. (Foot Remedies)	First United Broadcasters	6 A

Key: All numerals indicate number of stations purchased. NBC, CBS, and Mutual indicate the three major networks. A = announcements, P = full-length programs. CBC = Canadian Broadcasting Corp. PP = participating program. FM = five-minute programs.

## 1,000 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
Falls City Brewing Co.....	Albert Frank-Guenther Law.....	6 A
Falstaff Brewing Corp.....	Sherman K. Ellis.....	1 News; 1 Baseball; 2 P; 1 Sports Review; 2 Baseball (FM plus games); 4 Baseball Scores; 1 Sports Commentator; 1 Market Reports (P plus 3 A); 1 Sports; 1 A
Familex (Familex Products).....	Canadian Advertising Agency.....	1 P
Familex (Zymophos Tonic).....	Canadian Advertising Agency.....	1 A
Familex (Ozogermo).....	A. McKim, Ltd.....	1 P; 2 A
Fanfoto, Inc.....	First United Broadcasters.....	7 A
Farmers & Manufacturers Beet Sugar Assn. (Michigan Beet Sugar).....	Zimmer-Keller.....	7 A, Michigan Radio Network; 3 FM
Fellows Medical Co. (Fellows Syrup of Hypophosphites).....	Ted Nelson Associates.....	10 A
Fels & Co. (Fels Soap & Chips).....	Young & Rubicam.....	20 P; 1 A
Fels & Co. (Fels Naptha Soap Chips).....	Young & Rubicam.....	57 CBS
Fenn Bros.....	BBD&O.....	Spot; number of stations not listed
Field Packing Co.....	Allen, Heaton & McDonald.....	2 FM
Fifth St. Store.....	Mayers Co.....	9 A
Firestone Tire & Rubber Co.....	Sweeney & James.....	53 NBC
First National Stores.....	Calkins & Holden.....	Yankee Network; varying number of stations
F. W. Fitch Co. (Fitch Shampoo).....	L. W. Ramsey.....	79 NBC
Fitger Brewing (Fitger's Nordlager Beer).....	Sherman & Marquette.....	5 P
Fitzpatrick Bros. (Kitchen Klenzer).....	Neisser-Meyerhoff.....	1 A
Flex-O-Glass Mfg. Co.....	Presba, Fellers & Presba.....	21 FM & P
Florence-Mayo Co.....	Southern Advertising Corp.....	2 FM
Florida Citrus Exchange.....	Erwin, Wasey.....	1 P
Florida Citrus Fruit Commission.....	Arthur Kudner.....	7 PP, New England Net- work; 1 PP; 1 P; 14 A
Florida East Coast Railway.....	Associated Advertising Agency.....	10 A
Flower Foods, Inc.....	Rogers & Smith.....	3 A
Fly-Ded.....	Blackett-Sample-Hummert.....	12 Station Breaks
Fly-Ded (Anacin, co-sponsor).....	Blackett-Sample-Hummert.....	60 NBC
Fly-Ded (Edna Wallace Hopper, co- sponsor).....	Blackett-Sample-Hummert.....	38 CBS
J. A. Folger & Co. (Folger's Coffee).....	Lord & Thomas.....	26 Transcribed P
J. A. Folger & Co. (Folger's Coffee).....	Raymond R. Morgan.....	3 P; 15 FM
Fontana Food Products.....	Brewer-Weeks.....	3 P
Food & Beverage Broadcasters Assn.....	Brisacher, Davis & Staff.....	46 NBC
J. B. Ford Co. (Wyandotte Cleanser).....	N. W. Ayer.....	7 PP, Yankee Network
Ford Authorized Dealers of Pittsburgh.....	N. W. Ayer.....	3 A; 2 P
Ford Dealers (Various Branches).....	N. W. Ayer.....	Aggregate of 44 A, Sports, Special Events & News
Ford Motor Co.....	N. W. Ayer.....	83 CBS; 83 CBS; 13 Mexican Network; 63 New Car A
Ford Motor Co. (Coke).....	N. W. Ayer.....	Aggregate of 3A; 1 Weather Reports; 1 Horse Racing; 1 News
Ford Motor Co. (Dearborn Branch).....	N. W. Ayer.....	.8 Farm P, Michigan Radio Network
Forst Packing (Meats).....	Frank Best.....	5 A
Fort Pitt Brewing.....	BBD&O.....	Spot; number of stations not listed
H. D. Foss Co. (Candy).....	Albert Frank-Guenther Law.....	A, Yankee Network; number of stations not listed
4-Penny Products (Dandruff Remover).....	Newby, Peron & Flitcraft.....	1 Test A
Peter Fox Brewing.....	Schwimmer & Scott.....	15 A & P
Freedom Oil Co. (Motor Oil).....	Albert P. Hill.....	7 Transcribed A
Freezone (Kolynos, co-sponsor).....	Blackett-Sample-Hummert.....	60 NBC
Freezone (Tiz, co-sponsor).....	Blackett-Sample-Hummert.....	1 P
Friend Bros. (Friend's Brick Oven Baked Beans).....	Ingalls-Minifer.....	7 PP, Yankee Network
Fruit Dispatch Co.....	BBD&O.....	Spot; number of stations not listed
Fruit Industries, Ltd.....	Brisacher, Davis & Staff.....	6 Mutual-Don Lee
Fruit Wine Co. of America (Lady Lynn Wine, Lord Jean Wine, Goldberg's Kosher Wine).....	Emil Mogul.....	3 P & A

## 1,000 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
Fruitatives Products, Ltd. (Fruitatives Liver Tablets).....	Lord & Thomas.....	14 A
G. T. Fulford Co., Ltd.....	James Fisher.....	9 A
Fuller Laboratories (Reducing Candy).....	Presba, Fellers & Presba.....	1 P
Furst-McNess Co. (Specialty Salesman).....	Rogers & Smith.....	6 A
Gallenkamp's Stores (Shoes).....	Long Advertising Service.....	5 NBC Pacific
Galveston-Houston Breweries (Southern Select Beer).....	Jay H. Skinner.....	10 Sports, News & Transcribed A
Gamble Stores.....	BBD&O.....	Spot; number of stations not listed
Garbex (Deodorant).....	William T. Lane.....	4 A
Gardner Nursery Co.....	Northwest Radio Advertising.....	305 P & A
Gas Appliance Society of California.....	Jean Scott Frickelton.....	19 A & FM
General Baking.....	BBD&O.....	Spot; number of stations not listed
General Baking (Bond Bread).....	BBD&O.....	16 Mutual
General Cigar.....	J. Walter Thompson.....	71 Commentator, Mutual
General Cigar (Van Dyck Cigars).....	Federal Advertising.....	11 Mutual
General Dry Batteries.....	A. McKim, Ltd.....	20 A
General Electric.....	BBD&O.....	59 NBC
General Foods (Walter Baker's Chocolate).....	Benton & Bowles.....	4 A
General Foods (Birds Eye Frosted Foods).....	Young & Rubicam.....	14 News
General Foods (Calumet Baking Powder).....	Young & Rubicam.....	1 P
General Foods (Calumet, Swans Down Cake Flour).....	Young & Rubicam.....	77 CBS; 67 CBS
General Foods (Calumet, Swans Down, Diamond Crystal Salt).....	Young & Rubicam.....	66 CBS
General Foods (Diamond Crystal Salt).....	Benton & Bowles.....	18 CBS
General Foods (Grape Nuts).....	Young & Rubicam.....	58 NBC
General Foods (Jell-O).....	Young & Rubicam.....	75 NBC plus CBC; 63 NBC
General Foods (Jell-O, Chocolate Pudding, Sanka).....	Young & Rubicam.....	73 CBS
General Foods (La France, Satina, Minute Tapioca).....	Young & Rubicam.....	51 CBS; 40 CBS
General Foods (Maxwell House Coffee).....	Benton & Bowles.....	85 NBC; 29 P
General Foods (Post Toasties).....	Benton & Bowles.....	39 P
General Foods (Post's 40% Bran Flakes).....	Benton & Bowles.....	70 CBS
General Foods (Postum).....	Young & Rubicam.....	56 CBS; 1 P
General Foods (Swans Down).....	Young & Rubicam.....	1 P
General Laboratories.....	Walter E. Battenfield.....	8 News
General Mills (Bisquick).....	Knox Reeves.....	27 NBC
General Mills (Corn Kix).....	Blackett-Sample-Hummert.....	72 NBC and Spot; 14 CBS; 35 NBC; 69 NBC and Spot; 29 NBC
General Mills (Gold Medal Kitchen Tested Flour).....	Blackett-Sample-Hummert.....	12 CBS; 72 NBC and Spot; 61 NBC and Spot
General Mills (Softasilk).....	Blackett-Sample-Hummert.....	28 NBC; 28 NBC
General Mills (Wheaties).....	Knox Reeves.....	16 NBC plus 67 Spot; 30 CBS; 97 Baseball Games
General Mills (Wheaties).....	Westco Advertising Agency.....	10 Baseball Games
General Motors.....	Arthur Kudner.....	11 A
General Motors (Frigidaire Division).....	Lord & Thomas.....	55 A
General Motors (Pontiac Division).....	MacManus, John & Adams.....	A; placed by dealers
General Transformer Corp. (Porta-Power).....	Newby, Peron & Flitcraft.....	1 Test A

**Key:** All numerals indicate number of stations purchased. NBC, CBS, and Mutual indicate the three major networks. A = announcements. P = full-length programs. CBC = Canadian Broadcasting Corp. PP = participating program. FM = five-minute programs.

## 1,000 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
Geppert Studios.....	Coolidge Advertising.....	15 P & A
D. Ghiradelli & Co.....	Erwin, Wasey.....	CBS Pacific; number of stations not listed
Gill Brothers Seed Co.....	W. S. Kirkpatrick.....	8 Transcribed P
Gillette Rubber Co.....	Cramer-Krasselt.....	11 P
Gilmore Oil.....	Botsford, Constantine & Gardner.....	16 A
Glad Rag Products Co.....	Donahue & Coe.....	1 A
Globe & Mail (Newspaper).....	MacLaren Advertising Agency.....	12 Provincial Network; 4 A
Glostora (Mulsified Emulsion, co-sponsor).....	Blackett-Sample-Hummert.....	1 A
Glyco Thymoline.....	Peck Advertising Agency.....	2 A & News
Golden Taste Products (Sims Cereal).....	McCord Co.....	4 A, Minnesota Network
Good Luck Foods Co.....	F. A. Hughes.....	14 A
B. F. Goodrich Co.....	Ruthrauff & Ryan.....	25 Sports News
B. F. Goodrich Co. (Tires).....	Westco Advertising Agency.....	7 Baseball Games
Goodyear Tire & Rubber Co.....	Arthur Kudner.....	32 Farm News, NBC 20 P; 1 News; 1 A
Gordon Baking Co.....	Young & Rubicam.....	3 NBC
S. Grover Graham Co.....	Peck Advertising Agency.....	3 A
Graham-Paige Motors.....	Stack-Goble.....	Dramatized A; number of stations not listed
Great A & P Tea Co. (A & P Retail Grocery Stores).....	Paris & Peart.....	3 CBS New England Network
Griesedieck Brothers Brewing Co.....	BBD&O.....	Spot; number of stations not listed
Griffin Mfg. Co.....	Birmingham, Castleman & Pierce.....	45 CBS 4 Mutual; 47 P, News & A
Grocery Store Products (Fould's Macaroni).....	Sherman K. Ellis.....	1 News; 1 PP
Grocery Store Products (Cream of Rice).....	Huber Hoge & Sons.....	3 A & PP
L. O. Grothe, Ltd.....	Vickers & Benson.....	4 Canadian Network
L. O. Grothe, Ltd. (Grads Cigarettes).....	Canadian Advertising Agency.....	3 English Private Network; 4 CBC French Network
L. O. Grothe, Ltd. (St. Regis Fine Cut).....	Canadian Advertising Agency.....	3 French Private Network; 10 A, Private Network & CBC French Network
Grove Laboratories (Bromo Quinine).....	Stack-Goble.....	39 NBC; A, number of stations not listed
Gruen Watch Co.....	McCann-Erickson.....	1 Commentator; 1 Time Signals, 1 A, 1 P, 1 A, 1 A, 1 News, 1 A, 1 A, dealers P; number of stations not listed
Guaranty Union Life Insurance.....	Stodel Advertising Co.....	25 to 50 P
Gude Bros.-Kieffer Co. (Royal Brand Butter).....	Huber Hoge & Sons.....	2 PP & A
Charles Gulden (Mustard).....	Charles W. Hoyt.....	6 NBC
Gulf Oil Corp.....	Young & Rubicam.....	66 CBS; 63 CBS; 66 CBS
Gulf Oil Corp. (Gulfspray).....	Young & Rubicam.....	26 Transcribed P
Gulf Recovery Corp. (Refiners).....	Peck Advertising Agency.....	3 A
Gum, Inc.....	Austin & Spector.....	12 A
Gunther Brewing.....	Ruthrauff & Ryan.....	2 P
Haberle Brewing.....	William T. Lane.....	3 A
Haley's M-O (Cal-Aspirin, co-sponsor).....	Blackett-Sample-Hummert.....	45 NBC
Hall & Ruckel, Inc. (X-Bazin).....	Redfield-Johnstone.....	1 P
Theo. Hamm Brewing.....	McCord Co.....	1 FM Sports Review
Hammondsport Wineries.....	Peck Advertising Agency.....	5 A
Peter Hand Brewery (Meister Brau Beer).....	Mitchell-Faust.....	4 A; 1 FM; 1 P; 1 P; 1 P; 1 P
Chr. Hansen's Laboratory.....	A. McKim, Ltd.....	22 A
Chr. Hansen's Laboratory.....	Mitchell-Faust.....	2 A; 1 PP
Chr. Hansen's Laboratory (Junket Freezing Mix).....	Mitchell-Faust.....	19 A; 1 PP
Chr. Hansen's Laboratory (Junket Renet Powder-Tablets).....	Mitchell-Faust.....	10 PP; Yankee Network; 2 A; 2 PP

## 1,000 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
Chr. Hansen's Laboratory (Junket Danish Dessert).....	Mitchell-Faust.....	2 A; 1 PP
Chr. Hansen's Laboratory (Junket Quick Fudge Mix).....	Mitchell-Faust.....	19 A, Yankee Network; 28 A; 3 PP
Chr. Hansen's Laboratory (Dairy Chemicals) .....	B. J. Paulson Associates.....	3 Cheese Reports
D. P. Harris Co.....	H. M. Kiesewetter.....	A; number of stations not listed
George Harris & Son.....	Mackay & Savary.....	6 A
Hartz Mountain Products.....	George H. Hartman.....	5 Mutual
Haskins Bros. & Co. (Soap).....	Presba, Fellers & Presba.....	7 P & FM
Hawaiian Pineapple Co. (Dole Pineapple) .....	N. W. Ayer.....	68 CBS
Hawaiian Pineapple Co. (Dole Pineapple Jems & Juice).....	Young & Rubicam.....	62 CBS
Hecker Products Corp.....	Erwin, Wasey.....	11 Transcribed P, Mutual
Hecker Products Corp. (Shinola).....	Benton & Bowles.....	47 NBC
Hecker Products Corp. (Presto Cake Flour, H-O Oats).....	Erwin, Wasey.....	9 NBC Pacific
James Heddon's Sons (Fishing Tackle).....	Rogers & Smith.....	13 A
Helbros Watch Co.....	Frank Best.....	10 Time Signals
Hemphill Diesel Schools.....	R. H. Alber.....	20 P
Hemphill Diesel Schools.....	Critchfield & Co.....	23 FM
W. M. Henry Co. (Distributors of Van Camp Pork & Beans & Stokely Products) .....	Mayers Co.....	5 A
Dr. Hess & Clark, Inc. (Farm Remedies) .....	N. W. Ayer.....	23 Farmers Forum; 16 A; 5 A (Canada)
Hiland Egg Noodles.....	Walter E. Battenfield.....	2 P
Hiland Pop Corn.....	Walter E. Battenfield.....	2 P
Hiland Potato Chips.....	Walter E. Battenfield.....	3 P
Hi-Lex Co.....	McCord Co.....	2 A, Iowa Network
Hills Bros. (Gingerbread Mix).....	Sherman K. Ellis.....	2 A
Charles E. Hires (Hires Root Beer).....	O'Dea, Sheldon & Canaday.....	55 P
Hoffman Beverage Co.....	BBD&O.....	Spot; number of stations not listed
Hollingshead Corp. (All-Nu Floor Wax).....	Ted Nelson Associates.....	2 A
Edna Wallace Hopper (Fly-Ded, co-sponsor) .....	Blackett-Sample-Hummert.....	38 CBS
Horlick's Malted Milk Corp.....	Roche, Williams & Cunnyngnam.....	2 P
Geo. A. Hormel & Co.....	BBD&O.....	Spot; number of stations not listed
Geo. A. Hormel & Co. (Spam).....	BBD&O.....	38 CBS
Horn & Hardart Baking Co. (Restaurants, Retail Stores).....	Clements Co.....	4 A
Horton Mfg. Co. (Home Laundry Equipment) .....	Louis E. Wade.....	5 A
Household Finance.....	BBD&O.....	Spot; number of stations not listed
Household Magazine.....	Presba, Fellers & Presba.....	35 FM & P
Hudson Motor Car Co.....	Brooke, Smith & French.....	A; number of stations not listed
E. Griffith Hughes.....	Erwin, Wasey.....	1 A
Hygrade Sylvania Corp.....	Warwick & Legler.....	1 P
I.T.S. Co. (Rubber Heels).....	Carr Liggett.....	1 Cut-In A
Ice Cream Products.....	BBD&O.....	Spot; number of stations not listed
Illinois Bell Telephone Co.....	N. W. Ayer.....	25 A; 1 A; 1 A
Illinois Meat Co.....	Neisser-Meyerhoff.....	5 Mutual
Imperial Oil, Ltd.....	MacLaren Advertising Agency.....	39 Hockey, CBC; 7 Hockey, French Network and Special Hookup

Key: All numerals indicate number of stations purchased. NBC, CBS, and Mutual indicate the three major networks. A = announcements. P = full-length programs. CBC = Canadian Broadcasting Corp. PP = participating program. FM = five-minute programs.

## 1,000 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
Imperial Sugar Co.....	Tracy-Locke-Dawson.....	4 Texas Quality Network; 4 Texas Quality Network; 4 Texas Quality Network
International Cellucotton (Kleenex)...	Lord & Thomas.....	41 CBS
International Harvester Co.....	Aubrey, Moore & Wallace.....	83 A; 7 News
International Milling (Robin Hood Flour) .....	Olmsted-Hewitt.....	1 News
International Milling (Seal of Minnesota Flour).....	Olmsted-Hewitt.....	1 P; 1 News; 1 P
International Silver (1847 Rogers Bros. and Wm. Rogers & Son Silverware)..	Young & Rubicam.....	.53 CBS plus 30 CBC; 26 CBS
Iodine Educational Bureau.....	A. McKim, Ltd.....	.4 A
Iowa Dairy Industry Commission.....	Coolidge Advertising.....	.12 A
Iowa Soap Co.....	Weston-Barnett.....	1 Transcribed P; 1 A
Iowa State Fair.....	Fairall & Co.....	.4 A
Ironized Yeast.....	Ruthrauff & Ryan.....	.45 NBC and Inter-City; 68 CBS
Iroquois (Herb Tea).....	Ted Nelson Associates.....	.4 A
Irresistible, Inc. (Cosmetics).....	Redfield-Johnstone.....	.2 PP, Mutual
Italian & French Wine Co. (Roma Wines) .....	Ellis Advertising.....	.2 News
Jackson Brewing.....	Anfenger Advertising Agency.....	10 Sports; 3 News; 6 P; 8 A
Hotel Jefferson.....	Anfenger Advertising Agency.....	.40 A
Jeffersonian Democrats of California..	William A. Ingoldsby.....	.2 P
Andrew Jergens Co. (Jergens Lotion)..	Lennen & Mitchell.....	.69 NBC
Andrew Jergens Co. (Woodbury Cream and Powder).....	Lennen & Mitchell.....	.69 NBC
Andrew Jergens Co. (Woodbury Soap)..	Lennen & Mitchell.....	.69 NBC
Jests .....	Joseph Katz.....	Spot; number of stations not listed
Johns-Manville .....	J. Walter Thompson.....	1 FM PP
S. C. Johnson & Son (Wax, Glo-Coat, Auto Wax).....	Needham, Louis & Brorby.....	10 NBC
S. C. Johnson & Son (Wax, Glo-Coat)..	Needham, Louis & Brorby.....	.6 P; 26 A
Johnson, Carvell & Murphy (Kellogg's Ant Paste).....	William A. Ingoldsby.....	.2 A
Johnston Chemical Co.....	Southern Advertising Corp.....	.4 FM
Journal of Living.....	Austin & Spector.....	.16 P
Julep Co. (Howel's Root Beer).....	C. Wendel Muench.....	30 One Min. Dramas; 19 A
Kamm & Schellinger Co.....	Carter, Jones & Taylor.....	.2 News
Kay Jewelry Stores.....	Hammer Advertising Agency.....	.3 P
Keeley Institute.....	Southern Advertising Corp.....	1 FM; 5 Transcribed A
Kellogg Co. (All Bran).....	Kenyon & Eckhardt.....	15 PP
Kellogg Co. (Corn Flakes).....	J. Walter Thompson.....	.52 NBC; 40 CBS
Kellogg Co., Ltd.....	J. Walter Thompson Co., Ltd.....	.2 French Network
H. Kellogg & Sons (Hartley's Marmalade) .....	Clements Co.....	.1 A
Kemp & Lane.....	F. A. Hughes.....	.12 A
KenRad Tube & Lamp Corp.....	Allen, Heaton & McDonald.....	.1 P
Kenton Pharmacal Co. (Brownatone)..	Roche, Williams & Cunyningham.....	.8 A
Keystone Steel & Wire Co.....	Russel M. Seeds.....	.2 P
Kilpatrick's Bakery.....	Emil Reinhardt.....	.4 Mutual
King Candy Co.....	Albert Evans & LeMay.....	.3 A
Kingbury Breweries.....	Cramer-Krasselt.....	.1 A
Kip Corp.....	Philip J. Meany.....	.10 Dramatized A
Kirkman & Son, Inc.....	N. W. Ayer.....	3 A; 1 PP; 1 Polish P; 1 Jewish P; 1 A; 1 Italian P; 1 PP
Kirkwood Laboratories (Har-Ex).....	Redfield-Johnstone.....	.1 P
Kitchen Bouquet.....	Ruthrauff & Ryan.....	1 PP; 1 News Comment
Knapp-Monarch Co.....	Cramer-Krasselt.....	.15 A
Chas. B. Knox Gelatine Co.....	Kenyon & Eckhardt.....	.7 Yankee & CBS New England Affiliates; 6 News, CBS Pacific
Knoxville Tourist Bureau.....	Griffith Advertising Agency.....	.2 FM



## 1,000 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
Kolynos (BiSoDol, co-sponsor).....	Blackett-Sample-Hummert.....	16 Texas State Network and Spot
Kolynos (Freezone, co-sponsor).....	Blackett-Sample-Hummert.....	60 NBC
Kolynos (Old English, co-sponsor).....	Blackett-Sample-Hummert.....	1 P
Kolynos (Snarol, co-sponsor).....	Blackett-Sample-Hummert.....	15 Western Radio System
Kraft Cheese Co.....	J. Walter Thompson.....	77 NBC; 1 PP
Kraft Cheese Co. (Parkay).....	Needham, Louis & Brorby.....	36 A; 26 Cut-In A on Kraft Music Hall
Krasne Bros. (Grocery Jobbers).....	Peck Advertising Agency.....	2 A
Kroger Grocery & Baking Co.....	Ralph H. Jones Co.....	21 P
Krueger Brewing Co.....	Warwick & Legler.....	6 A
La Rosa & Sons (Macaroni Products).....	Commercial Radio Service.....	4 Mutual
Lady Esther, Ltd. (Cosmetics).....	Pedlar & Ryan.....	63 CBS
Lake of the Woods Milling.....	Vickers & Benson.....	1 News; 6 A
Lakeside Biscuit Co. (Crackers).....	Neisser-Meyerhoff.....	1 P
Lakeside Milling Co., Ltd.....	James Fisher.....	4 P
Lambert Pharmacal Co. (Listerine Products, Pro-phy-lac-tic Brushes).....	Lambert & Feasley.....	55 CBS
Lamont, Corliss & Co.....	Cecil & Presbrey.....	7 P, Yankee Network; 1 P; 1 News Commentator; aggregate of 4 P
Lamont, Corliss & Co. (Danya).....	J. Walter Thompson.....	3 PP
Land-O-Nod Co. (Bedding Products).....	MacKenzie, Inc.....	5 A; 4 P; 1 P
Langendorf United Bakeries (Home-stead, Holsum & Langendorf Bread).....	Leon Livingston.....	P; varying number of stations
Larus & Bro. (Domino Cigarettes, Edgeworth & Chelsea Tobacco).....	Warwick & Legler.....	12 A
Larus & Bro. (Domino, Edgeworth).....	Warwick & Legler.....	7 Hockey, Colonial Network; 1 Baseball
Lea & Ferrins, Inc. (Worcestershire Sauce).....	Schwimmer & Scott.....	30 A
Wm. W. Lee & Co. (Cold Remedy).....	Leighton & Nelson.....	7 P
Lee & Cady (Wholesale Grocers).....	Grace & Bement.....	44 PP, NBC, plus transcriptions on 1 station
Thomas Leeming & Co. (Baume Bengue).....	William Esty.....	110 A
Dr. L. D. LeGear Medicine Co.....	Cramer-Krasselt.....	3 A
Lehn & Fink (Hinds Honey & Almond Cream).....	William Esty.....	50 CBS
Leisy Brewing Co.....	BBD&O.....	Spot; number of stations not listed
Lever Bros. (Lux Flakes & Toilet Soap).....	J. Walter Thompson.....	94 CBS; 86 CBS
Lever Bros. (Rinso).....	Ruthrauff & Ryan.....	70 CBS; 65 CBS
Lever Bros. (Spry).....	Ruthrauff & Ryan.....	65 CBS
Lever Bros., Ltd.....	J. Walter Thompson Co., Ltd.....	28 CBC; 34 CBC; 11 CBC
Lewis Hotel Training Schools (Correspondence Course).....	Rose-Martin.....	6 News
Lewis-Howe Medicine Co. (Tums).....	H. W. Kastor.....	Successively 29 NBC and 55 NBC
Lewis-Howe Medicine Co. (Tums).....	Stack-Goble.....	81 NBC
Liebmann Breweries (Rheingold Beer & Ale).....	Lord & Thomas.....	12 P
Liggett & Myers (Chesterfields).....	Newell-Emmett.....	90 NBC; 9 A
Liggett & Myers (Chesterfields, Granger Rough Cut).....	Newell-Emmett.....	95 CBS, plus transcriptions on WOR
Liggett Drug Co.....	Broadcast Advertising.....	2 A
Louis K. Liggett Co.....	Ronalds Advertising Agency.....	11 A
Thos. J. Lipton, Ltd. (Lipton's Tea).....	Vickers & Benson.....	6 Canadian Network; 26 P; 32 A

**Key:** All numerals indicate number of stations purchased. NBC, CBS, and Mutual indicate the three major networks. A = announcements. P = full-length programs. CBC = Canadian Broadcasting Corp. PP = participating program. FM = five-minute programs.

# 1,000 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
Thos. J. Lipton, Ltd. (Lipton's Tea)....	Young & Rubicam.....	79 A; 4 News
Liquid Veneer Corp. (Furniture Polish)....	Ellis Advertising.....	2 A; 1 FM
Little Crow Milling (Coco-Wheats)....	Rogers & Smith.....	15 P; 4 A
Look Magazine.....	Allen, Heaton & McDonald.....	1 P
Look Magazine.....	Austin & Spector.....	2 News
Look Magazine.....	Fairall & Co.....	2 News
Look Magazine.....	H. C. Morris.....	8 A
Loose-Wiles Biscuit Co.....	Newell-Emmett.....	24 Yankee Network and Spot; 6 PP, NBC Pacific; 4 A; 1 Transcribed P; 3 Transcribed P; 1 P; 3 Transcribed P
P. Lorillard Co. (Old Gold Cigarettes)...	Lennen & Mitchell.....	.62 NBC; 2 Baseball
P. Lorillard Co. (Sensation Cigarettes)...	Lennen & Mitchell.....	.67 NBC
P. Lorillard Co. (Union Leader & Friends Tobacco).....	Lennen & Mitchell.....	14 Transcribed P
Los Angeles Baseball Club.....	Neisser-Meyerhoff.....	1 A
Los Angeles Soap Co. (Scotch Soap)....	Raymond R. Morgan.....	.3 News; 1 PP
Los Angeles Soap Co. (Sierra Pine Toilet Soap).....	Raymond R. Morgan.....	.7 CBS Pacific; 1 A
Los Angeles Soap Co. (White King Granulated).....	Raymond R. Morgan.....	.7 CBS Pacific
Lowe Bros. (Paint).....	MacLaren Advertising Agency.....	.3 A
Joe Lowe Corp. (Popsicles).....	Biow Co.....	.95 P
Luden's Cough Drops.....	J. M. Mathes.....	31 Chain Breaks, News and Weather Reports
Lutheran Laymen's League.....	Kelly, Stuhlman & Zahrndt.....	.95 Mutual; 67 P
Luxor, Ltd. (Luxor Cosmetics).....	Lord & Thomas.....	.3 P
Dr. Lyon's Toothpowder.....	Blackett-Sample-Hummert.....	.37 NBC; 38 NBC; 45 NBC; 16 Texas State Network & Spot; 16 Texas State Network & Spot; 15 Western Radio System; 1 A; 11 P; 14 A
Dr. Lyon's Toothpowder (Phillips' Milk of Magnesia Toothpaste, co-sponsor)...	Blackett-Sample-Hummert.....	.4 P
M.J.B. Co. (Coffee).....	Lord & Thomas.....	1 PP
M. & N. Cigar Manufacturers.....	Ohio Advertising Agency.....	.3 Time Signals; 1 News
Macfadden Publications, Inc.....	Arthur Kudner.....	.43 NBC plus WLW; 10 A
MacFarland Candy Co.....	Botsford, Constantine & Gardner.....	.7 A & FM Transcriptions
Macleves' Personalized Perfume.....	Norman Weill.....	.6 A
Maltex Co.....	Samuel C. Croot.....	.5 Mutual
Man O' War Publishing Co.....	Metropolitan Advertising.....	.6 Sports Results
Man O' War Sports & Turf Weekly.....	Emil Mogul.....	FM Scratches, Flashes, Resumes
Manchester Biscuit Co. (Crackers)....	Neisser-Meyerhoff.....	1 P; 1 A
Manhattan Soap Co. (Sweetheart Soap)...	Franklin Bruck.....	.50 NBC; 11 NBC; 69 P, A & News
Mantle Lamp Co. (Kerosene Lamps)...	Presba, Fellers & Presba.....	.60 FM & P
Marine Trust Co.....	BBD&O.....	Spot; number of stations not listed
Mars, Inc. (Chocolate Bars).....	Grant Advertising.....	.56 NBC
Marshall Canning Co.....	Coolidge Advertising.....	.22 FM
Marshall-Wells Paint Co.....	A. McKim, Ltd.....	.6 A
Maryland Baking Co. (Ice Cream Cones).....	Austin & Spector.....	121 A
Maryland Pharmaceutical Co.....	Joseph Katz.....	Spot; number of stations not listed
Master Lock Co.....	Scott-Telander.....	.100 A
Maxwell Petroleum Corp.....	Condon Co.....	.3 A
McClintock Stern Co.....	Brisacher, Davis & Staff.....	.2 A
McCull-Fontenac Oil Co., Ltd.....	Mackay & Savary.....	1 News
McCull-Fontenac Oil Co., Ltd.....	A. McKim, Ltd.....	.8 News
McConnon & Co. (McConnon Products & Recruiting for Dealers).....	McCord Co.....	1 P; 5 P; 1 FM
W. F. McLaughlin & Co. (Manor House Coffee).....	Sherman K. Ellis.....	1 PP; 1 P
Melo-Paya.....	Kelly, Stuhlman & Zahrndt.....	.2 P
Melville Shoe Corp. (Thom McAn Shoes).....	Neff-Rogow.....	.8 P

## 1,000 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
Mennen Co. (Mennen Shave Products).....	H. M. Kiesewetter.....	7 CBS; 10 Mutual; 1 News; A, number of stations not listed
Mentholatum Co.....	Dillard Jacobs.....	5 A
Merck & Co., Inc. (Di-chloricide).....	Charles W. Hoyt.....	3 A
M-G-M (Motion Pictures).....	Donahue & Coe.....	15 to 26 A
Metropolitan Life Insurance.....	Young & Rubicam.....	2 Mutual
E. Meyers Lyce Co.....	Anfenger Advertising Agency.....	8 A
Michigan Bell Telephone Co.....	N. W. Ayer.....	7 P, Michigan Radio Network
Jos. Middleby, Jr. (Mideo Ice Cream Freeze).....	Ingalls-Minter.....	7 PP, Yankee Network
Miles Laboratories (Alka-Seltzer).....	Wade Advertising Agency.....	64 NBC; 30 NBC; 44 NBC; 45 FM
Miller Hatchery.....	Cramer-Krasselt.....	1 A
The Milwaukee Road.....	Roche, Williams & Cunyngnam.....	12 A
Minneapolis Trust Co.....	BBD&O.....	Spot; number of stations not listed
Minnesota Macaroni Co. (Jenny Lee & Minnesota Brand Macaroni).....	McCord Co.....	3 A, Arrowhead Network; 2 A, Iowa Network
Missouri Apple Institute.....	Westheimer & Co.....	5 to 10 A
Modern Food Process (Thrive Dog Food).....	Clements Co.....	13 NBC; 6 A
Mohawk Bedding Co (Mattresses).....	Schwimmer & Scott.....	5 A & P
Monopad.....	Hancock Payne.....	Details not set at press time
Montag Stove & Furnace Works.....	MacWilkins & Cole.....	3 A
Montana Horse Products (Vitamont Dog Food).....	Condon Co.....	2 A
Moody Bible Institute.....	Critchfield & Co.....	10 Mutual
John Morrell & Co. (E-Z-Cut Ham).....	Henri, Hurst & McDonald.....	33 A
John Morrell & Co. (Red Heart Dog Food).....	Henri, Hurst & McDonald.....	52 NBC
John Morrell & Co. (Snack).....	Henri, Hurst & McDonald.....	2 A
Philip Morris & Co., Ltd.....	Biow Co.....	78 NBC; 75 CBS; 44, successively NBC & CBS
Philip Morris & Co., Ltd. (Bond Street Pipe Tobacco).....	Biow Co.....	44 FM, NBC
Philip Morris & Co., Ltd. (Revelation Pipe Tobacco).....	Biow Co.....	5 Mutual
Mrs. Morrison's Puddings.....	Clements Co.....	1 A
C. F. Mueller (Macaroni Products).....	Kenyon & Eckhardt.....	5 NBC
Mulsified Emulsion (Cascarets, co-sponsor).....	Blackett-Sample-Hummert.....	16 Texas State Network & Spot
Mulsified Emulsion (Glostora, co-sponsor).....	Blackett-Sample-Hummert.....	1 A
Dorothy Muriel's, Inc.....	Harry M. Frost.....	7 A
Musterole Co. (Musterole, Zemo).....	Erwin, Wasey.....	55 NBC
Mutual Benefit Health & Accident Assn. (Hospitalization).....	Huber Hoge & Sons.....	2 P & A
Mysel Laboratories.....	Hammer Advertising Agency.....	4 A
N.I.A. (Ice & Refrigeration).....	Donahue & Coe.....	65 P
Narragansett Brewing.....	Arthur Braitsch.....	16 News, Yankee Network
Nash-Kelvinator Corp. (Nash Motors Division).....	Geyer, Cornell & Newell.....	66 CBS; 25 A & Chain Breaks
Nash-Kelvinator Corp.....	A. McKim, Ltd.....	9 A
National Biscuit Co.....	McCann-Erickson.....	19 P
National Drug Co. (Gin Pills).....	A. McKim, Ltd.....	16 A; 3 FM; 1 French Newscast
National Lead Co. (Dutch Boy Paints).....	Erwin, Wasey.....	CBS Pacific; number of stations not listed
National Motor Boat Show.....	Cowan & Dengler.....	7 FM & A
National Refund Co.....	First United Broadcasters.....	50 A

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## 1,000 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
National Schools of Los Angeles (Training Course).....	Huber Hoge & Sons.....	7 FM
National Seed & Bulb Co.....	Norman Weill.....	6 A
National Toilet Co. (Nadinola).....	Roche, Williams & Cunnynggham.....	6 Chain Breaks
Nebraska Consolidated Mills (Flour)....	Allen & Reynolds.....	7 P
Nehi, Inc. (Royal Crown Cola).....	BBD&O.....	88 CBS; Spot, number of stations not listed
Neighbors of Woodcraft (Life Insurance) .....	Mac Wilkins & Cole.....	31 Don Lee
Nestle's Milk Products (Nescafe).....	Leon Livingston....	A & PP, varying number of stations
New York Harbor Steamship Co.....	Redfield-Johnstone.....	6 A
New York State Fair.....	J. M. Mathes.....	4 A
New York State Milk.....	J. M. Mathes.....	19 A
New York Telephone Co.....	BBD&O.....	Spot; number of stations not listed
Dick Niles Packing Co. (Grapefruit)...	Presba, Fellers & Presba.....	7 A
Nissen Baking Co.....	Ray Mills.....	4 A
North American Accident Insurance....	Franklin Bruck.....	42 P
Northrup, King & Co. (Feeds, Seeds)...	Olmsted-Hewitt.....	1 P; 4 A
Northwestern Yeast Co.....	Hays MacFarland.....	22 PP & A
Nova-Kelp, Ltd.....	Benison Co.....	6 A
Noxzema Chemical Co.....	Ruthrauff & Ryan....	45 CBS; 40 News, CBS; 4 P
Nutrena Mills, Inc. (Poultry Feeds)....	Simmonds & Simmonds.....	3 News; 10 A
O. M. Tablet Co.....	Lou Sterling & Associates.....	4 P
Oakite Products (Oakite Cleaning Compound) .....	Calkins & Holden...P, Yankee Network, varying number of stations; approximately 50 A	
O'Cedar of Canada, Ltd. (Waxes, Polishes) .....	Benison Co.....	2 FM; 4 A
Oelwein Chemical Co.....	Coolidge Advertising.....	4 Farm News
Ohio Seed Improvement Association (Hybrid Corn).....	Byer & Bowman.....	6 A
O'Keefe's Beverages, Ltd.....	A. McKim, Ltd.....	2 A; 1 P
Old English Floor Wax.....	Blackett-Sample-Hummert.....	10 A
Old English (Kolynos, co-sponsor)....	Blackett-Sample-Hummert.....	1 P
Olde Dutch Mills Coffee.....	Peck Advertising Agency.....	3 A
Oldsmobile Division of General Motors..	D. P. Brother.....	25 A
Oliver Farm Equipment Co.....	Buchen Co.....	1 P; 1 News; 1 Farm Markets; 1 P
Olney & Carpenter.....	Harry M. Frost.....	7 PP; 7 PP
Olson Rug Co.....	Presba, Fellers & Presba.....	60 FM & P
Omar, Inc. (House to House Bakery)....	Lyle T. Johnston.....	4 P
Omar, Inc. (Omar Flour).....	Lyle T. Johnston.....	9 P; 1 A
Oxo, Ltd.....	Platt-Forbes.....	16 A
Oxo (Canada), Ltd.....	A. McKim, Ltd.....	14 A
Pacific Brewing & Malting Co.....	Brewer-Weeks.....	7 A
Pacific Coast Borax.....	McCann-Erickson.....	29 NBC
Pacific Guano Co.....	Tomaschke-Elliott.....	3 A
Pacific International Livestock Exposition .....	W. S. Kirkpatrick.....	7 A
Pacquin, Inc. (Pacquin's Hand Cream)...	William Esty.....	90 A
Page Milk Co. (Evaporated Milk).....	Bert S. Gittins.....	1 A
Palmer Bros. Co. (Mattresses, Bedding)..	Tucker Wayne.....	41 News P, NBC
Pancrust Plato Co. (Crustene).....	Tracy-Locke-Dawson...5	Texas Quality Network
Par Soap Co.....	Tomaschke-Elliott.....	7 A
Paramount Pictures.....	Buchanan & Co.....	1 P; 4 A; approximately 53 P
Parker Bros., Inc. (Games).....	Schwimmer & Scott.....	8 A
Pate Oil Co.....	John Barnes.....	A; various campaigns
Parson Corp. (Yuban Coffee).....	Campbell-Ewald of New York.....	1 FM News
W. G. Patrick & Co., Ltd.....	James Fisher.....	5 A
Peter Paul, Inc. (Candy).....	Brisacher, Davis & Staff.....	4 A
Peter Paul, Inc. (Mounds, Ten Crown Gum) .....	Platt-Forbes.....	75 P, FM & A
Penick & Ford (Brer Rabbit Molasses) .	J. Walter Thompson.....	7 PP, Yankee Network; 1 PP

## 1,000 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
Penick & Ford, Ltd.	BBD&O	Spot; number of stations not listed
Penn Tobacco Co.	Ruthrauff & Ryan	58 CBS
J. C. Penney	Pedlar & Ryan	6 P
Pennzoil Co.	Meyers Co.	20 A
Pensacola Chamber of Commerce	Griffith Advertising Agency	5 A
Peoples Credit Jewellers, Ltd.	MacLaren Advertising Agency	3 Provincial Network
Dr. Pepper Co.	Tracy-Locke-Dawson	26 Special Network; 31 Transcribed P
Pepsi-Cola Co.	Newell-Emmett	112 News, CBS; 26 A & Jingle Contests
Pepsodent Co. (Toothpaste, Antiseptic, Liquid Dentifrice)	Lord & Thomas	41 NBC; 61 NBC
Pet Milk Co. (Irradiated Pet Milk)	Gardner Advertising	53 CBS; 67 CBS; 22 Transcribed P
Peters Shoe Co. (Division of International Shoe Co.)	Westheimer & Co.	1 Transcribed P
P. F. Petersen Baking (Bread, Pastries)	Allen & Reynolds	6 P
Petroleum Advisers (Cities Service)	Lord & Thomas	57 NBC
Philadelphia & Reading Coal & Iron Co. (Coal)	McKee & Albright	17 A
Philadelphia Dairy Products Co., Inc.	Scheck Advertising Agency	7 News
Philco Radio & Television Corp. (Philco Radios, Philco Refrigerators, Philco-York Air Conditioners)	Hutchins Advertising Co.	Approximately 100 A & Chain Breaks; 2 News, Mutual
Louis Philippe Cosmetics	Blackett-Sample-Hummert	1 A
Phillips' Milk of Magnesia	Blackett-Sample-Hummert	15 Western Radio System; 13 A; 1 P
Phillips' Milk of Magnesia Creams	Blackett-Sample-Hummert	1 P
Phillips' Milk of Magnesia Creams & Toothpaste	Blackett-Sample-Hummert	1 A
Phillips' Milk of Magnesia & Creams	Blackett-Sample-Hummert	47 NBC
Phillips' Milk of Magnesia & Toothpaste	Blackett-Sample-Hummert	91 NBC & CBC
Phillips' Milk of Magnesia Toothpaste (Dr. Lyon's Toothpowder, co-sponsor)	Blackett-Sample-Hummert	4 P
Phillips Petroleum	Lambert & Feasley	15 News & A
Pillsbury Flour Mills (Flour, Cereal Products)	Hutchinson Advertising	At press time, details of campaign were not set
Pilot Radio Corp.	Austin & Spector	2 News
Pinex Co.	Russel M. Seeds	8 P; 43 A; 6 News
Lydia E. Pinkham Medicine Co.	Erwin, Wasey	80 Mutual; 7 Mutual
Pioneer Life Insurance Co.	Presba, Fellers & Presba	1 FM
Pittsburgh Auto Show	BBD&O	Spot; number of stations not listed
Pittsburgh Coal Co. (Champion Coal)	Walker & Downing	5 Chain Breaks & Weather Reports
Plankinton Packing Co.	Cramer-Krasselt	15 A
Planters Nut & Chocolate Co.	Raymond R. Morgan	1 P
Planters Nut & Chocolate Co. (Peanuts)	J. Walter Thompson	12 Transcribed A
Plastic Wood (Aeromist, co-sponsor)	Blackett-Sample-Hummert	1 P
Pokon Plantfood Corp.	Simons-Michelson	3 P
Pond's Extract Co., Ltd.	J. Walter Thompson Co., Ltd.	2 French Network
Postal Telegraph Co.	Biow Co.	31 A
Posto-Photo, Inc. (Photo Finishers)	Redfield-Johnstone	2 P; 2 P

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## 1,000 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
Prime Mfg. Co.	Hoffman & York	9 A
Procter & Gamble (Barsalou Soap)	Compton Advertising	3 CBC French Network
Procter & Gamble (Camay Soap)	Pedlar & Ryan	50 NBC; 17 NBC; 29 CBC French & English Networks; 5 California Radio System; 11 P
Procter & Gamble (Chipso)	Pedlar & Ryan	23 NBC; 24 CBS; 7 NBC; 30 CBC French & English Networks; 4 P
Procter & Gamble (Crisco)	Compton Advertising	52, successively CBS & NBC; 52 CBS & CBC; 19 NBC, with rebroadcast on 71 NBC & CBC; 1 P (foreign station)
Procter & Gamble (Dash)	Pedlar & Ryan	4 California Radio System; 6 P
Procter & Gamble (Dreft)	Blackett-Sample-Hummert	51 NBC & Spot
Procter & Gamble (Drene)	H. W. Kastor	30 & 54 NBC
Procter & Gamble (Ivory Snow)	Compton Advertising	21 NBC, with rebroadcast on 89 NBC & CBC
Procter & Gamble (Ivory Soap)	Compton Advertising	29 NBC, with rebroadcast on 6 NBC; 84 NBC & CBC; 33 CBS, with rebroadcast on 17 NBC; 4 CBS; 3 CBC French Network; 2 Baseball Games (co-sponsored with General Mills for Wheaties); 1 P (foreign station); 2 P (foreign stations)
Procter & Gamble (Ivory Soap, Flakes & Snow, Crisco, Fluffo, P & G Soap and Dux, interchangeably)	Compton Advertising	Aggregate of 87 Transcribed P
Procter & Gamble (Lava)	Blackett-Sample-Hummert	37 NBC & Spot; 4 P; 10 P
Procter & Gamble (Oxydol)	Blackett-Sample-Hummert	72 NBC; 164 NBC & Spot; 32 CBS; 8 NBC, 53 NBC; 7 P; 2 P; 5 P; 17 News; 2 P
Procter & Gamble (P & G Soap)	Compton Advertising	85 NBC & CBC; 1 P; 1 P
Procter & Gamble (Teel)	H. W. Kastor	44 NBC; 51 CBS
Procter & Gamble (Teel & Drene)	H. W. Kastor	59 CBS; 59 CBS
Prudence Foods, Inc.	Lavin Co.	7 PP, Yankee Network
Prudential Life Insurance Co. of America	Benton & Bowles	51 CBS
Prune Proration Zone No. 1 (California Prunes)	Lord & Thomas	10 P
John Puhj Products Co.	Cecil & Presbrey	1 PP; 1 A; 1 A; 1 P
Pure Milk Association	Presba, Fellers & Presba	1 P
Pure Oil Co.	Leo Burnett	41 News Commentator, CBS
Purepac Corp.	Klinger Advertising	6 A
Purex Corp. (Purex Liquid Bleach & Pipe-Drain Cleaner)	Lord & Thomas	3 A
Quaker Oats Co.	Ruthrauff & Ryan	60 NBC; 60 NBC; 60 NBC
Quaker Oats Co. (Farina)	Sherman & Marquette	4 NBC
Quaker Oats Co. (Ful-O-Pep Feeds)	Sherman & Marquette	15 Transcribe P
Quaker Oats Co. (Muffets)	Mitchell-Faust	5 A
Quaker Oats Co. (Puffed Wheat & Rice)	Sherman K. Ellis	60 NBC
Quaker Oats Co. (Quaker Macaroni & Spaghetti)	Mitchell-Faust	18 A
Quaker Oats Co. of Canada	Lord & Thomas	30 NBC
Quaker State Oil Refining	Kenyon & Eckhardt	14 A
Radio-Television Institute (Training Course)	Huber Hoge & Sons	7 P, A & FM
Railway Express Agency, Inc.	Caples Co.	46 A
Ralston Purina Co. (Purina Feeds)	Gardner Advertising	94 Transcribed P
Ralston Purina Co. (Ralston Hot Cereal)	Gardner Advertising	50 NBC
Ralston Purina (Shredded Ralston)	Gardner Advertising	61 NBC
Ralston Purina, Ltd.	James Fisher	6 P
Ramsdell, Inc.	Wm. Irving Hamilton	2 Mutual
Rapinwax Paper Co. (Rap-in-Wax)	Mitchell-Faust	2 PP
Raylite Trading Co.	Cramer-Krasselt	11 A

## 1,000 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
Reardon Co.....	Anfenger Advertising Agency.....	50 A
Reeds Home Made Ice Cream.....	Walter E. Battenfield.....	3 A
Regal Shoe Co.....	Cecil & Presbrey.....	1 News Commentator; 2 P
Reid, Murdoch & Co. (Monarch Finer Foods) .....	Rogers & Smith.....	65 A
Remington Rand, Inc.....	Leeford Advertising Agency.....	2 P
Remington Rand, Inc. (Portable Typewriters) .....	Franklin Bruck.....	4 News
Republican State Central Committee of Conn. ....	F. W. Prelie.....	9 P; 7 P; 9 A; 9 Talks
Reynolds Health Offices.....	Allied Advertising Agencies.....	4 P
R. J. Reynolds (Camel Cigarettes).....	William Esty.....	99 CBS; 94 NBC; 85 NBC; 101 CBS; 25 CBS; 46 NBC; 94 NBC; 1 Play-by-Play Baseball; 1 P; A (Puerto Rico, Philippines, Alaska)
R. J. Reynolds (Prince Albert Tobacco).....	William Esty.....	2 News A. CBS; 26 NBC; 4 Transcribed P; A (Alaska)
R. J. Reynolds (George Washington Tobacco) .....	William Esty.....	12 A
Richards Glass Co. (Rolls Razor).....	A. McKim, Ltd.....	16 A
Thomas D. Richardson Co. (Mints).....	N. W. Ayer.....	7 PP, Yankee Network
Richardson & Robbins (Boned Chicken).....	Charles W. Hoyt.....	5 NBC
Richfield Oil Co. of California.....	Hixson-O'Donnell.....	10 News, NBC Pacific & CBS Arizona
Richfield Oil Corp of New York.....	Sherman K. Ellis.....	27 News, Mutual
Rigo Mfg. Co. (Kill-Ko Insecticide).....	Casey Advertising.....	10 P
Rit Products (Rit Curtain Dye).....	Young & Rubicam.....	3 A
P. J. Ritter Co. (Tomato Products).....	Clements Co.....	2 A
Robin Hood Flour Mills.....	James Fisher.....	37 CBC; 2 P
Robin Hood Flour Mills (Flour & Oat Meals) .....	Canadian Advertising Agency.....	5 CBC
Rockwood & Co. (Chocolate Bits).....	Federal Advertising Agency.....	5 A
Rockwood & Co. (Pecan Feast).....	Federal Advertising Agency.....	14 A
Roller Derby.....	Malcolm-Howard.....	34 Trackside Broadcasts & A
Roma Wine Co.....	Birmingham, Castleman & Pierce.....	5 P & A
Roma Wine Co.....	Cesana & Associates.....	23 Mutual
Dr. W. J. Ross Co.....	Howard Ray.....	32 FM, Don Lee; 1 FM; 1 A
Roundy, Peckham & Dexter Co.....	Hoffman & York.....	4 A
Roxy Clothes.....	Peck Advertising Agency.....	5 News
Royal Crown Bottling Co.....	BBD&O.....	Spot; number of stations not listed
Ruppert Brewery.....	Ruthrauff & Ryan.....	1 Sports Comment; 12 Singing A
Rudd Mfg. Co. (Water Heaters).....	Marschalk & Pratt.....	Over 50 A
S. P. & S. Railway.....	W. S. Kirkpatrick.....	2 A
S & W Fine Foods.....	Brischacher, Davis & Staff.....	8 CBS
Safeway Stores, Inc.....	Lord & Thomas.....	10 Frost Warnings & Time Signals
St. Petersburg Chamber of Commerce.....	Griffith Advertising Agency.....	6 A
Sal-Ro-Cin .....	Lou Sterling & Associates.....	2 P
Salerno-Megowen Biscuit Co. (Cookies, Crackers) .....	Schwimmer & Scott.....	2 A
Sally's Fur Studios.....	Hammer Advertising Agency.....	4 P
Salvation Army (War Service Appeal).....	A. McKim, Ltd.....	20 A
Saratoga Race Track.....	Leighton & Nelson.....	6 P & A
Sargent & Co.....	Fairall & Co.....	8 FM
Sawyer Biscuit Co. (Crackers, Butter Cookies) .....	Neisser-Meyerhoff.....	2 A
F. & M. Schaefer Brewing Co.....	BBD&O.....	Spot; number of stations not listed

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## 1,000 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
Schick Injector Razor	J. M. Mathes	66 Louis-Galento Fight
Jos. Schlitz Brewing Co.	Geyer, Cornell & Newell	28 A & Chain Breaks
Scholl Mfg. Co.	Donahue & Coe	12 A; 2 A
Dr. Scholl's Foot Comfort (Foot Appliances, Shoes)	Presba, Fellers & Presba	3 FM & P
Scott Paper Co.	J. Walter Thompson	34 PP
Wm. S. Scull (Boscul Coffee)	Compton Advertising	1 News
Sealtest, Inc.	McKee & Albright	60 NBC; 37 CBS plus Transcriptions on 23 Stations
Sears, Roebuck & Co.	Blackett-Sample-Hummert	42 P
Sears, Roebuck & Co.	Mayers Co.	10 A
Seeck & Kade (Pertussin)	J. Walter Thompson	1 A
Sego Milk Products	Gillham Advertising Agency	2 P
Seiberling Rubber Co.	Meldrum & Fewsmith	A; number of stations not listed
Serutan	Austin & Spector	17 News; 2 P; 9 Commentator
Servel, Inc.	BBD&O	Spot; number of stations not listed
Servel (Canada), Ltd.	Benison Co.	4 A
Seven-Up Bottling Co.	Allied Advertising Agencies	5 A
Shell Oil, Eastern Division	J. Walter Thompson	21 Station Breaks
Shell Oil, Mid Continent	J. Walter Thompson	49 Station Breaks
Sherwin-Williams Co. (Paint)	Warwick & Legler	90 NBC
Sherwood Bros.	Van Sant, Dugdale	3 Mutual
Shubert Theatre	Harry M. Frost	6 A
Sidles Co.	Fairall & Co.	2 A
Signal Oil Co. (Gas, Oil, Tires, Accessories)	Barton A. Stebbins	13 NBC Pacific
Silver Springs	Griffith Advertising Agency	5 A
Simmons Hardware Co.	Anfenger Advertising Agency	15 A
Sinclair Refining Co.	Federal Advertising Agency	72 CBS
Sitroux Co. (Facial Tissues)	Franklin Bruck	3 P
Skelly Oil Co.	Blackett-Sample-Hummert	33 P
Skrudland Photo Service	Newby, Peron & Flitcraft	15 P
Slater Shoes	A. McKim, Ltd.	8 P
J. Allen Smith & Co. (White Lily Flour)	Tucker Wayne	3 A
Snarol (Kolynos, co-sponsor)	Blackett-Sample-Hummert	15 Western Radio System
Socony-Vacuum Oil Co.	J. Stirling Getchell	6 Yankee Network; 2 Sports; 1 News & Sports; 5 News; 35 Play-by-Play Baseball
Sotenz Beauty Cream	Richard F. Connor	6 Southern California Network; 10 CBS Pacific; 3 A, NBC Pacific; 25 A, Mutual Pacific
Soil-Off (Household Cleanser)	Hillman-Shane	12 PP
Solar Water Heater Co.	Carlton-Porterfield	3 Transcribed P; 2 FM News
Southern New England Telephone Co.	BBD&O	Spot; number of stations not listed
Southern Pacific Railroad	Lord & Thomas	1 Time Signals
Southland Coffee Co. (Bailey's Supreme Coffee)	Tucker Wayne	3 A
Sperry Flour Co.	Westco Advertising Agency	6 NBC Pacific; 32 P & A, Don Lee, plus 6 independent stations
Sperry Flour Co. (Cereals, Flour)	Westco Advertising Agency	7 NBC Pacific
Sperry Flour Co. (Sperry Pancake & Waffle Flour)	Westco Advertising Agency	6 NBC Pacific; 6 PP, NBC Pacific
Sperry Flour Co. (Wheat Hearts)	Westco Advertising Agency	8 CBS Pacific
Spic and Span	John Barnes	A; various campaigns
Sprague, Warner & Co. (Food Products)	Lord & Thomas	1 P
Sprague, Warner & Co. (Food Products)	Weiss & Geller	1 PP; 1 A



## 1,000 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
E. R. Squibb & Sons	Geyer, Cornell & Newell	2 A & Chain Breaks
Stainless Steel Products (Cooking Utensils)	Rogers & Smith	1 P; 1 A
Stanback Co. (Headache Powders)	J. Carson Brantley	40 P; 20 News; 70 A
Stanco, Inc. (Nujol, Mistol, Flit, Daggett & Ramsdell)	McCann-Erickson	10 P; 33 P; 1 P
Standard Air Conditioning, Inc.	BBD&O	Spot; number of stations not listed
Standard Brands (Chase & Sanborn)	J. Walter Thompson	69 NBC
Standard Brands (Fleischmann's Foil Yeast)	J. Walter Thompson	46 NBC, 31 NBC
Standard Brands (Royal Desserts)	Sherman K. Ellis	3 P
Standard Brands (Royal Desserts)	J. Walter Thompson	46 NBC
Standard Brands (Royal Desserts, Fleischmann's Foil Yeast)	J. Walter Thompson	51 NBC
Standard Brands (Tender Leaf Tea)	J. Walter Thompson	61 NBC and CBC
Standard Candy Co. (Belle Camp Chocolates)	C. P. Clark	5 P
State Drug Association	Hammer Advertising Agency	3 P
State of Maine (Maine Development Commission)	Brooke, Smith & French	18 PP, Yankee Network
State Restaurant Liquor Dealers Assn. of New York	Donahue & Coe	2 Talks
Stephano Bros.	Aitkin-Kyneff	CBS Pacific; number of stations not listed
Stephano Bros. (Marvels Cigarettes)	Aitkin-Kyneff	CBS Pacific; numbers of stations not listed
Stewart & Ross Corp.	Ralph H. Jones	21 A
Stokely Bros. (Staley's Syrup)	Gardner Advertising	1 Transcribed P; 1 A
W. F. Straub & Co. (Lake Shore Honey)	Mitchell-Faust	10 PP, Yankee Network
W. F. Straub & Co. (Straub's Vitamin Capsules)	Mitchell-Faust	1 A
Strietmann Biscuit Co.	Harry M. Miller	5 North Carolina Network plus 6 independent stations
Stroh Brewery	Zimmer-Keller	7 A. Michigan Radio Network; 2 A
Studebaker Corp.	Roche, Williams & Cunyngnam	94 P
F. C. Sturtevant Co.	Hammer Advertising Agency	6 A
Suffolk Downs	Harry M. Frost	6 A
R. G. Sullivan, Inc.	Broadcast Advertising	10 A
Sun Oil Co.	Roche, Williams & Cunyngnam	22 NBC
Sunsoy Products, Ltd.	James Fisher	1 A
Supreme Wine Co.	Harry M. Frost	6 A
Sweet Candy Co.	Gillham Advertising Agency	4 P
Sweets Co. of America (Tootsie Rolls)	Blow Co.	5 A
Swift & Co. (Ice Cream)	Stack-Goble	A; number of stations not listed
Swift & Co. (Sunbrite Cleanser)	Stack-Goble	55 NBC
Tastyeast, Inc.	Peck Advertising Agency	16 A
Taugney McGinn Hotels	Fairall & Co.	4 A
Tegge-Jackman Cigar Co.	MacManus, John & Adams	5 A
Tennessee Coal, Iron & Railroad Co.	BBD&O	Spot; number of stations not listed
Tennessee Enamel Mfg. (Temco, Curay Gas Heaters)	Casey Advertising	48 A
Texas Co. (Texaco Petroleum Products)	Buchanan & Co.	88 CBS; 1 Fishing Reporter; 16 News; 1 A; 1 News; 3 News; 1 Cubs & White Sox Baseball Games; 3 News

**Key:** All numerals indicate number of stations purchased. NBC, CBS, and Mutual indicate the three major networks. A = announcements. P = full-length programs. CBC = Canadian Broadcasting Corp. PP = participating program. FM = five-minute programs.

## 1,000 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
Texas Pacific Coal & Oil (Gasoline, Oils) .....	Albert Evans & LeMay.....	3 Special Sports Events
Theatre Guild.....	Harry M. Frost.....	4 A
Thermo Air-Conditioning Institute.....	R. H. Alber.....	25 P
Tidewater Associated Oil.....	Lennen & Mitchell.....	17 News, Yankee Network; 2 News; 3 Sports
Tidewater Associated Oil.....	Lord & Thomas.....	Football CBS, NBC Pacific, & Mutual-Don Lee; varying number of stations
Tillamook County Creamery Assn. (Cheese) .....	Botsford, Constantine & Gardner.....	.5 NBC Pacific
Tiz (Freezone, co-sponsor).....	Blackett-Sample-Hummert .....	1 P
La Touraine Coffee.....	Ingalls-Minitier.....	7 PP, Yankee Network; 6 A; 1 PP
Tourneau Watches.....	Peck Advertising Agency.....	2 A
Trems, Inc.....	Kelly, Stuhlman & Zahrdt.....	2 A
Trommers Beer.....	Federal Advertising Agency.....	2 A
Tuckett, Ltd. (Cigars, Cigarettes).....	MacLaren Advertising Agency.....	41 A
Tuckett, Ltd. (Wings Cigarettes).....	MacLaren Advertising Agency.....	36 CBC
Tydol Gasoline & Veedol Motor Oil.....	McCord Co.....	6 A; 12 Weather Forecasts; 1 Sports Review
William Underwood.....	BBD&O.....	Spot; number of stations not listed
Union Biscuit Co. (Princess Crackers).....	Gardner Advertising.....	6 Transcribed P
Union Oil Co. (76 Gasoline, Triton Motor Oil).....	Lord & Thomas.....	12 CBS
Union Pacific Railroad.....	Caples Co.....	16 P; 70 P
Union Pacific Railroad.....	W. S. Kirkpatrick.....	2 A
Union Pharmaceutical Co. (Saraka).....	Sherman K. Ellis.....	4 P
Unitarian Fellowship for Social Justice .....	U. S. Advertising.....	11 Talks
United Drug Co. (Bisma-Rex).....	Ronalds Advertising Agency.....	39 A
United Fruit Co.....	Wendell P. Colton.....	2 News
United Profit Sharing Corp. (Premium Coupons) .....	Huber Hoge & Sons.....	2 P
U. S. Bedding Co. (King Koil Mattresses) .....	Firestone Advertising Agency.....	8 A
United States National Bank of Portland (Branches Throughout State).....	W. S. Kirkpatrick.....	10 A
U. S. Rubber Co.....	Campbell-Ewald of New York.....	82 CBS
United States Shoe Corp.....	Stockton, West, Burkhardt.....	160 FM Transcriptions; placed by dealers
U. S. Steel Corp.....	BBD&O.....	Spot; number of stations not listed
United States Tobacco (Dill's Best, Model) .....	Arthur Kudner.....	54 CBS
United States Tobacco (Snuff).....	Arthur Kudner.....	15 Transcribed P; 1 P
Unity School of Christianity.....	R. H. Alber.....	2 P
Universal Credit Co.....	N. W. Ayer.....	8 Michigan Radio Network
Universal Mills (Flour, Feeds).....	Albert Evans & LeMay.....	5 P, Lone Star Chain
Universal Pictures.....	J. Walter Thompson.....	1 A
Utah Oil Refining (Vico Motor Oil, Pep 88 Gas).....	Gillham Advertising Agency.....	2 A
Utilities Engineering Institute.....	First United Broadcasters.....	60 P
Utilities Engineering Institute.....	Klinger Advertising.....	A; 20 New York State Network plus 7 individual stations
N. G. Valiquette (Furniture).....	Canadian Advertising Agency.....	5 CBC French Network
Vanti Pa-Pi-A Corp.....	Erwin, Wasey.....	1 P; 3 P
Venzamer Rotenone Corp.....	Redfield-Johnstone .....	1 A
Vick Chemical Co. (Cough Drops) .....	Morse International.....	42 A
Vick Chemical Co. (VapoRub, Vatronol) .....	Morse International.....	11 P; 134 A, News, P, etc.; 14 A (Canada)
Vita-Seltzer Sparkling Water.....	Cesana & Associates.....	1 P; 1 P; 3 A
Vocational Service.....	Critchfield & Co.....	3 P & FM
F. G. Vogt & Sons (Canned Scrapple).....	Clements Co.....	6 A

## 1,000 RADIO ACCOUNTS—Continued

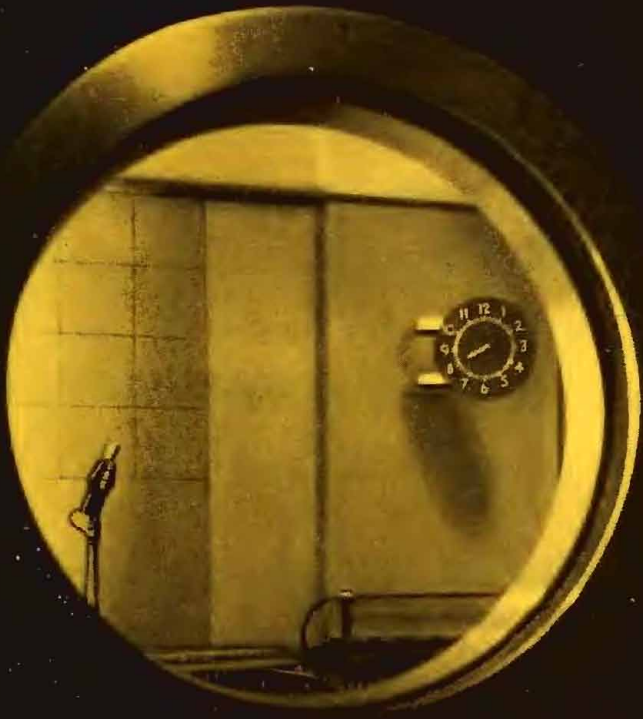
Sponsor	Agency	Time Purchases
F. G. Vogt & Sons (Meats).....	Clements Co.....	6 A
Wabasha Roller Mills (Big Jo Flour)...	MacKenzie, Inc.....	6 A; 1 News; 1 P; 1 News
Wadhams Oil.....	Scott-Telander.....	2 Sports P; Sports Events (1 or more stations, depending on event)
Wahl Co. (Eversharp Pens & Pencils).....	Blow Co.....	50 CBS
Waitt & Bond, Inc.....	BBD&O.....	Spot; number of stations not listed
Walgreen Co. (Drugs).....	Schwimmer & Scott.....	8 A & P
Walker Remedy Co.....	Weston-Barnett.....	17 A
Wander Co. (Ovaltine).....	Blackett-Sample-Hummert.....	38 NBC & Spot; 85 Mutual; 10 NBC & Spot; 85 Mutual; 59 A
Waples Platter Co. (Coffee, Food Products) .....	Albert Evans & LeMay.....	3 A
Ward Baking Co.....	Sherman K. Ellis.....	15 NBC plus Transcriptions; 2 A
Warner Bros. Theatres.....	Stodel Advertising.....	8 A
Wm. R. Warner (Sloan's Liniment).....	James Fisher.....	13 A
Wm. R. Warner (Sloan's Liniment).....	Warwick & Legler.....	104 NBC; 33 NBC
Northam Warren (Cutex).....	J. Walter Thompson.....	4 Station Breaks, Pacific Coast
G. Washington Coffee.....	Cecil & Presbrey.....	6 NBC; 7 P, Yankee Network; 1 P; 1 P
Webster-Eisenlohr, Inc.....	N. W. Ayer.....	1 PP; 3 A; 1 A; 1 A; 1 News; 3 News, Texas Quality Network
Welch Grape Juice Co.....	H. W. Kastor.....	54 NBC
Wembley Tie Co.....	Anfenger Advertising Agency.....	6 A
Wesson Oil & Snowdrift (Scoco Shortening) .....	Fitzgerald Advertising Agency.....	9 Time Signals; 5 PP
Wesson Oil & Snowdrift (Snowdrift) ..	Fitzgerald Advertising Agency.....	10 Times Signals
Wesson Oil & Snowdrift (Wesson Salad Oil) .....	Calkins & Holden.....	7 NBC Pacific; 1 P
Wesson Oil & Snowdrift (Wesson Salad Oil) .....	Fitzgerald Advertising Agency.....	7 NBC Pacific; 2 PP
West Coast Grocery Co. (Amocat Foods) .....	Condon Co.....	2 A; 1 News (Alaska station).. 1 FM News
Western Canada Flour Mills (Purity Flour) .....	A. McKim, Ltd.....	36 P; 3 A; 4 P; 5 P
Western Grocery Co.....	Coolidge Advertising.....	4 News
Westgate Sea Products Co.....	Barnes-Chase.....	8 P
Westinghouse Electric & Mfg. (Institutional) .....	Harry M. Frost.....	101 NBC
Dr. West's Toothpaste.....	Austin & Spector.....	4 P
Wheatena Corp.....	Compton Advertising.....	17 NBC; 1 News; 2 P (foreign stations)
Wheeling Steel Corp.....	Critchfield & Co.....	46 Mutual
Whitcomb Sulphur Springs Hotel.....	First United Broadcasters.....	10 A
White-for-Governor Committee.....	Byer & Bowman.....	5 A & FM Talks
White Laboratories (Feen-A-Mint).....	William Esty.....	150 A
White Rock Mineral Springs.....	Newell-Emmett.....	1 Transcribed P
Whitehead Metal Products (Water Heaters) .....	Marschalk & Pratt.....	2 FM
Willard Hat Co.....	Grant Advertising.....	5 Sports Results, Lone Star Chain
Willard Storage Battery Co.....	Meldrum & Fewsmith.....	A; number of stations not listed
Willard Tablet Co.....	First United Broadcasters.....	28 P
J. B. Williams (Glider Shaving Cream).....	J. Walter Thompson.....	1 P

**Key:** All numerals indicate number of stations purchased. NBC, CBS, and Mutual indicate the three major networks. A = announcements. P = full-length programs. CBC = Canadian Broadcasting Corp. PP = participating program. FM = five-minute programs.

## 1,000 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
J. B. Williams (Williams Shaving Cream) .....	J. Walter Thompson.....	42 NBC; 1 News; 1 Transcribed P; 1 News
Wilmington Transportation Co. (Catalina Island) .....	Neisser-Meyerhoff.....	5 CBS; 6 A
Wilshire Oil (Polly Gas, Economy Gas, Polly Penn Motor Oil).....	Dan B. Miner.....	P; successively 2 NBC Pacific, 3 CBS Pacific, 15 Mutual-Don Lee
Wilson & Co. (Wilson Dog Food).....	U. S. Advertising.....	15 A, FM, P & News
Wilson & Co. (Wilson Lard).....	U. S. Advertising.....	6 A, FM, P & News
Wisconsin Hybrid Corn Association....	Bert S. Gittins.....	6 A
Wonder Heat Pad Co.....	Newby, Peron & Filtercraft.....	3 P
Wonder Lake Syndicate.....	Critchfield & Co.....	3 P
Woodmen Accident Co. (Insurance)....	Presba, Fellers & Presba.....	5 FM & P
Woods Mfg. (Clothing).....	A. McKim, Ltd.....	20 A
Wm. R. Wrigley, Jr., Co. (P. K. Chewing Gum).....	Gotham Advertising.....	16 A (Foreign Stations)
Wm. R. Wrigley, Jr., Co. (Chewing Gum) .....	Frances Hooper.....	67 CBS
Wm. R. Wrigley, Jr., Co. (Chewing Gum).....	Neisser-Meyerhoff.....	74 CBS; 19 Yankee Network
Wm. Wrigley, Jr., Co. (Chewing Gum)....	J. Walter Thompson.....	67 CBS
Rudolph Wurlitzer Co. (Musical Instruments) .....	Schwimmer & Scott.....	8 P
Yellow Cab Co.....	Rufus Rhoades.....	3 A
Zonite Products Corp.....	Erwin, Wasey.....	2 A
Zonite Products Corp. (Zonite, Forhan's) .....	Gotham Advertising Agency.....	4 P; 3 P; 4 A; 1 P (foreign stations)
Zy-Vo .....	Scheck Advertising Agency.....	2 A; 1 P





**It's still a fact . . .**



**T**HE time they go on CBS air, the length of time they've been on CBS air, what they put on CBS air—these (and other matters) are shown to you on the following pages.

“They” are Columbia’s advertisers—and some of the greatest businesses of America. In the aggregate their annual sales amount not to millions but billions of dollars each year.

The major business decisions of such great companies become great business

**patterns for success. The choice of a network is a major business decision.**

**Thus the sheer, unadorned facts in these time-table pages become more powerful arguments for CBS than all the statistics, charts, sales-arguments or elocution that could be brought together.**

**Of the hundred largest advertisers in the U. S., more have chosen CBS air than any other network's. That mighty testimonial to CBS became a fact first in 1935. It is still a fact.**



CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>AFFILIATED PRODUCTS, INC.</b> <i>(391st Week on CBS)</i></p> <p><b>The Romance of Helen Trent</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:30-12:45 p.m. 38 CBS stations ORIGINATES: WBBM</p>	<p>Edna Wallace Hopper Cosmetics Louis Philippe <i>Blackett-Sample-Hummert, Inc.</i></p>
<p><b>AMERICAN OIL COMPANY</b> <i>(106th Week on CBS)</i></p> <p><b>The Human Side of the News</b> by Edwin C. Hill <i>News</i></p>	<p>Mon. thru Fri. 6:05-6:15 p.m. <i>Rebroadcast</i> 11:05-11:15 p.m. 46 CBS stations ORIGINATES: WABC</p>	<p>Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i></p>
<p><b>AMERICAN TOBACCO COMPANY</b> <i>(222nd Week on CBS)</i></p> <p><b>Your Hit Parade</b> Mark Warnow's Orchestra, Barry Wood, Bea Wain, Orrin Tucker's Orchestra, Bonnie Baker, Hit Paraders Chorus <i>Popular music and vocalists</i></p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 104 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord &amp; Thomas</i></p>
<p><b>ANACIN COMPANY</b> <i>(173rd Week on CBS)</i></p> <p><b>Our Gal, Sunday</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 39 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p><b>BAYER COMPANY</b> <i>(253rd Week on CBS)</i></p> <p><b>Second Husband</b> with Helen Menken, presented by the Famous Actors' Guild <i>Serial drama</i></p>	<p>Tuesday 7:30-8:00 p.m. 73 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p><b>BOWEY'S, INC.</b> <i>(62nd Week on CBS)</i></p> <p><b>News and Rhythm</b> with Dale Evans, vocalist, and Dave Bacal, instrumentalist <i>Talk and music</i></p>	<p>Sunday 11:05-11:15 a.m. <i>Rebroadcast</i> 2:35-2:45 p.m. 32 CBS stations ORIGINATES: WBBM</p>	<p>Dari-Rich Products <i>Sorensen &amp; Company</i></p>





## CLIENT AND PROGRAM

## TIME

## PRODUCT AND AGENCY

**BROWN & WILLIAMSON TOBACCO CORPORATION***(97th Week on CBS)***Paul Sullivan Reviews  
the News**

Mon. thru Fri.  
6:30-6:45 p.m.  
*Rebroadcasts*  
7:15-7:30 p.m.  
1:00-1:15 a.m.  
57 CBS stations  
ORIGINATES: WHAS

Raleigh Cigarettes  
*Batten, Barton, Durstine  
& Osborn, Inc.*

**CALIFORNIA FRUIT GROWERS EXCHANGE***(65th Week on CBS)***Sunkist Presents Hedda  
Hopper's Hollywood**

Mon., Wed., Fri.  
6:15-6:30 p.m.  
29 CBS stations  
ORIGINATES: KNX

Sunkist Oranges  
Sunkist Lemons  
*Lord & Thomas*

**CAMPBELL SOUP COMPANY***(295th Week on CBS)***Campbell's Short Short Story***Short story dramatizations*

Mon., Wed., Fri.  
11:00-11:15 a.m.  
*Rebroadcast*  
1:45-2:00 p.m.  
53 CBS stations  
ORIGINATES: WABC

Campbell's Tomato Juice  
*Ward Wheelock  
Company*

**Amos 'n' Andy***Serial comedy-drama*

Mon. thru Fri.  
7:00-7:15 p.m.  
*Rebroadcast*  
11:00-11:15 p.m.  
59 CBS stations  
ORIGINATES: KNX

Campbell's Soups  
*Ward Wheelock  
Company*

**Martha Webster**

with Bess Flynn

*Dramatic serial*

Mon. thru Fri.  
11:15-11:30 a.m.  
*Rebroadcast*  
3:15-3:30 p.m.  
57 CBS stations  
ORIGINATES: WABC

**Fletcher Wiley***Talks*

Mon. thru Fri.  
2:30-2:45 p.m.  
35 CBS stations  
ORIGINATES: KNX

**Lanny Ross***Songs*

Wed., Thurs., Fri.  
7:15-7:30 p.m.  
*Rebroadcast*  
11:15-11:30 p.m.  
56 CBS stations  
ORIGINATES: WABC

Franco-American  
Spaghetti  
*Ruthrauff & Ryan, Inc.*



CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED</b>  <i>(91st Week on CBS)</i></p> <p><b>Dr. Christian</b>  with Jean Hersholt  <i>Drama</i></p>	<p>Wednesday  8:30-8:55 p.m.  <i>Rebroadcast</i>  11:30-11:55 p.m.  61 CBS stations  ORIGINATES: KNX</p>	<p>Vaseline Preparations  <i>McCann-Erickson, Inc.</i></p>
<p><b>CHRYSLER CORPORATION</b>  <i>(230th Week on CBS)</i></p> <p><b>Major Bowes'</b>  <b>Original Amateur Hour</b>  <i>Amateurs, with Major Bowes as Master of Ceremonies</i></p>	<p>Thursday  9:00-10:00 p.m.  83 CBS stations  ORIGINATES: WABC</p>	<p>Plymouth  Dodge  DeSoto  Chrysler  <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>COLGATE-PALMOLIVE-PEET COMPANY</b>  <i>(238th Week on CBS)</i></p> <p><b>Colgate Ask-It-Basket</b>  with Jim McWilliams  <i>Variety-quiz program</i></p> <p><b>Strange As It Seems</b>  <i>Dramatizations of unusual facts</i></p> <p><b>Woman of Courage</b>  <i>Serial drama</i></p> <p><b>Myrt and Marge</b>  <i>Serial drama</i></p> <p><b>Hilltop House</b>  starring Bess Johnson  <i>Serial drama</i></p>	<p>Thursday  8:00-8:30 p.m.  <i>Rebroadcast</i>  11:30-12 mid.  62 CBS stations  ORIGINATES: WABC</p> <p>Thursday  8:30-8:55 p.m.  <i>Rebroadcast</i>  12:00-12:25 a.m.  54 CBS stations  ORIGINATES: WABC</p> <p>Mon. thru Fri.  9:00-9:15 a.m.  <i>Rebroadcast</i>  10:45-11:00 a.m.  40 CBS stations  ORIGINATES: WABC</p> <p>Mon. thru Fri.  10:15-10:30 a.m.  <i>Rebroadcast</i>  4:15-4:30 p.m.  78 CBS stations  ORIGINATES: WABC</p> <p>Mon. thru Fri.  10:30-10:45 a.m.  <i>Rebroadcast</i>  4:30-4:45 p.m.  78 CBS stations  ORIGINATES: WABC</p>	<p>Colgate Dental Cream  <i>Benton &amp; Bowles, Inc.</i></p> <p>Palmolive Shave Cream  Palmolive Brushless Shave  <i>Benton &amp; Bowles, Inc.</i></p> <p>Octagon Products  <i>Benton &amp; Bowles, Inc.</i></p> <p>Concentrated Super Suds  Super Suds  <i>Benton &amp; Bowles, Inc.</i></p> <p>Palmolive Soap  <i>Benton &amp; Bowles, Inc.</i></p>



## CLIENT AND PROGRAM

## TIME

## PRODUCT AND AGENCY

**COLGATE-PALMOLIVE-PEET  
COMPANY***Continued***Stepmother***Serial drama*

Mon. thru Fri.  
10:45-11:00 a.m.  
*Rebroadcast*  
4:45-5:00 p.m.  
38 CBS stations  
ORIGINATES: WBBM

Colgate Tooth Powder  
*Sherman & Marquette,  
Inc.*

**COMMERCIAL CREDIT COMPANY***(19th Week on CBS)***Bob Trout***News*

Mon., Wed., Fri.  
6:00-6:05 p.m.  
*Rebroadcast*  
*Mon. and Wed.*  
11:55-12 mid.  
*Saturday*  
10:30-10:35 p.m.  
64 CBS stations  
ORIGINATES: WABC

Automobile Finance  
Service  
*O'Dea, Sheldon &  
Canaday, Inc.*

**CONTINENTAL BAKING CO., INC.***(291st Week on CBS)***Pretty Kitty Kelly***Serial drama*

Mon. thru Fri.  
10:00-10:15 a.m.  
*Rebroadcast*  
4:00-4:15 p.m.  
46 CBS stations  
ORIGINATES: WABC

Wonder Bread  
Hostess Cake  
*Benton & Bowles, Inc.*

**Sky Blazers**

with Col. Roscoe Turner, MC

*Dramatizations*

Saturday  
8:00-8:30 p.m.  
*Rebroadcast*  
11:00-11:30 p.m.  
47 CBS stations  
ORIGINATES: WABC

Wonder Bread  
*Benton & Bowles, Inc.*

**CORN PRODUCTS SALES COMPANY***(290th Week on CBS)***Society Girl**

starring Charlotte Manson

*Dramatic serial*

Mon. thru Fri.  
3:00-3:15 p.m.  
48 CBS stations  
ORIGINATES: WABC

Kre-Mel Dessert  
Linit  
Mazola Salad & Cooking  
Oil  
Karo Table Syrup  
Argo Corn Starch for  
Puddings  
*C. L. Miller Company*

**THE CUDAHY PACKING COMPANY***(292nd Week on CBS)***Bachelor's Children***Serial drama*

Mon. thru Fri.  
9:45-10:00 a.m.  
18 CBS stations  
ORIGINATES: WBBM

Old Dutch Cleanser  
*Roche, Williams &  
Cunnyngham, Inc.*





**DOUBLEMINT GUM**  
(424th Week on CBS)

**Melody Ranch**  
with Gene Autry  
*Western dramatic series*

Sunday  
6:30-7:00 p.m.  
67 CBS stations  
ORIGINATES: KNX

Doublemint Gum  
*J. Walter Thompson  
Company*

**EVERSHARP, INC.**  
(44th Week on CBS)

**Take It or Leave It**  
with Bob Hawk, MC, Ray Bloch's  
Orchestra, David Ross  
*Quiz*

Sunday  
10:00-10:30 p.m.  
3 CBS stations  
ORIGINATES: WABC

Eversharp Pens and Pencils  
*The Biow Company*

**FORD MOTOR COMPANY**  
(329th Week on CBS)

**Ford Summer Hour**  
with Jessica Dragonette, James  
Newill, baritone, Linton Wells as  
"Rouge Reporter," Budd Hulick,  
Leith Stevens and His Orchestra  
*Music and variety*

Sunday  
9:00-10:00 p.m.  
83 CBS stations  
ORIGINATES: WJR

Ford  
Lincoln  
Lincoln Zephyr  
Mercury  
*N. W. Ayer & Son, Inc.*

**GENERAL FOODS CORPORATION**  
(271st Week on CBS)

**We, the People**  
with Gabriel Heatter, Harry von  
Zell and guests  
*Real-life experiences*

**Elmer Davis**  
*News*

**Kate Smith Speaks; News**  
*Talks and news*

**My Son and I**  
with Betty Garde and  
Kingsley Colton  
*Serial drama*

Tuesday  
9:00-9:30 p.m.  
*Rebroadcast*  
12:00-12:30 a.m.  
80 CBS stations  
ORIGINATES: WABC

Mon., Wed., Thurs.  
8:55-9:00 p.m.  
87 CBS stations  
ORIGINATES: WABC

Mon. thru Fri.  
12:00-12:15 p.m.  
67 CBS stations  
ORIGINATES:  
LAKE PLACID

Mon. thru Fri.  
2:45-3:00 p.m.  
68 CBS stations  
ORIGINATES: WABC

Grape Nuts Flakes  
*Young & Rubicam, Inc.*

Post Toasties  
*Benton & Bowles, Inc.*

Grape Nuts  
*Young & Rubicam, Inc.*

Calumet Baking Powder  
Swansdown Cake Flour  
*Young & Rubicam, Inc.*



CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>GENERAL FOODS CORPORATION</b> <i>Continued</i></p> <p><b>Joyce Jordan, Girl Interne</b> <i>Serial drama</i></p> <p><b>Young Dr. Malone</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 6:30-6:45 p.m. 51 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 2:00-2:15 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 69 CBS stations ORIGINATES: WABC</p>	<p>La France Satina Minute Tapioca <i>Young &amp; Rubicam, Inc.</i></p> <p>Post's 40% Bran Flakes <i>Benton &amp; Bowles, Inc.</i></p>
<p><b>GENERAL MILLS, INC.</b> <i>(503rd Week on CBS)</i></p> <p><b>By Kathleen Norris</b> <i>Dramatization of her novels</i></p>	<p>Mon. thru Fri. 5:00-5:15 p.m. 24 CBS stations ORIGINATES: WABC</p>	<p>Wheaties <i>Knox Reeves Advertising, Inc.</i></p>
<p><b>GILLETTE SAFETY RAZOR CO.</b> <i>(63rd Week on CBS)</i></p> <p><b>Elmer Davis</b> <i>News</i></p>	<p>Tues., Fri. 8:55-9:00 p.m. 49 CBS stations ORIGINATES: WABC</p>	<p>Gillette Shaving Cream, Safety Razors and Blades <i>Maxon, Inc.</i></p>
<p><b>GULF OIL CORPORATION</b> <i>(338th Week on CBS)</i></p> <p><b>Adventures of Ellery Queen</b> <i>Detective dramatizations</i></p>	<p>Sunday 7:30-8:00 p.m. 70 CBS stations ORIGINATES: WABC</p>	<p>Motor Oil and Gas <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>INTERNATIONAL SILVER CO.</b> <i>(125th Week on CBS)</i></p> <p><b>Fun in Print</b> Supervised by the Literary Guild, with Sigmund Spaeth, MC <i>Literary quiz</i></p>	<p>Sunday 6:00-6:30 p.m. 26 CBS stations ORIGINATES: WABC</p>	<p>International Sterling and 1847 Rogers Bros. Silverplate <i>Young &amp; Rubicam, Inc.</i></p>
<p><b>IRONIZED YEAST CO., INC.</b> <i>(45th Week on CBS)</i></p> <p><b>Court of Missing Heirs</b> <i>Drama</i></p>	<p>Tuesday 8:00-8:30 p.m. 73 CBS stations ORIGINATES: WABC</p>	<p>Ironized Yeast <i>Ruthrauff &amp; Ryan, Inc.</i></p>



CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>LADY ESTHER, LTD.</b> <i>(347th Week on CBS)</i></p> <p><b>Guy Lombardo and His Orchestra</b> <i>Popular music</i></p>	<p>Monday 10:00-10:30 p.m. 64 CBS stations ORIGINATES: WABC</p>	<p>Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>Pedlar &amp; Ryan, Inc.</i></p>
<p><b>THE LAMBERT COMPANY</b> <i>(161st Week on CBS)</i></p> <p><b>Grand Central Station</b> <i>Dramatic programs</i></p>	<p>Friday 9:30-10:00 p.m. 56 CBS stations ORIGINATES: WABC</p>	<p>Listerine Products Prophylactic Brushes <i>Lambert &amp; Feasley, Inc.</i></p>
<p><b>LEVER BROTHERS COMPANY</b> <i>(261st Week on CBS)</i></p> <p><b>Uncle Jim's Question Bee</b> <i>Quiz</i></p> <p><b>Meet Mr. Meek</b> <i>Drama</i></p> <p><b>Big Sister</b> with Alice Frost, Martin Gabel <i>Serial drama</i></p> <p><b>Aunt Jenny's Real Life Stories</b> <i>Dramatic sketches</i></p>	<p>Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 67 CBS stations 31 CBC stations ORIGINATES: KNX</p> <p>Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 63 CBS stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 72 CBS stations 26 CBC stations ORIGINATES: WABC</p> <p>Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 65 CBS stations ORIGINATES: WABC</p>	<p>Rinso <i>Ruthrauff &amp; Ryan, Inc.</i></p> <p>Lifebuoy <i>William Esty &amp; Company, Inc.</i></p> <p>Rinso <i>Ruthrauff &amp; Ryan, Inc.</i></p> <p>Spry <i>Ruthrauff &amp; Ryan, Inc.</i></p>
<p><b>LIGGETT &amp; MYERS TOBACCO COMPANY</b> <i>(394th Week on CBS)</i></p> <p><b>Glenn Miller and His Orchestra</b> with Marion Hutton, Ray Eberle <i>Popular music</i></p>	<p>Tues., Wed., Thurs. 10:00-10:15 p.m. 95 CBS stations ORIGINATES: ON TOUR</p>	<p>Chesterfield Cigarettes <i>Newell-Emmett Co., Inc.</i></p>





## CLIENT AND PROGRAM

## TIME

## PRODUCT AND AGENCY

**PENN TOBACCO COMPANY***(44th Week on CBS)***Vox Pop**

Parks and Wally

*Interviews*

Thursday

7:30-8:00 p.m.

50 CBS stations

ORIGINATES: WABC

Kentucky Club Pipe

Tobacco

*Ruthrauff & Ryan, Inc.***PET MILK SALES CORPORATION***(350th Week on CBS)***Saturday Night Serenade**

Mary Eastman, soprano; Bill Perry, tenor; Bob Trout, Musical Host, and Gustave Haenschen's Orchestra and Chorus

*Musical***Mary Lee Taylor**

home economist

*Household advice*

Saturday

9:45-10:15 p.m.

54 CBS stations

ORIGINATES: WABC

Pet Evaporated Milk

*Gardner Advertising Company*

Tues. and Thurs.

11:00-11:15 a.m.

*Rebroadcast*

1:45-2:00 p.m.

65 CBS stations

ORIGINATES: KMOX

**PHILIP MORRIS & COMPANY, LTD.***(208th Week on CBS)***Johnny Presents**Johnny Green's Orchestra  
Dramatized "Perfect Crime," Floyd Sherman, Roger Kinney, Audrey Marsh, "Beverly," Glenn Cross, Ray Bloch's Swing 14*Musical variety and dramatic interlude***The Crime Doctor***Dramatic programs*

Friday

9:00-9:30 p.m.

*Rebroadcast*

11:30-12:00 p.m.

78 CBS stations

ORIGINATES: WABC

Philip Morris Cigarettes

*The Biow Company, Inc.*

Sunday

8:30-8:55 p.m.

*Rebroadcast*

11:00-11:25 p.m.

62 CBS stations

ORIGINATES: WABC

**THE PROCTER & GAMBLE CO.***(301st Week on CBS)***Professor Quiz**

with Bob Trout

*Questions and answers*

Tuesday

9:30-10:00 p.m.

*Rebroadcast*

12:30-1:00 a.m.

48 CBS stations

ORIGINATES: WABC

Teel

Drene

*H. W. Kastor & Sons*

**THE PROCTER & GAMBLE CO.***Continued***The Goldbergs***Serial drama***Life Can Be Beautiful***Serial drama***Right to Happiness***Serial drama***Road of Life***Serial drama*

Mon. thru Fri.  
1:00-1:15 p.m.  
24 CBS stations  
ORIGINATES: WABC

Mon. thru Fri.  
1:15-1:30 p.m.  
33 CBS stations  
ORIGINATES: WABC

Mon. thru Fri.  
1:30-1:45 p.m.  
36 CBS stations  
31 CBC stations  
ORIGINATES: WBBM

Mon. thru Fri.  
1:45-2:00 p.m.  
25 CBS stations  
ORIGINATES: WBBM

Oxydol  
*Blackett-Sample-  
Hummert, Inc.*

Ivory Soap  
*Compton Advertising,  
Inc.*

Crisco  
*Compton Advertising,  
Inc.*

Chipso  
*Pedlar & Ryan, Inc.*

**PRUDENTIAL INSURANCE  
COMPANY OF AMERICA**  
*(62nd Week on CBS)*

**When a Girl Marries***Serial drama*

Mon. thru Fri.  
12:15-12:30 p.m.  
51 CBS stations  
ORIGINATES: WABC

Insurance Services  
*Benton & Bowles, Inc.*

**R. J. REYNOLDS TOBACCO  
COMPANY**  
*(378th Week on CBS)*

**Blondie**

with Penny Singleton and  
Arthur Lake

*Domestic comedy***The Al Pearce Show**

with Blanche Stewart, Artie  
Auerbach, Arthur Q. Bryan,  
Marie Greene and Her Merry Men,  
and Carl Hoff and His Orchestra

*Variety*

Monday  
7:30-8:00 p.m.  
*Rebroadcast*  
10:30-11:00 p.m.  
59 CBS stations  
ORIGINATES: KNX

Friday  
7:30-8:00 p.m.  
*Rebroadcast*  
10:30-11:00 p.m.  
84 CBS stations  
ORIGINATES: WABC

Camel Cigarettes  
Prince Albert Smoking  
Tobacco  
*William Esty &  
Company, Inc.*





CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>SPEARMINT GUM</b> (424th Week on CBS)</p> <p><b>Scattergood Baines</b> <i>Serial drama</i></p>	<p>Mon. thru Fri. 5:45-6:00 p.m. 74 CBS stations ORIGINATES: WBBM</p>	<p>Spearmint Gum <i>Neisser Meyerhoff, Inc.</i></p>
<p><b>TEXAS COMPANY</b> (166th Week on CBS)</p> <p><b>Texaco Star Theatre</b> with James Wallington, MC, Frances Langford, Kenny Baker, and David Brockman's Orchestra <i>Variety</i></p>	<p>Wednesday 9:00-9:30 p.m. 87 CBS stations ORIGINATES: KNX</p>	<p>Texaco products <i>Buchanan &amp; Co.</i></p>
<p><b>U. S. TOBACCO COMPANY</b> (270th Week on CBS)</p> <p><b>Pipe Smoking Time</b> with Tom Howard and George Shelton, Ray Bloch's Orchestra <i>Comedy and music</i></p>	<p>Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 55 CBS stations ORIGINATES: WABC</p>	<p>Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i></p>
<p><b>GREAT ATLANTIC &amp; PACIFIC TEA COMPANY</b> (107th Week on CBS)</p> <p><b>Musico</b> <i>Musical series</i></p>	<p>Wednesday 9:30-10:00 p.m. ORIGINATES: WEEI</p>	<p>A&amp;P Stores <i>Paris &amp; Pearl</i></p>
<p><b>GENERAL MILLS, INC.</b> (503rd Week on CBS)</p> <p><b>Beyond These Valleys</b> <i>Dramatic serial</i></p>	<p>Mon. Thru. Fri. 3:15-3:30 p.m. CST ORIGINATES: WABC</p>	<p>Gold Medal Flour <i>Blackett-Sample- Hummert, Inc.</i></p>
<p><b>AXTON-FISHER TOBACCO CO.</b> (46th Week on CBS)</p> <p><b>Bob Garred Reporting</b> <i>News</i></p>	<p>Mon., Wed., Fri. 9:45-9:55 p.m. PST ORIGINATES: KNX</p>	<p>Twenty Grand Cigarettes <i>Weiss &amp; Geller, Inc.</i></p>



CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>BATHASWEET CORPORATION</b> <i>(43rd Week on CBS)</i></p> <p><b>Bob Garred Reporting</b> <i>News</i></p>	<p>Tues., Thurs. 7:30-7:45 a.m. PST ORIGINATES: KNX</p>	<p>Bathasweet Products <i>H. M. Kiesewetter</i> <i>Advertising Agency</i></p>
<p><b>COLONIAL DAMES, INC.</b> <i>(34th Week on CBS)</i></p> <p><b>Beauty Explorer</b> <i>Beauty commentary</i></p>	<p>Friday 8:55-9:00 p.m. PST ORIGINATES: KNX</p>	<p>Cosmetics <i>Glasser Advertising</i> <i>Agency</i></p>
<p><b>GENERAL MILLS, INC.</b> <i>(Sperry Flour Co.)</i> <i>(503rd Week on CBS)</i></p> <p><b>Beyond These Valleys</b> <i>Dramatic serial</i></p>	<p>Mon. thru Fri. 1:15-1:30 p.m. PST ORIGINATES: WABC</p>	<p>Wheathearts <i>Westco Advertising</i> <i>Agency, Inc.</i></p>
<p><b>LANGENDORF UNITED BAKERIES</b></p> <p><b>News by Hughes</b> <i>News</i></p>	<p>Mon. thru Fri. 1:30-1:45 p.m. PST ORIGINATES: KSFO</p>	<p>Bread <i>Leon Livingston</i> <i>Advertising Agency</i></p>
<p><b>LOS ANGELES SOAP COMPANY</b> <i>(44th Week on CBS)</i></p> <p><b>Knox Manning</b> <i>News</i></p>	<p>Mon. thru Fri. 11:45-12:00 noon PST ORIGINATES: KNX</p>	<p>White King Soap Sierra Pine Soap <i>Raymond R. Morgan Co.</i></p>
<p><b>MENNEN COMPANY</b> <i>(72nd Week on CBS)</i></p> <p><b>Bob Garred Reporting</b> <i>News</i></p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KNX</p>	<p>Mennen Shave Cream <i>H. M. Kiesewetter</i> <i>Advertising Agency</i></p>



CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
<p><b>NATIONAL LEAD COMPANY</b> <i>(25th Week on CBS)</i></p> <p><b>Answer Auction Quiz</b></p>	<p>Thursday 8:30-9:00 p.m. PST ORIGINATES: KNX</p>	<p>Dutch Boy Paints <i>Erwin, Wasey &amp; Company</i></p>
<p><b>STEPHANO BROTHERS</b> <i>(54th Week on CBS)</i></p> <p><b>Sports Huddle</b> with Tom Breneman and Braven Dyer <i>Sports news</i></p>	<p>Tues., Thurs., Sat. 6:45-6:55 p.m. PST ORIGINATES: KNX</p>	<p>Marvels Cigarettes <i>The Aitkin-Kynett Co.</i></p>
<p><b>PETER PAUL, INC.</b> <i>(3rd Week on CBS)</i></p> <p><b>Bob Garred Reporting</b> <i>News</i></p>	<p>Mon., Wed., Fri. 4:45-4:55 p.m. PST ORIGINATES: KNX</p>	<p>Mounds Candy Ten Crown Gum <i>Brisacher, Davis &amp; Staff</i></p>
<p><b>WILMINGTON TRANSPORTATION CO.</b> <i>(34th Week on CBS)</i></p> <p><b>Santa Catalina Fun Quiz</b> with Gary Breckner <i>Ad-lib quiz</i></p>	<p>Mon. thru Fri. 11:15-11:30 a.m. PST ORIGINATES: KNX</p>	<p>Santa Catalina Island <i>Neisser-Meyerhoff, Inc.</i></p>
<p><b>YORTY FOR SENATOR COMMITTEE</b></p> <p><b>Talks</b> <i>Political talks</i></p>	<p>Tuesday 7:45-8:00 p.m. PST ORIGINATES: KNX</p>	<p>Senatorial Campaign <i>Ray Davidson</i></p>



**PACE SETTER FOR THE NETWORKS**

# CBS

# ADVERTISING AGENCIES

All major agencies on whose activities and accounts information was available, are included in the following list. The period covered is from June 1, 1939, to June 1, 1940.

Characteristically, the problem of terminology—an old industry problem—has faced the editors in compiling this information. The solution (or what is hoped to be such) was attempted along the lines of greatest simplicity. Thus, "spot" is here taken to mean time purchases by national and regional advertisers over individual stations (as opposed to network broadcasting). "Local" means time purchases by strictly local advertisers. Abbreviations are deemed self-explanatory, but may be checked against the key to the cross-index (foregoing section in this volume) if difficulties arise.

Again, the reader should bear in mind that the number of stations accredited network accounts is apt to vary in various sections of this book. The reason for this slight divergence is due to: 1) differences in the time of gathering information; 2) differences in sources of information; and 3) the continual changes in size of hook-ups.

**AARON & BROWN ADVERTISING AGENCY** (formerly Barnes & Aaron), 1411 Walnut St., Philadelphia, Pa.; Locust 2282, Race 2660. Partners: Maurice W. Aaron, Elinor L. Brown. **Radio Director:** Charles Hoban. **Spot Time Buyer:** E. L. Brown. **Local:** Yellow Cab Co. of Philadelphia (pgm-1); Southern California Fish Corp. (pgm-1); Philadelphia Transportation Co. (ann-5); Hershel California Fruit Products (ann-1).

**THE AD-CRAFTSMEN**, 524 McIntyre Bldg., Salt Lake City, Utah; Wasatch 1938. **Manager:** Louis W. Larsen. **Secretary:** Kay Naisbitt. **Art Director:** Paul Clowes. **Director of All Radio Activities:** Louis W. Larsen. **Local:** Beneficial Life Insurance Co. (pgm-1); Covey Garage, Inc. (ann-1); Intermountain Title Guaranty Co. (5 mins-1); Allen Oil Co. (dramatized ann-1). **Writers:** Louis W. Larsen, Elaine Braby.

**ADVERTISING ARTS AGENCY**, Security Bldg., 510 S. Spring St., Los Angeles, Calif.; MI 3884. **Manager:** Paul R. Winans. **Space Buyer:** Arthur C. Richards. **Writer:** Stella M. Lauch. **Radio Director:** Arthur C. Richards. **Local:** Coast Ice Cream Co. (ann-1); Cubbison Cracker Co. (pgm, ann-1); Farmers Market (pgm-1); Forrest Stove Works (pgm, ann-2); Great Northern Life Insurance Co. (pgm-2); City of Inglewood (ann-1); Inglewood Park Cemetery Assn. (pgm-1); Nu-Enamel Paint Co. (pgm, ann-3); Pasadena Playhouse (ann-6); Slavick Jewelry Co. (pgm, ann-3); Spring Arch Exer-

cisers (pgm, ann-2); Technocracy, Inc. (pgm-1).

**ADVERTISING ASSOCIATES**, 613 Chattanooga Bank Bldg., Chattanooga, Tenn.; 6-0241. **President:** John D. Stanard. **Vice-President:** Charles West, Jr. **Treasurer:** Mrs. John D. Stanard. **Secretary:** Louise Holdam. **Radio and Publicity Director, Spot Time Buyer:** John D. Stanard. **Talent Buyer:** Mrs. John D. Stanard. **Continuity and Script Buyer:** Louise Holdam.

**AITKIN-KYNETT Co.**, 1400 South Penn Square, Philadelphia, Pa.; Rittenhouse 7810. Partners: A. King Aitkin, H. H. Kynett, M. E. Goldman. **Radio Director:** H. H. Kynett. **Network:** Stephano Bros. (CBS Pacific; number of stations not listed).

**R. H. ALBER CO.**, 458 Chamber of Commerce Bldg., Los Angeles, Calif.; Prospect 3331. **Owner:** R. H. Alber. **Radio Director, Talent Buyer:** R. H. Alber. **Spot Time Buyer:** Pauline Hagen. **Network and National Spot:** Gospel Broadcasting Association (Mutual and spot pgm-80). **Spot:** Hemphill Diesel Schools (pgm-20); Thermo Air-Conditioning Institute (pgm-25); Unity School of Christianity (pgm-2). **Local:** Gaffers & Sattler for Gas Ranges (5 mins-1); Schaefer Hat Works (ann-6); Washington Furniture Co. (ann-2).

**EARL ALLEN CO.** See Allen & Reynolds, Inc.

**ALLEN, HEATON & McDONALD, INC.**, (formerly Douglass Allen & Leland



## ADVERTISING AGENCIES—Continued

- Davis), 1001 Enquirer Bldg., Cincinnati, O.; Cherry 3414-15. **President:** Douglass M. Allen. **Vice-Presidents:** Donald McDonald, Ralph Heaton. **Secretary:** Josephine Quigley. **Treasurer:** Templeton Briggs. **Radio Director:** Douglass M. Allen. **Spot:** KenRad Tube & Lamp Corp. (pgm-1); Look Magazine (pgm-1); B. F. Avery & Sons Co. (5 mins-13); Field Packing Co., (5 mins-2).
- ALLEN & REYNOLDS, INC.** (formerly Earl Allen Co.), 638-45 Insurance Bldg., Omaha, Nebr. **President, Treasurer:** Earl H. Allen. **Executive Vice-President, Secretary:** Milton H. Reynolds. **Vice-Presidents:** Richard Cole, Robert Savage. **Account Executives:** Milton Reynolds, Richard Cole, Robert Savage, Earl Allen. **Spot:** Nebraska Consolidated Mills for Flour (pgms-7); P. F. Petersen Baking Co. for Bread and Pastries (pgm-6). **Local:** Kimball Laundry & Dry Cleaning (ann-3, pgm-1); Pioneer Paint & Glass Co. (5 mins, ann-1); Quaker Petroleum Co. (pgm-4); Reed Ice Cream Co. (ann-1); Sioux Honey Assn. (ann-1); Henry Field Seed & Nursery Co. (ann-2); E. M. Peet Manufacturing Co. for Livestock (pgm-1); Zonolite, Insulation (ann-1); Boyer Lumber & Coal Co. for Lumber, Coal, Paint (ann-1); Byron Reed Co. for Real Estate, Loans (dramatized ann-3); Evans Emerson Saratoga, Laundry and Dry Cleaning (pgm-1); Fremont Mills for Flour (5 mins-1).
- ALLIED ADVERTISING AGENCIES, 4354** W. Third St., Los Angeles, Calif.; Drexel 7331. **Owner:** W. F. Gardner. **Manager:** Walter McCreery. **Production Director:** Mel Roach. **Branch Office:** 525 Market St., San Francisco (Douglass 7018); Robert O. Davis, manager. **Spot:** Reynolds Health Offices (pgm-4); Cambria Development Co. (news, ann-6); Seven-Up Bottling Co. (ann-5). **Local:** Star Outfitting Co. (pgm-2); Pridham Davis, Optometrist (time signals-1); Zinsmaster Baking Co. (pgm-1).
- ANFENGER ADVERTISING AGENCY, INC., 1706 Olive St., St. Louis, Mo.;** Chestnut 6380. **President:** E. D. Winius. **Vice-Presidents:** G. G. Hertslet, J. D. McEwen. **Secretary, Treasurer:** H. C. Schmidt. **Publicity Director:** Harry R. Elliot. **Radio Director, Continuity, Script and Talent Buyer:** Richard Earl Sharp. **Spot Time Buyer:** M. O. Launch. **Branch Office:** 1014 Canal Bank Bldg., New Orleans (Magnolia 4920); Richard L. Scheidker, manager. **Spot:** Hotel Jefferson (ann-40); Reardon Co. (ann-50); Jackson Brewing (sports-10, news-3, pgm-6, ann-8); Simmons Hardware Co. (ann-15); E. Meyers Lye Co. (ann-8); Barton Mfg. Co. (ann-32); Wembley Tie Co. (ann-6). **Local:** Christian Peper Tobacco (pgm-1); Milton Oil Co. (pgm-1); Evans Coffee Co. (pgm-2); Seven-Up Bottling Co. (ann, pgm-2); American Packing Co. (ann-1).
- ARBEE AGENCY, INC., Advertising Arts** Bldg., Terre Haute, Ind.; C 5017-18. **President:** W. Rex Bell. **Vice-President:** W. W. Bell. **Secretary:** W. L. Smith. **Art Director:** P. E. Mead. **Spot Time Buyer:** W. L. Smith.
- ASSOCIATED ADVERTISING AGENCY, INC., 301 Florida National Bank Bldg.,** Jacksonville, Fla.; 3-1253-4, 3-1398. **President, Treasurer:** M. T. Newman. **Executive Vice-President:** Hunter Lynde. **Vice-President:** G. E. Weeks. **Secretary:** K. M. Zink. **Assistant Treasurer:** H. H. Porter. **Directors of All Radio Activities:** Hunter Lynde, George E. Weeks. **Branch Office:** None, as such, but affiliated with First Advertising Agency Group in all principal cities. **Spot:** Florida East Coast Railway (ann-10); Atlantic Coast Line Railroad (ann-5). **Local:** Pepsi-Cola Bottling Co. (ann-1); Jax Brewing Co. (pgm-1, news-1); Purcells, Women's Wear (pgm-1); R. C. Cola Bottling Co. (pgm-1); Foremost Dairies (news-1). **Writers, Producers:** Agency staff.
- ATHERTON & CURRIER, INC., 420 Lexington** Ave., New York City; Mohawk 4-8795. **President:** J. W. Atherton. **Vice-President:** G. M. Spencer. **Secretary:** W. T. Tieman. **Treasurer:** Harry P. Francis. **Radio Director, Talent Buyer:** Felix Meyer. **Spot Time Buyer:** William T. Tieman. **Continuity and Script Buyer, Publicity Director:** John M. Lyden. **Branch Office:** 100 Adelaide St., W., Toronto, Ont. (Adelaide 3-7803).
- AUBREY, MOORE & WALLACE, INC., 230 N. Michigan** Ave., Chicago; Randolph 0830. **President:** James T. Aubrey. **Vice-President, Treasurer:** John C. Moore. **Vice-President:** L. T. Wallace. **Radio Directors, Talent Buyers:** J. T. Ainley, J. H. North. **Spot Time Buyer:** J. H. North. **Network:** Campana Sales Co. (CBS-53, CBS-32). **Spot:** International Harvester Co. (ann-83, news-7). **Local:** Chicago Motor Club (pgm-1, pgm-1, news-1, news-1); Chicago Solvay Coke (football games-1, sports review-1, football scores-1).
- AUSTIN & SPECTOR CO., INC., 32 East** 57th St., New York City; EL 5-1270. **President:** Raymond Spector. **Treasurer:**

## ADVERTISING AGENCIES—Continued

Florence Bowen. **Secretary:** Horace Schwerin. **Radio Program Director:** Leonard M. Leonard. **Time Buyer:** Ann Director. **Radio Research:** Horace Schwerin, Robert Ewart, James Lehman, Stanley Mann. **Spot:** Serutan (news-17, pgm-2, commentator-9); Journal of Living (pgm-16); Dr. West's Toothpaste (pgm-4); Maryland Baking Co. for Ice Cream Cones (ann-12); Gum, Inc. (ann-12); Pilot Radio Corp. (news-2); Look Magazine (news-2). **Writers:** Raymond Spector, Leonard M. Leonard, Sidney Rubin, Phillip Conway.

**N. W. AYER & SON, INC.,** W. Washington Square, Philadelphia, Pa.; Lombard 0100. **President:** Harry A. Batten. **Directors:** William M. Armistead, H. A. Batten. **Clarence L. Jordan, Gerold M. Lauck, Adam Kessler, Jr., Frank L. Scott, Jr., Thurman L. Barnard, George W. Cecil, John Hansel, Paul L. Lewis. Executive Vice-Presidents:** Clarence L. Jordan, Gerold M. Lauck. **Vice-President, Treasurer:** H. Eugene Wheeler. **Secretary:** Alice P. Kimberline. **Vice-Presidents:** George W. Cecil, Charles T. Coiner, Frederick W. Kurtz, Carl L. Rieker, John Hansel, Wesley A. Gilman, Paul L. Lewis, John B. Hunter, Frank J. Zink, Thomas H. Gillman, Jr., James M. Wallace, Harris D. Bottman. **Vice-Presidents in Charge of Radio:** H. L. McClinton, C. H. Cottingham. **Branch Offices:** RCA Bldg., New York City (CI 6-0200); Edward R. Dunning and Warner S. Shelly, resident vice-presidents. **Stabler Office Bldg., Boston (Hubbard 4970); E. Craig Greiner, manager. Field Bldg., 135 S. LaSalle St., Chicago (Randolph 3456); Sterling E. Peacock, resident vice-president; Douglas Meldrum, William B. Clark, vice-presidents. Russ Bldg., 235 Montgomery St., San Francisco (Sutter 2534); Carl J. Eastman, resident vice-president. Penobscot Bldg., Detroit (Randolph 3800); Frank L. Scott, Jr., and Thurman L. Barnard, resident vice-presidents. 80 Richmond St., W., Toronto, Ont. (Adelaide 6156); John F. Graydon, resident vice-president. Sun Life Bldg., Montreal, Que. (Plateau 6886); Arthur G. White, manager. Bush House, London, England (Temple Bar 6611); Justin R. Weddell, managing director. Dillingham Bldg., Honolulu, Hawaii; John E. Coonley, manager. Avenida Rogue Saenz 788, Buenos Aires, Argentine; Thomas L. Barratt, manager. Edificio Soa Francisco, Paulo Egydio 15, Sao Paulo, Brazil; William J. Williamson, Jr., resident manager. Edificio D'A Noite, Sala 614, Praca Maua 7, Rio De Janeiro, Brazil; Carlos Machado Bitencourt, manager. **Network:****

Bell Telephone System (NBC Red-86); Ford Motor Co. (CBS-83, CBS-83, Mexican Network-13); Hawaiian Pineapple Co., Ltd., for Dole Pineapple (CBS-68). **Regional:** Atlantic Refining Co. for Gasoline, Oil and Lubrication (baseball games, Colonial Network plus independent stations-aggregate of 46, football games on Yankee and CBS New England networks plus independent stations-aggregate of 81); Curtice Bros. Co., for Food Products (participating pgm, Yankee Network-7); J. B. Ford Co. for Wyandotte Cleanser (participating pgm, Yankee Network-7); Ford Motor Co., Dearborn Branch (farm pgm, Michigan Radio Network-8); Michigan Bell Telephone Co. (Michigan Radio Network-7); Thomas D. Richardson Co. for Mints (participating pgm, Yankee Network-7); Universal Credit Co. (Michigan Radio Network-8); Webster-Eisenlohr, Inc. (news, Texas Quality Network-3). **Spot:** Atlantic Refining Co. (basketball-1, sports review-1); Bovril of America, Inc. (participating pgm-1, chain breaks-1); Clicquot Club Co. for Beverages (ann-1); Curtice Bros. Co. (participating pgm-1); W. L. Douglas Shoe Co. (ann-2, pgm-2); Ford Motor Co. (new car ann-63); Ford Dealers, various branches (ann, sports, special events, news-aggregate of 44); Authorized Dealers, Inc., Pittsburgh (ann-3, pgm-2); Ford Motor Co. for Coke (ann-aggregate of 3, weather reports-1, horse racing broadcasts-1, news-1); Dr. Hess & Clark, Inc., for Farm Remedies (farmers forum-23, ann-16, ann-5 Canadian); Illinois Bell Telephone Co. (ann-25, ann-1, ann-1); Kirkman & Son, Inc. (ann-3, participating pgm-1, Polish pgm-1, Jewish pgm-1, ann-1, Italian pgm-1, participating pgm-1); Webster-Eisenlohr, Inc. (participating pgm-1, ann-3, ann-1, ann-1, news-1). **Local:** Brown Preparatory School (ann-1); Frank E. Campbell Co., Funeral Service (transcribed pgm-1); Fisher School (participating pgm-1); Frank H. Flier Corp. for Dubble Bubble Gum (pgm-1); Gordon Baking Co. (baseball previews-1); Philadelphia Coke Co. (news-1, foreign language ann-2); Dr. Price Flavoring Extract (ann-1); Thomas D. Richardson Co. for Mints (pgm-1, pgm-1); Sheffield Farms Co. (pgm-1, pgm-1, milk bulletins-1, time signals-1); Supplee-Wills-Jones Milk Co. (pgm-1, Jewish pgm-1). **Free Lance Writers:** Robert P. Smith, Edward Lester, Harry Herrmann, John Lageman, Nathaniel Curtis, Samuel R. Guard, Jack Hasty, William Fineshriber, Will McMorrow, Waite C. Hoyt, Arthur Phillips, Don Prindle, Monroe Upton, **Staff Writers:** John Roche, G. David Gudebrode, Edwin Schneeberg, Meredith

## ADVERTISING AGENCIES—Continued

Page, Olive Sharman, Robert Collins, Alma Marks, Anne Lawton. **Producers, Directors:** Larry Sizer, Les Quailey, Robert Burlen, James Petersen, Ben Ward, B. C. Herrick, R. A. Mortensen, Arthur Daly, Bradford Browne, William J. Reddick, N. E. Keesely.

**BADGER & BROWNING, INC.**, 75 Federal St., Boston, Mass.; Liberty 3364. **President:** Joseph L. Badger. **Treasurer:** Franklin S. Browning. **Vice-President:** Clifford P. Parcher, Langley C. Keyes, J. Paul Hoag. **Branch Office** (associated agency): Badger & Browning & Hersey, 30 Rockefeller Plaza, New York; Robert W. Hersey, president.

**BAGGALEY, HORTON & HOYT, INC.** See Wm. Blair Baggaley, Inc.

**WM. BLAIR BAGGALEY, INC.**, (successor to Baggaley, Horton & Hoyt, Inc.), 8 S. Michigan Ave., Chicago, Ill.; State 2154. **President:** Wm. Blair Baggaley. **Secretary:** H. H. Hammer. **Treasurer:** P. G. Heldman.

**BAKER ADVERTISING AGENCY, LTD.**, 199 Bay St., Toronto, Ont., Canada; Adelaide 2171. **President:** W. R. Baker. **Vice-President:** H. F. Baker. **Secretary-Treasurer:** A. M. Nisbet. **Radio Director:** Jack F. Horler. **Spot Time Buyer:** W. Nicholas. **Talent, Script and Continuity Buyer:** W. E. Trimble.

**BARNES & AARON.** See Aaron & Brown.

**BARNES-CHASE CO.**, 530 Broadway, San Diego, Calif.; F-7771. **Partners:** Norman R. Barnes (San Diego), Henry H. Chase (Los Angeles). **Branch Office:** 1121 S. Hill St., Los Angeles (PR 4118). **Spot:** Westgate Sea Products Co. (pgm-8). **Local:** Qualitee Dairy Products (pgm-1); Southern California Baking Co. (pgm-1, ann-1); Whitney & Co. (ann-2); Exclusive Florists, Inc. (ann-1); Gazosa Beverage Co. (ann-1).

**JOHN BARNES ADVERTISING AGENCY, INC.**, 312 E. Wisconsin Ave., Milwaukee, Wis.; Daly 2398. **President, Treasurer:** John Barnes. **Secretary:** Mabel Barnes. **Directors of All Radio Activities:** John Barnes, A. J. Herr. **Spot:** Spic and Span (ann-various campaigns); Pate Oil Co. (ann-various campaigns). **Local:** Pate Oil Co. (pgm-1).

**BARRONS ADVERTISING CO.**, 1737 McGee St., Kansas City, Mo.; Harrison 7730. **President, Treasurer:** M. J. Barrons. **Vice-President:** H. W. Godfrey.

**Secretary:** A. W. Durrin. **Radio Director:** None; handled by account executives. **Publicity Director:** H. W. Godfrey.

**BATTEN, BARTON, DURSTINE & OSBORN, INC.**, 383 Madison Ave., New York City; EL 5-5800. **Chairman of the Board:** William H. Johns. **President:** Bruce Barton. **Executive Vice-President:** A. F. Osborn. **Vice-President, Treasurer:** F. R. Feland. **Vice-Presidents:** C. J. Babcock, R. B. Barton, C. H. Brower, A. D. Chiquoine, Jr., Maurice Collette, J. C. Cornelius, J. T. Danforth, C. L. Davis, B. C. Duffy, K. W. Ellis, George F. Gouge, L. D. Hansen, S. A. Harned, F. W. Hatch, S. P. Irvin, John Johns, H. C. McNulty, F. J. Mahoney, F. B. Manchee, S. W. Page, L. S. Pearl, Arthur Pryor, Jr., C. L. Spier, W. M. Strong, Egbert White. **Assistant Treasurer:** T. Arnold Rau. **Secretary:** F. M. Lawrence. **Assistant Secretary:** H. A. Holloway. **Radio Director:** Arthur Pryor, Jr. **Radio Business Manager, Time Buyer:** C. E. Midgley, Jr. **Branch Offices:** Palmolive Bldg., Chicago (Superior 9201); R. B. Barton, vice-president in charge. Terminal Tower Bldg., Cleveland (Prospect 3261); Clarence L. Davis, vice-president in charge. Rand Bldg., Buffalo, N. Y. (Cleveland 7915); Stanley P. Irvin, vice-president in charge. Grant Bldg., Pittsburgh, Pa. (Grant 8060); Leon D. Hansen, vice-president in charge. 178 Tremont St., Boston (Hubbard 0430); Francis W. Hatch, vice-president in charge. Northwestern Bank Bldg., Minneapolis (Atlantic 4575); J. C. Cornelius, vice-president in charge. 404 Guaranty Bldg., Hollywood (Hollywood 7337); Jack Smalley, manager. 2810 Russ Bldg., San Francisco (Garfield 1017); R. L. Hurst, manager. **Network:** E. I. du Pont de Nemours & Co., Inc. (NBC Blue and Pacific Red-95); Ethyl Gasoline Corp. (CBS-66); General Baking Co. for Bond Bread (Mutual-16); General Electric (NBC Red-69); Nehi, Inc. for Royal Crown Cola (CBS-88); Geo. A. Hormel & Co. for Spam (CBS-38); Brown & Williamson Tobacco for Raleigh and Kool Cigarettes (CBS-57). **Spot and Local** (details as to programs, number of stations, etc., not listed): American Cranberry Exchange, American Unitarian Association, Andresen-Ryan Coffee Co., Armstrong Cork Co., Beefare Corp., Borden Co., Boston-Edison, Broadway Hollywood Stores, Brown & Williamson, Central Finance Corp., Charm Products, Consolidated Edison, Curtis Publishing Co., L. S. Donaldson, P. Duff & Sons, Inc., E. I. du Pont de Nemours, Fenn Bros., Fort Pitt Brewing Co., Fruit Dis-



## ADVERTISING AGENCIES—Continued

patch Co., Gamble Stores, General Baking, Griesedieck Brothers Brewing Co., Hoffman Beverage Co., Geo. A. Hormel, Household Finance, Ice Cream Products, Leisy Brewing Co., Marine Trust Co., Minneapolis Brewing Co., Nehi, Inc., New York Telephone Co., Penick & Ford, Ltd., Pittsburgh Auto Show, Royal Crown Bottling Co., Savings Banks of Massachusetts, F. & M. Schaefer Brewing Co., Servel, Inc., Southern New England Telephone Co., Standard Air Conditioning Inc., Tennessee Coal, Iron & R. R. Co., U. S. Steel Corp., Waitt & Bond, Inc., William Underwood. **Writers and Producers:** Homer Fickett, John Driscoll (du Pont), Herb Sanford (Raleigh & Kool), Frank Linder (Savings Bank of Boston), William Spier, Kirk Alexander (Ethyl Gasoline), Kenneth Webb (Armstrong Cork, Nehi), David White (Schaefer Brewing), Katherine Winn (Borden), Charles Underhill, David White (General Electric), Wayne Tiss, Wayne Griffen (Hormel), John Driscoll, Kirk Alexander (Hoffman Beverage).

**WALTER E. BATTENFIELD CO.**, 510 Iowa National Bank Bldg., Des Moines, Ia.; 4-7103. **President:** Walter E. Battenfield.

**Account Executives:** Harry W. Hartwick, Irwin W. Mitchnick. **Radio Director, Continuity and Script Buyer:** Irwin W. Mitchnick. **Continuity Director:** Maxine Schwerker. **Spot Time and Talent Buyers:** Irwin W. Mitchnick, Walter E. Battenfield. **Publicity Director:** Walter E. Battenfield. **Spot:** Banner Packing Co. (news-5); Billings & Cage (ann-2); General Laboratories (news-8); Hiland Potato Chips (pgm-3); Hiland Pop Corn (pgm-2); Hiland Egg Noodles (pgm-2); Bleach X Chemical Co. (news-2); Reeds Home Made Ice Cream (ann-3); Winter-set Monument Co. (ann-1). **Local:** Meyers Seed Corn (pgm-1); Meyer Brothers Oil Co. (pgm-1); H. E. Sorenson Co. (news-3); Munn & Cassaday (ann-1); Superior Oil (news-1); National Mfg. (ann-1).

**BAUERLEIN, INC.**, 1028 Hibernia Bldg., New Orleans, La.; Raymond 8601-02. **President, Treasurer:** G. W. Bauerlein. **Vice-President:** H. S. McGehee. **Space Buyer, Publicity Director:** A. J. Bourgeois. **Director of All Radio Activities:** H. S. McGehee, A. J. Bourgeois.

**BAYLESS-KERR CO.**, 1164 Hanna Bldg., Cleveland, O.; Main 0917. **President,**

# SHERMAN & MARQUETTE, INC.

*Complete Advertising Agency Service*

HENRY SELINGER, Radio Director

NOW PLACING

### WAYNE KING

(Voted nation's No. 1 dance band in 1940 Radio Guide Poll.)  
Half-hour musical program for Cashmere Bouquet Beauty Preparations. CBS and CBC—Saturday nights.

### STEPMOTHER

Daytime dramatic serial for Colgate Tooth Powder. CBS — Monday through Friday.

### MAN ON THE FARM

Farm interviews for Quaker Oats Ful-O-Pep Feeds. 15 stations, originating WLS—Saturday noons.

### WOMAN OF COURAGE

Daytime dramatic serial for Vel, hard-water suds. 17 stations, spot.

### BILL STERN

(Voted nation's No. 1 sports commentator in 1940 Radio Guide Poll.) Sport news and interviews for Colgate Shave Creams. NBC Blue—Sunday nights.

### SPORTSMEN'S SPECIAL

Half-hour variety program for Fitter's Nordlager Beer. Northwest Network—Friday nights.

### WE, THE WIVES

Interview program for Quaker Farina. NBC Red—Sunday afternoons.

### DR. CALDWELL'S LAXATIVE

Transcribed dramatized spots on 65 stations.

919 NORTH MICHIGAN AVENUE

CHICAGO, ILLINOIS

## ADVERTISING AGENCIES—Continued

Treasurer: H. D. Kerr. Vice-Presidents: R. S. Rimanoczy, Walter Butcher. Secretary: Neville Bayless. Member of Board: W. N. Bayless. Director of All Radio Activities: R. S. Rimanoczy.

**THE BENISON CO., LTD.**, Canada Cement Bldg., Montreal, Que., Canada; PL 6666. President: Herbert Benison. Vice-President, Managing Director: Bryce R. Muir. Secretary, Treasurer: D. E. Pearce. Director of All Radio Activities: D. E. Pearce. Branch Offices: Imperial Bank Bldg., Toronto, Ont. (Adelaide 2301); E. V. Hammond, director. 675 W. Hastings St. Vancouver, B. C.; Volney Irons, director. Spot: Direct Merchandising Companies, Auto Specialties (ann-8); Nova-Kelp, Ltd. (ann-6); Dehydrated Yeast Sales Co. (ann-5); Servel (Canada), Ltd. (ann-4); Annie Laurie Candy Shops (ann-5); O'Cedar of Canada, Ltd., for Waxes and Polishes (5 mins-2, ann-4). Local: Lanzette Laboratories (ann-2); Nova-Kelp, Ltd. (pgm-1); Dehydrated Yeast Sales Co. (pgm-1, pgm-1); Direct Merchandising Companies (softball-1); Krim-Ko Co. of Canada, Ltd. (pgm-2, ann-1).

**BENNETT, SNOW & WALTHER, INC.** See Bennett, Walther & Menadier, Inc.

**BENNETT, WALTHER & MENADIER, INC.** (formerly Bennett, Snow & Walther, Inc.), 234 Boylston St., Boston, Mass.; KEN 3820. President: Nelson Bennett. Vice-President, Assistant Treasurer: Fred P. Walther. Treasurer: Royal W. Leith. Radio Directors, Spot Time, Talent, Continuity and Script Buyers: Nelson Bennett, Fred P. Walther. Local: Reliable Floor Co. (pgm, ann-1); Washburn Candy Corp. (pgm, ann-2); Massachusetts Wharf Coal Co. (ann-2); Morehouse Baking Co. (ann-3). Writers: Agency. Producers: Kasper-Gordon Studios and agency.

**BENTON & BOWLES, INC.**, 444 Madison Ave., New York City; WI 2-0400. Chairman of the Board: Chester Bowles. President: A. W. Hobler. Vice-President, General Manager: James G. Rogers, Jr. Vice-President and Radio Director: Tom Revere. Radio Business Manager: Jack Watham. Publicity Director: Helen Strauss. Network: General Foods for Diamond Crystal Salt (CBS-18), for Maxwell House Coffee (NBC Red-85), for Post's 40% Bran Flakes (CBS-70); Continental Baking for Wonder Bread and Hostess Cake (CBS-48, CBS-47); Colgate-Palmolive-Peet for Super Suds (CBS-78), for Palmolive Soap (CBS-78), for Colgate Dental Cream (CBS-63), for

Palmolive Shave Cream (CBS-56), for Concentrated Super Suds (NBC Red-43), for Cue (CBS-56), for Octagon Soap (CBS-40); Prudential Insurance Co. of America (CBS-51); Hecker Products Corp. for Shinola (NBC Red-47). Spot: Colgate-Palmolive-Peet for Octagon Soap (transcribed ann-5); General Foods for Walter Baker's Chocolate (ann-4), for Maxwell House Coffee (pgm-29), for Post Toasties (pgm-39). Local: General Foods for Maxwell House Coffee (pgm-1).

**BENTON & BOWLES-CHICAGO, INC.** See Sherman & Marquette, Inc.

**BERMINGHAM, CASTLEMAN & PIERCE**, 136 East 38th St., New York City; LE 2-7550. President: Arch Bermingham. Executive Vice-President, General Manager: Stewart Wark. Secretary, Treasurer: Winston Hagen. Radio Director: George C. Castleman. Network: Griffin Mfg. Co. (Mutual-4). Spot: Griffin Mfg. Co. (pgm, news, ann-47); Conti Products Co. (ann-3); Roma Wine Co. (pgm, ann-5).

**FRANK BEST & CO., INC.**, 9 Rockefeller Plaza, New York, N. Y.; Circle 7-6760. President: Frank Best. Vice-Presidents: Phil Everest, Walter Taegen. Radio Director, Talent, Continuity and Script Buyer: A. H. Van Buren. Spot Time Buyers: Frank Best, A. H. Van Buren. Publicity Director: Noreen Crane. Spot: Forst Packing Co. for Meats (ann-5); Helbros Watch Co. (time signals-10). Local: Champion Laundry (ann-2); Dewey Wine Co. (ann-2).

**LEE S. BIESPIEL ADVERTISING AGENCY**, 664 N. Michigan Ave., Chicago, Ill.; Delaware 1816. President. General Manager: Lee S. Biespiel. Art Director: Richard Oiar. Production Manager: M. Ronayne. Director of All Radio Activities: Lee S. Biespiel. Spot: W. H. Barber Co. (ann-5). Local: Bulk Service Stations, Inc. (pgm-2, ann-1).

**THE BIOW CO., INC.**, 9 Rockefeller Plaza, New York City; CI 6-9300. President: Milton H. Biow. Radio Director: Miss R. Schuebel. Spot Time Buyers: W. A. Tibbals, V. Brennan. Talent Buyer: W. A. Tibbals. Network: Philip Morris & Co., Ltd. (NBC Red-78, CBS-76, CBS-50, successively NBC Red and CBS-44); Philip Morris for Revelation Pipe Tobacco (Mutual-5); Dunhill Cigarettes (Mutual-4); Wahl Co. for Eversharp Pens and Pencils (CBS-50); Philip Morris for Bond St. Pipe Tobacco (5 mins, NBC Blue-44). National Spot: Bulova Watch Co. (time signals-176);

## ADVERTISING AGENCIES—Continued

Joe Lowe Corp. for Popsicles (pgm-95); Postal Telegraph Co. (ann-31); Sweets Co. of America for Tootsie Rolls (ann-5). **Writers:** Jack Johnstone (Philip Morris, Joe Lowe); Max Marcin (Philip Morris). **Producers:** W. A. Tibbals, Jack Johnstone, Bruce Dodge.

**BLACKETT-SAMPLE-HUMMERT, INC.**, 221 N. LaSalle St., Chicago, Ill.; Dearborn 0900. **President:** J. G. Sample. **Vice-President, Treasurer:** Hill Blackett. **Vice-Presidents:** M. H. Bent, H. M. Dancer, L. A. Crowell, G. R. Collins, L. D. Milligan, O'Neill Ryan, Jr., Robert Wenban, Marvin Harms, Homer McKee. **Secretary:** J. R. Lieber. **Radio Time Buyer:** Harlow Roberts. **Branch Offices:** 247 Park Ave., New York City (Wickersham 2-2701). **Vice-Presidents, Creative Radio Production and Supervision:** Mr. E. F. Hummert, Mrs. E. F. Hummert. **Radio Time Buyer:** George Kern. 289 Greenwich Ave., South Bldg., Greenwich, Conn. (Greenwich 4620). **Vice-Presidents in Charge of New York and/or Connecticut Offices:** Duane D. Jones, George G. Tormey. **Network:** Bayer Aspirin (NBC Red-60, CBS-55, NBC Red-36, CBC-30), Haley's M-O and Cal-Aspirin (NBC

Blue-45); Dr. Lyon's Toothpowder (NBC Red-37, NBC Red-38, NBC Blue-45); Phillips' Milk of Magnesia and Milk of Magnesia Toothpaste (NBC Red and CBC-91, NBC Red-35); Phillips' Milk of Magnesia and Milk of Magnesia Creams (NBC Red-47); Anacin (NBC Blue-44); Anacin and Black Flag (CBS-39); BiSodol (NBC Blue-44); Anacin and Fly-Ded (NBC Blue-60); Fly-Ded and Edna Wallace Hopper (CBS-38); Freezone and Kolynos (NBC Blue-60); B. T. Babbitt, Inc., for Bab-O (NBC Red-42); Beneficial Management Corp. for Loans (CBS-28); General Mills for Softasilk (NBC Red-28, NBC Red-28); for Corn Kix (NBC Red and spot stations-72, CBS-14, NBC Red-35, NBC Red and spot stations-69, NBC Red-29); for Gold Medal Kitchen Tested Flour (CBS-12, NBC Red and spot stations-72, NBC Red and spot stations-61); Procter & Gamble Co. for Drest (NBC Red and spot stations-51), for Lava (NBC Red, Blue, and spot stations-37), for Oxydol (NBC Red-72, NBC Red and spot stations-164, CBS-32, NBC Blue-8, NBC Red-53); The Wander Co. for Ovaltine (NBC Red and spot stations-38, Mutual-85, NBC Red and spot stations-10, Mutual-85). **Regional:** Bayer

## WEISS and GELLER, Inc.

CHICAGO • NEW YORK

### *Advertising Counsel for*

**ANTON-FISHER TOBACCO COMPANY**, Louisville, Kentucky, Twenty Grand and Spud Cigarettes and Himyar Tobacco

**FLEMING-HALL TOBACCO COMPANY**, New York, New York, Mapleton Cigarettes.

**GEORGE A. DICKEL DISTILLING COMPANY, Inc.**, Lexington, Kentucky, Old Tradition, Murray Hill Club, and Cascade Whiskies.

**COFFEE ELECTROST CORPORATION**, Louisville, Kentucky, Coffee Electrost.

**CONTINENTAL COFFEE COMPANY**, Chicago, Illinois, Continental Coffee.

**COLLEGE INN FOOD PRODUCTS COMPANY**, Chicago, Illinois, Food Products.

**THE SELBY SHOE COMPANY**, Portsmouth, Ohio, Arch Preserver, Styl-EEZ, Tru-Poise, Active Moderns.

**ORTHOPEDIC SHOE COMPANY**, Portsmouth, Ohio, Cantilever and Ground Gripper Shoes.

**PHYSICAL CULTURE SHOE COMPANY**, Portsmouth, Ohio, Physical Culture Shoes.

**SPRAGUE, WARNER & COMPANY**, Chicago, Illinois, Food Products.

**THE VISKING CORPORATION**, Chicago, Illinois, Cellulose Sausage & Meat Casings.

## ADVERTISING AGENCIES—Continued

Aspirin (Texas State Network and spot stations-16, Western Radio System-15); Bab-O (Western Radio System-17); Dr. Lyon's Toothpowder (Texas State Network and spot stations-16, Texas State Network and spot stations-16, Western Radio System-15); California Syrup of Figs (Texas State Network and spot stations-16); Mulsified Emulsion and Cascarets (Texas State Network and spot stations-16); Phillips' Milk of Magnesia (Western Radio System-15); BiSoDol and Kolynos (Texas State Network and spot stations-16); Anacin (Texas State Network and spot stations-16, Western Radio System-15); Snarol and Kolynos (Western Radio System-15). **Spot:** California Syrup of Figs and Danderine (ann-1); California Syrup of Figs (ann-13); Phillips' Milk of Magnesia Creams and Toothpaste (ann-1); Phillips' Milk of Magnesia (ann-13, pgm-1); Phillips' Milk of Magnesia Creams (pgm-1); Phillips' Milk of Magnesia Toothpaste and Dr. Lyon's Toothpowder (pgm-4); Glostora and Mulsified Emulsion (ann-1); Dr. Lyon's Toothpowder (ann-1, pgm-11, ann-14); Bayer Aspirin (pgm-1); Ayer's Pectoral (ann-1); Anacin (pgm-13, station breaks-1, ann-6, pgm-1); Anacin and BiSoDol (pgm-1); Black Flag (station breaks-12); Fly-Ded (station breaks-12); Plastic Wood and Aeromist (pgm-1); Louis Philippe (ann-1); Tiz and Freezone (pgm-1); Kolynos and Old English (pgm-1); Old English (ann-10); Bab-O (ann-2); Beneficial Management (ann-1); P & G for Lava (pgm-4, pgm-10), for Oxydol (pgm-7, pgm-2, pgm-5, news-17, pgm-2); Sears, Roebuck & Co. (pgm-42); Shelly Oil Co. (pgm-33); Wander Co. for Ovaltine (ann-59). **Local Spot:** General Mills for Corn Kix (pgm-1, pgm-1, pgm-1); P & G for Oxydol (pgm-1). **Script Writers:** Caroline Ellis, George Roosen, Janet Huckins, Hobart Donovan, Mona Kent, Leston Huntley, Robert Newman, Arthur Gladd, Gertrude Berg, Orin Tovrov, Thaddeus Borun, Robert Andrews, Marie Baumer, Larry Bearson, Eleanor Berdon, Ruth Borden, Ray Buffum, Carl Buss, Jerry Cady, David Davidson, John DeWitt, Mathilde Ferro, Theodore Ferro, Pauline Gibson, Frederick Gilsdorf, Doris Halman, Lawrence Hammond, Elizabeth Hart, James Hart, Weston Hill, Jerome Kanner, Lawrence Klee, Woody Klose, E. R. McGill, Charles S. Monroe, Mary Watkins Reeves, Stella Reynolds, Jerome Ross, Al Scheuer, Katherine Seymour, Ernest Shenkin, Leonard Spigelgass, Helen Walpole, Arthur Weinberg, Willard Wiener, Francis Winikus. **Program Directors:** Fran Heyser, Fred Jacky,

Wynn Wright, Bucky Harris, Oliver Barber, Blair Walliser, Alan Wallace, Lawrence Hurdle, Wyn Orr, George Fogle, Walter Sikora, Martha Atwell, Stephen Gross, Richard Leonard, E. R. McGill, George Nobbs, Lloyd Rosenmond, Norman Sweetser, Lester Vail, Ed Wolfe. **Independent Producers:** Air Features, Inc., Gustave Haenschen, Abe Lyman Enterprises, Texas State Network, Inc.

**THE BLACKSTONE CO.**, 1270 Sixth Ave., New York City; CI 7-7890. **Radio Director:** Milton Blackstone.

**BLITZ & SHORT, ADVERTISING.** See Short & Baum, Advertising.

**ADOLPH L. BLOCH ADVERTISING AGENCY**, 108 N. W. 9th Ave., Portland, Ore.; Broadway 5664. **President:** Adolph L. Bloch. **Radio Director:** Bob Hargreaves. **Local:** Dr. Harry Semler (news-6).

**BOTSFORD, CONSTANTINE & GARDNER**, 115 S. W. Fourth Ave., Portland, Ore.; AT 9541. **President:** D. M. Botsford. **Vice-President:** Ray Andrews. **Vice-President, Secretary:** F. Coykendall. **Vice-President, Treasurer:** Merle Manly. **Radio Director:** Caryl Coleman. **Branch Offices:** 814 Second Ave. Bldg., Seattle; C. P. Constantine, vice-president, Russ Bldg., San Francisco; S. G. Swanberg, vice-president, Petroleum Bldg., Los Angeles; John Weiser, vice-president. **Network:** Tillamook County Creamery Association for Cheese (NBC Pacific Red-5). **Spot:** Gilmore Oil (ann-16). **Local:** MacFarlane Candy Co., (ann, 5 min. transcriptions-7); Richmond Chase Co. for Fruit Nectar (ann-1); Davidson Baking Co. (pgm, ann-2); First Federal Savings & Loan Assn (ann-2); Olympia Brewing Co. (ann-1); An-Fo Mfg. Co. for Dishadu and Snail (ann-1); Pet Milk Co. for Canned Milk (ann-2).

**BOZELL & JACOBS, INC.**, 510 Electric Bldg., Omaha, Neb.; Jackson 2261. **President, Treasurer:** Leo B. Bozell. **Vice-President, Secretary:** Morris E. Jacobs. **Vice-President, General Manager:** F. C. Miller. **Vice-President:** R. H. Wensberg. **Radio Director:** None; handled by account executives. **Branch Offices:** 122 S. Michigan Ave., Chicago (Wabash 2292); Nathan E. Jacobs, vice-president and general manager, 411 Traction Terminal Bldg., Indianapolis (Lincoln 6326); Ernie Lundgren, vice-president and general manager, 717 Southern Standard Bldg., Houston (Fairfax 4106); D. C. Schnabel, vice-president, treasurer; Elby Rominger, vice-president,

## ADVERTISING AGENCIES—Continued

general manager. Spot: Hotel Regis (ann-5); Iowa Finance Co. (ann-2); Metz Brewing Co. (ann-2); Ak-Sar-Ben (ann-6). Local: Nebraska Power Co. (pgm-3); Standard Furnace & Supply Co. (ann-3); Uncle Sam Breakfast Food Co. (pgm-1); Roberts Dairy Co. (ann-1); Higgins Cleaners (ann, transcriptions-2); Hill Hotel (ann-1); Douglas Candy Co. (ann-2); Service Life Insurance Co. (ann-1); Omaha Coliseum Corp. (ann-1); Yellow Cab (ann-1); Metropolitan Utilities District (news-1).

**ARTHUR BRAITSCHE, ADVERTISING,** 1017 Hospital Trust Bldg., Providence, R. I.; Dexter 5313. **Proprietor:** Arthur Braitsch. **Space Buyer, Account Executive:** John A. Lorimer. **Secretary:** Frances Whalen. **Radio Director, Talent, Continuity and Script Buyer:** Arthur Braitsch. **Spot Time Buyer:** John A. Lorimer. **Regional Network:** Narragansett Brewing Co. (news, Yankee Network-16). **Local Spot:** Rhode Island Ice Co. (ann-4); Frances Waterman, Inc. (ann-4); Weybosset Markets (ann-3); New England Upholstery Co. (ann-1); Interstate Navigation Co. (ann-2); Rhode Island Hospital National Bank (ann-1).

Local: Narragansett Brewing Co. (news-2); Morris Plan Co. of Rhode Island (pgm-1); Belton Corp. (ann-3); Bradburn Motors Co. (news-1); Lincoln Lace & Braid Co. (ann-3); Merchants Cold Storage & Warehouse Co. (ann-2); Sally's Fur Studio (pgm-1, ann-2); Strand Theatre (ann-3); White Fuel Co. (news-2); Wightman's Diners (news-1). **Directors:** Walter Hackett, Gerald Bronstein (Morris Plan of Rhode Island).

**J. CARSON BRANTLEY ADVERTISING AGENCY,** Post Bldg., Salisbury, N. C.; 900. **President:** J. Carson Brantley. **Secretary-Treasurer:** Albert R. Munroe. **Radio Directors, Spot Time Buyers:** J. Carson Brantley, A. N. Cheney. **Talent Buyer, Continuity and Script Buyer, Director Radio Research:** A. N. Cheney. **Publicity Director:** A. N. Cheney. **Spot:** Stanback Co. for Stanback Headache Powders (pgm-40, news-20, ann-70); Duke Power Co. (pgm-7, news-1); Carolina Beverage Corp. (ann-5); Chattanooga Medicine Co. (pgm-1, ann-2); Owen Drug Co. for O-N for Colds, O-N Skin Antiseptic and O-N Ox-O-Ment (pgm-1, ann-2); Carolina Beverage Corp. for Cheerwine (pgm-1, pgm-1); Piedmont Society of Optometrists (transcribed pgm-1). **Writers:** J. Carson Brantley, Albert R. Munroe. **Producer:** A. N. Cheney.

**R. C. BRETH, INC.,** Green Bay, Wis.; Howard 134. **President:** R. C. Breth. **Account Executives:** Carlton Kuck, Russell Spoor. **Director of All Radio Activities:** R. C. Breth.

**BREWER-WEEKS CO.,** 564 Market St., San Francisco, Calif., DOUG 8234. **President:** F. T. Weeks. **Secretary-Treasurer:** W. A. Brewer. **Director of All Radio Activities:** W. A. Brewer. **Regional:** Fontana Food Products Co. (pgm-3); Pacific Brewing & Malting Co. (ann-7); H. A. Shellard Agency, for Insurance (ann-3). **Local:** Pacific Brewing & Malting Co. (news-1); Berkeley Chamber of Commerce (ann-2).

**EMIL BRISACHER & STAFF.** See Brisacher, Davis & Staff.

**BRISACHER, DAVIS & STAFF,** (formerly Emil Brisacher & Staff), Crocker Bldg., San Francisco, Calif.; Garfield 0276. **President:** Emil Brisacher. **Vice-Presidents:** R. T. Van Norden, Robert J. Davis. **Radio Directors:** Emil Brisacher, Charles H. Gabriel. **Spot Time Buyers:** Eva Ross (San Francisco), Louise Ludke (Los Angeles). **Branch Office:** Petroleum

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# CHICAGO

## ADVERTISING AGENCIES—Continued

- Bldg., Los Angeles (Prospect 9368); Robert J. Davis, vice-president in charge. **Network:** Food & Beverage Broadcasters Assn. (NBC Red-46). **Regional:** Fruit Industries, Ltd. (ann, Mutual-Don Lee-6). **Spot:** Acme Breweries (news-1, ann-6); Peter Paul, Inc., for Candy (ann-4); Challenge Cream & Butter Association (ann-5); McClintock Stern Co. (ann-2). **Local:** Rough Rider Mfg. Co. (pgm-1); McRoskey Airflex Mattress Co. (pgm-1); Albert Samuels & Co., Jewelers (pgm-1).
- BROADCAST ADVERTISING, INC.,** 8 Newberry St., Boston, Mass.; Kenmore 0654-55. **President, Treasurer:** James E. Murley. **Assistant to President:** J. J. Manning. **Radio Director, Talent, Continuity and Script Buyer:** James E. Murley. **Spot Time Buyer:** J. J. Manning. **Regional:** Participating Food Companies (Yankee Network-7). **Spot:** Colt Shoes, Inc. (participation in news ann-4); R. G. Sullivan, Inc. (ann-10); Liggett Drug Co., Inc. (ann-2). **Writers:** Marjorie Mills (participating food program); J. J. Manning (commercials, all programs).
- BROOKE, SMITH & FRENCH, INC.,** 82 Hancock Ave., E., Detroit, Mich.; Columbia 0860. **Chairman of the Board:** Charles W. Brooke. **President:** Willard S. French. **Executive Vice-President, Secretary, Treasurer:** Guy C. Smith. **Radio Director:** H. H. Ohlmacher. **Regional:** Automobile Club of Michigan (baseball comment after games, Michigan Radio Network-9); Church & Dwight, Inc. (participating pgm, Yankee Network-18); State of Maine, Maine Development Commission (participating pgm, Yankee Network-18). **Spot:** Christmas Club (5 mins-48); Hudson Motor Car Co. (ann-8); Dwight & Church, Inc. (ann-number of stations not listed). **Local:** Goebel Brewing Co. (pgm-1, ann-1); Automobile Club of Michigan (5 min baseball scores-1, ann-1, ann-1); Eureka Vacuum Cleaner Co. (ann-1).
- BROOKE, SMITH, FRENCH & DORRANCE, INC.,** 347 Madison Ave., New York City; MU 6-1800. **Chairman of Board:** Guy C. Smith. **President:** Sturges Dorrance. **Vice-Presidents:** H. M. Overstreet, H. E. Pengel, C. C. Kahler. **Time Buyer:** H. E. Pengel. **Talent Buyer:** H. M. Overstreet.
- D. P. BROTHER & CO., INC.,** 8-149 General Motors Bldg., Detroit, Mich.; TR 2-8250. **President, Treasurer:** D. P. Brother. **Vice-President:** Clarence Hatch, Jr. **Secretary:** Edgar M. Reitz. **Treasurer:** Carl Georgi, Jr. **Radio Director,**
- Spot Time Buyer:** Carl Georgi, Jr. **National Spot:** Oldsmobile Division of General Motors (ann-25).
- FRANKLIN BRUCK ADVERTISING CORP.,** 1270 Sixth Ave., New York City; CI 7-7661. **President:** Franklin Bruck. **Treasurer:** M. Heineman. **Secretary:** M. J. Kleinfeld. **Radio Director, Time Buyer:** M. J. Kleinfeld. **Talent Buyer:** Allen Funt. **Network:** Manhattan Soap Co. for Sweetheart Soap (NBC Red and Blue-50, NBC Blue-11). **National Spot:** Manhattan Soap Co. (pgm, ann, news-69); Remington Rand for Portable Typewriters (news-4); North American Accident Insurance Co. (pgm-42); Sitroux Co. for Facial Tissues (pgm-3).
- BUCHANAN & CO., INC.,** 1501 Broadway, New York City; ME 3-3360. **Chairman of Board:** Joseph A. Hanff. **President:** T. S. Buchanan. **Vice-Presidents:** A. E. Bonn, A. O. Dillenbeck, John Hertz, Jr. **Secretary, Treasurer:** L. J. Seeger. **Radio Director:** Paul Monroe. **Branch Offices:** 919 N. Michigan Ave., Chicago (Delaware 5522); George Enzinger, vice-president, 427 West 5th St., Los Angeles (Mutual 6316); Fred M. Jordan, vice-president. **Network:** The Texas Co. for Texaco Petroleum Products (CBS-88). **Spot:** The Texas Co. (fishing reporter-1, news-16, ann-1, news-1, news-3, Cubs and White Sox baseball games-1, news-3); Paramount Pictures, Inc. (pgm-1, ann-4, pgm-approximately 53).
- THE BUCHEN CO.,** 400 W. Madison St., Chicago, Ill.; Randolph 9305. **President:** Walter Buchen. **Vice-Presidents:** J. H. Morse, Fergus Mead, L. Morgan. **Treasurer:** J. M. McDonald. **Secretary:** W. H. Baer. **Radio Director, Talent Buyer:** J. H. Morse. **Spot Time Buyer:** C. W. Fisher. **Spot:** Oliver Farm Equipment Co. (pgm-1, news-1, farm markets-1, pgm-1).
- LEO BURNETT CO., INC.,** 360 N. Michigan Ave., Chicago, Ill.; Central 5959. **President, Treasurer:** Leo Burnett. **Vice-Presidents:** DeWitt O'Kieffe, Frank Smith. **Vice-President, Secretary:** E. Ross Gamble. **Spot Time Buyer:** E. Ross Gamble. **Continuity and Script Buyer:** DeWitt O'Kieffe. **Network:** Pure Oil Co. (news commentator-CBS 41).
- BYER & BOWMAN ADVERTISING AGENCY,** 203 E. Broad St., Columbus, Ohio; Main 3276. **Partners, Directors of All Radio Activities:** Herbert Byer, Gus K. Bowman, Joel M. Burghalter. **Network:** Ohio Oil Co. for Gasoline (NBC Blue-11). **Spot:** Ohio Seed Improvement

## ADVERTISING AGENCIES—Continued

Assn. for Hybrid Corn Seed (ann-6); White-for-Governor Committee (5 min talks, ann-5). **Local:** Donaldson Baking Co. (pgm-1); Capital City-Troy Laundry (ann-1); Dixie Distributors, Inc., for Gasoline (pgm-1); Moores & Ross, Dairy Products (pgm-1).

**CALKINS & HOLDEN**, 247 Park Ave., New York City; WI 2-6908. **President:** J. Sherwood Smith. **Vice-President:** James A. Clarke. **Secretary-Treasurer:** R. P. Clayberger. **Partners:** W. S. Townsend, A. J. Townsend. **Radio Director:** R. P. Clayberger. **Spot Time Buyer:** J. J. Griffin. **Network:** Wesson Oil & Snowdrift Co. for Wesson Salad Oil (NBC Pacific Coast Red-7). **Regional:** Oakite Products, Inc., for Oakite Cleaning Compound (Yankee Network-varying number of stations); First National Stores (Yankee Network-varying number of stations). **Spot:** Oakite Products, Inc. (ann-approximately 50); Wesson Oil & Snowdrift Co. for Wesson Salad Oil (pgm-1).

**CAMPBELL-EWALD CO., INC.**, General Motors Bldg., Detroit, Mich.; Trinity 2-6200. **President:** H. T. Ewald. **Executive Vice-President:** R. H. Crooker. **Vice-President, Media Director:** J. J. Hartigan. **Branch Offices:** 230 N. Michigan Ave., Chicago (Central 1946); John Toigo, vice-president. 723 Petroleum Securities Bldg., Los Angeles (Prospect 1275); S. S. Arnett, manager. 1709 Central Tower Bldg., San Francisco (Douglass 5670); R. V. Dunne, manager.

**CAMPBELL-EWALD CO. OF NEW YORK, INC.**, Rockefeller Center, 1230 Sixth Ave., New York City; CI 7-6383. **Chairman of Board:** H. T. Ewald. **President, General Manager:** F. D. Richards. **Vice-Presidents:** W. E. Blodgett, T. E. Falvey, George MacGovern, W. W. Lewis. **Treasurer:** Duane W. Beurmann. **Secretary:** Lynn B. Dudley. **Vice-Presidents, Account Executives:** R. F. Field, W. E. Blodgett. **Radio Director, Talent, Continuity and Script Buyer:** Kenneth Young. **Spot Time Buyer:** E. A. Elliott. **Branch Office:** 1214 19th St., N.W., Washington, D. C. (Metropolitan 5670); Emmett Deady, manager. **Network:** U. S. Rubber Co. (CBS-82). **Spot:** The Paton Corp. for Yuban Coffee (5 min news-1); Beacon Falls Rubber Footwear for Grips (ann-18).

**CANADIAN ADVERTISING AGENCY, LTD.**, 1050 Beaver Hall Hill, Montreal, Que., Canada; Plateau 8046. **President:** Hector Fontaine. **Vice-President:** L. E. Schofield. **Manager, Space Buyer:** W. F.

Schofield. **Copy Chief:** Clem Cook. **French Copy Chief:** Fernand Lacroix. **Copywriter:** L. H. Jamieson. **Account Executives:** McC. Cooper, Leo Lamothe, J. L. Poirier. **Director of All Radio Activities:** Olivier Carignan. **Branch Offices:** 100 Adelaide St., Toronto, Ont.; L. D. Jamieson in charge. 13 rue De Marivaux, Paris, France; F. Dastous in charge. **Network:** Robin Hood Flour Mills for Flour and Oat Meals (CBC-5); L. O. Grothe, Ltd., for Grads Cigarettes (English Private Network-3, CBC French Network-4), for St. Regis Fine Cut (French Private Network-3, ann, Private Network and CBC French Network-10); N. G. Valiquette for Furniture (CBC French Network-5); L. G. Beaubien, Ltd., Stock Brokers (ann, Private Network-3); Beaver Products for Shoe Polish (ann, Private Network and CBC-25); Le Comptoir de l'Est (ann, Private Network-2); Dominion Department of Agriculture for Apples and Peaches (ann, Private Network and CBC-23); J. A. E. Gauvin for Cough Syrup (ann, Private Network-4). **Spot:** Familex for Familex Products (pgm-1), for Zymophos Tonic (ann-1); Societe Stiva for Pastilles Valda (ann-1). **Local:** L. O. Grothe, Ltd., for St. Regis Fine Cut (pgm-1), for Grads Cigarettes (pgm-1); Dupis Frere, Department Store (ann-2); Ferme de Laval for Dairy Products (ann-1); Fortier Bowling Academy (ann-1); J. J. Joubert for Dairy Products (ann-1); Massicotte Import (ann-1); Pain Moderne. Bread (ann-1); Sarrazin-Choquette, Drug Stores (ann-1); N. G. Valiquette for Furniture (ann-2); Weston-McMullins for Chocolate and Biscuits (ann-1); Yogourt Lelisle for Cheese (ann-1). **Writers, Producers:** Olivier Carignan (Robin Hood Flour Mills), Robert Choquette (Familex Products), Henri Poitras (St. Regis Fine Cut), Leo Le Sieur (Grads Cigarettes).

**THE CAPLES CO.**, 230 Park Ave., New York City; MU 6-6500. **President:** R. C. Caples. **Vice-President:** Albert Woodley. **Vice-President, Secretary, Treasurer:** R. N. Hartsing. **Spot Time Buyer:** Ruth D. Folster. **Publicity:** Ralph W. Pierson, William P. Pettit. **Branch Offices:** 225 E. Erie St., Chicago (Superior 6016); R. N. Hartsing, vice-president in charge. 1416 Dodge St., Omaha (Jackson 1107); L. M. Branch, manager. 412 West 6th St., Los Angeles (Prospect 1542); William P. Pearre, manager. **Spot:** Railway Express Agency, Inc. (ann-46); Union Pacific Railroad (pgm-16, pgm-70).

**CARLTON ADVERTISING AGENCY.** See Carlton-Porterfield, Inc.

## ADVERTISING AGENCIES—Continued

- CARLTON-PORTERFIELD, INC.** (successors to Carlton Advertising Agency), Postal Bldg., Miami, Fla. **Spot:** Solar Water Heater Co. (transcribed pgm-3, 5 min news-2). **Local:** Model Laundry (pgm-1); Miami Industrial Bank (pgm-1); Sistrunk Venetian Blinds (transcribed pgm-1); Livesay Window Co. (transcribed pgm-1); Tripure Products Co. (5 min news-1); Miami Institute of Laundering and Cleaning (pgm-1). **Blue-6). Regional:** G. Washington Coffee (pgm, Yankee Network-7); Lamont, Corliss & Co. (pgm, Yankee Network-7, pgm, Yankee Network-10). **Spot:** John Puhl Products Co. (participation pgm-1, ann-1, ann-1, pgm-1); Regal Shoe Co. (news commentator-1, pgm-2); Booth Fisheries (pgm-1); G. Washington Coffee (pgm-1, pgm-1); Lamont, Corliss & Co. (pgm-1, news commentator-1, pgms-aggregate of 4).
- CARPENTER ADVERTISING CO.**, 350 Euclid Ave., Cleveland, O.; Main 1570. **President:** A. J. Carpenter. **Vice-President:** M. H. Carpenter. **Treasurer:** H. J. Whiteman. **Secretary:** J. J. Marquart. **Radio Director:** F. F. Lamorelle. **Spot Time Buyer:** J. J. Marquart. **Local:** Hickman Williams & Co. for Home-Glo Coke (pgm-1); Musselman Hub Brake Co. (pgm-1). **Writers:** Vincent Siena, Harm White. **Producer:** A. J. Carpenter.
- CARTER, JONES & TAYLOR**, 448-453 Associates Bldg., South Bend, Ind.; 3-3171. **Partners, Directors of All Radio Activities:** Lincoln J. Carter, Ralph E. Jones, James W. Taylor. **Spot:** Kamm & Schellinger Co. (news-2); Associates Investment Co. (sports-1); Round Oak Co. (time signals-1).
- CARTER-THOMSON CO.**, 1420 Walnut St., Philadelphia, Pa.; PEN 0650-1-2. **President:** Russell K. Carter. **Vice-President:** A. M. Fanning. **Secretary, Treasurer:** Stuart R. M. Thomson. **Radio Director:** Frank J. O'Keefe. **Spot Time Buyer:** A. M. Fanning. **Publicity Director:** A. L. Mooney.
- CASEY ADVERTISING CO.**, 711 Third National Bank Bldg., Nashville, Tenn.; 5-1371. **President:** Walker Casey. **Spot:** Tennessee Enamel Mfg. Co. for Temco and Cir-Curay Gas Heaters (ann-48); Rigo Mfg. Co. for Kill-Ko Insecticide (pgm-10). **Local:** Apex Oil Corp. for Gasolines (pgm-3); Jamison Bedding Co. for Perfect Sleeper (pgm-3).
- CECIL & PRESBREY, INC.**, 247 Park Ave., New York City; WI 2-8200. **Chairman:** Charles Presbrey. **President:** James M. Cecil. **Vice-President:** Edward Noakes. **Secretary:** Frank G. Christian. **Treasurer:** Luther A. Wait. **Manager Radio Department, Talent, Continuity & Script Buyer:** Edward Tompkins. **Radio Program Director:** Henry Souvaine. **Spot Time Buyer:** Harry Parnas. **Secretary (Radio Department):** Lorette Scanlon. **Branch Office:** 228 N. LaSalle St., Chicago; Edwin C. Olsen in charge. **Network:** G. Washington Coffee (quiz pgm, NBC
- CENTRAL ADVERTISING CORP.**, Board of Trade Bldg., Indianapolis, Ind.; Lincoln 7648. **President, Treasurer:** G. Vance Smith. **Vice-President:** Giles L. Smith. **Secretary:** H. B. Smith. **Radio Director, Spot Time Buyer:** G. Vance Smith. **Local:** Hoosier Mfg. Co. (news-1).
- CENTRAL ADVERTISING SERVICE, INC.**, 45 West 45th St., New York City; BR 9-9260. **President:** Louis Britwitz. **Production Manager:** Otto J. Stieh, Jr. **Radio Director:** Louis Britwitz.
- CENTURY ADVERTISING AGENCY**, 1307 Industrial Bank Bldg., Detroit, Mich.; CA 7760-61-62. **President, Treasurer:** S. M. Epstein. **Secretary:** Norman R. Thal. **Vice-President:** V. Scally. **Director of All Radio Activities:** Norman R. Thal. **Regional:** Deisel-Wemmer-Gilbert Corp. for San Felice Cigars (Michigan Radio Network-7). **Spot:** Deisel-Wemmer-Gilbert Corp. for R. G. Dun Cigars (news-1, news-1), for Emerson Cigars (Western League baseball games-1), for San Felice Cigars (sports review-1). **Local Spot:** Nu-Enamel Co. of Michigan (ann-4); Friedberg Co. (ann-3).
- CESANA & ASSOCIATES, LTD.**, 418 Monadnock Bldg., San Francisco, Calif.; Exbrook 8572. **Executives:** Renzo Cesana, Carl H. Brockhagen. **Director of All Radio Activities:** Carl W. Pierce. **Network:** Roma Wine Co. (Mutual-23). **Spot:** Vita-Seltzer Sparkling Water (pgm-1, pgm-1, ann-3); W. S. Bliss for Real Estate (5 mins-1). **Local:** Belle Haven City Bldg. Co. (pgm-1); Club Continental (ann-1).
- CHAPPELOW ADVERTISING CO.**, 3615 Olive St., St. Louis, Mo.; JE 0700. **President:** B. E. Chappelow. **Vice-Presidents:** F. S. Coddling, G. W. Hutchinson. **J. V. Huffman, F. A. Watts. Treasurer:** J. F. Fingerlin. **Radio Directors:** Glenn W. Hutchinson, James V. Huffman. **Spot Time Buyers:** F. A. Watts, D. L. Fox.
- NELSON CHESMAN CO.**, Hamilton Trust Bldg., Chattanooga, Tenn.; 6-4942. **Pres-**



## ADVERTISING AGENCIES—Continued

- ident, Treasurer: Henry Tritschler. Vice-President: John E. Fontaine. Secretary: S. M. Kelly. Director of All Radio Activities: John E. Fontaine. Spot: Chattanooga Medicine Co. for Black Draught (ann, station breaks-100, pgm-6). Writers: Walter Craig, Ken Burton, J. C. Brantley, John E. Fontaine. Producers: Ken Burton, J. C. Brantley.
- C. P. CLARK, INC.**, 2411 West End Ave., Nashville, Tenn.; 7-6602. President: C. P. Clark. Vice-President: Herbert Armstrong. Secretary-Treasurer: D. G. Goodwin. Branch Office: Gottschaldt-Humphrey, Inc., Norris Bldg., Atlanta, Ga.; Bruce Moran, executive vice-president in charge (all stock in this company owned by C. P. Clark, Inc.). National Spot: Standard Candy Co. for Belle Camp Chocolates (pgm-5); Armour Fertilizer Works (pgm-10). Local: O'Bryan Bros., Inc., for Duck Head Overalls (pgm-1); Tennessee Automobile Insurance Co. (ann-1); American National Bank (pgm-1); Dietro Products Co. (ann-1); Family Photographs Co. (pgm-1).
- DARWIN H. CLARK, ADVERTISING**, 541 S. Spring St., Los Angeles, Calif.; Michigan 6021. General Manager: Darwin H. Clark. Copy and Production Manager: E. C. Maxwell. Space Buyer: D. G. Anderson. Publicity Manager: Karl Lott, Jr. Account Executive: Warren P. Fehلمان. Radio Director: Warren P. Fehلمان. Branch Offices: Through membership in Transamerica Advertising Agency Network comprising affiliated agencies in key cities. Local: Turco Products, Inc. (pgm-1); Los Angeles Sausage Co., Ltd. (pgm-1); Di-Mon-Glo Distributing Co. for Floor, Furniture and Auto Wax (pgm-3); Standard Federal Savings & Loan Association (time signals-1).
- THE CLEMENTS CO., INC.**, 1601 Chestnut St., Philadelphia, Pa.; RIT 0236. President, Treasurer: I. W. Clements. Vice-President, Secretary: E. D. Masterman. Radio Directors: Alice V. Clements, Robert H. Smith. Spot Time Buyer: K. E. King. Talent, Continuity and Script Buyer: Alice V. Clements. Network: Modern Food Process Co. for Thriwo Dog Food (NBC Blue-13). Spot: Horn & Hardart Baking Co. for Restaurants and Retail Stores (ann-4); H. Kellogg & Sons for Hartley's Marmalade (ann-1); Modern Food Process Co. (ann-6); Mrs. Morrison's Puddings (ann-1); P. J. Ritter Co. for Tomato Products (ann-2); F. G. Vogt & Sons for Meats (ann-6), for Canned Scrapple (ann-6). Local: Horn & Hardart Baking Co. (pgm-1, pgm-1); Horn & Hardart Co. of New York (pgm-1); Mrs. Morrison's Puddings (pgm-1); Morton Co., Jewelers (pgm-1, wrestling-2, ann-2); Northwestern National Bank (ann-3); Parkway Baking Co. for Bread (pgm-1, pgm-1, ann-2); P. J. Ritter Co. (news-1); F. G. Vogt & Sons (pgm-1); Vogt's Canned Scrapple (pgm-1). Writers: Alice V. Clements, Robert H. Smith, Taylor Grant, Betty Jordan. Producers: Alice V. Clements, Robert H. Smith, Betty Jordan.
- COMPTON ADVERTISING, INC.**, 630 Fifth Ave., New York City; CI 6-2800. President: Richard Compton. Vice-President, Secretary, Treasurer: Leonard Bush. Vice-Presidents: Robert Holbrook, Alfred Stanford, Trelle Yocum, Chauncey Landon. Vice-President, Art Director: Gordon Aymar. Radio Director, Vice-President: John E. McMillin. Spot Time Buyer: William B. Maillefert. Network Time Buyer: Daniel P. Potter. Talent Buyer: Florence Sperl. Continuity and Script Buyer: Mary Louise Anglin. Radio Script Supervisors: Gilbert A. Ralston, Hal E. James, Mary Louise Anglin, Frederick K. Gropper. Radio Copy Supervisor: Muriel Haynes. Radio Program Publicity: Frederick K. Gropper. Branch Offices: Gwynne Bldg., Cincinnati (Parkway 6961); Robert Marsh, Jr., in charge, 221 N. LaSalle St., Chicago (State 8747); Jane Stockdale in charge. Network: Procter & Gamble for Crisco (successively CBS and NBC Blue-52; CBS, including CBC-52; NBC Blue-19, with rebroadcast on NBC Red, including CBC-71), for Ivory Snow (NBC Blue-21, with rebroadcast on NBC Red, including CBC-89), for Ivory Soap (NBC Red-29, with rebroadcast on same network-6; NBC Red, including CBC-84; CBS-33, with rebroadcast on NBC Red-17; CBS-4; CBC French Network-3), for P & G Soap (NBC Red, including CBC-85), for Barsalou Soap (CBC French Network-3); Wheatena Corp. (NBC Red-17). National Spot: Procter & Gamble for Ivory Soap and General Mills for Wheaties (co-sponsored) (baseball-2 [occasionally televised]), for Ivory Soap (pgm-1 foreign station; pgm-2 foreign stations), for P & G Soap (sidewalk reporter-1; pgm-1), for Crisco (pgm-1 foreign station); Wheatena Corp. (news-1; pgm-2 foreign stations); Wm. S. Scull Co. for Boscul Coffee (news-1); Procter & Gamble for, interchangeably, Ivory Soap, Ivory Flakes, Ivory Snow, Crisco, Fluffo, P & G Soap, Duz (transcribed pgms-aggregate of 87); also various spot announcements of one minute or less for almost all of above products. Writers: Jane West, Irna Phil-

## ADVERTISING AGENCIES—Continued

lips, Jane Crusinberry, Paul Rhymer, Carl Bixby, Don Becker, Sandra Michael, Ralph Edwards, George Earl Wilson (Procter & Gamble), Robert Choquette, Jovette Bernier, Augusto Mauro (Procter & Gamble live foreign programs), Julian Funt (Wheatena Corp.). **Producers:** Carlo De Angelo, of Ed Wolf Associates; Axel Gruenberg of the John Gibbs Office; Ted MacMurray of NBC; Chick Vincent of Transamerican Broadcasting & Television Corp.; Guilbert Gibbons, of Carl Wester & Co.; Wynn Orr, of NBC; Ralph Edwards, of the Ralph Edwards Office; Lew Danis (all for Procter & Gamble); Himan Brown (producer and director for Wheatena).

**THE CONDON CO., INC.**, 1021 Washington Bldg., Tacoma, Wash.; MA 3483. **President:** John Condon. **Directors of All Radio Activities:** John Condon, Victor Kaufman. **Local and Regional:** Cammarano Bros. for Beverages (ann-4); Maxwell Petroleum Corp (ann-3); West Coast Grocery Co. for Amocat Foods (ann-2, news-1 Alaska station, 5 min news-1); Montana Horse Products Co. for Vitamont Dog Food (ann-2). **Local:** Brad-Lee, Inc. (ann-2); Buckley-King Funeral Service (ann-2); Cammarano Bros. (ann-4, news-1); Harold E. Dahl Co. (ann-1); Jordan Baking Co. (pgm-1, ann-1); Mueller-Harkins (ann-2); Mecca Cafe (ann-1); Puget Sound National Bank (ann-2); Tacoma Secretarial School (ann-1); Walker Chevrolet Dealers (ann-1); Western Furnaces, Inc. (ann-2); Olympic Dairy Products (pgm-1); Smith Bros. Bakery (ann-1); H. A. Briggs Co. (ann-1); Home Fuel Co. (ann-2); Sound Mattress Co. (ann-1).

**RICHARD F. CONNOR**, 3208 Alma Ave., Manhattan Beach, Calif.; Redondo 3014, 2136. **Network:** Sofenz Beauty Cream (Mutual Southern California-6; CBS Pacific-10; ann, NBC Pacific Red-3; ann, Mutual Pacific-25). **Local:** Sofenz Beauty Cream (2 participating pgms-1); City of Manhattan Beach (ann, pgm-1); Miller Desk and Safe Co. (ann-7). **Writer:** Alice Holsclaw (Sofenz). **Producer:** Richard F. Connor.

**CGOLIDGE ADVERTISING CO.**, Insurance Exchange Bldg., Des Moines, Ia.; 3-5195. **President:** Paul Blakemore. **Vice-President:** R. H. Cary. **Secretary:** H. J. Kroeger. **Radio Director:** David Ainsworth. **National Spot:** Geppert Studios (pgm, ann-15); Marshall Canning Co. (5 min pgm-22); Oelwein Chemical Co. (farm news-4). **Regional Spot:** Western Grocer Co. (news-4); Iowa Dairy Industry Commission (ann-12). **Local:**

Bankers Trust Co. (ann-2); Central Service Co. (pgm-1); Chase Investment Co. (ann-2); Cownie Furs (pgm, ann-4); Yellow Cab Co. (ann-2).

**COUCHMAN ADVERTISING AGENCY**, 2102 Bryan St., Dallas, Tex.; 7-2932. **Owner, Radio Director:** Albert Couchman. (All radio clients use news, voxpop or transcriptions; further information not available).

**COWAN & DENGLE, INC.**, 527 Fifth Ave., New York City; MU 2-0940. **President:** Stuart D. Cowan. **Vice-President, Secretary, Treasurer:** H. W. Dengler. **Spot Time Buyer:** Ralph H. Bain. **Spot:** National Motor Boat Show (5 mins, ann-7). **Local:** American Agricultural Chemical Co. for Fertilizer (ann-1). **Writers:** John Casey (American Agricultural Chemical); Charles J. Cutajar (Motor Boat Show).

**THE CRAMER-KRASSETT CO.**, 733 N. Van Buren St., Milwaukee, Wis.; Daly 3500. **President:** A. W. Seiler. **Secretary, Treasurer:** C. T. McElroy. **Radio Director, Spot Time and Talent Buyer:** V. F. Giebish. **Spot:** Gillette Rubber Co. (pgm-11); Condon Bros., Seedsmen (5 mins-8); Plankinton Packing Co. (ann-15); Dr. L. D. LeGear Medicine Co. (pgm-1, ann-3); Knapp-Monarch Co. (ann-15); Raylite Trading Co. (ann-11); Dr. Peter Fahrney & Sons Co. (pgm-1); Kingsbury Breweries (ann-1); Miller Hatchery (ann-1).

**CHET CRANK, INC.**, 950 Broadway, Los Angeles, Calif., FE 9111. **President:** Chet Crank. **Vice-President:** Dave Marks. **Secretary:** A. J. Nack. **Radio Director, Spot Time Buyer:** Mack Crank. **Spot:** Brown's (ann-4); Santa Monica Land & Water Co. (ann-3); National Orange Show (ann-6); Los Angeles Motor Car Dealers (ann-4). **Local:** Petrol Corp. (pgm-1).

**CRITCHFIELD & CO.**, 720 N. Michigan Ave., Chicago, Ill., Superior 3061. **President:** Scott S. Smith. **Vice-Presidents:** W. Frank McClure, E. P. Nesbitt, Scott Smith, Jr. **Secretary:** R. C. Scrymiger. **Treasurer:** N. W. Smith. **Director of All Radio Activities:** M. E. Blackburn. **Network:** Moody Bible Institute (Mutual-10); Wheeling Steel Corp. (Mutual-46). **Spot:** Aero Industries Technical Institute (pgm and 5 mins-13); Hemphill Diesel Schools (5 mins-23); Vocational Service (pgm and 5 mins-3); Wonder Lake Syndicate (pgm-3). **Local:** Hemphill Diesel Schools (pgm-1); Letz Mfg. Co. for Feeders (5 mins-1); Nahgan Bros., Inc., for Carpets (ann-1); Wright & Lawrence Co. for Cosmetics (pgm-1).

## ADVERTISING AGENCIES—Continued

**CROOK ADVERTISING AGENCY**, Southwestern Life Bldg., Dallas, Tex.; 7-1771. Owner: Wilson W. Crook. Radio Director, Talent Buyer: James P. Anderson. Spot Time Buyer: Irene Bert.

**D'ARCY ADVERTISING CO.**, Missouri Pacific Bldg., St. Louis, Mo.; Central 6700. President: W. C. D'Arcy. Vice-Presidents: J. F. Oberwinder, A. L. Lee, P. J. Orthwein, E. H. Turner, J. Y. Brown, J. M. Drescher, J. E. Sullivan. Secretary, Treasurer: C. C. Pangman. Space Buyer: F. S. Ott. Branch Offices: 515 Madison Ave., New York City (Eldorado 5-3765); F. W. Coste, vice-president. Terminal Tower, Cleveland; S. P. Seward, manager. 310 North Ave., N. W., Atlanta; J. H. Kinsella. 90 Broadway St., Toronto, Ont.; G. P. Altenbernd, manager. Spot: Coca-Cola Co. (pgm-188). Local: Pevely Dairy Co. (pgm-3); Western Cartridge Co. (pgm-3).

**JIMM DAUGHERTY, INC.**, 211 N. 7th St., St. Louis, Mo.; Main 0790. President: James M. Daugherty. Secretary-Treasurer: Pauline Otto Daugherty. Director of All Radio Activities: James M. Daugherty. Local: St. Louis Dairy Co. (pgm-1); Lafayette Federal Savings & Loan Assn. (ann-1); Pepsi-Cola Bottling Co. (ann-1).

**DAVID, INC., ADVERTISING AGENCY**, W-3173 First National Bank Bldg., St. Paul, Minn.; GA 3872-3-4. President-Treasurer: Quentin J. David. Secretary: Roger H. David. Vice-President: John C. Fabbrini. Radio Director: Angeline Clement. Spot Time Buyer: Gerald F. Conway. Branch Offices: 410 White Bldg., Seattle; Carl Cleveland, in charge. 0185 Monadnock Bldg., San Francisco; R. H. Watters, in charge. Local: Koppers Coke (news-1, 5 min news-1, 5 min pgm-1, 10 min pgm-1, ann-1, ann-1); Stott Briquets, Coal Products (football preview and review-1, weather reports-1, hockey-1, ann-4); Ballard's & Skellet's Moving & Storage (ann-1); Minnesota Macaroni (ann-1); Minnehaha Cleaners (pgm-1, weather reports-1); Sanitary Farm Dairies (hockey-1); Highland Village for Apartments (ann-1); First National Bank (ann-1). Writers: Angeline Clement (Koppers Coke, Stott Briquets, Ballard's & Skellet's, Minnehaha Cleaners).

**FRANK T. DAY, INC.**, 729 Boylston St., Boston, Mass.; Kenmore 4854. President, Treasurer: Frances B. Day. Vice-President, Production Manager: Harry L. Stone. Directors of All Radio Activities: Frances B. Day, Harry L. Stone. Local: W. T. Grant Co. (ann-1); Harold

W. Sullivan (political talks-3, ann-3); William F. Drummery (political talks-1).

**MARIO DE BIASI ADVERTISING AGENCY, INC.**, 51 Chambers St., New York City; WO 2-7093. President: A. de Biasi. Vice-President: P. de Biasi. Treasurer: E. de Biasi. Radio Director: A. de Biasi. Spot Time and Talent Buyers: A. de Biasi, A. Mauro.

**IRA E. DE JERNETT ADVERTISING SERVICE**, 1621 Cotton Exchange Bldg., Dallas, Tex.; 2-2620. Owner, Space Buyer: Ira E. De Jernett. Radio Director: Violet Short. Spot Time and Talent Buyer: Ira E. De Jernett. Regional: Employers Casualty Co. (Texas Quality-4, plus KGNC). Spot: Employers Casualty Co. (ann-2). Local: Metropolitan Building & Loan (ann-2); Dallas Morris Plan Bank (ann-3); Padgett Bros. Co. (ann-3); Darver's Babyland & Junior Shop (ann-1); Draughon's Business Colleges (ann-2).

**RALPH L. DOMBROWER CO., INC.**, 210 E. Franklin St., Richmond, Va.; 3-111-3. President, Treasurer: Ralph L. Dombrower. Vice-President: Morton L. Wallerstein. Secretary: H. D. Britt. Space Buyer: Dorothy Fowler. Art Director: J. H. R. Pickett. Radio Director, Spot Time, Script and Continuity Buyer: E. I. Wallerstein. Branch Office: Woodward Bldg., Washington, D. C.; Philip Rosenfeld, manager.

**DONAHUE & COE, INC.**, 1270 Sixth Ave., New York City; CO 5-4252. President: E. J. Churchill. Vice-Presidents: A. B. Churchill, Lynn B. Clarke, Charles F. Hanser, Robert E. Rinehart. Secretary: O. A. Kingsbury. Treasurer: William D. Patterson. Space Buyer: Jack B. Peters. Art Director: William H. Schneider. Account Executives: Rufus Choate, Marjorie Hyndman, Samuel Lanham, James J. Maloney, Lloyd G. Seidman, Clifford Strohl, Fred F. Waters. Radio Director: Rutland Bear. Branch Office: 411 Hurt Bldg., Atlanta (Main 5662); Harry L. Morrill, vice-president. Spot: Scholl Mfg. Co. (ann-12, ann-2); Glad Rag Products Co. (ann-1); M-G-M, Motion Pictures (participating, ann-15 to 26); N.I.A., Ice and Refrigeration (pgm-65); Associated Denim Producers (ann-4); State Restaurant & Liquor Dealers Assn. of New York (talk-2). Local: Herman Shumlin, Legitimate Theatre (ann-1); Playwrights' Co., Legitimate Theatre (ann-2); Rivoli Theatre, Films (ann-1).

**JOHN C. DOWD, INC.** (formerly Dowd & Ostreicher), 1059 Park Square, Boston, Mass.; Hubbard 8050. President, Treas-

## ADVERTISING AGENCIES—Continued

urer: John C. Dowd. Executive Vice-President: E. D. Parent. Production Manager: William M. Taylor. Art Director: Paul V. Quinn. Account Executives: W. E. Buckinham, F. F. Meyer. Radio Director: E. D. Parent.

**DUNDES & FRANK, INC.**, 64 West 48th St., New York City; LOnacre 3-1633. President: Harold Dundes. Radio Director, Secretary: Ben Frank.

**ELLIS ADVERTISING CO.**, Ellis Bldg., 3053-57 Main St., Buffalo, N. Y.; University 4591. Partners: Michael F. Ellis (sales), Jerome R. Ellis (production). Account Executives: Henry Weil, Nicholas Fisher. Art Department: Norbert Rine. Radio Director: Jerome R. Ellis. Copy Chief: Beatrice Haniford. Branch Office: Dominion Bldg., 465 Bay St., Toronto, Ont.; Abbey Muter, Jack Culner. Spot: Bar Association (pgm-4); Italian & French Wine Co. for Roma Wines (news-2); Liquid Veneer Corp. for Furniture Polish (ann-2, 3 to 5 mins-1). Local: Adler's, Women's Wear (pgm, ann-2); Bell Clothing (ann-1); Buffalo Optical Co. (ann-1); Dick Fisher, Sport Goods (ann-1); Frank Lesswing, Optician (ann-1); Glicksteins, Jewelers (pgm-1, ann-1); Graybar Electric for Radios (pgm-1); John Henrich Co., Appliances (ann-2); Hutts Dairy for Milk (5 mins-2); Independent Wall Paper Co. (ann-2); Lino Furniture Co. (ann-2); Premier Diamond Co. (ann-1); Mel's Stores (ann-1); 20th Century Theatre (5 mins-1); Disney Shirts (5 mins after every ball game-1 Canadian); Kerr Bros., Candy (ann-1 Canadian); Moskin's for Clothing (ann, pgm-2); Nemmer Furniture (bowling, baseball, 5 mins-2); Niagara National Bank (transcribed pgm-1); Pfeiffers Marine Grill (pgm, ann-2); Peoples Credit Clothing (ann-1); Posmantur's Clothes (pgm-1); Safe-Test Milk (5 mins-1); Weed & Co. (ann-1); Hal Brown, Optician (ann-1 Canadian); Clayton's Department Store (pgm, ann-2 Canadian); James Lumbers Grocery (pgm-1 Canadian); Rogers Jewelers (transcribed ann-1 Canadian); Robert Simpson Department Store (ann-2 Canadian).

**SHERMAN K. ELLIS & CO., INC.**, 500 Fifth Ave., New York City: LA 4-3570. President: Sherman K. Ellis. Vice-Presidents: C. E. Staudinger, Richard Barrett, Sidney J. Hamilton, Jr., M. J. Blair, Clifford L. Fitzgerald. Production Manager: Robert McKean. Radio Directors: Lawrence Holcomb, Myron P. Kirk. Spot Time Buyers: E. S. Pratt, Harry Torp, Edward J. Rohn. Talent, Continuity

and Script Buyer: Lawrence Holcomb. Branch Offices: 141 W. Jackson Blvd., Chicago (Harrison 8612); Clifford L. Fitzgerald, vice-president in charge; Charles Hotchkiss, radio. Sherman K. Ellis & Co., Ltd., Canada; see separate listing. Network: Ward Baking Co. (NBC Blue-15 plus transcriptions, NBC Blue-20); Quaker Oats for Puffed Wheat and Rice (NBC Red-60); Richfield Oil Corp. of New York (news, Mutual-27). Spot: W. F. McLaughlin & Co. for Manor House Coffee (participating pgm-1, ann-1); Falstaff Brewing Corp. (news-1, baseball-1, pgm-2, sports review-1, baseball games [5 mins plus games]-2, scores-aggregate of 4, sports commentator-1, market reports [pgm plus 3 ann-1], sports-1, ann-1); Standard Brands for Royal Desserts (pgm-3); Grocery Store Products for Fould's Macaroni (news-1, participating pgm-1); Hills Bros. for Gingerbread Mix (ann-2); Union Pharmaceutical Co. for Saraka (pgm-4); Ward Baking Co. for Ward's Soft Bun Bread (ann-2). Local: Quaker Oats Co. for Aunt Jemima Pancake Flour (pgm-1); R. B. Davis Baking Powder (participating pgm-1).

**SHERMAN K. ELLIS & CO., LTD.**, C. P. R. Bldg., Toronto, Ont.: Adelaide 3051. President: Sherman K. Ellis. Vice-President: Ralph W. Ashcroft. Director of All Radio Activities: Ralph W. Ashcroft.

**JOSEPH ELLNER CO.**, 331 Fourth Ave., New York City; ST 9-0536. Proprietor: Joseph Ellner. Art Director: Sydney H. Reich. Radio Director, Talent, Continuity and Script Buyer: Samuel H. Ellner. Spot Time Buyer: R. Kent.

**ERWIN, WASEY & CO., INC.**, 420 Lexington Ave., New York City; MO 4-8700. President: L. R. Wasey. Vice-President: Owen B. Winters. General Manager: Howard D. Williams. Art Director: Paul Newman. Radio Director: Edward J. Fitzgerald. Spot Time Buyer: John Shultz. Branch Offices: 230 N. Michigan Ave., Chicago (Randolph 4952); Roy Marshall, in charge. Midland Bank Bldg., Minneapolis (Atlantic 1233); Mac Martin, in charge. 714 West Olympic Blvd., Los Angeles (Prospect 5317); H. A. Stebbins, in charge. 333 Montgomery St., San Francisco (Exbrook 7004); H. A. Stebbins, in charge. Skinner Bldg., Seattle (Maine 6435); Warren Kraft, in charge. Network: Lydia E. Pinkham Medicine Co. (Mutual-7, Mutual-80); Musteroie Co. (NBC Blue-55); Carnation Co. (NBC Red and CBS-92, Mutual-10); Hecker Products (NBC Pacific Red-9); Albers Bros. Milling

## ADVERTISING AGENCIES—Continued

for Cereals (NBC Red-8, NBC Red-5), for Friskies Dog Food (CBS Pacific-9); Duart Mfg. for Creme of Milk Face Cream, Lotion and Lipstick (CBS-7, CBS-number of stations not listed); D. Ghirardelli & Co. (CBS Pacific-number of stations not listed); National Lead for Dutch Boy Paints (CBS Pacific-number of stations not listed); Hecker Products (Mutual-11). **Spot:** Vanti Pa-Pi-A Corp. (pgm-1, pgm-3); Florida Citrus Exchange (pgm-1); Bost Co. (ann-2); E. Griffith Hughes (ann-1); Zonite Corp (ann-2).

**WILLIAM ESTY & CO., INC.**, 100 East 42nd St., New York City; CA 5-1900. **President:** William Esty. **Secretary:** E. H. Cummings. **Radio Director, Talent, Continuity and Script Buyer:** Richard Marvin. **Spot Time Buyer:** Alman J. Taranto. **Other Radio Personnel:** Kenneth M. Fickett, Don Bernard, William Moore. **Network:** R. J. Reynolds Tobacco for Camel Cigarettes (CBS-99, NBC Red-94, NBC Red-85, CBS-101, CBS-25, NBC Blue-46, NBC Red-94), for Prince Albert (one and a half min news CBS-2, NBC Red-26); Lehn & Fink Products Corp. for Hinds Honey and Almond Cream (CBS-50). **National Spot:** R. J. Reynolds Tobacco for George Washington Smoking Tobacco (ann-12), for Camel Cigarettes (play-by-play baseball-1, pgm-1, ann-Puerto Rico, Philippines, Alaska), for Prince Albert (transcribed pgm-4, ann-Alaska); White Laboratories, Inc., for Feen-A-Mint (ann-150); Thomas Leeming & Co. for Baume Bengue (ann-110); Pacquin, Inc., for Pacquin's Hand Cream (ann-90). **Writers:** Bernard Dougall, Helen Phillips (Camel Cigarettes).

**EVANS & BRISEBOIS**, Lincoln Bldg., Detroit, Mich.; CA 8747. **Partners:** L. A. Brisebois, F. E. Evans. **Radio Director:** Donald G. MacDonald. **Spot Time Buyer:** F. E. Evans. **Branch Office:** 192 Lexington Ave., New York; T. P. McKee, Jr., in charge. **Spot:** Detroit Flower Show (pgm and 5 mins-6). **Local:** United Savings Bank (ann-1); Weil & Co., Furniture (pgm-1); M. Stern Furniture Co. (pgm-1).

**ALBERT EVANS & LE MAY**, 909 Dan Waggoner Bldg., Fort Worth, Tex.; 2-4184. **Radio Director:** Albert Evans, Jr. **Spot Time Buyer:** Ed Hamann. **Regional:** Universal Mills for Flour and Feeds (pgm, Lone Star Chain-5). **Spot:** King Candy Co. (ann-3); Waples Platter Co. for Coffee and other food products (ann-3); Texas Pacific Coal & Oil for Gasoline and Oils (special sports events-3).

**FAIRALL & CO.**, Paramount Bldg., Des Moines, Ia.; 3-5255. **President:** L. R. Fairall. **Radio Director:** C. R. Dudley. **Spot Time and Talent Buyers:** C. R. Dudley, J. S. McLaren, L. R. Fairall. **Spot:** Sargent & Co. (5 mins-8); Colonial Bread (pgm-4); Employers Mutual (pgm-3); Sidles Co. (ann-2); Burch Biscuit (ann-3); Christian Science Committee (pgm-3); Associated Serum Producers (ann-17); Taugney McGinn Hotels (ann-4); Look Magazine (news-2); Iowa State Fair (ann-4).

**H. W. FAIRFAX ADVERTISING AGENCY, INC.**, 551 Fifth Ave., New York City; MU 2-8630. **President:** Natt S. Enslar. **Vice-Presidents:** Marshall F. Bachenheimer, Edward L. Irving, Herman J. Schwartz. **Director of All Radio Activities:** Janice Hamilton.

**FEDERAL ADVERTISING AGENCY, INC.**, 444 Madison Ave., New York City; EL 5-6400. **President:** Robert Tinsman. **First Vice-President:** James F. O'Brien. **Vice-Presidents:** Joseph Beck (in charge of media), Jules Singer, Joel Nichols. **Treasurer:** George Dietrich. **General Manager, Director of Research:** D. E. Robinson. **Radio Directors:** George Cornitois, John Davidson. **Network:** Sinclair Refining Co. (CBS-72); General Cigar Co. for Van Dyck Cigars (Mutual-11). **Spot:** Rockwood & Co. for Pecan Feast (ann-14), for Chocolate Bits (ann-5); American Safety Razor Co. for Star Blades (ann-1); Trommers Beer (ann-2).

**ROBERT G. FIELDS & CO.**, 1100 Warner Bldg., Nashville, Tenn.; 6-1977. **President:** Robert G. Fields. **Secretary:** R. H. Lane. **Radio Director:** Robert G. Fields. **Local:** St. Bernard Coal Co. (pgm-1); Tennessee Products Corp. (ann-1); Nashville Pure Milk Co. (ann-1); Ice Refrigeration Agency (pgm, ann-1); Dixie Bottling Co. (pgm, ann-1); Meador Coal Co. (ann-1); Atlantic Co. (pgm, ann-1).

**FIRESTONE ADVERTISING AGENCY**, 611-12 Pioneer Bldg., St. Paul, Minn.; Cedar 2545. **Owner:** Allan L. Firestone. **Radio Director, Talent, Continuity and Script Buyer:** A. L. Firestone. **Spot Time Buyer:** D. Coxhead. **Account Executives:** Lloyd R. Gates, Allen L. Friedland. **Spot:** U. S. Bedding Co. for King Koil Mattress (ann-8); Foreman & Clark for Men's Clothes (varies-5); Tradehome Shoe Co. (varies-4). **Local:** Weyand Furniture Co. (pgm-2); Cook Clothing Co. (baseball scores-1); St. Paul House Furnishing Co. (5 mins-2).

## ADVERTISING AGENCIES—Continued

**FIRST UNITED BROADCASTERS**, 201 N. Wells St., Chicago; Randolph 7800. **Managing Director:** Hugh Rager. **Vice-President:** James T. Lambie. **Foreign Advertising:** Harry Kopin. **Spot:** Utilities Engineering Institute (pgm-60); Willard Tablet Co. (pgm-28); American-Chiffon Hosiery Co. (ann-7); Whitcomb Sulphur Springs Hotel (ann-10); National Refund Co. (ann-50); Albert Laboratories for Resprine (ann-12); Fairyfoot Products Co. for Foot Remedies (ann-6); Auto-Crafts Training Co. (ann-10); Fanfoto, Inc. (ann-7); Nippersink Country Club (ann-4). **Local:** Walton Motors, Inc. (ann-1); Protective Health Foundation (ann-1).

**THE JAMES FISHER CO., LTD.**, 204 Richmond St., W., Toronto, Ont.; Waverly 8091. **President, General Manager:** James Fisher. **Executive Vice-President:** George A. Martin. **Secretary-Treasurer:** Mrs. C. M. Robertson. **Assistant Manager:** A. L. Thompson. **Director of All Radio Activities:** D. L. Bassett. **Branch Office:** Confederation Bldg., 1253 McGill College Ave., Montreal, Que. (Lancaster 1265); H. V. Peterson, manager. **Network:** Robin Hood Flour Mills, Ltd. (CBC-37). **Spot:** Robin Hood Flour Mills, Ltd. (pgm-2); Ralston Purina Co., Ltd. (pgm-6); Wm. R. Warner & Co. for Sloan's Liniment (ann-13); Sunsoy Products, Ltd. (ann-1); W. G. Patrick & Co., Ltd. (ann-5); Lakeside Milling Co., Ltd. (pgm-4); G. T. Fulford Co., Ltd. (ann-9); Canada Bread Products (pgm-1).

**FITZGERALD ADVERTISING AGENCY, INC.**, Southern Bldg., New Orleans, La.; Raymond 5194. **President:** Joe L. Killen. **Vice-Presidents:** Joseph H. Epstein, Leonard Gessner. **Secretary-Treasurer:** Roy M. Schwarz. **Radio Director, Spot Time Buyer:** Leonard Gessner. **Regional:** Wesson Oil & Snowdrift Sales Co. for Wesson Oil (NBC Pacific Red-7); Blue Plate Foods, Inc. (participation, Arizona Network-3). **Spot:** Wesson Oil & Snowdrift Sales, for Wesson Oil (participation-aggregate of 2), for Snowdrift (time signals-10), for Scoco Shortening (time signals-9, participation-aggregate of 5); Blue Plate Foods (participation-1). **Local:** Louisiana Power & Light Co. (pgm-1); Dixie Brewing Co. (ann-2). **Writers:** Ted Maxwell (scripts for Wesson Oil & Snowdrift); Roy M. Schwarz and Martha Dulin (commercial continuity for all programs).

**FORT & CO.**, 301-04 Kinney Bldg., Charlotte, N. C.; 3-4217. **President, General Manager:** John L. Fort. **Production Manager:** Jean Dunham. **Radio Direc-**

**tor:** John L. Fort. **Local:** A. K. Sutton, Inc., Philco Distributor (pgm-1).

**ALBERT FRANK - GUENTHER LAW, INC.**, 131 Cedar St., New York City; CO 7-5060. **Chairman of the Board and Chairman of Executive Committee:** Russell Law. **President:** Frank J. Reynolds. **First Vice-President:** E. W. Kimmelberg. **Vice-President, Secretary:** Victor J. Cevasco. **Vice-President, Treasurer:** Emmett Corrigan. **Vice-Presidents:** Russell S. Sims, Curtis N. Browne, Frank D. Cruikshank, James Rascover II, Controller: S. A. Speake. **Radio Director, Spot Time Buyer:** Frank D. Cruikshank. **Branch Offices:** 10 Post Office Square, Boston (Hancock 5900); Joseph R. Hamlen, vice-president. 1 LaSalle St., Chicago (Dearborn 8910); R. W. Dawson, vice-president. 155 Sansome St., San Francisco (Sutter 2522); L. Kemper. Packard Bldg., Philadelphia (Rittenhouse 3915; Race 3115); Robert L. Ingold. **Regional:** H. D. Foss Co. for Candy (ann, Yankee Network-number of stations not listed). **Spot:** Colonial Steamship Line (ann-2); Falls City Brewing Co. (ann-6). **Local:** Beauty Affiliates (pgm-1); Alexander Eismann Co., Financial (ann-1).

**JEAN SCOTT FRICKELTON**, 1355 Market St. San Francisco, Calif.; Hemlock 6030. **Radio Director:** Jean Scott Frickelton. **Spot:** Gas Appliance Society of California (5 mins, ann-19); Electric Appliance Society of Northern California (ann-14, 5 mins and ann-1). **Writer, Producer:** Donald Dudley.

**HARRY M. FROST CO., INC.**; 260 Tremont St., Boston, Mass.; Liberty 0813-4-5; 0748. **President:** Karl M. Frost. **Secretary:** Harvey P. Newcomb. **Treasurer:** Harry M. Frost. **Assistant Treasurer:** Edith G. Robinson. **Space Buyer, Production Manager:** Harold E. Bessom. **Art Director:** Reginald A. Maurer. **Copy Chief:** Victor P. Klefbeck. **Radio Director:** Harvey P. Newcomb. **Spot Time, Talent, Continuity and Script Buyers:** Karl M. Frost, Harvey P. Newcomb. **Regional:** Durkee-Mower, Inc., for Marshmallow Fluff and Swecco (Yankee Network: pgm-6, news participation-19). **Spot:** Campbell-Fairbanks Expositions, Inc., for Sportsmen's Shows (pgm-3, ann-20); Cranberry Cannery, Inc. (ann-8); Durkee-Mower, Inc. (ann-4); Dorothy Muriel's, Inc. (ann-7); Shubert Theatre (ann-6); Suffolk Downs (ann-6); Supreme Wine Co. (ann-6); Theatre Guild (ann-4). **Local:** James A. Aicardi & Sons for I-Car-De Mayonnaise (ann-1); Dagggett Chocolate Co. (ann-1); Gentles Bak-

## ADVERTISING AGENCIES—Continued

- ing Co. (ann-3); Hollywood Services, Inc. (ann-2); Cold Spring Brewing Co. (ann-1); Democratic State Committee (pgm-1); Goldman Clothing Co. (ann-2); H. Harris & Co. (ann-2); Kimball-Boyd Corp. (ann-1); London Clothing Co. (ann-1); Metropolitan Coal Co. (pgm-1); Schult New England Trailer Co. (ann-1); Winslow Co. (ann-2).
- FULLER & SMITH & ROSS, INC.**, New York Office: 71 Vanderbilt Ave., New York City; MU 6-5600. Cleveland Office: 1501 Euclid Ave., Cleveland; Cherry 6700. Network: Westinghouse Electric & Mfg. Co., Institutional (NBC Blue-101). Spot: Olney & Carpenter (participating pgm-7, participating pgm-7). Local: Olney & Carpenter (pgm-1); Westinghouse Electric & Mfg. Co. for Tenderay (pgm-1).
- GANS ADVERTISING AGENCY**, 810 Broad St., Newark, N. J.; Market 2-5680. Owner: Max Gans. Radio Director: Leonard Freeman. Publicity Director: James McGovern.
- GARDNER ADVERTISING CO.**, Mart Bldg., St. Louis, Mo.; Garfield 2915. Chairman of the Board: Herbert S. Gardner. President: Elmer G. Marshutz. Executive Vice-President: Erma P. Proetz. Vice-Presidents: Jerome F. Kircher, Anthony W. Neally, Charles P. Michels, Roland Martini. Radio Directors, Talent, Continuity and Script Buyers: Roland Martini (New York), Charles E. Claggett (St. Louis). Spot Time Buyers: E. A. Schulenburg, Charles H. Gardner. Branch Offices: 9 Rockefeller Plaza, New York City (CO 5-2000); H. S. Gardner, chairman of the board; Roland Martini, vice-president. 1419 Heyburn Bldg., Louisville, Ky. (Jackson 5328); Warren Schwegel, manager. Network: Pet Milk Co. for Irradiated Pet Milk (CBS-53, CBS-67); Ralston Purina Co. for Ralston, hot cereal (NBC Blue-50), for Shredded Ralston (NBC Blue-61). Spot: Pet Milk Co. for Irradiated Pet Milk (transcribed pgm-22); Ralston Purina Co. for Purina Feeds (transcribed pgm-94); Union Biscuit Co. for Princess Crackers (transcribed pgm-6); Stokely Brothers & Co. for Canned Goods (transcribed pgm-2); A. E. Staley Mfg. Co. for Staley's Syrup (transcribed pgm-1, ann-1). Local: T. M. Sayman Products Co. for Sayman's Soap (pgm-1, news-1); Independent Packing Co. for Meat Products (pgm-1, news-1). Writers: Charles Tazewell (Ralston), William Meredith (Purina Feeds). Producers: C. L. Menser (Shredded Ralston), William Meredith (Purina Feeds), Roland Martini (Pet Milk).
- SIDNEY GARFINKEL ADVERTISING AGENCY**, 703 Market St., San Francisco, Calif.; EX 3420. President: Sidney Garfinkel. Vice-President: Donald Manchester. Network: Euclid Candy Co. (CBS-9). Local: Kay Jewelry Co., of Oakland (pgm-1); Kay Jewelry Co., of Long Beach (ann-1); Kay Jewelry Co., of San Diego (ann-1); Remar Baking Co. (ann-1); Graven-Ingilis Baking Co. (pgm-2); C. H. Baker Shoe Co. (pgm-2); El Dorado Brewing Co. (ann-3); United Diathermy, Inc. (ann-2); Hastings (pgm-1); El Dorado Oil Works (ann-6); Money-Back Smith (pgm-1).
- GENERAL ADVERTISING AGENCY, INC.**, 1265 N. Vermont Ave., Los Angeles, Calif.; Olympia 2958. President: Ralf M. Spangler. Vice-President: Guy H. Brooks. Secretary-Treasurer: M. Hammond. Radio Director, Spot Time Buyer: Ralf M. Spangler. Talent Buyer: M. Hammond. Branch Office: 608 Security Bldg., Windsor, Ont., Canada; W. T. Maynard, in charge. Local: National Pure Drinking Water Co. (news-1); M. A. Newmark & Co. for Canned Foods (participating pgm-1); Overell's Furniture (participating pgm-1, pgm-1); Limehouse Cafe (ann-1).
- J. STIRLING GETCHELL, INC.**, 405 Lexington Ave., New York City; MU 6-4800. President: J. Stirling Getchell. First Vice-President: J. V. Tarleton. Secretary: M. P. Franceschi. Treasurer: Charles McCormack. Radio Director: C. A. Snyder. Spot Time Buyer: Carolyn R. Moser. Branch Offices: New Center Bldg., Detroit (Trinity 2-3600); Harry T. Mitchell, in charge. Bryant Bldg., Kansas City, Mo. (Harrison 8102); Karel Rickerson, in charge. 59 E. Van Buren St., Chicago (Harrison 2606); L. O. Holmberg, in charge. Regional: Socony-Vacuum Oil Co. (Yankee Network-6). National Spot: Chrysler Corp. (ann-126); Socony-Vacuum Oil Co. (sports-2, news and sports-1, news-5, play-by-play baseball-35).
- GEYER, CORNELL & NEWELL, INC.**, 745 Fifth Ave., New York City; WI 2-5400. President: B. B. Geyer. Vice-Presidents: H. W. Newell, R. M. Ganger. Secretary-Treasurer: J. R. Kunz. Assistant Secretary-Treasurer: E. L. Reibling. Director of All Radio Activities: Eleanor L. Larsen. Publicity Director: Stanley Tobin. Branch Offices: 3rd National Bldg., Dayton, O. (Fulton 4145); E. G. Frost, in charge. New Center Bldg., Detroit (Madison 6750); J. L. McQuigg, in charge. Network: Nash-Kelvinator Corp., Nash Motors Division (CBS-66). Spot: Nash-

## ADVERTISING AGENCIES—Continued

Kelvinator Corp., Nash Motors Division (ann. chain breaks-25); Jos. Schlitz Brewing Co. (ann. chain breaks-28). Local: Nash-Kelvinator Corp. for Nash Motors Division (ann-1), for Kelvinator Division (pgm and ann-1); Hat Corp of America for Knox Coats (ann-1). Writers: Amedee Cole, Leslie Munro, Charles Newton, Roger Purdon.

**J. J. GIBBONS, LTD.**, 159 Bay St., Toronto, Ont., Canada; Elgin 2111. President, Managing Director: J. J. Gibbons. Vice-Presidents: H. M. Tedman, R. A. Stappells. Secretary-Treasurer: W. H. Hoare. Arts & Plans Director: Bertam Brooker. Space Buyer: F. W. Percival. Production Manager: Harry Robertson. Research Director: R. L. Wright. Branch Offices: 924 Dominion Square Bldg., Montreal, Que.; Harold M. Reid, vice-president, manager. Scott Block, Winnipeg, Man.; Gordon E. Hunter, vice-president, manager. Leader Bldg., Regina, Sask.; Ewart G. Macpherson, vice-president, manager. Lancaster Bldg., Calgary, Alta.; Reg. G. Smith, vice-president, manager. Agency Bldg., Edmonton, Alta.; J. H. Fulton, manager. Province Bldg., Vancouver, B. C.; Dave Crawford, vice-president, co-manager; L. E. C. Manley, co-manager. 21 Paper St., E. C. 1, London; Col. Harold A. Moore, manager.

**GILLHAM ADVERTISING AGENCY**, 220 Continental Bank Bldg., Salt Lake City, Utah; Wasatch 1347. President, Treasurer: M. C. Nelson. Vice-Presidents: J. Y. Tipton, Lon Richardson. Secretary: Genevieve Hunt. Radio Director: J. Y. Tipton. Spot Time Buyer: A. W. Rogers. Radio Copy: J. Y. Tipton, Genevieve Hunt, Lon Richardson. Spot: Excelcis Beauty Salon (ann-7); Sweet Candy Co. (pgm-4); Sego Milk Products Co. (pgm-2); Utah Oil Refining Co. for Vico Motor Oil and Pep 88 Gasoline (ann-2). Local: Cloverleaf Dairy (ann-2); Colville Ice Cream Co. (ann-2); Excelcis Beauty Salon (pgm-1); Mountain Fuel Supply Co. for Natural Gas and Gas Appliances (ann-3); Fisher Brewing Co. (ann-1); Ogden First Federal Savings & Loan Assn. (ann-1); Ogden Troy Laundry (5 mins-1); Pacific State Cast Iron Pipe Co. for Super-Heater and Pipe (ann-2); Peoples Finance & Thrift Co. (5 mins, ann-1); Sego Milk Products Co. (pgm-1); Royal Baking Co. for Bread and Cakes (ann-3); United States Fuel for King Coal (news-1); Tracy Loan & Trust Co. (ann-1); Walker Bank & Trust Co. (ann-1); First Federal Savings & Loan Assn. (ann-1). Writers: Agency staff writers (all clients). Producer: Edith Abbott (Sego Milk Products Co.)

**BERT S. GITTINS, ADVERTISING**, 739 Broadway, Milwaukee, Wis.; Daly 6230. Owner: Bert S. Gittins. Spot Time Buyers: Bert S. Gittins, Carl Stoddard. Network: Allis-Chalmers Mfg. Co. (NBC Blue-36). Regional: Allis-Chalmers Mfg. Co. for Tractors and Farm Implements (N. W. Triangle network-3). Spot: Allis-Chalmers (pgm-3, pgm-12, pgm-2, 5 mins-1, special events-5, news-8, news-1, 5 min news-1, transcribed pgm-1, participating pgm-1, participating pgm-2, market reports-1, 5 min market reports-1, ann-14); Page Milk Co. for Evaporated Milk (ann-1); Wisconsin Hybrid Corn Association (ann-6).

**LOUIS GLASER, INC.** See Glaser-Gottschaldt, Inc.

**GLASER-GOTTSCHALDT, INC.**, 930 Statler Bldg., Boston, Mass.; LIB 6044. President: Louis Glaser. Executive Vice-President: Allan C. Gottschaldt. Director of All Radio Activities: Everett E. Doten.

**GLASSER ADVERTISING AGENCY**, 672 S. Lafayette Park Place, Los Angeles, Calif.; Fitzroy 2141. President: G. F. Glasser. Vice-President: P. E. Gailey. Secretary: O. I. Britz. Radio Director, Continuity and Script Buyer: P. E. Gailey. Spot Time and Talent Buyer: H. C. Cotton. Network: Colonial Dames Cosmetics (CBS Pacific-9). Local: Santa Ana Vitamin Co. for Savco 5c Vitamins (participating pgm-1, participating pgm-1); Chip Steak Co. of Los Angeles (participating pgm-1, ann-1); Seven-Up Bottling Co. (ann-5); American Storage Co. (pgm-1); Foreman Loan Co. (ann-3); Baron of Hollywood (ann-3); Luer Packing Co. (ann-4, pgm-2); Arrowhead Beverage Co. (ann-4); Beckman Furs (ann-6, news-5).

**RAY K. GLENN ADVERTISING**, 1366 First National Bldg., Oklahoma City, Okla.; 3-5439. Owner: Ray K. Glenn. Radio Director, Talent Buyer: Lowe Runkle. Spot Time Buyers: Ray K. Glenn, Lowe Runkle. Branch Office: Liberty Bank Bldg., Dallas; T. A. Workman, manager. Local: Approved Laundries (pgm-1, pgm-1, pgm-1); Local Federal Savings & Loan (pgm-2); Cain's Coffee Co. (pgm-3); Fritos Co. (pgm-3, ann-2); Globe Laboratories (news-1, ann-3); Dryer, Clark & Dryer Oil Co. (pgm-1); Neighbors, Inc. (pgm-1). Writers: Earl P. Thomas, John Stewart (all clients).

**FRANCIS K. GLEW, ADVERTISING**, Murray Bldg., Grand Rapids, Mich.; 8-1848. Director of All Radio Activities:



## ADVERTISING AGENCIES—Continued

Francis K. Glew. Local: Parisian Cleaners & Dyers, Inc. (news, ann-1).

**WILLARD B. GOLOVIN, INC.**, 424 Madison Ave., New York City; Plaza 5-3060. President: Willard B. Golovin. Radio Director, Spot Time Buyer: F. Stone.

**GOODKIND, JOICE & MORGAN**, 919 N. Michigan Ave., Chicago, Ill.; Superior 5329. President: Clyde M. Joice. Vice-President, Treasurer: M. Lewis Goodkind. Account Executives: Hertha Samuels, George Frank. Space Buyer: Florence Neighbors. Radio Director, Talent Buyer: M. Lewis Goodkind. Spot Time Buyer: Florence Neighbors. Continuity and Script Buyer: Hertha Samuels. Branch Office: Affiliated with Raymond R. Morgan Co., Hollywood, Calif., q.v. Local: Service Drug Stores (pgm-1); Goldenrod Ice Cream Co. (ann-2); Little Dutch Candy Mill Corp. (at press time, further details regarding this client were not available).

**GOTHAM ADVERTISING CO.**, 2 West 46th St., New York City; LO 5-2616. President: G. Ellsworth Harris. Executive Vice-President: Duncan D. Sutphen. Secretary, Treasurer: Arthur A. Kron. Radio Director, Talent, Continuity and Script Buyer: Arthur A. Kron. Spot Time Buyer: Anthony C. de Pierro. Spot: Wm. R. Wrigley, Jr., Co. for P. K. Chewing Gum (ann-16 foreign stations); Corn Products Refining Co. for Maizena and Argo Oil (pgm-5, ann-2), for Karo and Kremel (pgm-1), for Karo and Liberty Corn Starch (5 mins-1) (all foreign stations); Zonite Products Corp. for Zonite and Forhan's (pgm-4, pgm-3, ann-4, pgm-1) (all foreign stations). Local: Morris Plan Bank (news pgm-1).

**GRACE & BEMENT, INC.**, 438 New Center Bldg., Detroit, Mich.; Madison 4514. President: Edward R. Grace. Vice-Presidents: Austin F. Bement, Major E. C. Fleming. Vice-President, Treasurer: Paul B. Zimmerman. Director Research & Media: L. C. Grace. Time Buyer: L. C. Grace. Network: Lee & Cady, Wholesale Grocers (participating pgm, NBC Red plus transcriptions on one station-4). Local: The Detroit Bank (ann-4); Solventol Chemical Products, Inc., for Cleaning Compound (ann-1).

**GRANT ADVERTISING, INC.**, Gulf States Bldg., Dallas, Tex.; 2-5062. President: Will C. Grant. Vice-President: Pearle Duffey. Branch Office: Palmolive Bldg., Chicago (Superior 1596). Network: Mars, Inc., for Chocolate Bars (successively NBC Blue and Red-56). Regional:

Willard Hat Co. (sports results, Lone Star Chain-5). Local: First Texas Chemical Mfg. Co. for Ima Eye Lotion (ann-1); Acher Medicine Co. (pgm-1); Koon's Mfg. Co. for Koon's Peanut Butter (ann-1); Davis Hat Co. (ann-1, pgm-1); Willard Hat Co. (ann-1); Bates Medicine Co. for Bates Liniment (ann-2); Gebhardt Chili Powder Co. (ann-4); M. J. Lanahan (pgm-1); Talman Federal Savings Bank (pgm-1).

**JEROME B. GRAY & CO.**, 12 South 12th St., Philadelphia, Pa.; Walnut 3636. Partners: Jerome B. Gray, Edmund H. Rogers. Copy Chief: John E. Cornwell. Art Director: Guy Fry. Production Manager: Ralph Hays. Radio Director, Talent Buyer: Edmund H. Rogers. Assistant Radio Director: William B. Edwards. Spot Time Buyers: Guy Fry, William B. Edwards. Branch Office: Fulton Barch Bldg., Lancaster, Pa. (Lancaster 2-4227); Everett H. Jones, manager. Spot: Barbey's, Inc., for Sunshine Beer (ann-3). Local: Barbey's, Inc., (sports review-1); Penn Dairies for Supreme Ice Cream (quiz-1); Gunzenhausen Bakery (pgm-1).

**GREVE ADVERTISING AGENCY, INC.**, 830 Minnesota Bldg., St. Paul, Minn.; Cedar 6388. President: S. Greve. Vice-President: Herbert E. Stats. Secretary: B. Connolly. Radio Director, Spot Time, Continuity and Script Buyer: B. Connolly. Talent Buyer, Publicity Director: Herbert E. Stats.

**THE GREY ADVERTISING AGENCY, INC.**, 128 West 31st St., New York City; Chickering 4-3900. President, Treasurer: Lawrence Valenstein. Executive Vice-President: Arthur C. Fatt. Secretary: James H. Lang, Jr. Vice-Presidents: Bernard I. Brownold, Ralph Weinbaum, Edward B. Weiss. Account Executives: Bernard I. Brownold, Joseph Levine, Martin A. North, Sam C. Singer, Ralph Weinbaum, Edward B. Weiss, Herbert D. Strauss, Sidney Lightstone. Radio Director, Continuity and Script Buyer: James H. Lang, Jr. Spot Time and Talent Buyer: James S. Morgenthal. Publicity Director: E. B. Weiss.

**GRIFFITH ADVERTISING AGENCY**, 317 Times Bldg., St. Petersburg, Fla.; 4311. General Manager: T. M. Griffith. Account Executives: Robert F. Bullard, O. D. Dyer, Charles Dove. Radio Director: Robert F. Bullard. Spot: Knoxville Tourist Bureau (5 mins-2); Pensacola Chamber of Commerce (ann-5); Clearwater Chamber of Commerce (ann-4); St. Petersburg Chamber of Commerce

## ADVERTISING AGENCIES—Continued

(ann-6); Silver Springs (ann-5). **Local:** Pinellas Lumber Co. (sports review, ann-2); City Fuel Oil Co. (ann-1).

**GROVES-KEEN, INC.,** 401 Bona Allen Bldg., Atlanta, Ga.; Walnut 4517-18. **President:** J. L. Groves, Jr. **Secretary-Treasurer:** Charlton Keen. **Director of All Radio Activities:** W. W. Stevens. **Spot:** Bona Allen, Inc., for Shoes (ann-4); John B. Daniel Co. for Cough Syrup (ann-4). **Local:** Economy Auto Stores (ann-2); McCord Stewart Co. for Coffee (ann-2); New Yorker Gingerale Co. (ann-1); Atlanta Hotel (ann-1); W. O. Pierce Dairy (ann-2).

**LAWRENCE C. GUMBINNER ADVERTISING AGENCY,** 9 East 41st St., New York City, VA 3-3550. **Executives:** Lawrence C. Gumbinner, Milton Goodman, Paul G. Gumbinner, Max A. Geller. **Director of All Radio Activities:** Paul G. Gumbinner.

**H. S. G. ADVERTISING AGENCY, INC.,** 19 East 53rd St., New York City; WI 2-3338. **President, Treasurer:** Harry S. Goodman. **Vice-President:** A. Schloss. **Secretary:** H. Knuth. **Director of All Radio Activities:** Harry S. Goodman. **Local (all pgm-1):** Chas. Freihofner Baking Co., Beckley National Exchange Bank, North Side Federal Savings & Loan Assn., Morris Plan Co. (of Oakland and Stockton, Calif., and of Knoxville, Tenn.), Silverwoods (Clothiers), Bell Bakeries, Inc. (of Trenton, N. J., Youngstown, O., and Hartford-New Britain, Conn.), Warsaw Brewing Corp., Community Opticians, Pittsburgh Sun-Telegraph, Nehi Beverage Co., Nehi Products, Raymond's, Capitol National Bank, May-Stern Co., Home Federal Savings & Loan Assn., Matt Wymore, San Antonio Music Co., Humes Music Co., Collins & Erwin Piano Co., Fowler's Piano Department, Mueller Jewelry Co., Haney Furniture Co., Jones Fine Bread.

**M. H. HACKETT, INC.,** 9 Rockefeller Plaza, New York City; Circle 6-1950. **President, Treasurer:** M. H. Hackett. **Vice-Presidents:** B. Pagenstecher, Sy Goesle. **Radio Director:** Bernard Pagenstecher. **Spot Time Buyer:** Aida Stearns.

**HAMMER ADVERTISING AGENCY,** 983 Main St., Hartford, Conn.; 5-4883. **Executives:** M. H. Hammer, Louis Barlow. **Radio Directors:** Louis Barlow, M. H. Hammer. **Spot Time Buyer:** John Lotus. **Talent, Continuity and Script Buyers:** Robert Eckelson, Laura Getswick. **Spot:** Sally's Fur Studios (pgm-4); Kay Jewelry Stores (pgm-3); Chanticleer Inn (pgm-

2); Connecticut Refining Co. (ann-11); Capitol Bedding Co. (pgm-3); State Drug Assn. (pgm-3); F. C. Sturtevant Co. (ann-6); Mysol Laboratories (ann-4). **Local:** Herrup's Furniture (transcribed ann-2); Atlas Cleaners (ann-2); Loew's Theatres (ann-1); Allyn Theatre (ann-1); ABC Upholstering (ann-3); Aetna Motors (news-1); Chesterfield Furniture Co. (ann-2); French Dye Works (ann-3); Goldie Motors (news-1); Roberts Furriers (pgm-2); State Theatre (pgm-4); Sloate Chevrolet (news-1); City Democratic Assn. (pgm-4); Hygrade Oil Co. (ann-1).

**LESTER HARRISON ASSOCIATES,** 14 West 40th St., New York City; Bryant 9-8945. **President:** Lester Harrison. **Executive Vice-President, Treasurer:** Emanuel Weill. **Vice-Presidents:** Lillian Harrison, Robert Weill. **Directors of All Radio Activities:** Miss I. Berent, R. Weill. **Publicity Director:** Kay Merrill. **Local:** Wise Shoe Stores, Inc. (ann-2); Balch-Price Co. (ann-1); Lamson Hubbard Co. (ann-1).

**HART-CONWAY CO., INC.,** Genesee Valley Trust Bldg., Rochester, N. Y.; Main 2073. **President:** H. L. Hart. **Vice-President:** H. E. Kennedy. **Secretary:** M. B. Hart. **Radio Director:** John P. Street. **Local:** Levis Music Stores (pgm-2); Gulf Oil Corp. (sports review-2); L. C. Forman Co. (ann-2); Banks of Rochester (pgm-1); E. J. Scheer, Inc. (ann-2); Hedge's Memorial Chapel (pgm-1); Rochester Auto Dealers, Inc. (pgm and ann-3); Whiting Buick, Inc. (ann-2); Fincher Motors, Inc. (ann-2); Chevrolet Dealers of Western New York (ann-3); C. W. Fields, Inc. (ann-1); Barr & Creelman Co. (ann-2). **Writers:** Lowell MacMillan (Gulf Oil Corp.); Charlotte Edwards (Banks of Rochester). **Producer:** Kenneth French (Banks of Rochester).

**HENRI, HURST & McDONALD, INC.,** 520 N. Michigan Ave., Chicago, Ill.; Superior 3000. **President:** W. B. Henri. **Executive Vice-President:** A. L. Decker. **Secretary:** W. D. McDonald. **Treasurer:** J. F. Hurst. **Vice-President in Charge of Radio:** Frank W. Ferrin. **Network:** John Morrell & Co. for Red Heart Dog Food (NBC Red-52); Acme White Lead and Color Works for Paint Products and Lin-X (NBC Red-36). **National Spot:** John Morrell & Co. for E-Z-Cut Ham (ann-33); Blatz Brewing Co. for Old Heidelberg Beer (ann-14); Ballard & Ballard for OvenReady Biscuits (ann-4); John Morrell & Co. for Snack (ann-2). **Spot:** Carolene Products Co. for Milnut

## ADVERTISING AGENCIES—Continued

(ann-5). Local: Hall Brothers, Inc., for Hallmark Cards (pgm-1); International Shoe Co. for Conformal Shoes (pgm-1); John Morrell & Co. for Red Heart Dog Food (pgm-1).

**THE ALBERT P. HILL CO., INC.**, 233 Oliver Ave., Pittsburgh, Pa.; Grant 3700. President: Albert P. Hill. Vice-President: E. D. Mason. Secretary, Treasurer: W. A. Curtin. Director of All Radio Activities: Herbert Gesregan. Spot: The D. L. Clark Co. for Candy Bars (transcribed ann-27); Freedom Oil Co. for Motor Oil (transcribed ann-7).

**HILLMAN - SHANE ADVERTISING AGENCY, INC.**, 1220 Park Central Bldg., 412 West 6th St., Los Angeles, Calif.; VA 5111. President: David S. Hillman. Vice-President: Jefferson Kaye Wood. Secretary-Treasurer: William Berger. Radio Director: Jefferson Kaye Wood. Spot Time Buyer: J. Pierce. Spot: Soil-Off, Household Cleanser (participation pgms-12); Downtown Merchants Dollar Days (ann-8). Local: Sentinel Chemical Co. (participation-1); Silverwood's, Men's Store (pgm-1); Marvel Ant Gelatin (participation-1); A. H. Rude Co. for Tires (participation-1).

**HIXSON - O'DONNELL ADVERTISING, INC.**, Richfield Bldg., Los Angeles, Calif.; Mutual 8331. Radio Director: R. M. Hixon. Radio Time Buyer: H. D. Walsh. Network: Richfield Oil (news, NBC Pacific Red-7, CBS Arizona-3). Spot: Day & Night Water Heater Co. (time signals-14).

**HOFFMAN & YORK**, 806 Century Bldg., Milwaukee, Wis.; Daly 6510. Radio Director, Talent, Continuity and Script Buyer: Wilford York. National Spot: The Prime Mfg. Co. (ann-9). Regional and Local: Roundy, Peckham & Dexter Co. (ann-4); Milwaukee Real Estate Board (ann-3); Milwaukee Retail Grocers' Assn. (ann-3).

**HUBER HOGE & SONS**, 480 Lexington Ave., New York City; Plaza 3-9130. Partner, General Manager: Huber Hoge. Partner: John Hoge. Radio Director: John Hoge. Spot Time, Talent, Continuity and Script Buyer: Malcolm Smith. Publicity Director: David Herrmann. Spot: Grocery Store Products Co. for Cream of Rice (participating pgm, ann-3); Gude Bros.-Kieffer Co. for Royal Brand Print Butter (participating pgm, ann-2); Mutual Benefit Health & Accident Assn. for Hospitalization (pgm, ann-2); National Schools of Los Angeles, Training Course (5 mins-7); Radio

Television Institute, Training Course (pgm, 5 mins, ann-7); United Profit Sharing Corp. for Premium Coupons (pgm-2). Writers, Producers: John Hoge, Malcolm E. Smith, Jr.

**FRANCES HOOPER ADVERTISING AGENCY**, 400 N. Michigan Ave., Chicago, Ill.; Superior 5480. Network: William Wrigley, Jr., Co. for Doublemint Gum (CBS-67).

**CHARLES W. HOYT CO., INC.**, 551 Fifth Ave., New York City; Murray Hill 2-0850. President: Winthrop Hoyt. Vice-President: William Dingledine. Secretary: Everett Hoyt. Radio Directors: Everett Hoyt, Richard Pratt. Spot Time Buyer: C. B. Donovan. Talent, Continuity and Script Buyer: Richard Pratt. Branch Office: 650 Main St., Hartford, Conn. (Hartford 5-6066); Frank Whipple, vice-president. Network: Charles Gulden, Inc., for Mustard (NBC Red and Blue-6); Richardson & Robbins for Boned Chicken (NBC Red and Blue-5). National Spot: Merck & Co., Inc., for Di-chloricide (ann-3); American Molasses Co. (participating pgms-10). Local: B. C. Remedy Co. for Headache Powders (news-1, pgm-1, ann-1); Charles Gulden, Inc. (pgm-1); S. B. Thomas, Inc. (news-1, ann-1). Producers: Frank Chase (Charles Gulden); Josef Stopak (Richardson & Robbins).

**HUDSON ADVERTISING CO.**, 21 West St., New York City; Bowling Green 9-8950. President: Timothy Murray. Vice-Presidents: W. Dowdney Murray, Louis Grudin, Sydney R. Huntley. Assistant Treasurer: John Purdy. Radio Director: Louis Grudin.

**HUGHES, WOLFF & CO., INC.** See F. A. Hughes Co., Inc.

**F. A. HUGHES CO., INC.** (formerly Hughes, Wolff & Co.), Taylor Bldg., Rochester, N. Y.; Stone 2080. President, Treasurer: F. A. Hughes. Secretary: John P. McCarthy. Radio Director, Talent, Continuity and Script Buyer: F. A. Hughes. Spot Time Buyer: John P. McCarthy. Radio Personnel: James J. Brady, L. W. Simonds, Jr. Spot: Kemp & Lane (ann-12); Good Luck Food Co. (ann-14); American Brewing Co. (ann-7).

**HUTCHINS ADVERTISING CO., INC.**, Cutler Bldg., Rochester, N. Y.; Main 3528. President: M. S. Hutchins. Vice-President: Frank A. Hutchins. Treasurer: F. I. Hutchins. Spot and Local: Philco Radio & Television Corp. for Philco Radios, Philco Refrigerators and Philco-York Air Conditioners (ann, chain breaks-approximately 100).

## ADVERTISING AGENCIES—Continued

**HUTCHINSON ADVERTISING CO.,** 1000 Hodgson Bldg., Minneapolis, Minn.; Atlantic 5238. **President, Treasurer:** Merrill Hutchinson. **Vice-Presidents:** H. K. Painter, J. M. Bridge. **Secretary:** J. V. Pidgeon. **Director of All Radio Activities:** H. K. Painter. **Publicity Director:** Booth Eddy. **National Spot:** Pillsbury Flour Mills Co. for Flour and Cereal Products (at press time, details of this campaign had not been set). **Local:** Gluek Brewing Co. (sports-1); Twin City Federal Savings & Loan Association (station breaks-2); Atwood Coffee Co. (pgm-4, radio news-1, Finnish ann-2). **Writers:** George Higgins (Gluek Brewing); Tod Williams, Elizabeth Mannerberg, Rebekah Kenney (Atwood Coffee Co.). **Producer:** Tod Williams.

**INGALLS ADVERTISING AGENCY.** See Ingalls-Miniter Advertising Agency.

**INGALLS - MINITER ADVERTISING AGENCY** (formerly Ingalls Advertising Agency), 137 Newbury St., Boston, Mass.; Commonwealth 5767. **President:** Arthur W. Ingalls. **Vice-Presidents:** J. Raymond Miniter, Clinton Jordan. **Treasurer:** F. S. Thompson. **Auditor:** James Barbour. **Radio Director:** Janet Downing. **Regional:** Friend Brothers, Inc., for Friend's Brick Oven Baked Beans (participation, Yankee Network-7); La Touraine Coffee Co. (participation, Yankee Network-7); Jos. Middleby, Jr., Inc., for Midco Ice Cream Freeze (participation, Yankee Network-7). **Spot:** La Touraine Coffee Co. (ann-6, participation pgm-1). **Local:** Friend Brothers, Inc., for Family Bread (pgm-1, ann-2); Leopold Morse Co. for Men's Clothing (participation pgm-5, ann-5); Jos. Middleby, Jr., Inc. (ann-3); Snider Fuel Corp. for Red Diamond Anthracite (ann-1); Charles C. Copeland Co. for Milton Spring Beverages (participation pgm-1). **Writer:** Marjorie Mills (Friend Bros., Whiting Milk, La Touraine Coffee).

**WILLIAM A. INGOLDSBY CO.,** 257 Werdin Place, Los Angeles, Calif.; MI 4573. **Account Executive:** William A. Ingoldsby. **Radio Director, Account Executive:** Arthur W. Ingoldsby. **Spot Time, Talent, Continuity Buyer, Account Executive:** James W. Ingoldsby. **Spot:** Johnson, Carvell & Murphy for Kellogg's Ant Paste (ann-2); Jeffersonian Democrats of California (pgm-2). **Local:** Ray's Men's Shop (ann-1).

**INSELBUCH BROADCASTING SERVICE,** 19 West 44th St., New York City; VA 6-5850. **Executive:** Samuel Inselbuch. **Spot Time Buyer:** H. Hermelin. **Talent**

**Buyer:** M. Lubetsky. **Local:** Atlantic Macaroni Co. for Caruso Spaghetti, Noodles and Soup Mixture (pgm-3); Coward Shoe Co. (pgm-4); Manischewitz Bread Co. (pgm-3); New York School of Music (pgm-2); Rex Cole, Inc., for G-E Appliances; Times Appliance Co., Inc., for Westinghouse Refrigerators; R. H. McMann, Inc., for Gibson Refrigerators; Crosley Distributing Corp. for Crosley Refrigerators. (At press time, further details of these refrigerator campaigns were not available).

**INTERSTATE ADVERTISING AGENCY, INC.,** 1008 Marshall Bldg., Cleveland, O.; Main 9444. **President:** G. A. Kirken-dale. **Vice-President:** Carl M. Marvin. **Production Director:** William Dye. **Secretary:** Evelyn Bowyer. **Local:** Waldorf Beer (5 min sports resume-2); Canfield Oil Co. (pgm-1); West End Laundry (pgm-1); Bonne Bell Cosmetics (pgm-1); Fuller Shorthand School (pgm-1); Marshall Drug Co. (pgm-1); Bailey Dept. Store (ann-3); Les Jolis Salons (pgm-1); Fisher Bros. Stores, Grocers (ann-4); Wm. Taylor Co., Department Store (ann-3).

**IVEY & ELLINGTON, INC.,** 1400 S. Penn Square, Philadelphia, Pa.; Locust 7909. **President:** Neal D. Ivey. **Network:** Bayuk Cigars, Inc. (Mutual-22). (Note: This information was not supplied by the agency, hence further details are not available).

**DILLARD JACOBS AGENCY, INC.,** 1632 Candler Bldg., Atlanta, Ga; Walnut 3481. **President:** J. D. Jacobs. **Vice-President:** P. W. Smith. **Treasurer, Space Buyer:** R. S. Peacock. **Production Manager:** Dan Marcy Stone. **Director of All Radio Activities:** P. W. Smith. **National Spot:** The Mentholatum Co. (ann-5); Capudine Chemical Co. (ann-7).

**THE LYLE T. JOHNSTON CO.,** 612 N. Michigan Ave., Chicago, Ill.; Superior 3042. **President:** Lyle T. Johnston. **Account Executive:** Kenneth Barber. **Secretary:** C. F. Haskin. **Spot:** Omar, Inc., for Omar Flour (pgm-9). **Local:** Omar, Inc., House to House Bakery (pgm-4); Omar, Inc., for Omar Flour (ann-1).

**RALPH H. JONES CO.,** 431 Main St., Cincinnati, O.; Main 3351. **President, Treasurer:** Ralph H. Jones. **Vice-President:** Stanley A. Willer. **Secretary:** Elmer A. Vehr. **Directors of All Radio Activities:** C. M. Robertson, Jr., Charles J. Coward. **Branch Office:** 580 Fifth Ave., New York City; James M. Nelson, manager. **Spot:** Kroger Grocery & Bak-