

Tune-InCircle 5-8425
 VarietyBRyant 9-8153

News Agencies and Associations

Associated PressCircle 6-4111
 International News ServiceMurray Hill 2-0131
 Press Association, Inc.Circle 7-1357
 Radio News AssociationMurray Hill 2-8198
 ReutersCircle 6-3960
 Transradio Press Service, Inc.Murray Hill 2-4185
 United PressMurray Hill 2-0400

Talent Agencies

James AppellFlaza 3-7840
 Batchelor Enterprises, Inc.Circle 6-4224
 Columbia Concerts Corp.Circle 7-6900
 Consolidated Radio Artists, Inc.Columbus 5-3580
 Wallace Downey, Inc.Circle 6-4684
 Evans & SalterCircle 7-6900
 Fanchon & MarcoCircle 7-5630
 Frederick Bros. Artists Corp.Circle 6-2144
 Moe GaleLونغacre 3-0350
 General Amusement Corp.Circle 7-7550
 William GernanntVanderbilt 6-1750
 Hesse & McCaffreyELdorado 5-1076
 Estela KarnVanderbilt 6-3863
 Bob KerrCircle 7-5857
 Mark LeddyBRyant 9-1631
 Ben B. Lipset, Inc.CHickering 4-2466
 A. & S. Lyons, Inc.Plaza 3-5181
 Management Corp. of America.Wickersham 2-8900
 A. T. MichaudCircle 5-7165
 Mills Artists, Inc.Circle 6-1566
 William Morris Agency, Inc.Circle 7-2160
 Leo Morrison, Inc.Circle 7-6413
 Music Corporation of America.Wickersham 2-8970
 National Concerts & Artists Corp.Plaza 3-0820
 James PeppePlaza 3-2146
 Myron Selznick Co. of N. Y.Circle 7-6200
 Stix, Thos. L.Circle 7-2693
 Roy Wilson (Wilson, Powell & Hayward) Plaza 5-5480
 Ed Wolf & AssociatesCircle 7-4885
 Stan ZuckerPlaza 3-4677

Program Producers and Transcription and Recording Companies

Advertisers' Broadcasting Co.BRyant 9-1176
 Advertisers Recording ServiceCircle 6-0141
 Air Features, Inc.Wickersham 2-0377
 American Institute of Food Products
 Bowling Green 9-9188
 Arts Recording Studios & Recording Co.Plaza 8-0407
 Asch Recording StudiosBRyant 9-3137
 Associated Music Publishers, Inc.BRyant 9-0347
 Audio-Scriptions, Inc.Circle 7-7690
 Basch Radio ProductionsMurray Hill 2-8877
 Broadcasting Program ServiceBRyant 9-4324
 Ted CollinsCircle 7-0094
 Columbia Recording Corp.Circle 5-7300
 Decca Records, Inc.Columbus 5-2300
 Federal Transcribed Programs, Inc.CAledonia 5-7530
 Allen A. Funt Radio Productions.Murray Hill 4-6148
 General Sound Corp.Plaza 3-3015
 Wm. GernanntVanderbilt 6-1750
 H. S. GoodmanWickersham 2-3338
 Kent-Johnson, Inc.Plaza 3-7246
 Kermit-Raymond Corp.ELdorado 5-5511
 Langlois & WentworthELdorado 5-1620
 Phillips H. Lord, Inc.Wickersham 2-2211
 Charles MichelsonMurray Hill 2-3376
 Management Corp. of America.Wickersham 2-8900
 Miller Broadcasting System, Inc.Circle 6-0141
 C. D. Morris AssociatesPlaza 3-4144
 Muzak Transcriptions, Inc.BRyant 9-1246
 NBC Radio-Recording DivisionCircle 7-5703
 Tr7-8916
 Lilian Okun, Inc.Columbus 5-0600
 Radio Events, Inc.Murray Hill 6-3487
 RCA Manufacturing Co.Ashland 4-7605
 Rockhill Radio ProductionsELdorado 5-1860
 Bernard L. Schubert, Inc.Plaza 3-4670
 Henry Souvaine, Inc.Circle 7-5666
 Shafrer-Waible Radio Productions.ELdorado 5-2372
 Standard RadioBRyant 9-4324
 Transamerican Broadcasting &
 Television Corp.Plaza 5-9800
 Transcribed Radio Shows, Inc.Lونغacre 5-3440

Tyro ProductionsColumbus 5-3737
 Victor Recording LaboratoryMurray Hill 4-6200
 Roger WhiteMurray Hill 2-0295
 Wolf AssociatesCircle 7-4885
 World Broadcasting SystemWickersham 2-2100
 F. W. Ziv, Inc.Flaza 3-9612

Organizations, Unions and Government Agencies

Actors' EquityBRyant 9-3550
 Advertising ClubCAledonia 5-1810
 Advertising Federation of America.BRyant 9-0430
 Air Corps Public RelationsWhitehall 4-1600
 American Association of Advertising
 AgenciesLexington 2-7980
 American Communications
 AssociationCortlandt 7-3947
 American Federation of
 Musicians Local 802Circle 7-6482
 American Federation of Radio
 ArtistsVanderbilt 6-1810
 American Newspaper Publishers
 AssociationCAledonia 5-2000
 Army U. S., Information Service.WORTH 2-1882
 ASCAPCOumbus 5-7464
 American Television SocietyCAledonia 5-7430
 Associated Actors & Artists
 of AmericaBRyant 9-3550
 Association of National
 AdvertisersMurray Hill 5-9167
 Broadcast Music, Inc.Pennsylvania 6-5466
 Bureau of Public Inquiries
 (OEM)Murray Hill 3-6300
 Coordinator of Inter-American Affairs
 (Rockefeller Committee)Murray Hill 3-6805
 Employment Service, U. S.Murray Hill 2-1530
 Federal Communications Comm.Canal 6-4000
 Federal Trade CommissionWhitehall 3-8000
 Institute of Radio EngineersMEDallion 3-5661
 Music Publishers' Protective Association.Circle 6-3084
 NAB—New York CityMurray Hill 2-1963
 National Association of Performing
 ArtistsCircle 7-8194
 National Independent BroadcastersCircle 7-8300
 National Labor Relations BoardHANover 2-4174
 National War Labor BoardMurray Hill 3-6800
 OWI Domestic Radio BureauMurray Hill 3-6800
 OWI OverseasCircle 6-4400
 Professional Music Men, Inc.Columbus 5-7362
 Radio Club of AmericaLolongacre 5-6622
 Radio Writers GuildMurray Hill 5-6930
 Selective Service SystemMurray Hill 2-6900
 SESACMurray Hill 3-5365
 Social Security BoardBRyant 9-0600
 Society of Jewish Composers, Publishers
 and Song WritersLolongacre 5-9124
 Songwriters' Protective Association.Columbus 5-3758
 Television Broadcasters Ass'n, Inc.LACKawanna 4-4788
 U. S. Navy, Radio SectionBRyant 9-1710
 War Manpower Comm.CHickering 4-8800
 War Production BoardMurray Hill 3-6805
 War Savings StaffCircle 6-3100
 Women's National Radio Committee.Circle 7-4110
 Writers' War BoardMurray Hill 3-6800

Hotels

AlgonquinMurray Hill 2-0100
 AmbassadorWickersham 2-1000
 AstorCircle 6-6000
 BiltmoreMurray Hill 9-7920
 CommodoreMurray Hill 6-6000
 EdisonCircle 6-5000
 LincolnCircle 6-4500
 LombardyPlaza 3-8600
 New YorkerMEDallion 3-1000
 New WestonPlaza 3-4800
 Park CentralCircle 7-8000
 PennsylvaniaPennsylvania 6-5000
 PlazaPlaza 3-1740
 Ritz CarltonPlaza 3-4600
 Ritz TowerWickersham 2-5000
 RooseveltMurray Hill 6-9200
 St. MoritzWickersham 2-5800
 St. RegisPlaza 3-4500
 Savoy PlazaVOLunteer 5-2600
 Sherry NetherlandVOLunteer 5-2800
 VanderbiltASHland 4-4000
 Waldorf-AstoriaELdorado 5-3000
 WarwickCircle 7-2700

IMPORTANT RADIO Telephone Numbers in LOS ANGELES



Radio Stations

KECA	FAirfax	2121
KFAC	Flitzroy	1231
KFI	FAirfax	2121
KFOX	MUtual	2510
KFVD	DRexel	2391
KFWB	HEmpstead	5151
KGER	MAdison	2551
KGFJ	PRospect	2434
KHJ	HOLLYwood	8111
KIEV	Cltrus	1-1133
KMPC	BRadshaw	2-4411
KMTR	Hillside	1161
KNX	HOLLYwood	1212
KPAS (Pasadena)	RYan	1-6991
KRKD	TUcker	7111
KWKW (Pasadena)	RYan	1-6744
XELO (L. A. Office)	MAdison	6272
XEMO-XERB (L. A. Office)	PRospect	9136

Networks

Blue Network Co.	Hillside	8231
Columbia Broadcasting System	HOLLYwood	1212
Between 10 P.M. and 8:30 A.M.	HOLLYwood	7052
Don Lee Broadcasting System	HOLLYwood	8111
Inter-California Broadcasting System	MUtual	2759
Keystone Broadcasting System	HEmpstead	0460
L. A. Broadcasting Co.	Flitzroy	1231
Mutual Broadcasting System	HOLLYwood	8111
National Broadcasting Co.	HOLLYwood	6161

Station Representatives

Walter Biddick Co.	Richmond	6184
Fred & Peters, Inc.	GLadstone	3949
Homer Griffith Co.	GRanite	1726
George P. Hollinbery Co.	VAN Dyke	7386
Joseph Hershey McGillvra	PRospect	5319
Edward Petry & Co.	Mlchigan	8729
Ralph L. Power	MAdison	5617
Radio Advertising Corp.	VAN Dyke	1901
Radio Sales	HOLLYwood	1212
William G. Rambeau Co.	GRanite	3636
Paul H. Raymer Co.	VAndike	1901
Howard H. Wilson Co.	GRanite	1726
Weed & Co.	Hillside	8611

Advertising Agencies

Alber R. H. Company	PRospect	3331
Batten, Barton, Durstine & Osborn	HOLLYwood	7337
Benton & Bowles Inc.	Hillside	9151
The Biow Co.	HEmpstead	2377
Dancer-Fitzgerald-Sample	HEmpstead	0716
Botsford, Constantine & Gardner	Mlchigan	1427
Brisacher, Davis & Staff	PRospect	9368
Buchanan & Company, Inc.	MUtual	6316
The Caples Co.	MUtual	4143
Compton Agency	HOLLYwood	8301
Erwin, Wasey & Company	PRospect	5317

Foote, Cone & Belding	Mlchigan	7651
Foote, Cone & Belding (Hollywood)	HOLLYwood	6265
Glasser-Gailey & Co.	Flitzroy	2141
Hillman-Shane-Breyer, Inc.	VAN Dyke	5111
Hixson-O'Donnell Advertising	MUtual	8331
Jaffe & Jaffe	Flitzroy	3104
W. C. Jeffries Co.	WA'nut	8824
Katz Agency	TUcker	3219
William L. Lawrence	HEmpstead	9276
The Mayers Co.	PRospect	0101
McCann-Erickson Inc.	MUtual	2141
McKee & Albright, Inc.	HOLLYwood	8363
Miner, Dan B.	Richmcmd	3101
Morgan, Raymond R. Co.	HEmpstead	4194
Needham, Louis & Brorby	GRanite	7186
Elwood J. Robinson Adv. Agy.	MUtual	1142
Ruthrauff & Ryan Inc.	Hillside	7593
Schoits Advertising Service	Mlchigan	2395
Russel M. Seeds Co.	GRanite	4185
Barton A. Stebbins Advertising Agency	TRinity	8821
Thompson, J. Walter Co.	Hl side	7241
R. W. Webster	TRinity	2153
Ward Wheelock Co.	Hillside	0191
Warwick-Legler	HEmpstead	8163
Weinberg, Milton, Advertising Co.	TUcker	4111
Young & Rubicam, Inc.	HOLLYwood	2734

Program Producers and Transcription and Recording Companies

Allied Record Mfg. Co.	HOLLYwood	5107
Waiter Biddick Co.	Richmond	6184
Blue Network	Hillside	8231
Columbia Recording Corp.	GRanite	4134
Columbia Pacific Network	HOLLYwood	1212
Cruiger Radio Productions	HEmpstead	8254
Patrick Michael Cunning	Hillside	5915
Decca Recording Division	HOLLYwood	5191
Eccles Disc Recordings	Hillside	8351
Electro-Vox Recording Studios	GLadstone	2189
Grace Gibson	Hillside	2030
H.spano B.oadcasting Co.	Mlchigan	4433
Hollywood Music Recording Studios	CRestview	6-7335
International Artists, Inc.	HOLLYwood	9718
International Recording Studio	HO.lywood	7391
Keystone Broadcasting System, Inc.	HEmpstead	0460
C. P. MacGregor	Flitzroy	4191
Haven MacQuarrie	CRestview	6-7162
Jack Parker	GRanite	7534
Ralph L. Power	MAdison	5617
Raymond R. Morgan Co.	HEmpstead	4194
Music City Glenn Wallichs	HOLLYwood	8211
Music Corporation of America	BRadshaw	2-3211
NBC Radio-Recording Division	HOLLYwood	6161
Radio Producers of Hollywood	HOLLYwood	6506
Radio Recorders, Inc.	HOLLYwood	3917
James L. Saphier	HOLLYwood	7211
Radio Transcriptions Co. of America	HO.lywood	6928
RCA Manufacturing Co.	Hillside	5171
Rec-Art Studios	PRospect	9232
Edward Soman Productions	CRestview	1-2242
Standard Radio, Inc.	Hillside	0183
World Broadcasting System	HOLLYwood	6321

Radio Artists Agencies

American Federation of Radio Artists	Hillside	5121
Berg-Allenberg	CRestview	6-3131
Myrt Blum Associates	CRestview	6-7071
Consolidated Radio Service	Gladstone	1929
Evelett N. Crosby, Ltd.	CRestview	1-1171
Ken Dolan & Co.	CRestview	1-9185
Margaret Ettinger	Hillside	2141
Feldman-Blum	CRestview	1-5222
Tom Fizdale, Inc.	Hollywood	7363
Earle Ferris Associates	Hollywood	7111
George Frank, Inc.	Hillside	3188
General Amusement Corp.	CRestview	1-8101
Nat Goldstone	CRestview	6-1071
George Gruskin	CRestview	1-6161
Mitchell Hamberg	Brighton	0-4546
Hayward-Deverich, Inc.	CRestview	1-5151
M. C. Levee	Gladstone	3115
A. & S. Lyons, Inc.	CRestview	1-6131
Morris Agency, William	CRestview	1-6 61
MCA Artists, Ltd.	CRestview	6-2001
National Concert & Artists Corp.	CRestview	1-7121
Orsatti Agcy	CRestview	6-1008
Art Rush	CRestview	1-2165
Salkow Agcy.	CRestview	1-9134
James Saphier	Hollywood	7211
Myron Selznick & Co., Inc.	CRestview	1-9171
Edward Sherman Agcy.	CRestview	5-0186

Publications

Broadcasting & Broadcast Advertising	Gladstone	7353
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RADIO DAILY	GRanite	6607
Radio Life	HEmpstead	2025
Variety	Hollywood	1141

Air Lines

American Airlines	TRinity	7251
Grand Central Air Terminal	CHapman	5-1222
Los Angeles Municipal Airport	ORchard	7-6171
Pan American Airways	Michigan	2121
TWA	Michigan	8881
Union Air Terminal	STanley	7-2161
United Air Lines	MADison	1212
Western Air Lines	TUcker	1551

Sport Arenas

American Legion (Stadium-Hollywood)	HOLLYWOOD	2951
Los Angeles Coliseum	Richmond	6391
Gilmore Stadium	WHIney	1163

Railway Terminals

Santa Fe	MUtual	0111
Southern Pacific	Michigan	6161
Union Pacific	TRinity	9211

Hotels

Ambassador Hotel	DRexel	7011
Beverly Hills Hotel	CRestview	1-8131
Beverly-Wilshire Hotel	CRestview	6-7111
Biltmore Hotel	Michigan	1011
Christie Hotel	HOLLYWOOD	2241
Garden of Allah Hotel	HOLLYWOOD	3581
Hollywood Hotel	HEmpstead	4181
Hollywood Knickerbocker	CLadstone	3171
Hollywood Plaza Hotel	CLadstone	1131
Ravenswood Apt. Hotel	HOLLYWOOD	5391
Roosevelt Hotel	HOLLYWOOD	2442
The Town House	EXposition	1234

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

Federal Departments and Agencies

White House	NAtional	1414
State Department	REpublic	5600
Treasury Department	NAtional	6400
War Department	REpublic	6700
Justice Department	REpublic	8200
Post Office Department	DiStrict	5360
Navy Department	REpublic	7400
Interior Department (Office of Education)	REpublic	1820
Agriculture Department	REpublic	4142
Commerce Department	DiStrict	2200
Labor Department	EXecutive	2420
Federal Trade Commission	EXecutive	6800
FEDERAL COMMUNICATIONS COMMISSION	EXecutive	3620
Selective Service Board	REpublic	5500
War Manpower Commission	EXecutive	4660
War Production Board	REpublic	7500
War Labor Board	REpublic	7500
War Savings Staff, Radio Section	EXecutive	6400
Board of Economic Warfare	EXecutive	7030
Securities & Exchange Commission	DiStrict	3633
National Labor Relations Board	NAtional	9716
Wage & Hour Administration	EXecutive	2420
Social Security Board	REpublic	6500
Supreme Court of the U.S.	EXecutive	1640
D. C. Court of Appeals	REpublic	3811
Coordinator of Inter-American Affairs	REpublic	7500
U. S. District Court (for D. C.)	DiStrict	2854
Capitol (Senate and House)	NAtional	3120
Radio Script & Transcription Exchange, Extension 2225	REpublic	1820
Bureau of Census	DiStrict	2700
Office of Censorship, (J. E. Fetzer)	EXecutive	3000
Office of Emergency Management	REpublic	7500
Office of Civilian Defense	REpublic	7500
Office of Price Administration	REpublic	7500
Office of War Information	REpublic	7500

Non-Governmental

American Red Cross	REpublic	8300
Clear Channel Group	REpublic	3305
FM Broadcasters, Inc.	NAtional	1199
National Association of Broadcasters	NAtional	2080
National Press Club	REpublic	2500
Radio Correspondents' Galleries	NAtional	3120
RADIO DAILY	TAYlor	0882
Radio Manufacturers' Association	NAtional	4901

Radio Stations

WINX	REpublic	8000
WISV	MEtropolitan	3200
WMAL	NAtional	5400
WOL	MEtropolitan	0010
WRC	REpublic	4000
WWDC	NAtional	7203

Hotels

Carleton Hotel	MEtropolitan	2626
Mayflower Hotel	DiStrict	3000
Raleigh Hotel	NAtional	3810
Shoreham Hotel	ADams	0700
Wardman Park Hotel	COlumbia	2000
Willard Hotel	NAtional	4420

News Services

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

Railway Terminals

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



*You'll find
this label on
the best
transcriptions
and jingles!*

IMPORTANT RADIO Telephone Numbers in CHICAGO



Radio Stations

KSTP (Chicago office)	SUPerior	8659
WAAF	RANdolph	1932
WAIT	FRAnklin	0560
WBBM	WHIttehall	6000
WCAU (Chicago office)	SUPerior	5072
WCBD	SEElly	8066
WCFL	SUPerior	5300
WCRW	LINcoln	2188
WcDC	CRAwford	4103
WENR	DELaware	1900
WGES	SEElly	8066
WGN	SUPerior	0100
WHFC	LAWndale	8228
WHN (Chicago office)	RANdolph	5754
WHIP	DEArborn	8600
WIND (Chicago office)	STATe	4176
WJJD	STATe	5465
WLS	MONroe	9700
WLW (Chicago office)	STATe	0366
WMAQ	SUPerior	8300
WMBI	MICHigan	1570
WMCA (Chicago office)	SUPerior	5072
WOR (Chicago office)	SUPerior	5110
WSBC	SEElly	8066
WSIC	STATe	1357

National Networks

Blue Network Co.	DELaware	1900
Columbia Broadcasting System	WHIttehall	6000
Keystone Broadcasting System	STATe	4590
Mutual Broadcasting System	WHIttehall	5060
National Broadcasting Co.	SUPerior	8300

Station Representatives

John Blair & Co.	SUPerior	8659
The Branham Co.	CENtral	5726
Burn-Smith Co.	CENtral	4290
Capper Publications	CENtral	5977
Cox & Tanz.	FRAnklin	2095
The Foreman Co.	DELaware	1869
Forjoe Co.	RANdolph	6225
Free & Peters.	FRAnklin	6373
Headley-Reed Co.	FRAnklin	4686
George P. Hallingbery	STATe	2898
Hal Holman Co.	RANdolph	6225
The Katz Agency	CENtral	4258
Joseph Hershey McGillvra	SUPerior	3444
J. P. McKinney & Son.	SUPerior	9366
National Broadcasting Co.	SUPerior	8300
John E. Pearson Co.	FRAnklin	2359
John H. Perry Associates.	HARrison	8085
Edward Petry & Co.	DELaware	8600
Radio Sales	WHIttehall	6000
Radio Advertising Corp.	CENtral	1743
William G. Rambeau Co.	ANDover	5566
Paul H. Raymer Co.	SUPerior	4473
Reynolds-Fitzgerald, Inc.	STATe	4294
Sears & Aver	SUPerior	8177
Spot Sales, Inc.	FRAnklin	8520
The Walker Co.	STATe	5262
Weed & Co.	RANdolph	7730
Howard H. Wilson Co.	CENtral	8744

Advertising Agencies

Aubrey, Moore & Wallace Inc.	RANdolph	0830
N. W. Ayer & Son, Inc.	RANdolph	3456
Batten, Barton, Durstine & Osborn, Inc.	SUPerior	9200
Dancer-Fitzgerald-Sample	DEArborn	0900

Buchanan & Co.	DELaware	5522
Leo Burnett Co.	CENtral	5959
Campbell-Ewald Co.	CENtral	1946
The Caples Co.	SUPerior	6016
Critchfield & Co.	SUPerior	3061
Doremus & Co.	CENtral	9132
Sherman K. Ellis & Co.	HARrison	8612
Erwin, Wasey & Co., Ltd.	RANdolph	4952
Albert Frank-Guenther Law, Inc.	DEArborn	8910
Foote, Cone & Belding.	SUPerior	4800
Goodkind, Joice & Morgan.	SUPerior	6747
Grant Advertising, Inc.	SUPerior	9052
Henri, Hurst & McDonald, Inc.	SUPerior	3000
H. W. Kastor Advertising Co., Inc.	CENtral	5331
W. E. Long Co.	RANdolph	4605
MacFarland, Aveyard & Co.	RANdolph	9360
Maxon, Inc.	DELaware	3536
McCann-Erickson, Inc.	WEBster	3701
McJunkin Advertising Co.	STATe	5060
C. L. Miller Co.	CENtral	1640
Michael-Faust Advertising Co.	STATe	6670
Nesdham, Louis, & Brorby	STATe	5151
Presba, Fellers & Presba.	CENtral	7683
L. W. Ramsey Co.	FPAnklin	8155
Roche, Williams & Cunningham	HARrison	8490
Ruthrauff & Ryan, Inc.	FRAnklin	0485
Schwimmer & Scott.	DEArborn	1815
Russell M. Seeds Co.	DELaware	1045
Sherman & Marquette, Inc.	DELaware	8000
J. Walter Thompson Co.	SUPerior	0303
Wade Advertising Agency	STATe	7369
Weston-Barnett	WHIttehall	7725
Young & Rubicam, Inc.	CENtral	9389

Program Producers and Transcription and Recording Companies

Chicago Recording Co.	CENtral	5275
Columbia Recording Corp.	WHIttehall	6000
Dacca Records, Inc.	DELaware	8700
Estelle Lutz Artists Bureau.	HARrison	3435
William Morris Agency, Inc.	STATe	3632
Music Corporation of America.	DELaware	1100
NBC Radio Recording Division.	SUPerior	8300
James Parks Co.	CENtral	7880
RCA Manufacturing Co.	WHIttehall	4600
Radio Recording Studios	EDGEwater	6461
Standard Radio, Inc.	STATe	3153
Carl Wester & Co.	RANdolph	6922
World Broadcasting System	SUPerior	9114

News Agencies and Associations

Associated Press	STATe	7700
International News Service	ANDover	1234

RADIO DAILY OAKland 4545

Press Association, Inc.	STATe	4581
Transradio Press Service	STATe	8091
United Press	RANdolph	3666

Organizations and Unions

American Federation of Musicians	STATe	0063
American Federation of Radio Artists.	SUPerior	6517
Ascap	STATe	8289
Association For Education By Radio	DEArborn	7801
Radio Council	DEArborn	7801

The
OF



JIMMY DORSEY



**DICK
HAYMES**



"THE LITTLE MANAGER"
BILL BURTON . DAVID E

**FAMILY
STARS**

HELEN FORREST



OF BIG PEOPLE"

GOULD, Associate . 1270—6th AVENUE. NEW YORK CITY

A. & S. LYONS INC.

*Managers
of
Distinguished
Artists*

RADIO • STAGE • SCREEN • TELEVISION

*Producers
of
Complete Radio Programs
for*

ADVERTISING AGENCIES AND THEIR CLIENTS



NEW YORK
515 Madison Ave.
PLaza 3-5181

CALIFORNIA
356 North Camden Drive
Beverly Hills
Crestview 1-6131

ARMED FORCES RADIO SERVICE

By Lt. Col. Thomas A. H. Lewis
Commanding AFRS

STRETCHING across the world is an American radio network which out- rivals the dreams of those who foresaw great broadcasting networks crossing and recrossing America. It belongs to the United States, and is operated by the Armed Forces Radio Service for the benefit of men and women in every branch of the armed forces and for their Allies. The AFRS is a Section of the Morale Services Division of the Army.

It was in May, 1942, that I was asked to set up the AFRS. Army officials recognized the need for radio, they knew that through its use it would be possible to educate, inform and orient men overseas by means of special events, news and entertainment. They knew, too, that radio would link men in Alaska, or Australia—on the high seas, beachheads or in jungles—with the homes for which they were fighting.

The initial production of the Armed Forces Radio Service was "Mail Call," a morale-building half hour which brought famed performers to the microphone to sing and gag in the best American manner, and in quick succession other shows were added until, today,—the AFRS is sending out 42 hours a week,—exclusive of news, and such special events as a Rose Bowl game, or a Christmas greeting from the President of the United States.

Highly Skilled Aides

But it was not just a matter of gathering together a group of skilled highly successful officers and enlisted men capable of producing big time radio. As the commanding officer of the AFRS I was able, through Army channels, to obtain the services of such men as Major True Boardman, Major Mann Holliner, Captain Tom McKnight,—also Sergeants Jerry Lawrence, Bill Danch, and Richard Hall, Corporal Bob Welch and Private First Class Bill Morrow,—men who had helped write or produce shows for Bob Hope, Jack Benny, Fibber McGee and

Molly, Silver Theatre—and the other "top" broadcasts.

The services of Major Meredith Willson were obtained to head the Music Section, while Major Irving Fogel, and Captains Carter Hermann and Martin Work undertook the more technical problems of transcription and distribution.

Too, through the Hollywood Victory Committee it was possible to ask for the gratis services of the greatest stars in the radio, motion pictures and theatre world. Bob Hope said—"Sure, any time," Crosby echoed that sentiment, Judy Garland and Dinah Shore, Fibber McGee and Molly, Kay Kyser, Ginny Simms, Lena Horne, Carmen Miranda, Rochester and Charlie McCarthy—the list of talent includes everybody—or so close to everybody that the few who haven't been anxious to do their share aren't missed. The name bands, all of them, have been willing to throw their stuff into the groove any time, and men and women from the concert and opera field, Iturbi, Menuhin, John Charles Thomas and the rest, have spent hours recording material that could be retranscribed for such shows as "Great Music," or perhaps "Music for Sunday."

"Denatured" Commercials

In addition to the 14 hours of specially produced Army shows the Armed Forces Radio Service releases 28 hours of "denatured" commercial shows chosen from the country's top-ranking broadcasts. The best radio entertainment in the world is produced by American commercial radio, and listening to the same type of show they heard when they lived on Main Street supplies men overseas with a tie that keeps them always conscious of the home and home land for which they are fighting. These de-commercialized programs are a gracious contribution from sponsors who allowed the advertising to be cut and the show retranscribed, also from the writer, musicians and players.

So much for the 106 programs that go

☆☆☆ Radio On To Victory ☆☆☆

overseas each week. The specially written AFRS shows subtly educate, inform and orient; the de-commercialized help build morale,—but all of them entertain. Those who command the Armed Forces Radio Service are well aware that radio has to be entertaining—or men either swing the dial to something else or snap it off.

Music Libraries Shipped

Another service which has been developed by the Program Section of the AFRS is the basic music library which is shipped to each station, and to which new recordings are added each month. There is also a script service, and this, with the music library as a background, allows men overseas to build their own local shows.

The building of suitable AFRS programs was not “easy,” but it was simple when compared with the problem of distribution.

The first channel considered was short-wave, and it was realized at once, that all programs would have to be transcribed.

The very first casual survey showed that facilities for producing AFRS transcriptions were inadequate. The industry was concentrated in three cities, and pretty much limited to spot recordings, and an occasional recorded commercial series, generally supplementing a “live” program produced by a major advertiser on a network. An order of one or two thousand transcriptions was “very big,” yet it was visioned, at once, that the AFRS might be sending twenty or thirty thousand transcriptions a month.

Production Up 500 Per Cent

But in spite of the fact that there were not enough materials, and that manpower for the job was lacking, the industry set to work, and between January and December, 1943, the number of radio transcriptions produced by the AFRS increased 500 per cent. Last year, 218,557 transcriptions were manufactured, and distributed to over 300 outlets in 47 countries.

In the beginning these transcriptions were sent to men overseas by means of short-wave, but it soon became apparent that this would not reach all service men and women. Too, when the AFRS was first started, there were no regular “time blocks” available. Since then, starting in December, 1943, the Armed Forces Radio Service has been granted regular short-wave time blocks, and is broadcasting on regular schedule, so that men in specific areas can look forward to hearing programs at specific times. This service not only beams the 42 hours of AFRS transcribed programs, but voices

Army news at regular times, also sport-casts and special events.

Int'l ET “Network”

Side by side with short-wave the AFRS has developed an international transcription “network” made up of local radio stations. Negotiations were concluded for the use of time on 59 foreign government and commercial stations located, among other places, in Australia, New Zealand, Alaska, the Middle East, China, India and South Africa. Too, because the need for them was so apparent, the AFRS secured the approval and the funds necessary to erect American Expeditionary Stations overseas. In March, 1943, a thousand watt transmitter went into operation in Casablanca, and shortly after stations were installed in Northern Africa, then Sicily, and, six days after its capture, in Naples. From this start the American Expeditionary Stations have spread across the world. Some are small, of the 50 watt variety, and there is one of 5,000 watts. The 50 watt transmitters are portable, can be packed into five suit cases, and moved up with the troops.

Still another type of AFRS installation is the “sound systems” which have been placed at isolated posts where men are on duty. These “sound installations” are wired units with turntables and sound outlets.


In order to facilitate the shipping of the weekly 42 hours of recordings, overseas stations have been arranged in circuits, of from three to five stations. A week is allowed for the playing of the records, a week for them to travel via air to the next. When the circuit is completed the records are either kept as a backlog, or given to the Navy for use on submarines or surface ships.

Steady Progress

The progress of the Armed Forces Radio Service has been steady. At this time, 37,400 transcriptions are being broadcast each month over 67 American Expeditionary Stations; 140 foreign government and commercial stations; 121 sound systems, and on troop transports and hospital ships. Exclusive of the 515 hours of shortwave broadcasting, the AFRS overseas radio schedule totals nearly 2,500 broadcast hours each week.

What the broadcasts sent out by the AFRS mean to men and women overseas can be imagined. To a fellow who has spent months guarding an outpost in the South Seas, Iceland or Africa a cheery greeting from a favorite comedian, a song hit direct from Broadway, or the beating rhythm of a hot band, mean a tie with the home to which he hopes soon to return.

'Horseshoe nails'



Benjamin Franklin drew lightning from heaven down a kite-string. He also wrote common sense. He once wrote (in Poor Richard's Almanac) a jingle, which ran, somewhat prophetically, as follows:

*For want of a nail the shoe was lost,
For want of a shoe the horse was lost,
For want of a horse the rider was lost,
For want of a rider the battle was lost,
For want of a battle the kingdom was lost —
And all for the want of a horseshoe nail.*

1944

Victories are made only by battles.

Battles are made only by soldiers and sailors with food and equipment.

Food and equipment are produced only by men and women civilians with a common understanding of the fact that neither victories nor battles can be won without food and equipment for the soldiers and sailors, and a fixed and uniform loyalty to those men.

That common loyalty is made up wholly of individuals who accept and pursue ideas.

Ideas are most swiftly, widely and penetratingly dispensed by radio (or lightning from heaven)



and.....

Since December 7, 1941, when it became apparent that we might not even survive, let alone win a victory, radio has broadcast those ideas, in the following tempo:

In the first two years of war (December 7, 1941 to December 7, 1943) a single American radio network (CBS) broadcast the following "horseshoe nails:"



OF WAR PROGRAMS 14,759:

of these 8,404 were volunteered by the American business enterprises who advertise their goods and services on the CBS air, and 6,355 were volunteered by the network itself.




OF WAR ANNOUNCEMENTS 6,410:

of these 1,699 were volunteered by the network, and 4,711 were broadcast on the time and at the whole expense of CBS advertisers.



OF WAR NEWS BROADCASTS 11,053:

of these, 6,212 were the objective public-information service of the network, and 4,841 were equally objective CBS News originations sponsored by advertisers.



THE TOTAL

of this CBS War Broadcasting is pretty formidable. It adds up to 5,699 hours. It adds up to 41% of the total of network operating hours. The whole dollar-and-manpower cost of this effort was a voluntary contribution by American industry through CBS to the single major objective that lies still before us all.

Through 1944 this tempo will not be relaxed.

And whenever peace comes, there will be plenty of new horseshoe nails for the plowhorse, as there have been for the charger.



AND THESE ARE THE STATIONS THAT DROVE THE NAILS:

WADC..... Akron, Ohio	KILO... Grand Forks, N.D.	WGAN..... Portland, Me.
WGPC..... Albany, Ga.	KFBB... Great Falls, Mont.	KOIN..... Portland, Ore.
WOKO..... Albany, N.Y.	WTAQ... Green Bay, Wisc.	WPRO... Providence, R.I.
KGGM... Albuquerque, N.M.	WBIG... Greensboro, N.C.	WTAD..... Quincy, Ill.
WAIM..... Anderson, S.C.	KGBS... Harlingen, Tex.	WRVA... Richmond, Va.
WWNC... Asheville, N.C.	WHP... Harrisburg, Pa.	WDBJ... Roanoke, Va.
WGST..... Atlanta, Ga.	WDRG... Hartford, Conn.	WHEC... Rochester, N.Y.
WBAB... Atlantic City, N.J.	KHBC..... Hilo	KROY... Sacramento, Cal.
WRDW... Augusta, Ga.	KGMB... Honolulu	WFOY... St. Augustine, Fla.
KTBC..... Austin, Tex.	WHOP... Hopkinsville, Ky.	KMOX... St. Louis, Mo.
WCAO... Baltimore, Md.	KTRH... Houston, Tex.	KSL... Salt Lake City, Utah
WABI... Bangor, Me.	WFBM... Indianapolis, Ind.	KTSA... San Antonio, Tex.
WJLS... Beckley, W. Va.	WHCU... Ithaca, N.Y.	KQW... San Francisco, Cal.
WNBF... Binghamton, N.Y.	WMBR... Jacksonville, Fla.	WKAQ... San Juan
WAPI... Birmingham, Ala.	WKZO... Kalamazoo-Grand Rapids, Mich.	KVSF... Santa Fe, N.M.
WEEI... Boston, Mass.	KMBC... Kansas City, Mo.	WSPB... Sarasota, Fla.
WKBW... Buffalo, N.Y.	WKNE... Keene, N.H.	WTOG... Savannah, Ga.
WCAX... Burlington, Vt.	KNOX... Knoxville, Tenn.	WGBI... Scranton, Pa.
WMT... Cedar Rapids, Iowa	WLAW... Lawrence, Mass.	KIRO... Seattle, Wash.
WDWS... Champaign, Ill.	KFAB... Lincoln, Neb.	KWKH... Shreveport, La.
WCSC... Charleston, S.C.	KLRA... Little Rock, Ark.	WSBT... South Bend, Ind.
WCHS... Charleston, W. Va.	KNX... Los Angeles, Cal.	WSPA... Spartanburg, S.C.
WBT... Charlotte, N.C.	WHAS... Louisville, Ky.	KFPY... Spokane, Wash.
WDOD... Chattanooga, Tenn.	WMAZ... Macon, Ga.	WTAX... Springfield, Ill.
WBBM... Chicago, Ill.	KGLO... Mason City, Iowa	WMAS... Springfield, Mass.
WCKY... Cincinnati, Ohio	WREC... Memphis, Tenn.	KGDM... Stockton, Cal.
WGAR... Cleveland, Ohio	WCOC... Meridian, Miss.	WFBL... Syracuse, N.Y.
KVOR... Colorado Springs, Colo.	WQAM... Miami, Fla.	WDAE... Tampa, Fla.
WRBL... Columbus, Ga.	WISN... Milwaukee, Wisc.	WIBW... Topeka, Kan.
WBNS... Columbus, Ohio	WCCO... Minneapolis- St. Paul, Minn.	CFRB... Toronto, Ont.
KEYS... Corpus Christi, Tex.	KGVO... Missoula, Mont.	KTUC... Tucson, Ariz.
KRLD... Dallas, Tex.	CKAC... Montreal, Quebec	KTUL... Tulsa, Okla.
WDAN... Danville, Ill.	WCOV... Montgomery, Ala.	WMBS... Uniontown, Pa.
WHIO... Dayton, Ohio	WLBC... Muncie, Ind.	WIBX... Utica, N.Y.
WSOY... Decatur, Ill.	WLAC... Nashville, Tenn.	WTOP... Washington, D.C.
KLZ... Denver, Colo.	WWL... New Orleans, La.	WBRY... Waterbury, Conn.
KRNT... Des Moines, Iowa	WABC... New York, N.Y.	WWNY... Watertown, N.Y.
WJR... Detroit, Mich.	KOMA... Oklahoma City, O.	WJNO... West Palm Beach, Fla.
WCED... Du Bois, Pa.	KOIL... Omaha, Neb.	WKWK... Wheeling, W. Va.
KDAL... Dufuth, Minn.	WDBO... Orlando, Fla.	KFH... Wichita, Kan.
WDNC... Durham, N.C.	WPAR... Paducah, Ky.	KWFT... Wichita Falls, Tex.
KROD... El Paso, Tex.	WPAR... Parkersburg, W. Va.	WTAG... Worcester, Mass.
WERC... Erie, Pa.	WMBD... Peoria, Ill.	WNAX... Yankton, S.D.
WEOA... Evansville, Ind.	WCAU... Philadelphia, Pa.	WKBN... Youngstown, Ohio
WMMN... Fairmont, W. Va.	KOY... Phoenix, Ariz.	
WAAC... Fort Myers, Fla.	WJAS... Pittsburgh, Pa.	
WFMD... Frederick, Md.		
KARM... Fresno, Cal.		

This is CBS... the Columbia Broadcasting System





THE BUSINESS SIDE *of* RADIO



Agency and Sponsor Network Billings



Station Representatives



News Services



Research Firms



Advertising Agencies



Federal Communications Commission



Radio Publications and Editors



U. S. Census Data



NCAC *Sells*

TALENT
and **PROGRAMS**
in all fields of

ENTERTAINMENT

Representing more than 300 artists in
RADIO, CONCERT, THE THEATRE
and on the **LECTURE PLATFORM**

NATIONAL CONCERT AND ARTISTS CORPORATION

711 FIFTH AVENUE, NEW YORK 22, N. Y. • PLaza 3-0820

ALFRED H. MORTON, *President* • DANIEL S. TUTHILL, *Vice-President and Director Popular Division*

CHICAGO
Merchandise Mart

HOLLYWOOD
Sunset at Doheny

SAN FRANCISCO
111 Sutter Street

THE BUSINESS SIDE OF RADIO

By *M. H. Shapiro*
Managing Editor, *RADIO DAILY*

AS an industry among industries, broadcasting during 1943, continued in the rare category of contributing every possible effort to winning the war, yet managing to carry on its own business pretty much as usual. In fact, the "usual" is somewhat of an understatement, since gross billings of both network and spot business showed an over-all increase of approximately 21 per cent. It is to be expected that actual net profit will not be higher in many cases, due to increased Federal taxes.

Of the major networks, it was inevitable that the Blue and Mutual show particularly strong upturn in the gross revenue; both had an influx of new blood and capital and they had more choice time situations available. Thus the Blue ended the year with a gross billing of \$24,869,948, comparing with \$15,782,943 for 1942. Food and Food Beverages led the industry groups in point of expenditures. Mutual gross billings were set down as \$13,841,608, a 43.6 per cent increase over 1942. Religion accounts exceeded that of any other group of clients.

CBS gross revenue for 1943 was \$57,951,744, comparing with \$45,593,125 in 1942. Drug and Toilet Goods headed the industry classification in point of expenditures. This all-time high for a single network's 12-month billings, exceeds the combined total of three major networks in operation a decade ago. NBC, while adhering to its policy of not making public its billings, does admit to a 15 per cent increase in business, which would indicate a gross during 1943 of approximately \$54,000,000. This gives the four national networks gross billings of \$150,663,300. All of which was achieved by diligent application to acquiring clients new to radio and promoting institutional advertising from others now engaged wholly or in part in war work.

Regional and Spot

Regional networks showed strong gains in every part of the country, averaging a 15 per cent gain in most cases. Spot business was unusually healthy; only a few local places failed to show financial betterment. Choice spots were at a premium in desirable markets and an important spur in motion picture advertis-

ing was noticeably felt throughout the country. We now hear full 15-minute newsspots sponsored by leading movie firms at 11 p.m., and some have been forced to take the midnight five-minute new periods. This is just one illustration.

Luxury commodity buying and the drive into secondary markets by many accounts further bolstered spot business all along the line. Non-national network and local business is estimated to have grossed several millions of dollars more than the national network gross, which is usually expected. This still gives the entire industry a net time sale well over the \$230,000,000 mark.

Wartime Problems

Radio has its wartime problems, plenty of them, but whether contingent on advertising or market situation, labor unions or the general manpower shortage, the trend was always forward. Spot was seriously threatened for some time by the demands of the AFM and while not settled in some quarters, the dispute failed to deter the spot business upward curve. Syndicated sales of material made prior to the recording ban continued at a strong pace. With or without transcribed music, this field flourished. Radio continued to adjust itself to every problem.

FCC's new chain rules and regulations went into effect, causing some dislocation in many quarters and possibly relief in some, yet it appears that the dislocations offset that of the "relief." Broadcasting industry, unlike other great wheels in the life of the everyday American, was fortunate in not having to "convert" to the war effort. It was already backing the national defense move to the hilt. It will have no postwar conversion period to look forward to, at least not of its own, but possibly being a party to those that may come from without.

However, the forward march of the gross during wartime is healthy and there is no reason to believe that a sudden cessation of hostilities will cause any upheaval in the industry. As, for instance, brand names being kept alive now will obviously need advertising when the brands in question have returned to the shelves.



This agency brings to the sale of talent and production of radio programs an expertness resulting from twelve years of specialization in the radio industry.

JAMES L. SAPHIER

HOLLYWOOD • CALIFORNIA

AGENCY AND SPONSOR NETWORK GROSS BILLINGS

Blue Network Co. 1943 Agency Gross Billings

D'Arcy Advertising Co.	\$ 3,535,412
Maxon, Inc.	2,486,878
J. Walter Thompson Co.	1,743,809
Compton Advertising, Inc.	1,639,360
Ruthrauff & Ryan, Inc.	1,518,950
Wade Advertising Co.	1,533,202
Blackett-Sample-Hummert	1,293,664
Knox-Reeves	923,075
Young & Rubicam	922,354
Kenyon & Eckhardt	818,034
Roehe, Williams & Cunningham	784,744
Sherman & Marquette, Inc.	748,062
Lennen & Mitchell, Inc.	680,867
Walker & Downing	551,660
Warwick & Legler, Inc.	530,224
Aubrey, Moore & Wallace, Inc.	467,004
Ted Bates, Inc.	393,291
Duane Jones Co.	381,374
Pedlar & Ryan, Inc.	355,379
Small & Seiffer, Inc.	324,645
J. William Sheets	311,702
Wm. H. Weintraub & Co., Inc.	294,252
Critchfield & Co.	279,127
Donohue & Coe	242,281
Raymond Spector Co.	213,770
Henri Hurst & McDonald	181,356
Buchanan & Co.	165,806
Foote, Cone & Belding	165,474
L. W. Ramsey Co.	158,016
MacFarland Aveyard & Co.	126,237
Batten, Barton, Durstine & Osborn	124,980
Glücksman Advertising Co., Inc.	117,236
Emil Mogul Co.	116,465
William Esty & Co.	107,376
Pacific National Advertising Co.	79,307
Advertising & Sales Council, Inc.	69,980
Addison Lewis Assoc.	66,768
Direct	58,912
Tracy-Locke Co. of Texas	58,867
Sayre M. Ramsdell Assoc.	50,076
Campbell-Muthun, Inc.	25,543
Arthur Kudner, Inc.	21,266
Raymond R. Morgan Co.	18,891
U. S. Advertising Corp.	18,700
Calkins & Holden	16,854
MacWilkins Cole	16,184
Glasser Gailey & Co.	13,921
Keeling & Co.	13,716
Barton A. Stebbins	12,528
Geyer, Cornell & Newell	7,740
Smith & Drum	6,327
Smith & Bull	5,623
The Clements Co.	5,472
Bronson, West Advtg. Co.	5,394
McJunkin Advertising Co.	5,391
Buchen Co.	5,323
Horton-Noyes	4,953
Hugo Wagenseil & Assoc.	4,465
A. W. Lewin Co.	4,017
Long Advertising Co.	2,736
Little & Co.	2,609
Mayers Co.	2,223
G. M. Basford Co.	96

Total\$24,860,948

Columbia Broadcasting System 1943 Agency Gross Billings

Young & Rubicam	\$ 6,435,374
J. Walter Thompson Co.	4,971,841
Blackett-Sample-Hummert	4,968,438
Ruthrauff & Ryan, Inc.	4,882,444
Compton Advertising Co.	3,009,680
The Blow Co., Inc.	2,283,876
William Esty & Co., Inc.	2,262,210
Foote, Cone & Belding	2,191,153
Arthur Meyerhoff & Co.	2,027,945
Benton & Bowles, Inc.	1,908,002
Batten, Barton, Durstine & Osborn, Inc.	1,785,723
McCann-Erickson, Inc.	1,565,330
Newell-Emmett Co., Inc.	1,528,780
Maxon, Inc.	1,379,828
D'Arcy Advertising Co., Inc.	1,313,824
Ted Bates, Inc.	1,275,106
Campbell-Ewald Co., Inc.	1,247,585
Knox Reeves Advertising, Inc.	1,114,666
Ward Wheelock Co.	1,113,774
Pedlar & Ryan, Inc.	997,293
Gardner Advertising Co.	847,175
Buchanan & Co., Inc.	829,930
C. L. Miller Co.	728,392
Roche, Williams & Cunningham, Inc.	652,873
Sherman & Marquette, Inc.	577,516
Warwick & Legler, Inc.	555,263
Geyer, Cornell & Newell, Inc.	549,965
Sayre M. Ramsdell Associates	541,568
Arthur Kudner, Inc.	472,512
Wm. H. Weintraub & Co., Inc.	392,445
N. W. Ayer & Sons, Inc.	353,781
Kenyon & Eckhardt, Inc.	340,326
H. W. Kastor & Sons Adv. Co.	283,306
Raymond R. Morgan Co.	252,505
Cruttenden & Eger	246,397
Russel M. Seeds Co., Inc.	223,669
Sorensen & Co.	211,287
Henri, Hurst & McDonald, Inc.	186,471
Duane Jones Co.	177,064
Grant Advertising Co.	114,703
Wallace-Ferry-Hanly Co.	105,037
Joseph Katz Co.	103,356
Sherman K. Ellis Co., Inc.	89,919
Schwimmer & Scott	82,999
Addison Lewis & Associates	75,058
J. D. Tarcher & Co.	70,999
Paris & Peart	56,313
Walker & Downing	51,289
Franklin Bruck Advertising Corp.	49,612
Erwin-Wasey & Co., Inc.	48,849
Barton A. Stebbins	42,415
Federal Advertising Agency, Inc.	40,316
Garfield & Guld	40,065
Brisacher, Davis & Staff	37,209
Lake-Spiro-Shurman Co.	36,504
Morse International, Inc.	34,882
Brooks Advertising Agency	31,871
Ronalds Advertising Agency, Ltd.	21,701
Spitzer & Mills, Ltd.	20,544
Glasser-Gailey & Co.	19,673
Long Advertising Service	17,064
Clements Co., Inc.	16,330
Milton Weinberg Advertising Co.	13,299
Gilham Advertising Agency	10,920
W. Earl Bothwell Advertising Agency	9,477

FREDERICK BROS. AGENCY, INC.

Established 1932



“Personalized Service”



FREDERICK BROS. ARTISTS CORP.

New York

Chicago

Hollywood

Beeson, Faller, Reichart, Inc.....	7,369
Little & Co.....	6,006
Leo Burnett Co., Inc.....	5,229
Armand S. Well Co., Inc.....	2,568
Pacific National Advertising Agency.....	2,282
Leighton & Nelson.....	2,016
Total	\$57,051,744

**Mutual Broadcasting System
1943 Agency Gross Billings**

Erwin, Wasey & Co., Inc.....	\$ 2,128,630.85
R. H. Alber Company.....	1,566,130.83
Ivey & Ellington, Inc.....	1,076,100.18
Wm. Estey & Co., Inc.....	997,167.12
Kenyon & Eckhardt, Inc.....	798,329.80
Hlxson-O'Donnell Adv., Inc.....	672,061.03
G. C. Hoskin Associates.....	474,786.30
Ruthrauff & Ryan, Inc.....	457,662.43
Aircasters, Inc.....	442,751.96
J. Walter Thompson Co.....	439,352.41
Blackett-Sample-Hummert.....	418,427.76
Maxon, Inc.....	416,697.10
Gotham Advertising Co., Inc.....	317,475.32
Leo Burnett Company, Inc.....	282,125.69
Wm. H. Weintraub & Co., Inc.....	167,116.01
Kely, Zahradt & Keily.....	160,251.59
Bermingham, Castleman & Pierce, Inc.....	147,945.50
Al Paul Lefton Co. Inc.....	132,745.38
Dcnahue & Coe, Inc.....	123,660.00
Wallace-Ferry-Hanly Co.....	118,933.60
Duane Jones Co.....	113,067.91
McJunkin Advertising Co.....	112,780.87
H. B. Humphrey Co.....	100,674.76
Russel M. Seeds Co. Inc.....	91,734.00
Raymond Spector Co. Inc.....	72,835.30
Aubrey, Moore & Wallace, Inc.....	66,956.10
Campbell-Mithun, Inc.....	60,716.40
Harold Cabot & Co. Inc.....	54,441.59
Schwimmer & Scott.....	53,812.27
Young & Rub'cam, Inc.....	52,909.02
L. W. Ramsey Co.....	49,366.40
A. W. Lewin Co. Inc.....	43,557.00
U. S. Advertising Corp.....	42,651.32
The Joseph Katz Company.....	40,755.00
Grey Advertising Agency Inc.....	38,910.00
Rcehe, Williams & Cunnyngham, Inc.....	31,440.00
Walker and Downing.....	32,140.24
Sterling Adv. Agency, Inc.....	30,629.00
Arthur Kudner, Inc.....	24,874.58
Van Sant, Dugdale & Co. Inc.....	24,128.00
Clements Company, Inc.....	21,460.00
Weston-Barnett, Inc.....	7,954.69
Calkins & Holden.....	4,011.75
Harvey-Massengale Co., Inc.....	3,736.60
Landsheft, Inc.....	2,293.33
Clarence Juneau Agencies.....	1,092.00
Bresnick and Solomont.....	966.00
Direct.....	6,499.50
Local Cooperatives.....	1,313,807.21
Year Total 1943	\$13,841,608.00

**National Broadcasting Co.
1943 Agency Gross Billings
Not Available**

**Blue Network Co.
1943 Sponsor Expenditures**

Cola-Cola Co.....	\$ 3,535,412
Ford Motor Co.....	2,355,908
General Mills, Inc.....	1,764,726
Miles Laboratories, Inc.....	1,533,202
Socony-Vacuum Oil Co.....	1,303,784
Kellogg Co.....	1,004,750
Swift & Co.....	933,538
American Cigar & Cigarette Co.....	809,940
Cummer Products Co.....	886,471
Bristol-Myers Co.....	881,387
Sun Oil Co.....	784,744
Quaker Oats Co.....	748,062
Carter Products, Inc.....	717,936
Andrew Jergens Co.....	680,867
Alaska Pacific Salmon Co.....	593,971
Wander Co.....	441,393
Dr. Earle S. Sloan, Inc.....	392,070
Williamson Candy Co.....	338,430
D. I. Clark Co.....	298,574
Radio Corporation of America.....	293,118
Wheeling Steel Co.....	279,127
J. B. Williams Co.....	277,038
Mail Pouch Tobacco Co.....	253,086
Loew's, Inc.....	242,281
Serutan Co.....	213,770
Dubounet Corp.....	196,236
Hall Bros., Inc.....	181,356
Bourjois, Inc.....	165,474
F. W. Fitch Co.....	158,016
C. L. Mueller Co.....	148,226
Texas Co.....	145,180
Sherwin-Williams Co.....	138,154
H. J. Heinz Co.....	130,070
O'Cedar Corp.....	128,374
Sweets Co. of America.....	119,871
Adam Hat Stores, Inc.....	117,336
Trimount Clothing Co.....	116,445
Joseph Tetley & Co., Inc.....	113,277
Lehn & Fink Products Corp.....	107,376
Langendarf United Bakeries.....	105,348
Revlon Products Corp.....	98,016
Northwestern Yeast Co.....	96,666
Cream of Wheat Corp.....	91,320
Fisher Flouring Mills.....	72,980
O'Sullivan Rubber Co.....	69,080
Minneapolis-Honeywell Regulator Co.....	66,768
Dr. Pepper Co.....	58,867
Alis-Chalmers Mfg. Co.....	53,307
Phileo Corp.....	50,076
A. S. Boyle Co.....	44,289
Accusticon Div., Dictograph Corp.....	42,912
Standard Oil Co. of California.....	33,660
Curtis Publishing Co.....	29,571
Benjamin Moore & Co.....	27,066
American Dairy Assoc.....	25,543
Best Foods, Inc.....	21,266
Gillette Safety Razor Co.....	20,626
Political.....	19,623
Wilson Sporting Goods Co.....	18,700
Stokeley Bros. & Co.....	16,854
Neighbors of Woodcraft, Inc.....	16,184
Wilson Milk Co.....	13,716
Chlorine Solutions, Inc.....	12,528
Kerr Glass Mfg. Co.....	12,051
Metropolitan Life Insurance Co.....	10,625
Anacin Co.....	10,620
Austin Studios.....	9,988
New York Central Railroad Co.....	7,740
Folger Coffee Co.....	6,840
Sales Builders, Inc.....	6,327
Washington Co-op. Egg & Poultry Assoc.....	6,327



To American broadcasters, station managers and station personnel:

For your outstanding success in building America's greatest radio audience in 1943—the year when Americans most needed the good-fellowship and unifying influence of radio

For your resourcefulness and co-operation in promoting listenership through live and recorded courtesy announcements, billboards, car and taxi cards, newspaper spotlight advertisements, movie trailers, point-of-sale merchandising, dealer letters, direct mail, window displays, posters, spectaculars

For your faithfulness to the finest traditions of radio in showmanship and in public service

A

TRIBUTE

We speak for all the following sponsors and programs in extending to you sincere admiration and gratitude

P. Ballantine & Sons
Broadway Showtime

Bank of America
California, Carry On

Block Drug Company
Dentu-Grip
Announcements and programs
Gold Medal Capsules
Announcements and programs

Bowman Dairy
Musical Milkwagon

A. S. Boyle Company
Breakfast at Sardi's (Participation)
Fleetwood Lawton
Newscast
OK For Release

Carter Products, Inc.
Superin—Announcements

Cole Milling Company
Omega Flour—Announcements

Elgin National Watch Company
Elgin Christmas Show
Elgin Thanksgiving Day Show
Man Behind the Gun
Nero Wolfe

Fanny Farmer Candy Shops
Participation and announcements

Ford Motor Company

General Cigar Company, Inc.
White Owl Cigars

Johns-Manville Corporation
Bill Henry, News

Kraft Cheese Co., Inc.
Kraft Music Hall

Lamont, Corliss & Co.
Pond's Cold Cream
Eleanore King and announcements

Lever Brothers Company
Lux Flakes and Lux Toilet Soap
Lux Radio Theatre
Vimims—Frank Sinatra Program

Libby, McNeill and Libby
Announcements

P. Lorillard Company
Old Gold Cigarettes
Announcements and local programs
Baseball over Chicago, Washington
and New York stations
Bob Crosby and Les Tremayne
Sammy Kaye's Band and Guests

The Mentholatum Company, Inc.
Announcements and programs

Northern Trust Company
The Northerners

Owens-Illinois Glass Company
Broadway Matinee

The Parker Pen Company
Quink—News With Ned Calmer

Penick & Ford Ltd., Inc.
Brer Rabbit Molasses—Participation

Planters Nut & Chocolate Company
Planters Peanuts—Local news programs

Radio Corporation of America
What's New?

Safeway Stores, Inc.
What's Doing, Ladies?

Standard Brands Incorporated
Chase & Sanborn Tender Leaf Tea
Chase & Sanborn Program
Mary Marlin

Swift & Company
All Sweet Margarine (Participations)
Jewel Shortening—Announcements and
Breakfast at Sardi's (Participation)

Ward Baking Company
Aunt Hannah's Bread
Programs and announcements
Tip-Top Bread
Programs and announcements

Washington State Apple Commission
Announcements

Western Sugar Refinery
Sea Island Sugar—I Was There

The J. B. Williams Co.
Williams Luxury Shaving Cream
Glider—W. L. Shirer

Wm. Wrigley Jr. Company
Doublemint Chewing Gum
America In the Air

W. F. Young, Inc.
Absorbine Jr.—Announcements

J. WALTER THOMPSON COMPANY

The J. Walter Thompson Company maintains 18 offices located throughout the world. *In North America:* New York, Chicago, San Francisco, Los Angeles, Hollywood, Mexico City, Montreal, Toronto, Latin-American Division in New York. *In South America:* Buenos Aires, São Paulo, Rio de Janeiro. *In . . .* London, Johannesburg, Capetown, Bombay, Calcutta, Sydney, Melbourne.

Seaboard Finance Co.	5,623
Hecker Products Co.	5,472
National Battery Co.	5,394
Chef Boyardee Corp.	5,391
Masonite Corp.	5,373
Crane Co.	5,323
Jenkins Bros., Inc.	4,953
Safeway Stores, Inc.	4,830
Crawford MacGregor Candy Co.	4,465
Harvel Watch Co.	4,017
L. B. Laboratories, Inc.	3,933
Calavo Growers of California	3,555
General Aircraft Corp.	3,240
Barron-Gray Packing Co.	2,736
Kelite Products, Inc.	2,609
Kendall Foods, Inc.	2,223
Phelps Dodge Co.	684
National Supply Co.	345
Western Gear Works	204
Air Preheater Corp.	96
Total	\$24,869,948

Columbia Broadcasting System 1943 Sponsor Expenditures

General Foods Corp.	\$ 4,868,710
Lever Brothers Co.	4,524,100
Procter & Gamble Co.	3,866,722
American Home Products Corp.	2,839,573
William Wrigley Jr. Co.	2,657,483
R. J. Reynolds Tobacco Co.	2,262,210
Sterling Products, Inc.	2,141,801
Campbell Soup Co.	1,510,680
Liggett & Myers Tobacco Co.	1,528,780
Phillip Morris & Co., Ltd.	1,388,259
General Electric Co.	1,299,255
Colgate-Palmolive-Peet Co.	1,158,415
General Mills, Inc.	1,114,666
Owens-Illinois Glass Co.	1,017,467
American Tobacco Co.	1,024,071
Johns-Manville Corp.	865,233
Pet Milk Sales Co.	858,095
Quaker Oats Co.	832,266
Texas Co.	797,073
U. S. Rubber Co.	796,731
B. F. Goodrich Co.	784,298
Celanese Corp. of America	783,828
Lady Esther Co., Ltd.	779,568
P. Lorillard Co.	766,458
E. R. Squibb & Sons	754,384
Eversharp, Inc.	752,695
Continental Baking Co.	705,421
Chrysler Corp.	697,724
Emerson Drug Co.	676,380
Chesebrough Manufacturing Co.	643,755
Prudential Insurance Co. of America	574,697
Philco Corp.	541,568
Pabst Sales Co.	536,555
Gulf Oil Corp.	524,230
Coca-Cola Co.	508,160
Roma Wine Co. (Schenley Import Corp.)	497,990
Parker Pen Co.	490,899
Lewis-Howe Co.	487,731
Corn Products Refining Co.	482,253
U. S. Tobacco Co.	472,512
Pacific Coast Borax Co.	452,219
Chevrolet Dealers (Gen. Motors Corp.)	450,854
Schenley Import Corp.	392,445
Armstrong Cork Co.	387,528
Lockheed Aircraft Corp.	359,939
Electric Companies Adv. Program	245,357
Southern Cotton Oil Co.	310,326
Elgin National Watch Co.	337,106

International Silver Co.	298,310
Welch Grape Juice Co.	260,467
Admiral Corp. (Cont'l Radio & Tel. Corp.)	246,397
Curtiss Candy Co.	246,139
Johnson & Johnson	239,949
Servel, Inc.	227,660
P. Ballentine & Sons	220,191
Bowey's, Inc.	211,287
Mennen Co.	266,232
California Fruit Growers Exchange	187,429
Bourjols, Inc.	175,023
Standard Brands, Inc.	168,912
Schutter Candy Co.	166,630
Ballard & Ballard Co.	142,240
Planters Nut & Chocolate Co.	129,166
B. T. Nesbitt, Inc.	128,842
Los Angeles Soap Co.	117,905
Cudahy Packing Co.	114,703
Campana Sales Corp.	105,037
American Oil Co.	103,356
Cream of Wheat Corp.	86,596
Gillette Safety Razor Co.	80,573
Holland Furnace Co.	78,390
Minneapolis-Honeywell Regulator Co.	75,058
McKesson & Robbins, Inc.	58,991
Great Atlantic & Pacific Tea Co.	56,313
Soil-Off Manufacturing Co.	54,558
Allegheny-Ludlum Steel Co.	51,289
Manhattan Soap Co.	49,612
Barbasol Co.	48,849
John Morrell & Co.	44,231
Peter Paul, Inc.	37,209
Plough, Inc.	36,504
General Cigar Co.	33,940
Bekins Van & Storage Co.	31,871
Chemicals, Inc.	30,588
Prince Matchabelli (Vick Chemical Co.)	29,198
Joseph Tetley & Co., Inc.	25,822
Ben Hur Products, Inc.	25,526
Dwight Edwards Co.	23,776
Campbell Cereal Co.	22,839
C. F. Mueller Co.	22,400
Colonial Dames, Inc.	19,673
Western Sugar Refinery	19,656
J. B. Williams Co.	19,042
MacFadden Publications, Inc.	18,708
Lamont Corliss & Co.	18,252
Union Oil Co.	17,511
Cal. Prune & Apricot Growers Ass'n.	17,064
Signal Oil Co.	16,889
Hudson Coal Co.	16,330
Grove Laboratories, Inc.	15,225
Graysons Shops, Inc.	13,299
Smith Brothers	12,008
Bank of America Nat'l Trust & Savings Ass'n	9,744
P. Duff & Sons	9,477
Kay Jewelry Co.	9,477
Mentholatum Co.	8,543
United Air Lines Transport Corp.	8,424
Aro Equipment Corp.	7,369
Washington State Apple Adv. Comm.	6,951
Gerber Products, Inc.	6,376
Readers' Digest Ass'n.	6,248
Kelite Products, Inc.	6,006
Vick Chemical Co.	5,684
J. Folger Co.	5,434
Sheffield Cheese Co.	5,229
Sun Oil Co.	3,121
Johnstone Drug Sales Corp.	2,568
Washington Coop. Egg & Poultry Assn.	2,282
Brown & Williamson Tobacco Corp.	2,212
Consolidated Royal Chemical Co.	2,144
Independent Citizens Committee	2,046
Sunnyvale Packing Co.	374
Total	\$57,951,744

Mexico's BIG FOUR



Four leading activities of Mexican life busy as never before do their part in creating an optimistic spirit towards a forthcoming Victory. Twenty million people below the Rio Grande work hard at these active

sources of production. A population standing for one of the most important markets in Latin America. Radio advertising through our network of more than 75 stations assures a perfect coverage of this market.

WE HANDLE

- 85% of the money spent in Mexico in radio advertising.
- 90% of the recorded programs produced in Mexico.
- 90% of the telephone hook-ups.
- 70% of the spot announcements.

RADIO PROGRAMAS DE MEXICO

Largest Latin American Broadcasting System

P.O. Box 1324, MEXICO, D.F. - EMILIO AZCARRAGA, Pres.; CLEMENTE SERNA MARTINEZ, V. Pres., Gen. Mgr.



**Mutual Broadcasting System
1943 Sponsor Expenditures**

Gospel Broadcasting Assn.....	\$ 1,566,130.83
R. B. Semler, Inc.....	919,419.15
Kellogg Company.....	798,329.80
Pharmaco, Inc.....	677,132.92
Bayuk Cigars, Inc.....	670,230.82
Zonite Products Corp.....	583,557.40
Sinclair Refining Company.....	516,599.62
Barbasol Company.....	491,510.92
Lutheran Laymen's League.....	477,729.91
Voice of Prophecy, Inc.....	474,786.30
General Cigar Co., Inc.....	439,332.41
Gillette Safety Razor Co.....	416,697.10
Anacin Company.....	409,663.76
Young People's Church of the Air.....	395,420.32
American Cigarette & Cigar Co., Inc.....	388,462.00
Lehn & Fink Products Co.....	341,494.20
Lumbermens Mutual Casualty Co.....	279,395.69
Detroit Bible Class (Radio Bible Class).....	270,370.26
Campana Sales Company.....	185,890.00
Petri Wine Company.....	184,031.40
Wesley Radio League.....	172,384.70
Schenley Import Corp.....	167,116.01
Richfield Oil Corp. of N. Y.....	155,461.41
Benson & Hedges, Inc.....	137,942.49
Duffy-Mott Company, Inc.....	132,745.38
Metro-Goldwyn-Mayer, Inc.....	123,660.00
Chef Boy-Ar-Dee Quality Foods, Inc.....	112,780.87
Employers' Group Ins. Co. of Boston, Mass.....	-100,674.76
Conti Products Corp.....	93,031.50
Grove Laboratories, Inc.....	91,734.00
Serutan Company.....	92,885.30
Delaware, Lackawanna & Western Coal Co.....	65,236.44
Land O'Lakes Creameries, Inc.....	60,716.40
Frank H. Lee Co.....	54,864.00
W. L. Douglas Shoe Co.....	51,441.59
Loyal Order of Moose.....	49,366.40
Harvel Watch Company.....	43,557.00
Wilson Sporting Goods Co.....	42,651.32
Maryland Pharmaceutical Co.....	40,755.00
Consolidated Razor Blade Co., Inc.....	38,910.00
Clark Brothers Chewing Gum Co.....	32,110.24
Coronet Magazine.....	30,792.27
Gotham Hosiery Co., Inc.....	30,629.00
Lewis-Howe Co.....	28,560.00
Sherwood Brothers, Inc.....	24,128.00
National Small Business Men's Assn.....	23,020.00
People's Church, Inc.....	10,449.01
Whitehall Pharnacal Co.....	8,761.00
American Bird Products, Inc.....	7,954.00
Studebaker Corp. (Pacific Division).....	5,880.00
Jones and Laughlin Steel Corp.....	4,011.75
Garrett & Co., Inc.....	3,963.99
Wright's Automatic Machinery Co.....	3,736.60
McElroy Manufacturing Corp.....	2,800.50
Hoover Company.....	2,730.00
Curtiss-Wright Corp.....	2,293.33
Bridgeport Brass Co.....	2,164.50
Hercules Motors Corp.....	1,534.50
Western Conference of Teamsters.....	1,092.00
Converse Rubber Co.....	966.00

Total.....	\$12,527,800.79
Locally Sponsored.....	1,313,807.21
Total for Year.....	\$13,841,608.00

**National Broadcasting Co.
1943 Sponsor Expenditures
Not Available**

**Blue Network Co.
Gross Monthly Billings**

January.....	\$ 1,797,274
February.....	1,747,033
March.....	2,024,035
April.....	1,998,703
May.....	2,079,962
June.....	1,974,029
July.....	1,818,936
August.....	2,003,831
September.....	2,180,712
October.....	2,354,199
November.....	2,356,294
December.....	2,504,920

Total.....\$24,869,948

**Columbia Broadcasting System
Gross Monthly Billings**

January.....	\$ 4,194,882
February.....	3,790,165
March.....	4,457,068
April.....	4,591,992
May.....	4,880,037
June.....	4,870,744
July.....	4,901,974
August.....	4,863,104
September.....	4,932,711
October.....	5,481,098
November.....	5,356,596
December.....	5,631,373

Total.....\$57,951,744

**Mutual Broadcasting System
Gross Monthly Billings**

January.....	\$ 992,104
February.....	826,085
March.....	941,533
April.....	961,918
May.....	1,080,797
June.....	1,100,481
July.....	1,088,809
August.....	1,205,240
September.....	1,153,510
October.....	1,407,787
November.....	1,479,042
December.....	1,603,402

Total.....\$13,841,608

SPOTLIGHTS ON SPOTS

...

**ASK ANY STATION
REPRESENTED BY
SPOT SALES, INC.**

**WHAT WE'VE
DONE FOR THEM
WE
CAN DO
FOR
YOU!**

Spot Sales, inc.

NEW YORK:
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CHICAGO:
360 N. Michigan Ave.
Stanley Young
Willie Kissiek
Franklin 8520

HOLLYWOOD:
1650 Cosmo St.
John Livingston
Grace Gibson
Hollywood 6928



RADIO STATION REPRESENTATIVES

JAMES L. ALEXANDER

- Toronto*—Concourse Bldg., James L. Alexander, Manager.....Adelaide 9594
Montreal—Drummond Bldg., M. Normandin, Manager.....Harbour 6448
Stations—CKPC, Brantford, Ont.; CJIC, Sault Ste. Marie, Ont.; CKNX, Wingham, Ont.; CHLP, Montreal, Que.; CKTB, St. Catherines, Ont.; CJFX, Antigonish, N. S.

ALL-CANADA RADIO FACILITIES LIMITED

- Calgary*—Southam Bldg.M 7691
 H. R. Carson, President-Managing Director; A. R. Gibson, Secretary-Treasurer.
Montreal—Dominion Square Bldg., B. Hall.....Lancaster 6400
Toronto—Victory Bldg., G. F. Herbert.....Elgin 2464
Winnipeg—Electric Railway Chambers, P. H. Gayner.....96-861
Vancouver—543 Seymour St., J. E. Baldwin.....Marine 9542
Stations—CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJVI, Victoria, B. C.; CKRC, Winnipeg, Man.; CKNB, Campbellton, N. B.; CFNB, Fredericton, N. B.; CHNS, Halifax, N.S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CJCS, Stratford, Ont.; CKSO, Sudbury, Ont.; CFRB, Toronto, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHNC, New Carlisle, Que.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CKRM, Regina, Sask.; CHAB, Moose Jaw, Sask.; VONF, St. Johns, Newfoundland; CJLS, Yarmouth, N. S.

ASSOCIATED BROADCASTING CO., LTD.

- Montreal*—Dominion Square Bldg.Belair 3325
 M. Maxwell, President; M. Feldman, Vice-President; F. Maxwell, Secretary-Treasurer; H. Rittenberg, Sales Director; S. Vineberg, Program Director; B. Stewart, Script Director; M. Fitzgerald, Talent Director; J. O. Denis, French Director; B. Cabanna, French Scripts; J. Feldman, Recording Department; R. O. Stevson, Manager of Syndicated Transcription Department.
Toronto—45 Richmond St., W.....Adelaide 3248
 K. H. Gregory, Mgr., H. Stevenson, Sales Mgr.

BERTHA BANNAN

(New England Representative*)

- Boston*—538 Little Bldg., Bertha Bannan; L. H. Morello, Secretary.....HUBbard 4370
Stations—WLBZ, Bangor, Me.; WCSH, Portland, Me.; WHAI, Greenfield, Mass.; WHYN, Holyoke, Mass.; WBRK, Pittsfield, Mass.; WSPR, Springfield, Mass.; WTAG, Worcester, Mass.; WKNE, Keene, N. H.; WLNH, Laconia, N. H.; WFEA, Manchester, N. H.; WHEB, Portsmouth, N. H.; WHN, New York, N. Y.; WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WIBX, Utica, N. Y.; WCAU, Philadelphia, Pa.; WJAR, Providence, R. I.; WWSR, St. Albans, Vt.; WDEV, Waterbury, Vt.

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

WALTER BIDDICK COMPANY

- Los Angeles*—568 Chamber of Commerce Bldg. (15).....Richmond 6184
 Walter Biddick, President; M. Cornell, Vice-President; G. M. Biddick, George Link, L. Hill.
Stations—KIEV, Glendale, Calif.; KFOX, Long Beach, Calif.; KLS, Oakland, Calif.; KPRO, Riverside, Calif.; KHUB, Watsonville, Calif.; WJJD, Chicago, Ill.; WIBW, Topeka, Kans.; WIBX, Utica, N. Y.

**WILLIAM G. RAMBEAU
COMPANY**

*Radio's First
Special Representatives*

CHICAGO
||
NEW YORK
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LOS ANGELES

**National Foreign Language
Broadcasting Service**

★

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

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J. FRANKLYN VIOLA & CO.

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NEW YORK CITY

PA *THE PACEMAKER*
HELPS STATION SALES

PA, through its Station Relations Department, helps its affiliated stations SELL by acquainting national advertisers with the news and feature scripts on

The Special  *Radio News Wire*

JOHN BLAIR & COMPANY

<i>Chicago</i> —520 N. Michigan Avenue.....	Superior	8660
John Blair, President; Gale Blocki, Jr., Vice-President; Paul Ray, Charles Dilcher, Blake Blair.		
<i>New York City</i> —341 Madison Avenue.....	Murray Hill	9-6084
George Bolling, Vice-President; Richard Buckley, William Weldon, Robert Hill Bolling.		
<i>Los Angeles</i> —438 Chamber of Commerce Bldg., Carleton E. Coveny.....	Prospect	3584
<i>San Francisco</i> —608 Russ Bldg., Lindsey Spight, Vice-President.....	Douglas	3188
<i>St. Louis</i> —350 Paul Brown Bldg., J. Chris Hetherington.....	Chestnut	5688
<i>Stations</i> —KSUN, Lowell-Bisbee, Ariz.; KOY, Phoenix, Ariz.; KTUC, Tucson, Ariz.; KHJ, Los Angeles, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KFEL, Denver, Colo.; WJAX, Jacksonville, Fla.; WQAM, Miami, Fla.; WFLA, Tampa, Fla.; WAGA, Atlanta, Ga.; KIDO, Boise, Ida.; WLS, Chicago, Ill.; KXEL, Waterloo, Ia.; WFBR, Baltimore, Md.; WOW, Omaha, Nebr.; WNBF, Binghamton, N. Y.; WNEW, New York, N. Y.; KFYR, Bismarck, N. D.; WBNS, Columbus, Ohio; WHP, Harrisburg, Pa.; WGBI, Scranton, Pa.; WROL, Knoxville, Tenn.; KTRH, Houston, Texas; KTSA, San Antonio, Texas; KDYL, Salt Lake City, Utah; WMBG, Richmond, Va.; WMMN, Fairmont, W. Va.; WWVA, Wheeling, W. Va.; KOL, Seattle, Wash.; KMO, Tacoma, Wash.; KGMB, Honolulu, T. H.; KXOK, St. Louis, Mo.; KFRU, Columbia, Mo.; Don Lee Mutual Network; Arizona Network.		

BLUE NETWORK COMPANY

(National Spot and Local Sales Division)

<i>New York City</i> —30 Rockefeller Plaza.....	Circle	7-5700
Murray Grabhorn, National Spot Sales Manager; Ralph E. Dennis, Eastern Spot Sales Manager.		
<i>Chicago</i> —Merchandise Mart Bldg.....	Delaware	1900
G. I. Berry, Manager.		
<i>Hollywood</i> —6285 Sunset Blvd.....	Hillside	8231
Fred Becker, Manager.		
<i>Stations</i> —KGO, San Francisco, Calif.; WMAL, Washington, D. C.; WENR, Chicago, Ill.; WJZ, New York, N. Y., Pacific Coast Blue Network.		

THE BRANHAM COMPANY

<i>New York</i> —230 Park Avenue.....	Murray Hill	6-1860
M. H. Long, Vice-President; F. P. Motz, Vice-President; James H. Connolly, Manager of radio department.		
<i>Chicago</i> —360 N. Michigan Avenue.....	Central	5726
John Petrie, President; E. F. Corcoran, Vice-President; Pete Kurber, Manager radio department.		
<i>Detroit</i> —General Motors Bldg., Harry Anderson.....	Trinity	1-0440
<i>Dallas</i> —Texas Bank Bldg., A. J. Putman.....	Dallas	2-8569
<i>Atlanta</i> —Rhodes Haverty Bldg., J. B. Keough.....	Walnut	4851
<i>St. Louis</i> —Arcade Bldg., Sloane McCauley.....	Chestnut	6192
<i>Kansas City</i> —Board of Trade Bldg., G. F. Dillon.....	Harrison	1023
<i>San Francisco</i> —5 Third St., George D. Close.....	Garfield	6740
<i>Los Angeles</i> —448 S. Hill St., J. H. Hornung.....	Michigan	1269
<i>Seattle</i> —858 Empire Bldg., A. G. Neitz.....	Elliott	1769
<i>Charlotte, N. C.</i> —612 Commercial National Bank Bldg., H. L. Ralls.....	Charlotte	8839
<i>Memphis</i> —1018 Sterick Bldg.....	Memphis	8-2344
<i>Stations</i> —KTHS, Hot Springs, Ark.; KWKH, Shreveport, La.; KTBS, Shreveport, La.; WCPO, Cincinnati, Ohio; WTJS, Jackson, Tenn.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; KTBC, Austin, Texas; KRIC, Beaumont, Texas; KRLD, Dallas, Texas, KXYZ, Houston, Texas; KRIS, Corpus Christi, Texas; West Virginia Network (WCHS, Charleston, WPAR, Parkersburg; WBLK, Clarksburg); WSAZ, Huntington, West Va.		

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

BROADCASTING ADVERTISING, INC.

(New England Representative*)

Boston—8 Newbury St. (16).....KENmore 0854
 J. E. Murley, President-Treasurer; J. J. Manning, Office Manager-Time Buyer.
 *(This firm represents and exclusively directs "The Marjorie Mills Hour" on the New England Regional Network and "The Yankee Kitchen" on the Yankee Network; both programs are sold on a participating sponsorship basis.)

HOWARD C. BROWN COMPANY

Hollywood—6404 Sunset Blvd.....Hollywood 6045
Stations—3XY, Melbourne, Australia; 2UE, Sydney, Australia; National Commercial Broadcasting Service (5 stations), New Zealand.

BURN-SMITH COMPANY, INC.

New York—551 Fifth Avenue, C. Otis Rawalt.....MURray Hill 2-3124
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Los Angeles—Chamber of Commerce Bldg.....Richmond 6184
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Jack K. Cooke, General Manager; R. A. Leslie, Manager; N. D. Brown, C. E. Wingrove, Sonya Barnett.		

Montreal—310 Keefer Bldg. HARbour 3051
 Roy Hoff, Manager.
Stations—CKWS, Kingston, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CKGB, Timmins, Ont.; CKRN, Rouyn-Noranda, Que.; CKVD, Val D'Or, Que.; CHAD, Amos (Northern Quebec B'casting System).

NORTHWEST RADIO ADVERTISING CO.

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 Edwin A. Kraft, General Manager; W. L. Paul, Assistant Manager.
Stations—KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska.

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Cleveland—1635 East Twenty-Fifth St., Alonzo Hawley. Prospect 2922
Hollywood—6362 Hollywood Blvd., H. O. Griffith. Granite 1726
San Francisco—681 Market St., S. P. LaDue. Douglas 4475
Seattle—White Bldg., Hal Pearce. Main 6626
Stations: Argentina: Red Argentina de Emisoras Splendid (11-station network) Bolivia: CP2, La Paz; British Guiana: ZFY, Georgetown; Chile: Cooperativa Vitalicia (7-station network); Columbia: Radio Continental (4-station network); Costa Rica: TIPG, San Jose; Dominican Republic: HIN, Ciudad Trujillo; Ecuador: HCIBF, Quito and HCRB, Guayaquil; El Salvador: YSP, San Salvador; Guatemala: TGW, Guatemala City; Haiti: HHW and HHBM, Port-au-Prince; Honduras: HRN, Tegucigalpa; Nicaragua: YNRS-YNPH, Managua; Panama: HP5G-HOA, Panama City; Paraguay: ZP9-ZP1, Ascuncion; Peru: Compania Peruana de Radiodifusion (7-station network) and OAX4A-OAX4T-OAX4Z, Lima; Puerto Rico: WIAC, San Juan; Montevideo; Venezuela: YV5RA-YV5RN, Caracas and YVIRA-YVIRV and YVIRK-YVIRL, Maracai o; Newfoundland: VONF-VONG-VONH, St. Johns; KFQD, Ankorage, Alaska.

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New York—250 Park Ave. PLaza 8-2255
 Hines Hatchett, Manager; John McSweeney; Shirley Hellender
Stations—WJJD, Chicago, Ill.; WIRE, Indianapolis, Ind.; WAOV, Vincennes, Ind.; KDTH, Dubuque, Ia.; KGGE, Coffeyville, Kans.; KSAL, Salina, Kans.; WEW, St. Louis, Mo.; KGBX, Springfield, Mo.; KWTO, Springfield, Mo.; WLOI, St. Paul, Minn.; WIND, Gary-Chicago, Ill.; WQXR, New York, N. Y.; KLCN, Blytheville, Ark.; WCAR, Pontiac, Mich.; KGKL, San Angelo, Texas; KPLT, Paris, Texas; KBST, Big Spring, Texas; KRBC, Abilene, Texas; KCMC, Texarkana, Texas; WHBL, Sheboygan, Wisc.; KATE, Albert Lea-Austin, Minn.; KYSM, Mankito, Minn.; KROC, Rochester, Minn.; WCAZ, Carthage, Ill.; KFVS, Cape Givadeau, Mo.; KHMO, Hannibal, Mo.; WKRO, Cairo, Ill.

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Chicago—122 S. Michigan Avenue, O. J. Ranft, Manager. HARRison 8085
Detroit—7338 Woodward Avenue, J. J. Higgins, Manager. MADison 0790
Atlanta—1220 Rhodes-Haverty Bldg., Mrs. Alice S. Grant, Manager. WALnut 1334
Philadelphia—12 South 12th St., Robert Hitchings, Manager. WALnut 3555
Stations—WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLP, Panama City, Fla.; WCOA, Pensacola, Fla.; WCMI, Ashland, Ky.; WLAP, Lexington, Ky.

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<i>Detroit</i> —General Motors Bldg.....	Madison	1035
	William Cartwright.	
<i>San Francisco</i> —Russ Bldg., Earle H. Smith.....	Garfield	4010
<i>Los Angeles</i> —601 W. 5th Street, Chester Matson.....	Michigan	8729
<i>St. Louis</i> —Shell Bldg., George Kercher.....	Chestnut	7191
	<i>Stations</i> —KARK, Little Rock, Ark.; KARM, Fresno, Cal.; KFI, Los Angeles, Calif.; KQW, San Francisco, Calif.; WICC, Bridgeport, Conn.; WSB, Atlanta, Ga.; KFH, Wichita, Kans.; WHAS, Louisville, Ky.; WSMB, New Orleans, La.; WBAL, Baltimore, Md.; WNAC, Boston, Mass.; WLLH, Lowell, Mass.; WMAS, Springfield, Mass.; WAAB, Worcester, Mass.; WJR, Detroit, Mich.; KSTP, St. Paul, Minn.; WDAF, Kansas City, Mo.; KFAB, Lincoln, Nebr.; KOIL, Omaha, Nebr.; WBEN, Buffalo, N. Y.; WAGE, Syracuse, N. Y.; WGAR, Cleveland, Ohio; KVOO, Tulsa, Okla.; KGW, Portland, Ore.; WEAN, Providence, R. I.; WSM, Nashville, Tenn.; WFAA, Dallas, Texas; KGKO, Ft. Worth-Dallas, Texas; WBAP, Fort Worth, Texas; KPRC, Houston, Texas; WOAI, San Antonio, Texas; KSL, Salt Lake City, Utah; WTAR, Norfolk, Va.; WRNL, Richmond, Va.; KOMO, Seattle, Wash.; KHQ, Spokane, Wash.; KGA, Spokane, Wash.; WTMJ, Milwaukee, Wisc.; Texas Quality Network; Yankee Network.	

RALPH L. POWER

(*Australian Representative*)

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	<i>Station</i> —Representation of stations in Australia, New Zealand and South Africa.	

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<i>Chicago</i> —333 N. Michigan Avenue (1).....	Central	1743
	R. L. Swats, Jr., Manager.	
<i>Detroit</i> —General Motors Bldg. (2), Richard F. Kopf, Manager.....	UNiversity	2-3553
<i>San Francisco</i> —Russ Bldg. (4), David H. Sandeberg, Manager.....	Exbrook	2093
<i>Los Angeles</i> —707 South Hill St. (14), J. Leslie Fox, Walter O. Miles.....	Vandike	1901
	<i>Stations</i> —KWBW, Hutchinson, Kans.; KROC, Rochester, Minn.; WJNO, W. Palm Beach, Fla.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WCLE, Cleveland, Ohio; WHKC, Columbus, Ohio; WTOL, Toledo, Ohio; WMBS, Uniontown, Pa.; The Oklahoma Network.	

RADIO CENTRE LIMITED

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	<i>Station</i> —CJCJ, Calgary, Alberta.	

RADIO REPRESENTATIVES, LTD.

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	J. Slatter, Managing Director.	
<i>Montreal</i> —337 Dominion Square Bldg., W. Dippie, Mgr.....	HArbour	7811
	<i>Stations</i> —CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CKMO, Vancouver, B. C.; CKPR, Fort William, Ont.; CKCL, Toronto, Ont. (Montreal only); CKCH, Hull, Que.; CKCV, Quebec City, Que.; CHLN, Three Rivers, Que.; CHLT, Sherbrooke, Que.; CFQC, Saskatoon, Sask.	

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(The Spot Broadcasting Division of the Columbia Broadcasting System)

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<i>Chicago</i> —410 N. Michigan Avenue.....	Whitehall	6900
J. Kelly Smith, General Sales Manager; Ted McLoney, Gordon Owen, J. M. Ward, Wm. Parker.		
<i>St. Louis</i> —Mart Bldg., Carter Ringlep, Sales Manager.....	Central	8240
<i>Charlotte, N. C.</i> —Wilder Bldg., Royal Penny, Sales Manager.....	Charlotte	3-8833
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Ole G. Morby, Sales Manager for Northern California & the Northwest.		
<i>Los Angeles</i> —Columbia Square.....	Hollywood	1212
Meredith Pratt, Sales Manager for Southern California.		
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WILLIAM G. RAMBEAU COMPANY

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<i>Los Angeles</i> —5833 Fernwood Ave., Fred L. Allen, Manager.....	Granite	3636
<i>Stations</i> —KTKC, Fresno-Visalia, Calif.; KFVB, Los Angeles, Calif.; KFMB, San Diego, Cal.; KJBS, San Francisco, Calif.; KMYR, Denver, Colo.; WNAB, Bridgeport, Conn.; WELI, New Haven, Conn.; WATR, Waterbury, Conn.; KBUR, Burlington, La.; WJEJ, Hagerstown, Md.; WDSM, Duluth-Superior, Minn.; WDGY, St. Paul-Minneapolis, Minn.; WIL, St. Louis, Mo.; WJTN, Jamestown, N. Y.; WHN, New York, N. Y.; WHEB, Portsmouth, N. H.; KBON, Omaha, Neb.; WJAS, Pittsburgh, Pa.; WRAW, Reading, Pa.; WFCI, Pawtucket, R. I.; WHBQ, Memphis, Tenn.; KEVR, Seattle, Wash.		

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<i>New York</i> —366 Madison Avenue (17).....	Murray Hill	2-8689
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<i>Detroit</i> —General Motors Bldg. (2), Walter I. Tenney.....	Trinity	2-3553
<i>San Francisco</i> —Russ Bldg. (4), David H. Sandeberg.....	Exbrook	2093
<i>Los Angeles</i> —707 South Hill St. (14), J. Leslie Fox, Walter O. Miles.....	Vandike	1901
<i>Stations</i> —WBRC, Birmingham, Ala.; Arizona Broadcasting Co.; KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; KERN, Bakersfield, Calif.; KXO, El Centro, Calif.; KMJ, Fresno, Calif.; KMPC, Los Angeles, Calif.; KFBK, Sacramento, Calif.; KFSD, San Diego, Calif.; KTMS, Santa Barbara, Calif.; KWG, Stockton, Calif.; WDRC, Hartford, Conn.; WDEL-WILM, Wilmington, Del.; WMBR-WFOY, Jacksonville-St. Augustine, Fla.; WSBT, South Bend, Ind.; KWFT, Wichita Falls, Kans.; WGAN, Portland, Me.; WCAO, Baltimore, Md.; WTAG, Worcester, Mass.; Michigan Radio Network; WXYZ, Detroit, Mich.; WOOD-WASH, Grand Rapids, Mich.; KWK, St. Louis, Mo.; WHK, Cleveland, Ohio; KOH, Reno, Nev.; WSyr, Syracuse, N. Y.; WTRY, Troy N. Y.; WKBN, Youngstown, Ohio; KEX, Portland, Ore.; WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.; WORK, York, Pa.;		

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Detroit—General Motors Bldg., Richard T. Healy.....Madison 4250
Philadelphia—Land Title Bldg., L. W. Turck.....Rittenhouse 3839
San Francisco—58 Sutter Street.....Garfield 6144
Judson H. Carter, Ralph E. DeMotte.
Los Angeles—117 West Ninth Street, Charles E. Fisher.....Tucker 2474
Station—WSAU, Wausau, Wisc.

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Kansas City—15 W. 10th St., Wm. Temple, Mgr.....Victor 0021
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Chicago—360 N. Michigan Ave.....Franklin 8520
Stanley Young, Willie Kissick.
San Francisco—5 Third St., John Livingston, District Mgr.....Douglas 2536
Hollywood—1650 Cosmo St.....Hollywood 6928
John Livingston, District Mgr.; Grace Gibson.
Stations—KGHI, Little Rock, Ark.; KYA, San Francisco, Calif.; WOL, Washington, D. C.; WKAT, Miami Beach, Fla.; WATL, Atlanta, Ga.; WRBL, Columbus Ga.; WINN, Louisville, Ky.; WTBO, Cumberland, Md.; WHDH, Boston, Mass.; WMUR, Manchester, N. H.; WAAT, Newark, N. J. (outside N. Y. C.); WTTM, Trenton, N. J.; WAKR, Akron, Ohio; WSAI, Cincinnati, Ohio; WLW, Cincinnati, Ohio (West Coast Only); WCED, DuBois, Pa.; WERC, Erie, Pa.; WHJB, Greensburg, Pa.; WKST, New Castle, Pa.; WIBG, Philadelphia, Pa.; KQV, Pittsburgh, Pa.; WCOS, Columbia, S. C.; WMPS, Memphis, Tenn.; WSIX, Nashville, Tenn.; KNOW, Austin, Texas; WACO, Waco, Texas; WKWK, Wheeling, W. V.

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<i>Montreal</i> —608 Keefer Bldg., J. R. Pearcey, Mgr.....	Plateau	8749
<i>Winnipeg</i> —A. J. Messner, Manager, c/o Radio Station CKY.....	Winnipeg	92191
S. J. Irwin, F. Ward.		
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<i>New York</i> —60 East 42nd St., Lowell W. Brown, Manager.....	Murray Hill	6-1788
<i>Chicago</i> —360 N. Michigan Ave., Don B. Milliken, Manager.....	Franklin	5241
<i>St. Louis</i> —915 Olive St., Fred J. Wright, Manager.....	Chestnut	1965
<i>San Francisco</i> —155 Sansome St., R. J. Birch, Manager.....	Davenport	4164
<i>Station</i> —WDWS, Champaign-Urbana, Ill.		

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<i>Stations</i> —WIOD, Miami, Fla.; WOR, New York, N. Y.		

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<i>Lynchburg, Va.</i> —Allied Arts Bldg., Philip P. Allen, Manager.....	Lynchburg	3032
<i>Stations</i> —WBTM, Danville, Va.; WLVA, Lynchburg, Va.; WSLS, Roanoke, Va.		

J. FRANKLYN VIOLA AND COMPANY

(Foreign Language Representative*)

<i>New York City</i> —152 W. 42nd St., J. Franklyn Viola, President.....	Chickering	4-3254
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*Stations represented for the broadcasting and producing of foreign language programs only.

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<i>Kansas City, Mo.</i> —15 W. 10th St., Wm. Temple.....	Victory	0021
<i>Los Angeles</i> —568 Chamber of Commerce Bldg., Walter Biddick.....	Richmond	6184
<i>Stations</i> —KUOA, Siloam Springs, Ark.; KFXJ, Grand Junction, Colo.; KFKA, Greeley, Colo.; KSEI, Pocatello, Ida.; KTFI, Twin Falls, Ida.; KFJB, Marshalltown, Iowa; KOAM, Pittsburg, Kans.; WABI, Bangor, Me.; WSAR, Fall River, Mass.; KGIR, Butte, Mont.; KPFA, Helena, Mont.; KRBM, Bozeman, Mont.; WJAG, Norfolk, Nebr.; KGNF, North Platte, Nebr.; KLPB, Minot, N. D.; WICA, Ashtabula, Ohio; KABR, Aberdeen, S. D.; KOBH, Rapid City, S. D.; WRJN, Racine, Wisc.; Z-Bar Net (KGIR, Butte, Mont.; KPFA, Helena, Mont.; KRBM, Bozeman, Mont.).		

WAXELBAUM & CO.

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 C. C. Weed, Vice-President.

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Boston—Statler Bldg., Charles D. Kean, Manager.....Hubbard 5677

Hollywood—6253 Hollywood Blvd., Lincoln P. Simonds, Manager.....Hillside 8611

San Francisco—Mark Hopkins Hotel, Lincoln P. Simonds, Manager.....Yukon 1899

Stations—KSFO, San Francisco, Calif.; WTIC, Hartford, Conn.; WWDC, Washington, D. C.; WMBR, Jacksonville, Fla.; WSUN, St. Petersburg, Fla.; WSOY, Decatur, Ill.; WTAX, Springfield, Ill.; WEOA, Evansville, Ind.; WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.; KGLO, Mason City, Ia.; WDSU, New Orleans, La.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.; WCSH, Portland, Me.; WORC, Worcester, Mass.; WSLI, Jackson, Miss.; KFBB, Great Falls, Mont.; WFEA, Manchester, N. H.; KGGM, Albuquerque, N. M.; WEBR, Buffalo, N. Y.; WMCA, New York, N. Y.; WWNY, Watertown, N. Y.; WCOL, Columbus, Ohio; WIZE, Springfield, Ohio; WAYS, Charlotte, N. C.; WRAL, Raleigh, N. C.; WING, Dayton, Ohio; WJAR, Providence, R. I.; WFBC, Greenville, S. C.; WRR, Dallas, Texas; KFJZ, Fort Worth, Texas; Texas State Network; WCAX, Burlington, Vt.; WTAQ, Green Bay, Wisc.; New England Regional Network; CFAC, Calgary, Alta.; CJA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJO, Lethbridge, Alta.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJNI, Victoria, B. C.; CKRC, Winnipeg, Man.; CFNB, Fredericton, N. B.; CHNS, Halifax, N. S.; CJC, Sydney, N. S.; CKOC, Hamilton, Ont.; CKWS, Kingston, Ont.; CKJL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CJCS, Stratford, Ont.; CKSO, Sudbury, Ont.; CKGB, Timmins, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHAB, Moose Jaw, Sask.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; Marjorie Mills Hour; Tobacco Network.

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Hollywood—6362 Hollywood Blvd., Homer O. Griffith.....Granite 6113

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Seattle—2102 Smith Tower Bldg., Robt. S. Nichols

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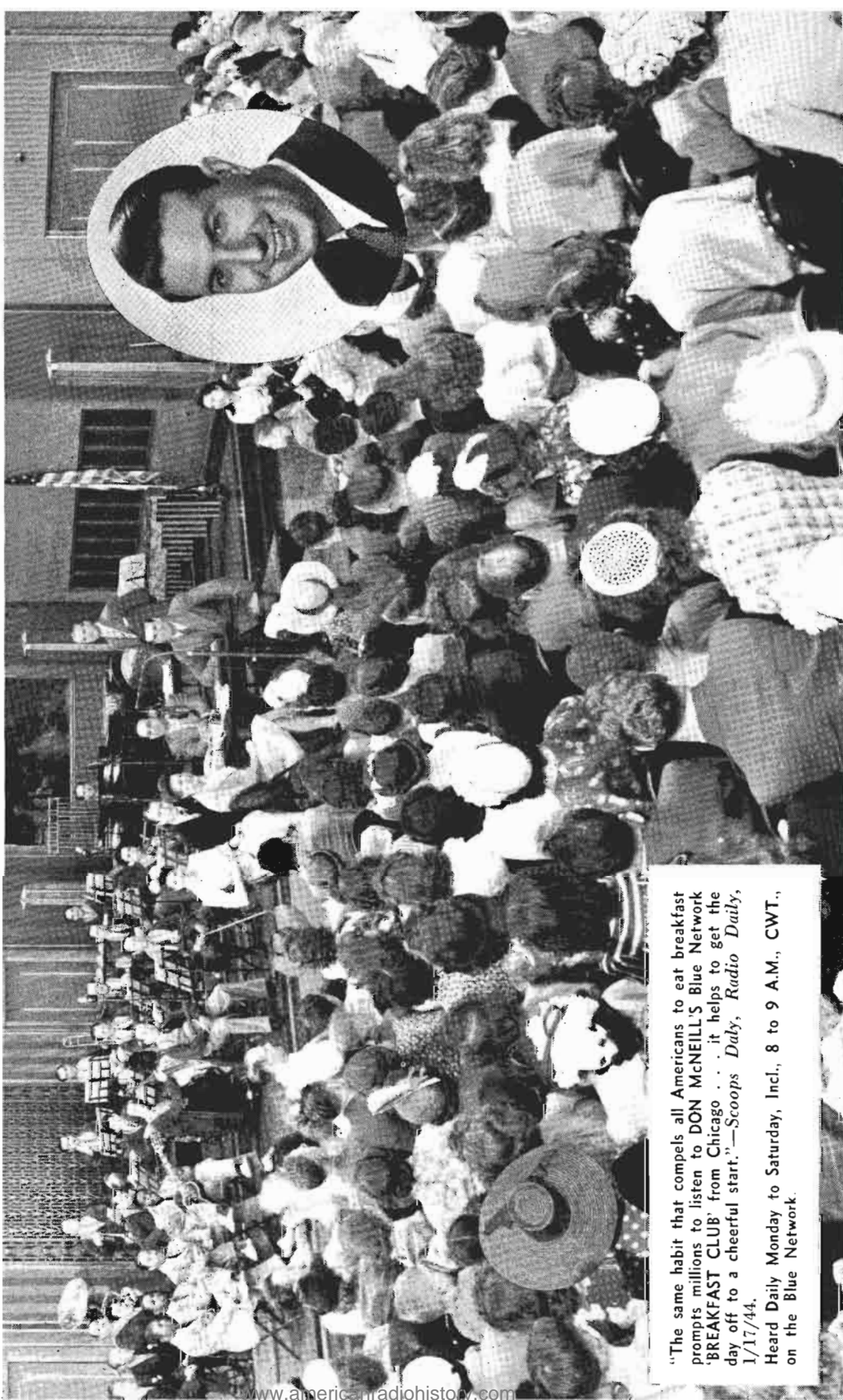
CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CKMO, Vancouver, B. C.; CKPR, Fort William, Ont.; CFQC, Saskatoon, Sask.; CKCH, Hull, Que.

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Stations—WSRR, Stamford, Conn.; WKNY, Kingston, N. Y.; WSNY, Schenectady, N. Y.; WIBX, Utica, N. Y.; WAIR, Winston-Salem, N. C.; Connecticut State Network.

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for The Grove Laboratories, Inc.
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Executives

President.....Herbert Moore
Vice-President-Editor.....Dixon Stewart

United Press Associations

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

Executives

President.....Hugh Baillie
Vice-President & General Business Manager.. E. M. Williams
Radio News Manager.....Phil Newsom
Radio Sales Manager.....A. F. Harrison

*When a problem arises in your business
and you need competent advice you consult*

A SPECIALIST

How is one designated a specialist?

Through years of experience and practice
with other people's problems and headaches.

That is what we have been doing for the
past twenty-five years—working out other
people's problems and relieving their headaches

IN PRINTING

Why not let us diagnose your printing problem
and maybe we can relieve you of a headache?

We are specialists in handling trade publications,
house organs, year books and catalogs.

Our prescription might be the cure
for your printing ills.

BARNES PRINTING CO., Inc.

229 West 28th Street

New York 1, N. Y.

RESEARCH —————

————— ORGANIZATIONS

AMERICAN RESEARCH SERVICE

1023 Victoria Avenue, Los Angeles 6, Calif.
Phone: YOrk 3010

Owner and General Manager
Robert L. Biggs

Services Offered: All types of business surveys and polls; special attention given to radio surveys, coincidental or recall methods, telephone or personal interview. Individual studies planned and executed to meet special problems and conditions.

•

BUREAU OF RESEARCH IN EDUCATION BY RADIO

University of Texas, Austin, Texas
Phone: 9171-234

Director.....A. L. Chapman
Secretary.....Camille Lyons
Assistants.....Elizabeth Berg,
Helen Kelley, Jerry Barnes, Janice Lyons

Services Offered: Non-commercial research service; research results utilized in the planning, writing, production and evaluation of educational radio programs; educational radio equipment studies; listening-time studies; listener-effect surveys.

•

WALTER P. BURN & ASSOCIATES, INC.

7 West 44th Street, New York, N. Y.
Phone, MUrray Hill 2-7462

President.....Walter P. Burn
Vice-President.....William Noble

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

CALIFORNIA ASSOCIATES

417 South Hill St., Los Angeles, Calif.
Phone: Madison 1196

Partner.....John B. Knight
Partner.....Geraldine Parker
Secretary.....Sylvia Clawson

Branch Office

300 Montgomery St., San Francisco, Calif.
Phone: Exbrook 0600

Services Offered: Public opinion surveys; market analysis; business research.

•

CALIFORNIA RESEARCH BUREAU

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: Ho. 5111

C. P. A.....Carl Oppenheimer
Researcher.....E. B. Goodman
Retail Store Executive.....N. B. Slocum

Services Offered: Re-conversion of industry from war to peace time pursuit, engineering facility, and scientific measurement of opinion tendencies in radio, political sentiment, and socie-economic movement, income tax consultants.

•

CANADIAN FACTS

19 Melinda Street, Toronto, Ont., Canada
Phone Adelaide 2067

President.....John F. Graydon
Vice-President.....Ethel O. Colwell

Services Offered: All types of marketing research including market coverage data, consumer studies, dealer investigations, opinion studies, government work, market condition forecast and checks on effectiveness of various media. Representatives in over 100 key communities across Canada.

McKINSEY & CO.

60 East 42nd St., New York, N. Y.

Phone, VAnDerbilt 6-5280

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

COMMERCIAL SERVICES, INC.

2011 Park Avenue, Detroit 26, Mich.

Phone: RAnDolph 1485

President-General Manager

Richard W. Oudersluys

Secretary-Treasurer.....Lawrence E. Black

Production Manager.....Nellie R. Cline

Services Offered: Radio listening surveys, consumer and dealer studies, copy testing, market investigations.

ROBERT S. CONLAN & ASSOCIATES

New York Life Bldg., Kansas City, Mo.

Phone Victor 1973

Principal.....Robert S. Conlan

Associates.....Carrie J. Conlan,
Gladys Zander

Services Offered: Advertising and public relation research, listener surveys, market research.

THE COOPERATIVE ANALYSIS OF BROADCASTING, INC.

330 West 42nd Street, New York, N. Y.

Phone, LOnGacre 3-1454

General Manager.....A. W. Lehman

Governing Committee:

D. P. Smelser, Chairman (Procter & Gamble Co.); George H. Gallup, Treasurer (Young & Rubicam); Robert B. Brown (Bristol-Myers Co.); L. D. H. Weld (McCann-Erickson); F. B. Ryan, Jr. (Ruthrauff & Ryan); John L. Bogert (Standard Brands); A. W. Lehman, General Manager.

Services Offered: The Cooperative Analysis of Broadcasting, Inc., is a non-profit membership corporation. Its purposes are: collection, for information of its members, of information, statistics, and data related to

advertising through the medium of radio broadcast; evaluation of the popularity of various radio broadcast programs in relation one to the other; studies of the habits of those who listen to radio broadcast programs and of the uses by such listeners of radio receiving instruments; and generally, the collection and dissemination of information, statistics and data applicable, directly or indirectly, to the use of wireless telegraphy for the transmission of messages or the entertainment or education of the listening public.

CROSSLEY, INC.

330 West 42 St., New York 18, N. Y.

Phone BRyant 9-5462

President.....Archibald M. Crossley

Vice-President.....J. A. Ward

Services Offered: Program rating, nationwide or individual area studies, general marketing consultants.

ELLIOTT-HAYNES, LTD.

(Radio Research Division)

25 King St., West, Toronto, Ont., Canada

President.....Walter E. Elliott

Vice-President.....W. Paul Haynes

Secretary-Treasurer.....Ernest Comte

Offices

Sun Life Bldg., Montreal, P. Q., Canada

(Also offices in Halifax, Winnipeg and Vancouver.)

Services Offered: Radio audience and listening surveys using, with permission, the C. E. Hooper, Inc., technique and formula (telephone co-incidental); reports are released fortnightly with the first report of the month carrying complete data on evening listening and the second report carrying complete data on daytime listening.

EVALUATION OF SCHOOL BROADCASTS PROJECT

Ohio State University, Columbus, Ohio

Phone, University 3148, Ext. 708

Director.....I. Keith Tyler

Associate Director.....Norman Woelfel

Services Offered: Research on the relation of radio and children and young people; advisory services to broadcasters and educators on planning and production of school broadcasts and children's programs. (This project has published 40 bulletins on a variety of problems relating to the educational use of radio; bulletins are available from the project at cost.

HOOPER-HOLMES BUREAU

102 Maiden Lane, New York 5, N. Y.

Phone WHitehall 3-9700

Director of Research.....William L. Henry

Branch Offices

78 Offices Throughout

United States and Canada

Services Offered: Commercial research.

FACTS CONSOLIDATED

6305 Yucca at Vine, Hollywood, Calif.

Phone: Granite 3658

Co-Owner.....Dorothy D. Corey
111 Sutter St., San Francisco, Calif.

Co-Owner.....Roy S. Frothingham

Services Offered: Coincidental, special studies involving products, radio, public opinion, etc.

INDUSTRIAL SURVEYS CO., INC.

347 Madison Ave., New York 17, N. Y.

Phone: MUrray Hill 3-0690

President.....Samuel G. Barton

Vice-President.....Stanley Womer

Secretary-Treasurer.....Henry C. Trainor

Assistant to President.....Jean L. Stewart

Director Radio Coverage Studies

George M. Baillie

Director, The Radio Panel.....Berta Howell

Mgr., Telephone Surveys.....Anne Nash

Tabulating Manager.....Kurt Benjamin

Statistician.....Ralph Chances

Librarian.....Sophia Hanson

Branch Office

75 East Wacker Drive, Chicago 1, Ill.

Phone: State 7788

Mgr., Radio Surveys.....Marji Frank

Tabulating Manager.....Richard Buck

Statistician.....Robert Farber

Librarian.....Stanley Berglund

Services Offered: Field surveys via personal interview, telephone interview, controlled mail, panels and juries. National Radio Coverage studies, The Listener Diary, The Radio Panel, listening-buying correlations. Permanent radio staff in 20 cities. Mechanical and manual tabulating New York and Cbicago.

C. E. HOOPER, INC.

10 East 40th St., New York 16, N. Y.

Phone, LExington 2-3000

President.....C. E. Hooper

Vice-President.....Fred H. Kenkel

Manager, Station Audience Reports
W. Ward Dorrell

Manager, Radio Program Reports
Dorothy M. Behrens

Manager, Special Surveys.....Edythe F. Buel

Research Consultant....Dr. M. N. Chappell

Branch Office

1709 West 8th St., Los Angeles, Calif.

Phone: Federal 7777

Manager.....Ruth Arnold

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

NATIONAL RADIO RECORDS

347 Madison Ave., New York 17, N. Y.

Phone, MUrray Hill 6-9186

President.....N. Charles Rorabaugh

Executive Vice-President.....Fulton Dent
Publication Editor.....Dorothy Greene

Services Offered: Monthly spot advertising reports; confidential statistics revealing spot activity of national and regional advertisers.

tiveness of various media of communication; sociological and psychological composition of radio audiences; audience to different types of programs; techniques of measurement of coverage and effectiveness of media of communication; techniques of measuring likes and dislikes of programs.

A. C. NIELSEN COMPANY

2101 Howard Street, Chicago, Ill.
Phone, Hollycourt 6109

President.....A. C. Nielsen
Executive Vice-President.....F. K. Leisch
Executive Vice-President.....H. L. Rusch
Vice-President.....W. B. Perrin
Vice-President.....J. M. Teague
Vice-President.....L. O. Heideman
Vice-President.....P. V. Jester
Vice-President.....J. P. Napier
Vice-President.....D. M. Prather
Vice-President.....T. R. Shearer
Vice-President.....C. T. Allen
Vice-President.....C. G. Shaw
Secretary-Treasurer.....Bertha Pritzlaff

Branch Office

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

Executive Vice-President In Charge of
N. Y. Office.....J. O. Peckham
109 St. Aldates, Oxford, England
Vice-President.....E. L. Lloyd

Services Offered: Market research work including the publication of indexes on the drug, food, liquor, radio and British business.

**OFFICE OF RESEARCH—
RADIO DIVISION**

3470 Broadway, New York 31, N. Y.
Phone, AUdubon 3-2335

Director.....Dr. John G. Peatman

Services Offered: Psychological aspects of market research; surveys and analyses for the music industries and advertising agencies; weekly Audience Coverage Index Report; national survey of popular music broadcast on nation networks, consultation service on radio sampling methods and on the program analyzer technique for evaluating and improving programs.

THE PULSE OF NEW YORK, INC.

500 Fifth Ave., New York 18, N. Y.
Phone: LAckawanna 4-8305

Director.....Sydney Roslow
Manager.....David Klein

Services Offered: Measurement of radio audiences, analysis of radio program audiences and the sales effectiveness of radio programs; studies of the relationship between radio listening and other related questions.

**OFFICE OF RADIO RESEARCH,
COLUMBIA UNIVERSITY**

Phone, COlumbus 5-6951

15 Amsterdam Ave., New York 23, N. Y.
Director.....Dr. Paul F. Lazarsfeld
Associate Director.....Dr. Robt. A. Merton
Research Associate.....Marjorie Fiske

Services Offered: Research in the effec-

RADIO REPORTS, INC.

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

President.....Edward F. Loomis
Vice-President.....P. R. Rieber
Secretary.....Rose T. Pavlica
Sales Manager.....George I. Reid

• • • **RESEARCH ORGANIZATIONS** • • •

Branch Office

617 S. Olive St., Los Angeles, Calif.
Phone: Van Dyke 4084

Manager.....Dixie Wilkinson

Services Offered: Daily and Weekly Digests of Radio Opinion; verbatim texts of radio addresses, comment, dramatization, news reports, etc., based on electrical recordings; verbatim text of radio commercials. Also monitoring (checking) of commercials and spot announcements on nation-wide basis.

•
REGAN SERVICE

1085 Monadnock Bldg., San Francisco, Calif.
Phone DOuglas 4475

Owner-Manager.....James L. Regan

Services Offered: Personnel surveys in stores, hotels, restaurants, banks, transportation systems; purchase tests; comparison shopping.

•
ELMO ROPER

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

Executives.....Elmo Roper, Carolyn W. Crusius, Robert Williams

Services Offered: Marketing research, distribution consultant, trade and consumer studies.

•
ROSS FEDERAL RESEARCH CORP.

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

President and Treasurer.....Harry A. Ross
Vice-President-General Manager

Densmore A. Ross

Vice-President-General Sales Manager

Clifford B. Ross

Vice-President-Eastern Sales Manager

S. W. Sheetz

Vice-President-Midwestern Sales Manager
W. O'Dell
Secretary.....Frank X. Miske

Branch Offices

- 59 E. Van Buren St., Chicago, Ill.
642 Book Bldg., Detroit, Mich.
872 Hanna Bldg., Cleveland, Ohio
913-915 Berger Bldg., Pittsburgh, Pa.
606 West Wisconsin Ave., Milwaukee, Wisc.
740 Union Trust Bldg., Cincinnati, Ohio
320 N. Meridian St., Indianapolis, Ind.
817-18 Metropolitan Bldg., Boston, Mass.
17 Court St., Buffalo, N. Y.
Market St. National Bank Bldg., Philadelphia, Pa.
1028 Connecticut Ave., Washington, D. C.
1307 Grand Ave., Kansas City, Mo.
210 Grand Olive Bldg., St. Louis, Mo.
3723 Wilshire Blvd., Los Angeles, Calif.
1051-53 Monadnock Bldg., San Francisco, Calif.
1904 Third Ave., Seattle, Wash.
Tower Petroleum Bldg., Dallas, Texas
903 United States National Bank Bldg., Denver, Colo.
47 West South Temple St., Salt Lake City, Utah
Rand Tower Bldg., Minneapolis, Minn.
507 Tenth St., Des Moines, Ia.
1911 Sierick Bldg., Memphis, Tenn.
314 Johnston Bldg., Charlotte, N. C.
207-208 Palmer Bldg., Atlanta, Ga.
90 State St., Albany, N. Y.
1004 Baronne Bldg., New Orleans, La.
404 Terminal Bldg., Oklahoma City, Okla.
306 S. Fifteenth St., Omaha, Nebr.
602 Porter Bldg., Portland, Ore.
746 Chapel St., New Haven, Conn.

Services Offered: Market research, consumer and dealer studies, radio studies, sales planning and testing.

•
GREGORY GUY WILLIAMS

1137 Board of Trade Bldg., Kansas City, Mo.
Phone: Victor 0553

Owner.....G. G. Williams

Services Offered: Grain statistical studies; market surveys; wheat, rye, corn and grain market forecasts.

IF it's *Spot* RADIO



Call Me Gillera

**These Stations
in These Markets
are Your Best Dollar Values**

Boston	WMEX	Independent	Pueblo	KGHF	Blue
Charleston	WGKV	Red, Blue and Mutual	Rochester	WSAY	Mutual plus Blue Shows
Denver	KVOD	Blue	Rutland	WSYB	Mutual and Yankee
Detroit	CKLW	Mutual	Sacramento	KROY	Columbia
Grand Rapids	WLAV	Blue & Mutual	St. Petersburg and Tampa	WTSP	Mutual
Kansas City	KCMO	Blue	Salt Lake City and Ogden	KLO	Mutual
Los Angeles	KPAS	Independent	Tacoma	KMO	Mutual
Macon	WBML	Blue & Mutual	Tulsa	KOME	Blue & Mutual
New Orleans	WNOE	Mutual	Waterbury	WBRY	Columbia
New York	WOV	Independent	Wenatchee	KPQ	Blue
Port Arthur	KPAC	Mutual	Yakima	KIT	Mutual
Oakland	KLX	Independent			
Portland	KXL	Independent			

Utah — Intermountain Network — five stations — all Mutual

JOSEPH HERSHEY M^cGILLVRA, inc.

NEW YORK, 17
366 Madison Avenue
MUrray Hill 2-8755

CHICAGO, 11
919 N. Michigan Avenue
Superior 3444

SAN FRANCISCO, 4
627 Mills Building
Sutter 1393

LOS ANGELES, 15
445 Western Pacific Building
Prospect 5319

ADVERTISING AGENCIES

The following listing includes agencies placing network and important spot business during 1943 as well as those handling the larger local accounts.

Key to Symbols of Membership and Recognition Abbreviations

- AAAA . . . *American Association of Advertising Agencies*
 ABC . . . *Audit Bureau of Circulation*
 ABP . . . *Associated Business Papers*
 ANPA . . . *American Newspaper Publishers' Association*
 APA . . . *Agricultural Publishers' Association*
 FAAG . . . *First Advertising Agency Group*
 NOAB . . . *National Outdoor Advertising Bureau*
 OAAA . . . *Outdoor Advertising Association of America, Inc.*
 PPA . . . *Periodical Publishers' Association*
 PRB . . . *Pacific Recognition Bureau*
 SAAA . . . *Southwestern Association of Advertising Agencies*
 SNPA . . . *Southern Newspaper Publishers' Association*

AARON & BROWN

1411 Walnut St., Philadelphia, Pa.

Phone LOcust 2282

ANPA

Officers

President M. W. Aaron
 Vice-President E. L. Brown
 Secretary-Treasurer Lon Jourdet
 Radio Director E. L. Brown

ADVERTISERS BROADCASTING CO., INC.

117 West 46th St., New York, N. Y.

Phone BRyant 9-1176

Officers

President Z. H. Rubinstein
 Treasurer M. Keilson
 Radio Director Sholom Rubinstein
 Producer Jacob F. Keilson
 Musical Director Harry Lubin
 Continuity Writer Jacob I. Freedman
Radio Accounts Placed—Foreign Language Programs: General Food Corp. (Maxwell House Coffee, Diamond Crystal Salt, Sanka Coffee); Horowitz-Margaretten; I. Rokeach & Sons; R. B. Davis Co. (Cocomalt, Davis Baking Powder, Cut-Rite Waxed Paper; San Fay Tissue); Colgate Palmolive-Peet Co. (Colgate Dental Cream); B. T. Babbit Co.

(Bab-O, Aunt Polly's Soup Mix); Francis H. Leggett Co. (Premier Food Products); The Sun-Rayed Co. (Kemp's Sun-Rayed Tomato Juice); Charles Hansen Laboratory, Inc. (Junket); American Home Products (Anacin, Old Dutch Cleanser); Best Foods Co. (Heckers' Cream Farina, H-O Oats); Ralston Purina Co. (Ralston, Instant Ralston, Ry. Krisp); Barbasol Co. (Barbasol Brushless Shaving Cream); Penick & Ford, Ltd. (My-T-Fine); Ex-Lax, Inc. (Ex-Lax, Jest); Lydia E. Pinkham Co. (Sanative Wash); Joseph Tetley & Co. (Tetley Soup Mix, Tetley Tea); Standard Brands (Royal Baking Powder); Dugan Brothers (Dugan Breads and Cakes); Maltex Co. (Maltex); Grove's Laboratories (Grove's B-Complex Vitamins, Grove's Cold Tablets); Bond Bakers (Bond Bread); Carter Products, Inc. (Carter's Little Liver Pills).

ADVERTISING, INC.

1523-29 Central National Bank Bldg.,

Richmond, Va.

Phone 32800 & 32809

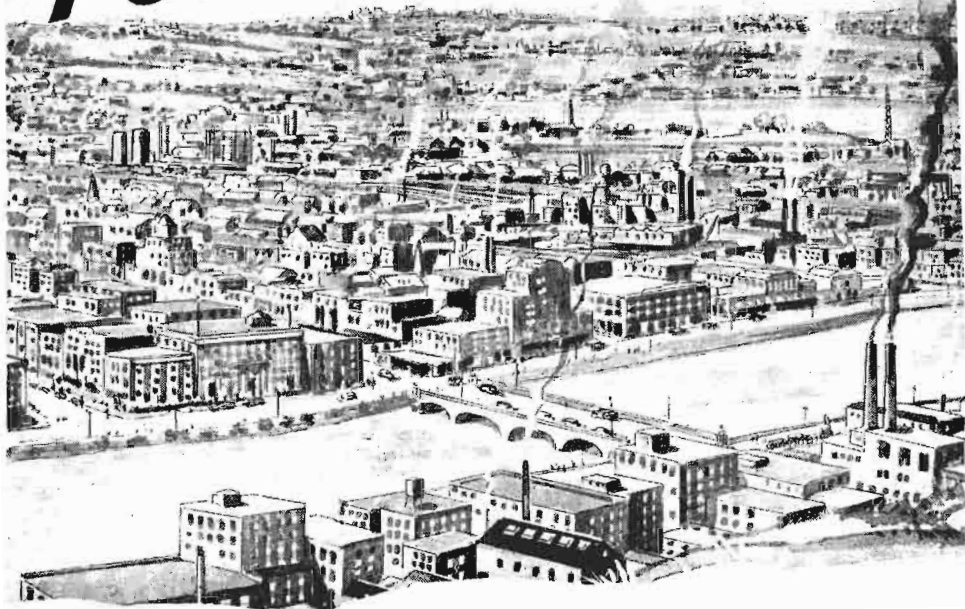
ANPA—SNPA—APA

First Advertising Agency Group

Officers

President J. Lynn Miller
 Vice-President M. T. Miller

PUSH BACK THE



LOOK at New England as a whole — not just a part of it. The real potentialities of the New England market can be largely wasted if you try to cover too much area with two or three stations. By taking the broad view, by bringing into focus all the cities of New England and their trading zones, it becomes apparent that you need a network to sell New England as a unit.

There is but one network that will do this job — do it thoroughly by giving you the right stations in the twenty-one places where you need the impact of primary coverage.

Add these twenty-one Yankee stations together, with their local acceptance based on long standing success and the friendship and support of their communities — the result is all-over primary coverage of New England.

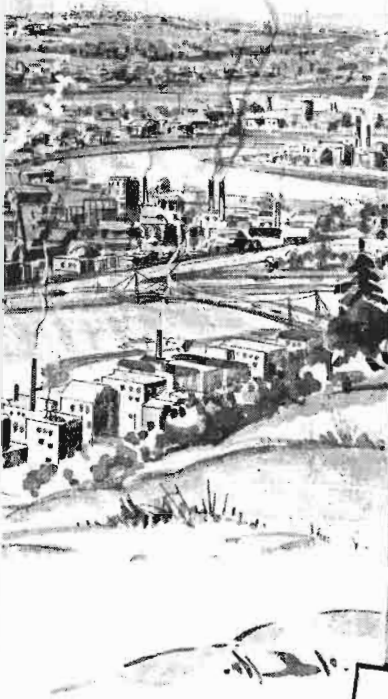
Yankee's twenty-one stations bring all markets within your reach in the only way they can be reached by radio.

THE YANKEE

Member of the Mutual

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

HORIZON



ACCEPTANCE
IS THE
YANKEE NETWORK'S
FOUNDATION

NETWORK, INC.

Broadcasting System

EDWARD PETRY & CO., INC., Exclusive National Sales Representative

William H. Weintraub & Company, Inc. advertising

New York and Hollywood

now serving the
following radio clients:

ANCHOR HOOKING GLASS CORPORATION Lancaster, Ohio
"Meet Corliss Archer", based on the characters of the New
York Stage success "Kiss and Tell" (CBS Network)

CRESTA BLANCA WINE CO., INC. Livermore, Calif.
"Cresta Blanca Wine Carnival of Music" starring
Morton Gould and Alec Templeton (CBS Network)

DUBONNET CORPORATION Lodi, Calif.
"Your Dubonnet Date" with Xavier Cugat and his orchestra,
Lina Ronny, Don Rodney and Del Campo (Mutual Network)

EMERSON RADIO AND PHONOGRAPH CORPORATION, New York, N.Y.
"Green Valley, U.S.A." featuring guest stars (Mutual Network)

HELBROS WATCH COMPANY, INC., New York, N.Y.
"Pick and Pat Time" starring Pick and Pat, Mary Small,
Vincent Lopez and his orchestra, Tiny Ruffner (Mutual Network)

REVLON PRODUCTS CORP. New York, N.Y.
"The Revlon Theatre"
starring Gertrude Lawrence (Blue Network)

SEEMAN BROTHERS, INC. New York, N.Y.
Distributors of White Rose Quality Foods... air-wick
Spot radio and participating programs in key cities

other clients
of the agency
include:

ANCIENT AGE WHISKEY (Schenley Distillers Corp.) New York, N.Y.

BURNHAM & CO. (Members of The New York Stock Exchange) New York, N.Y.

CORNNAR PRODUCTS CORP. Newark, N.J.

CORDONET BRANDY (Schenley Distillers Corp.) New York, N.Y.

GOODMAN & THISE, INC. New York, N.Y.

LIBERTY AIRCRAFT PRODUCTS CORP. Farmingdale, L.I.

RAINFAIR, INC. Racine, Wisconsin

SCHENLEY GINS (Schenley Distillers Corp.) New York, N.Y.

Secretary-Radio Director... Alicia G. Smithers
 Art Director..... M. F. Riggs
 Production Manager..... W. H. Hoxie
Radio Accounts Placed—Southern Dairies,
 R. F. & P. Railroad, Richmond Maid Mfg.
 Co., Henry R. Haase Furs, Sydnor & Hundley,
 Inc.

**ADVERTISING & SALES
 COUNCIL, INC.**

Winchester, Va.
 PPA
 President & Time Buyer..... John Freiburg
Account Placed—O'Sullivan Rubber Co.,
 Inc.

THE AITKIN-KYNETT COMPANY

1400 South Penn Square
 Philadelphia, Pa.
 Phone Rittenhouse 7810
 AAAA — ABC — NOAB — ABP — ANPA
 APA — PPA
Officers
 Senior Partner-Radio Director... H. H. Kynett
 Partner A. K. Aitkin
 Partner M. E. Goldman
Radio Accounts Placed—Stephano Bros.;
 Phillips Packing Co.

R. H. ALBER CO.

458 Chamber of Commerce Bldg.,
 Los Angeles, Calif.
 Phone PRespect 3331
 ANPA
 President..... R. H. Alber
Radio Account Placed—Gospel B'casting
 Assn.

ALLEN & REYNOLDS, INC.

833 Insurance Bldg.
 Omaha, Nebr.
 Phone Atlantic 4445
 ANPA—APA—APB
Officers
 President-Treasurer Earl Allen
 Executive-Vice-President-Secretary,
 Milton H. Reynolds
 Vice-President..... Harold Roll
 Vice-President..... Robert Savage

ANDERSON, DAVIS & PLATTE, INC.

50 Rockefeller Plaza, New York 20, N. Y.
 Phone COLUMbus 5-4868
 PPA — ANPA
Officers
 President..... T. H. Anderson, Jr.
 Vice-President..... H. H. Smith
 Secretary-Treasurer-Time Buyer... Lewis G.
 Van Akin.

Branch Office

821 15th St., N.W., Washington, D. C.
 Phone NA 7142

Radio Accounts Placed—Alexander Smith
 & Sons Carpet Co. (national spot), F. Schu-
 macher & Co. (national spot), Dry Dock
 Savings Institution (local).

**ANFENGER ADVERTISING
 AGENCY, INC.**

1706 Olive St., St. Louis, Mo.
 Phone CHEstnut 6380
 AAAA—ABP—ANPA—PPA
 Radio Director..... Vernon L. Morelock
 Asst. Radio Director..... Lynn Westbury
Branch Office
 1014 Canal Bldg., New Orleans, La.
 Phone RAYmond 0845

Manager..... Walter Winius
Radio Accounts Placed—Falls City Brew-
 ing Co., Jackson Brewing Co., Seven-Up
 Bottling Co., Jefferson Hotel, St. Louis Dairy
 Council, Reardon Co., Lion Oil Refining Co.,
 Meyer Bros. Drug Co.

ANIOL & AULD

Transit Tower, San Antonio, Tex.
 Phone Fannin 9148
 ABP—SNPA—SAAA
Officers
 President..... Claude B. Aniol

ARROW ADVERTISING AGENCY

79 Wall St., New York 5, N. Y.
 Phone WHItEhall 4.8193
Officers
 Radio Director..... Rosetta Valenti
 Space Buyer..... Angelo Sava
 Copy Chief..... H. D. Kline
 Marketing Dir. Wm. Balog
Radio Accounts Placed—Colonial House
 Candies, Central Opera House, Times Sq.
 Motors, David's, Ridd Labs., Inc., Furniture
 Industry of America.

**ASSOCIATED ADVERTISING
 AGENCY, INC.**

Florida Natl. Bank Bldg., Jacksonville 2, Fla.
 Phone 3-1253
 ABP—SNPA—APA—NOAB—FAAG
Officers
 President..... M. Thayer Newman
 Executive Vice-President (in charge of radio)
 Hunter Lynde

ATHERTON & CURRIER, INC.

420 Lexington Ave., New York, N. Y.
 Phone MOhawk 4-8795
 ABP—ANPA—PPA
Officers
 President..... J. W. Atherton
 Vice-President Lester Stone
 Secretary..... W. T. Tieman
 Treasurer..... H. P. Francis
 Time Buyer..... Wm. T. Tieman
 Asst. Time Buyer..... N. Rothstein

Branch Office

100 Adelaide St., Toronto, Ont., Canada
Radio Accounts Placed — Cuticura,
 Humphreys, Eno, North American Dye Corp.,
 Scott's Emulsion, "Brylcreem."



OUR
CONSTANT
EFFORT IS
ACCURATE RESEARCH

Specializing in Radio
Listening Surveys and
General Market Research

COMMERCIAL SERVICES, Inc.

2011 PARK AVE.

RANDOLPH 1485

DETROIT 26, MICH.

Buy war bonds first



DUBONNET presents

"YOUR DUBONNET DATE"

the most famous Latin-American music on earth

XAVIER CUGAT (himself)

8:30 p. m. WEDNESDAY...WOR

with Lina Romay, Don Rodney, the Dubonnet
Chorus and Cugat Rhythm Orchestra

PRODUCTS OF THE U. S. A.

Dubonnet Aperitif Wine and
Vermouth by Dubonnet

DUBONNET CORP., 350 Fifth Avenue,
New York 1, N. Y.



• • • **ADVERTISING AGENCIES** • • •

AUBREY, MOORE & WALLACE, INC.

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

Officers

President James T. Aubrey
Vice-Presidents John C. Moore,
John J. Finlay, L. O. Wilson.
Radio Time Buyer-Production. John H. North
Radio Accounts Placed — Chicago Motor Club, Chicago Solvay Coke Co., International Harvester Co., McIlhenny Co., McKenzie Milling Co., Old Colony Beverages, Orange-Crush Co., Williamson Candy Co., O-Cedar Corp., Wyler & Co., Three Sisters.

•

N. W. AYER & SON, INC.

West Washington Square, Philadelphia 6, Pa.
Phone Lombard 0100
ANPA—PPA—ABP—APA—OAAA

Officers

President H. A. Batten
Executive Vice-Presidents.. Gerold M. Lauck,
Clarence L. Jordan

Branch Offices

30 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 6-0200

Radio Dept.

Vice-President In Charge of Radio,
H. L. McClinton
Business Manager.....Robert Collins
Production Supervision.....Max Wylie
Talent.....Alma E. Marks
Copy Chief.....James E. Hanna
Business Manager.....T. J. McDermott
Time Buyer.....Paul Kizenberger
Program Promotion.....Wauhullan La Hay
Producers.....Herbert C. Sanford,
John F. Roche, Wallace R. Magill, Les
Quailey, R. C. Coleson, J. F. Rourke
Writers.....G. David Gudebrod,
Philip A. Young, Dorothy Zimmer,
Richard Hubbell
Statler Office Bldg., Boston 16, Mass.
Phone Hubbard 4970
Manager.....E. Craig Greiner
404 Taft Bldg., Hollywood 28, Calif.
Phone Granite 3697
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135 S. LaSalle St., Chicago 3, Ill.
Phone Randolph 3456
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235 Montgomery St., San Francisco 4, Calif.
Phone Sutter 2534
Vice-President.....Carl J. Eastman
2680 Penobscot Bldg., Detroit 26, Mich.
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Radio Accounts Placed—Atlantic Refining

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Radio Account Placed—American Chicle Co., Denver Chemical Mfg. Co., Adam Hat Stores.

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374 Delaware Ave., Buffalo, N. Y.
Phone WASHINGTON 6854

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Radio Director..... J. F. Higgins
Radio Accounts Placed — Widmer's Wine Cellars, Inc., Iroquois Beverage Corp., O'Rourke Baking Co., Curtiss-Wright Corp., Rochester & Pittsburgh Coal Co., Seven-Up Co. of Buffalo.

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Phone Prospect 4118

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Phone Harrison 7730-1

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William Rubin

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Engineering School, Manor Baking Co., Chev-
rolet Dealers of Kansas City, The Sodiphene
Co., Pla-Mor Amusement Co., Kansas City
Public Service Co., W. B. Duke Beverage Co.,
C. H. Stein-Mans Mfg. Co., National Protec-
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Trade Schools, Inc.

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Phone Circle 6-9700

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Time & Space Buyers.....Richard Mann,
MacDonald Dunbar, R. J. Fiechter.

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Vice-President & Director of Research.....
Clifford Parsells

Radio Accounts Placed—Colgate-Palmolive-
Peet Co. (Colgate Dental Cream, Octagon
Soap Products, Palmolive Brushless and
Lather Shave Cream, Crystal White Soap
Products); Continental Baking Co., Standard
Brands, Inc. (Royal Gelatin, Royal Puddings,
Royal Baking Powder); Carter Products, Inc.

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Associate Director of Radio

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Webb, Kay Winn, Edwin Marshall, Wal-
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Franklin, Geo. Kondolf, Robt. La Bour,
Chet Gierlach, Josephine Lyons, Ted
Long.

Business Manager,

Radio Dept.....Frank Silvernail

Time Buyers.....Gertrude Scanlan,

John Moore, Elenore Scanlan.

Publicity.....Wm. Maloney

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Phone Cleveland 7915

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Phone Grant 8060

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Phone Hubbard 0430

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Minn.

Phone Bridgeport 8881

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Phone Prospect 3621

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Phone Hollywood 7337

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Phone Garfield 1017

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Phone Michigan 1354

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Radio Accounts Placed—Armstrong Cork
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Branch Offices

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Phone Hillside 9151

Production Head Al Kaye
Radio Accounts Placed — General Foods Corp. (Maxwell House Coffee, Diamond Crystal Salt, Huskies, Baker's Chocolate, Post Toasties, Certo, Log Cabin Syrup, Post-Tens, Sure-Jell, Post's Bran Flakes); Prudential Insurance Co.; Procter & Gamble Co. (Ivory Snow).

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Time Buyer..... A. H. Van Buren
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ANPA — PPA — ABP

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Officers

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Jack Johnstone, Milton Geiger, Earl Mc.
Gill, Richard Lewis.

Production..... Wm. Spear, Wm. Lawrence
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Radio Accounts Placed — Bulova Watch Co., Philip Morris & Co., Revelation Tobacco, Bond Street Tobacco, Westfield Watches, Eversharp, Inc., Procter & Gamble Co. (Lava Soap), Hills Bros., San-Nap-Pak Co., Lady Esther, Shenley Corp., Roma Wine.

BLACKETT-SAMPLE-HUMMERT

See Dancer-Fitzgerald-Sample

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Radio Accounts Placed—P. Duff & Sons,
 Inc. (Duff's Baking Mixes).

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Phone Atwater 9541

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Phone Elliott 3523

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Phone Exbrook 7565

Vice-President..... Stanley G. Swanberg

621 So. Hope St., Los Angeles 14, Cal.

Phone Michigan 1427

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Phone TRinity 1-2552

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Secretary..... V. V. Cory

Treasurer..... C. Taylor

Program Director..... Larry Payne

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Phone MURray Hill 2-0086

Radio Accounts Placed — Detroit Bible Class, Wesley Radio League, Blake Orange Growers, Berea Tabernacle, Rainbow Hour, My Old Kentucky Home, Worship Hour, Blake Orange Growers.

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Post Building, Salisbury, N. C.

Phone 900

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 Time Buyer..... A. N. Cheney
Radio Accounts Placed—Stanback Co., R. J. Reynolds Tobacco Co. (Brown's Mule Plug Tobacco), Duke Power Co., Owen Drug Co.

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216 Tremont St., Boston 16, Mass.

Phone Liberty 4732

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 Arthur Cohen, George J. M. Riseman.
Radio Accounts Placed—Federal Savings & Loan Assn. of New England, Dawson's Brewery, Inc., M. Hoffman & Co.

R. C. BRETH, INC.

310 Pine St., Green Bay, Wisc.

Phone Howard 134

ABP—ANPA—PPA

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Radio Accounts Placed—Home Mutuals Insurance Co., Western States Mutual Auto Ins., Co., Brillion Iron Works, Inc.

BRISACHER, VAN NORDEN & STAFF

310 Crocker Bldg., San Francisco, Calif.

Phone Garfield 0276

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Branch Offices

Petroleum Bldg., Los Angeles, Cal.

Phone Prospect 9368

250 Park Ave., New York, N. Y.

Phone, Plaza 8-1634

Vice-President..... R. T. Van Norden

Radio Accounts Placed—Acme Breweries, West Coast Soap Co., Peter Paul, Inc., Macey Jewelrv Co., Inc., Moore's Clothing Co., Par Soap Co., The Shasta Water Co., Standard Beverages, Sunset Magazine, Par-T-Pak, Golden Grain Macaroni Co.

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Phone Columbia 0860

52 Vanderbilt Ave., New York 17, N. Y.

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 Brewing Co., Hudson Motor Car Co., New
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Radio Accounts Placed—North American
 Accident Insurance Co., Manhattan Soap
 Company, Johnson Candy Co., Fashion
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 Vice-President.....George Enzinger
 427 West 5th St., Los Angeles 13, Cal.
 Phone Mutual 6316
 Vice-President.....Fred M. Jordan
 155 Montgomery St., San Francisco 4, Calif.
 Phone Yukon 2802
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Radio Accounts Placed—The Texas Co.,
 Paramount Pictures, Inc., The B. F. Good-
 rich Co., Bendix Aviation Corp., Soil Ott
 Mfg. Co., Rainier Brewing Co.

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 ual Casualty Co.; Brown Shoe Co.; Pure
 Oil Co., The Chicago Sun.

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 Phone Hollywood 7263
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Phone HANcock 7690
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Phone Saratoga 4466-7

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Radio Dept. Manager.....R. A. Washburn
Radio Accounts Placed—Van Camp's, Inc., Oakite Products, Inc.

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Phone Trinity 2-6200
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1504 Dodge St., Omaha, Nebr.
Phone Jackson 1107
Vice-President.....L. M. Branch
Radio Department Head....Russell Rullman
412 West Sixth St., Los Angeles, Calif.
Phone Mutual 4143
Manager.....Arthur Caron

Radio Accounts Placed — American Express; Union Pacific Railroad; Chicago & North Western Railway; Railway Express Illinois Central.

CARY-AINSWORTH, INC.

908-10 Liberty Bldg., Des Moines 9, Iowa
Phone 4-0375
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Phone 6-4942

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247 Park Ave., New York 17, N. Y.
Phone Wickersham 2-8200

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Land Bank Building, Kansas City, Mo.
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Phone Circle 6-2800

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Bryant Bldg., Kansas City, Mo.
Manager.....Merrell Boyce
Radio Account Placed—Procter & Gamble Co. (Ivory Soap, Ivory Flakes, Crisco, P. & G. Naptha Soap, Fluffo, Barsalou Soap, Duz), Wheatena Corp., William S. Scull Co. (Boscov Coffee and Minute-Man Soups), Socony-Vacuum Oil Co., American Home Products Co., Kruger Brewing Co., Kolynos Tooth Powder, Kelly Springfield Tires, Allis Chalmers Co.

COOLIDGE ADVERTISING CO.

308-311 Insurance Exchange, Des Moines, Ia.
Phone 2-0221

AAAA — ABP — ANPA — PPA — APA

Officers

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Vice-PresidentHenry Kroeger
Production Manager.....N. E. deReus

COWAN & DENGLER, INC.

527 Fifth Ave., New York 17, N. Y.
Phone MURray Hill 2-0940

ANPA — PPA — NOAB — APA

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Media Director-Time Buyer,
Miss A. Marie Maus
Office Manager.....William Erichs
Radio Accounts Placed—American Agricultural Chemical Co., Walban Corp.

JOHN GILBERT CRAIG ADV.

903 Shipley St., Wilmington, Del.
Phone 6185

ABP—APA—NAAN

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Secretary.....F. Aumueller
Treasurer.....P. A. Schmidt
Director of Media.....L. H. Ness
Asst. Director of Radio.....Loretta Mahar
Radio Accounts Placed—Plankinton Pack-
ing Co., John Graf Co., Luick Ice Cream Co.

CRITCHFIELD & COMPANY

720 North Michigan Ave., Chicago 11, Ill.
Phone Superior 3061
ANPA — APA — PPA — NOAB

Officers

President.....Scott S. Smith
Secretary.....R. C. Scrvmiger
Vice-President.....E. P. Nesbitt
Radio Director.....M. E. Blackburn
Radio Accounts Placed—Wheeling Steel
Corp.

CRUTTENDEN & EGER

64 E. Lake St., Chicago 1, Ill.
Phone Central 7830
PPA—APA—ABP

Owner.....Edmund I. Eger

D'ARCY ADVERTISING COMPANY

Missouri Pacific Bldg., St. Louis 3, Mo.
Phone Central 6700
AAAA — ANPA — PPA — ARP — PRB —
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Secretary-Treasurer.....C. C. Pangman

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515 Madison Ave., New York 22, N. Y.
Phone Eldorado 5-5435

Vice-President in Charge of

Radio.....Alfred N. Steele
Radio Dept.....J. T. Irvine
Wallace Pflueger

Terminal Bldg., Cleveland, Ohio
Phone Cherry 0153

Stanley Seward, H. M. Cooper
P. O. Box 1734, Atlanta, Ga.
Phone Vernon 0021

J. H. Kinsella

90 Broadway Ave., Toronto, Canada
Gramont Altenbernd

Radio Account Placed—The Coca-Cola Co.

DANCER-FITZGERALD-SAMPLE

221 No. La Salle St., Chicago 1, Ill.
Phone Dearborn 0900
ABP—ANPA—APA—PPA—ABC—NOAB

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C. L. Fitzgerald, J. G. Sample
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D. D. Brown, Joseph Greeley, Thomas L.
Greer, Robert F. Hussey, James S. Lind,
A. W. Neally
Radio Supervisors.....Carl Stanton,
Roy Winsor, George Stellman, Philip
Bowman, Charles L. Hotchkiss
Dir. of Research and Media....C. A. Wolcott
Space Buyers.....Paul K. Flavin
J. L. Snodgrass
Dir. of Radio Time Buying...J. James Neale
Copy Supervisors.....James Tennyson
W. Norman Graham, Hazel F. Gwynn
Director of Art.....A. F. H. Armstrong
Art Directors.....Stuart Rae,
Frank Livingston
Director of Merchandising.....A. O. Meyer

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247 Park Ave., New York 17, N. Y.
Phone Wickersham 2-2700

Acct. Execs.....Bertram H. Carter,
Frank A. Kearney, Robert A. McNell,
Joseph I. Palistrant, A. W. Spence,
George G. Tormey
Director Creative Dept.....Erwin D. Swann
Art Director.....William Irwin
Room 1014, Taft Building, 1680 Vine St.,
Hollywood, Calif.
Phone Hempstead 0716

Manager Western Office.....James West
Radio Talent.....Ann Parks
Radio Accounts Placed—Affiliated Prod-
ucts, Inc., Alba Chemical Company, Anacin
Company, Bayer Company, Bi-So-Dol Com-
pany, Boyle, A. S., Company, Continental
Illinois National Bank & Trust Co., Falstaff
Brewing Corp., General Mills, Inc., Hirestra
Labs., Inc., Kilmer & Co., Inc., Knowlton
Danderine Co., Kolynos Company, Inc.,
Larned Corp., The, Midway Chemical Com-
pany, Mystic Laboratories, Phillips, Chas. H.,
Chemical Co., Procter & Gamble Company,
The, Sterling Products Company, Valmont
of Canada, Watkins, R. L., Co.

JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis, Mo.
Phone Main 0790-0791
ABP — PPA

Officers

President-Time Buyer..James M. Daugherty
Service Director.....Joseph E. Schmitt
Radio Accounts Placed—Pepsi-Cola Bot-
tlers of St. Louis, Meyer Bros. Drug Co.,
St. Louis Dairy Co.

ADVERTISING AGENCIES

BEN DEAN ADVERTISING AGENCY

207 Houseman Bldg., Grand Rapids, Mich.
Phone 8-0666
APA—ABP

Owner.....Ben Dean
Asst.....Mildred Juneau

DOE-ANDERSON ADVERTISING AGENCY

308 Martin Brown Bldg., Louisville 2, Ky.
Phone Wabash 3193
ANPA—PPA—APA—SNPA

Officers

President.....Elmer H. Doe
Account Executive.....Warwick Anderson
Radio Accounts Placed—Frce & Peters, Inc., Radio Station WAVE, Radio Station WHO, Radio Station WDAY, Radio Station WDBJ, Radio Station WPTF, Radio Station

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Dombrower Bldg., Richmond, Va.
Phone 3-1113

AAAA—ABP—ANPA—PPA—SAAA—SNPA

Officers

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Vice-President.....M. L. Wallerstein
Secretary.....L. E. Carney
Manager Radio Dept.....J. C. Fulmer
Radio Accounts Placed—E. P. Murphy & Son, Inc., British-American Ambulance Corps, Inc.

DONAHUE AND COE, INC.

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

ANPA — PPA — ABP — PRB — SNPA

Officers

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Treasurer.....W. B. Patterson
Secretary.....O. A. Kingsbury
Radio Dir. & V-President.....Edw. J. Fitzgerald
Time Buyer.....Joe Lincoln
Script Chief.....Latham Owens
Production.....Robert Monroe

Branch Office

411 Hurt Bldg., Atlanta, Ga.
Phone Main 5662

Manager.....H. L. Morrill, Jr.
Radio Accounts Placed—Scholl Mfg. Co., Metro-Goldwyn-Mayer, Grove's Labs, Beaumont Co., Goldwyn Productions, Republic Pictures, Cagney Productions, N. Y. Herald Tribune, Atlantic Beer, Radio City Music Hall

DOREMUS & CO.

120 Broadway, New York 5, N. Y.
Phone REctor 2.1600

ANPA—PPA—APA—ABP—NOAB

Officers

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Exec. Vice-Pres.....W. H. Burnham
Treasurer.....R. E. Williams

JOHN C. DOWD, INC.

Park Square Bldg., Boston, Mass.
Phone Hubbard 8050

Officers

President-Radio Director.....John C. Dowd
Executive Vice-President.....E. D. Parent

SHERMAN K. ELLIS & CO.

247 Park Ave., New York 17, N. Y.
Phone PLaza 5-7711

AAAA—ANPA—PPA—APA

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Vice-Presidents.....E. S. Pratt,
John F. Price
Radio Time Buyer.....Harry Torp

Branch Offices

141 W. Jackson Blvd., Chicago, Ill.
Phone Harrison 8612

Radio Executive.....Palmer Clark
Radio Accounts Placed—Quaker Oats Co., Chop Stick Co.

ERWIN, WASEY & CO., INC.

Graybar Bldg., 420 Lexington Ave.,
New York 17, N. Y.

Phone MOhawk 4-8700

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

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Vice-President-General Manager,

Howard D. Williams

Treasurer.....A. G. Van Utt
Director of Radio.....C. H. Cottington
Asst. Radio Director.....Joe Brattain
Radio Production.....Frank Haas
Woman's Program.....Peg de Gripenberg

Branch Offices

Erwin Wasey & Co., Ltd.

230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 4952

Vice-President.....L. R. Northrup
Erwin Wasey & Co. of Minnesota
Rand Tower, Minneapolis, Minn.
Phone Atlantic 1223

President.....Mac Martin
Erwin Wasey & Co. of the Pacific Coast
333 Montgomery St., San Francisco, Calif.
Phone Exbrook 7004

Vice-President.....S. R. Hutton
714 W. 10th St., Los Angeles, Calif.
Phone Prospect 5317

Executive Vice-President.....H. A. Stebbins
Skinner Bldg., Seattle, Wash.
Phone Maine 6435

Vice-President.....W. E. Kraft

First National Bank Bldg.,
Oklahoma City, Okla.

Vice-President.....Harold Holsell
Radio Accounts Placed—Lydia E. Pinkham
Medicine Co., Musterole Co., The Barbasol
Co., Consolidated Cigar Co., Carnation Co.,
R. B. Semler, Inc., Zonite Products Co.,
Primrose House, Inc., Seeck & Kade, S. C.
Johnson & Son, Inc., Mason, Au & Magen-
heimer Conf. Mfg. Co., Petri Wine Co., Na-
tional Lead Co., Leslie Salt Co., Langendorf
United Bakers, Inc., Schuckl Rancho Soup,
Ballard & Skellet, Nash Coffee Co., Reis Bot-
tling Works, Salisbury & Saterlee Co., Sturdi-
wheat Co.

WILLIAM ESTY & COMPANY

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

Officers

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Secretary.....E. H. Cummings
Director of Radio.....Thos. D. Luckenbill
Time Buyers.....John C. Esty,
Richard Grahl.
Radio Producers.....Don Bernard,
Phil Cohan, Al Foster, Martin Gosch,
Kenneth MacGregor, Tom Reilly, Tom
Wallace.

Radio Accounts Placed—R. J. Reynolds
Tobacco Co., Lehn & Fink Products, Inc.,
Pacquin's Hand Cream, Thomas Leeming &
Co., Colgate-Palmolive-Peet Co., Piel Bros.

FEDERAL ADVERTISING AGENCY, INC.

444 Madison Ave., New York 22, N. Y.
Phone Eldorado 5-6400

AAAA — ANPA — PPA — ABP

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Plumb, C. G. Wright, Donald Parsons,
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General Manager-Secretary..George Dietrich
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Time Buyer.....Penelope Simmons
Publicity Director.....W. Baxter

Radio Accounts Placed—American Safety
Razor Corp., Joseph Dixon Crucible Co.
(Ticonderoga Pencils), J. F. Trommer Co.,
Inc., General Cigar Co., National Biscuit Co.
(for Nabisco, Shredded Wheat, Shreddies),
Rockwood & Co., Durkee Famous Foods
(Durkee's Dressing).

HARRY FEIGENBAUM ADVERTISING AGENCY

1420 Walnut St., Philadelphia, Pa.
Phone Pennypacker 3623

ANPA — PPA

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Radio Dept. Manager.....David Wermen
Radio Director & Talent.....Ralph A. Hart

FERRY-HANLY COMPANY

3200 Fidelity Bldg., Kansas City 6, Mo.

Phone HArrison 4890

AAAA—ABP—ANPA—PPA—NOAB

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H. M. Montgomery, C. L. Collette
Secretary-Treasurer.....O. P. Luther

New York Office

500 Fifth Ave., New York 18, N. Y.

Phone LOnacre 5-5000

Manager.....H. M. Montgomery

Chicago Office

430 N. Michigan Ave., Chicago 11, Ill.

Phone CEntral 8333

Manager.....C. L. Collette

Radio Accounts Placed—Skinner Mfg. Co.,
Nutrena Mills, Inc., Faultless Starch Co.,
Johnson & Johnson (TEK toothbrushes).

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.

Phone MURray Hill 4-3300

ABP—ANPA—PPA—APA—NOAB

Officers

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Radio Director.....Henry Bretzfeld
Radio Accounts Placed — Smith-Douglass
Co., Inc.

ROBERT G. FIELDS & CO.

Warner Bldg., Nashville, Tenn.

Phone 6-1977

PPA — SNPA — ABP

Officers

President.....Robert G. Fields

FITZGERALD ADVERTISING AGENCY, INC.

202 Southern Bldg., 833 Howard Ave.,

New Orleans 13, La.

Phone Raymond 5194

AAAA — ANPA — PPA — SNPA

APA — ABP — NOAB

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Vice-President.....Joseph H. Epstein
V.-P. and Time Buyer.....Leonard Gessner
Secretary-Treasurer.....Roy M. Schwarz
Radio Director.....Martha Dulin
Radio Account Placed—Wesson Oil &
Snowdrift Sales Co.

FLACK ADVERTISING AGENCY

Hills Bldg., Syracuse 2, N. Y.

Phone 2-3129

ABP — ANPA — PPA — APA

Officers

Owner.....John B. Flack
Radio Account Executive

Richard H. Wickham

Radio Accounts Placed—Netherland Dairy,
Keepsake Diamond Rings, Napteen Labs,
Bardeen's, Inc.

FOLEY ADVERTISING AGENCY

1012 NBC Bldg., Cleveland, Ohio
Phone Cherry 1490
ANPA

Officers

President.....Robert B. Foley
Space Buyer.....Helen M. Little
Radio Accounts Placed—I. J. Fox, Inc.,
The Bing Co., Ohio Floor Covering Co.,
Perry Auto Stores.

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919 N. Michigan Ave., Chicago, Ill.
Phone Superior 4800
AAAA — ANPA — ABP — PPA

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Radio Time Buyer.....G. Lemper

Branch Offices

247 Park Ave., New York, N. Y.
Phone Wickersham 2-6600

President.....Emerson Foote
Radio Manager.....Lee Strahorn
Radio Time Buyer.....G. Lemper
601 West Fifth St., Los Angeles, Calif.
Phone Michigan 7651

Chairman of Board.....Don Belding
235 Montgomery St., San Francisco, Calif.
Phone Sutter 2355

Executive Vice-President....H. K. Reynolds
6117 Sunset Blvd., Hollywood, Calif.
Phone Hollywood 6265

Radio Production Managers....T. F. Smith,
Tom Sawyer, Paul Phillips, Arnold
Maguire

Radio Accounts Placed — Albers Milling
Company, All Year Club of Southern Cali-
fornia, The American Tobacco Company, Ar-
mour & Company, Beatrice Creamery Com-
pany, Bechtel, McCone & Parsons, Bourjoise-
Chanel-Barbara Gould, California Fruit Grow-
ers Exchange, Californians, Inc., Carnation
Company (Fresh Milk & Ice Cream Divi-
sion), Cities Service Company, Commercial
Investment Trust, Inc.

Commercial National Bank & Trust Co. of
New York, Commonwealth Edison Company,
Del Monte Properties Company, Frigidaire
Division, General Motors; Hartwell Aviation
Supply Company, International Cellucotton
Products Company, Jell Well Dessert Com-
pany, Kimberly-Clark Corporation, Lindsay
Ripe Olive Company, Lockheed Aircraft Cor-
poration, Menasco Manufacturing Company,
Milk Industry of San Francisco, Montgomery
Ward & Company, New York Central.

Pacific Mutual Life Insurance Company,
People's Gas, Light & Coke Co.; The Pepsod-
ent Company, Prune Proration Zone No. 1,
Public Service Corporation of Northern Illi-
nois, Purex Corporation, Ltd., RKO Pictures,
Inc., RKO Theatres, Roos Bros., Safeway
Stores, Inc., Security First National Bank of
Los Angeles, Southern Pacific Company,
Stagg-Finch Distillers Corp., Sun-Maid Raisin
Growers Association, Sunnyvale Packing
Company, Union Oil Company, Vega Aircraft
Corporation, Western United Gas & Electric
Company.

FORT & COMPANY

Wilder Bldg., Charlotte 1, N. C.
Phone 4-7122
APA — SNPA

Officers

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Radio Accounts Placed—A. K. Sutton, Inc.,
McCoy's Service Stations, T. W. Garner Food
Co. (Local).

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INC.**

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Phone COrtlandt 7-5060
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Phone Hancock 5900

Packard Bldg., Philadelphia, Pa.
Phone Rittenhouse 3915

1 La Salle St., Chicago, Ill.
Phone Dearborn 8910

155 Sansome St., San Francisco, Calif.
Phone EXbrook 3484

HARRY M. FROST CO., INC.

260 Tremont St., Boston, Mass.
Phone Liberty 0813
ANPA—PPA

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Asst. Treas.....Edith G. Robinson
Production Manager.....Harold E. Bessom
Secretary.....Harvey P. Newcomb
Radio Director & Time Buyer

Harvey P. Newcomb

Branch Offices

Lynn, Mass.

Radio Accounts Placed — Durkee-Mower,
Inc., CeLect Baking Co., Cold Spring Brew-
ing Co., Eastern Racing Assn., Eldred &
Barbo, National Bakers' Service, Shubert
Theatres, Supreme Wine Co., Whipple Co.

FULLER & SMITH & ROSS, INC.

71 Vanderbilt Ave., New York 17, N. Y.

Phone MURray Hill 6-5600

1501 Euclid Ave., Cleveland, Ohio

Phone ChERRY 6700

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APA—ABC—NOAB

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Chairman of the Board (New York)

J. E. Wiley

Secretary-Treasurer (Cleveland)

C. C. Reidenbaugh

Radio Director (New York)....Lee Williams

Radio Accounts Placed—Alcoa.**GARDNER ADVERTISING CO.**

915 Olive St., St. Louis 1, Mo.

Phone Garfield 2915

AAAA — ABP — ANPA — PPA — PRB

SAAA — SNPA

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Secretary.....E. A. W. Schulenburg

Treasurer.....E. R. Gardner

Director of Radio (St. Louis)...C. E. Claggett

Branch Offices

9 Rockefeller Plaza, New York, N. Y.

Phone Columbus 5-2000

Vice-President in Charge of Radio,

Roland Martini

215 Pershing Road

Phone Harrison 7535

Radio Accounts Placed—Pet Milk Co., Ralston Purina Co., Cupples Co. (Kent Vitamins), B-1 Beverage Company, H. D. Lee Company.**GARFIELD & GUILD ADVERTISING AGENCY**

660 Market St., San Francisco, Calif.

Phone EXbrook 3420

PPA—ANPA—NOAB—ABP—APA

Officers

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Vice Pres. & Director of Radio..Walter Guild

Radio Time Buyer.....Bertha Rios

Radio Accounts Placed—Brite-Ize, Brody's, Capwell, Sullivan & Furth, El Dorado Oil Co., Euclid Candy Co., Alice Frock, Haskins Bros., Hurley Marine Works, Good Foods, Inc., Gravem-Inglis Baking Co., Kay Jewelers, Valley Church of the Air, Smith's, No-Doz Awakeners, Northrup King & Co., Remar Baking Co., Rosefield Packing Co.**W. W. GARRISON & COMPANY**

400 N. Michigan Ave., Chicago, Ill.

Phone Superior 8191

ABP — ANPA — PPA

Officers

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Earl Lines

Time Buyer.....G. P. Schill

Radio Accounts Placed—Florida Citrus Exchange, W. A. Sheaffer Pen Co. (foreign).**GEYER, CORNELL & NEWELL, INC.**

745 Fifth Ave., New York, N. Y.

Phone Wickersham 2-5400

AAAA — PPA — ANPA

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Radio Director.....Eleanor Larsen

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Phone Fulton 4145

Manager.....E. G. Frost

14250 Plymouth Rd., Detroit, Mich.

Phone, Hogarth 5520

Manager.....H. M. Hempstead

Hibbs Bldg., 725 - 15th St., N.W., Wash., D. C.

V. P. & Manager.....J. W. Bertch

Radio Accounts Placed—E. R. Squibb & Sons.**GILLHAM ADVERTISING AGENCY**

Continental Bank Bldg.,

Salt Lake City, Utah

Phone 4-5516

ANPA — APA — ABP

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Lon Richardson

Secretary.....Virginia Murray

Copywriter.....Mary Lou Ritchie

Radio Director.....Victor V. Bell

Radio Accounts Placed—Sego Milk Products Co., Utah Oil Refining Co., Excelcis Products Co., Mountain Fuel Supply Co., Royal Baking Co., Walker Bank & Trust Co., Sweet Candy Co., Cloverleaf Dairy, Tracy Loan & Trust Co., Utah Finance Co., Utah Power & Light Co., Union Pacific R. R., Utah State Fed. of Labor, First Federal Savings & Loan Assn.**GLASER ADVERTISING, INC.**

Statler Bldg., Boston 16, Mass.

Phone Hubbard 7188

AAAA — ABP — ANPA — PPA — APA

Officers

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Radio Director.....M. B. Collins

Production Manager Thomas F. Eccleston, Jr.

Radio Accounts Placed—Hathaway Bakeries, Inc., Rose-Derry Co.**GLASSER-GAILEY & CO.**

3275 Wilshire Blvd., Los Angeles 5, Calif.

Phone Fl. 2141

Officers

Partner.....G. F. Glasser

Radio Director.....P. E. Gailey

Time Buyer.....K. C. Jones

RAY K. GLENN ADVERTISING

1366 First Natl. Bldg., Oklahoma City 2, Okla.
Phone 3-5439

ABP—ANPA—SAAA—SNPA—NOAB

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General Manager.....Ray K. Glenn
Radio Director.....Lowe Runkle

Branch Offices

1342 Liberty Bank Bldg., Dallas, Texas
Phone CENTral 3334

Manager.....T. A. Workman
1615 Fort Worth Natl. Bank Bldg.,
Fort Worth, Texas
Phone 2-2575

Manager.....Duke Burger, Jr.
Radio Accounts Placed—The Frito Co.,
Globe Laboratories, Bewley Mills, William-
son-Dickey Mfg. Co., Producers Creamery
Co., Cains Coffee Co., Hardeman-King Co.

**GLICKSMAN ADVERTISING CO.,
INC.**

400 Madison Ave., New York, N. Y.
Phone PLaza 8-0716

ABP — ANPA — PPA

Officers

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Vice-President-Secretary William Glicksman
Treasurer.....David Glicksman
Radio Director.....Jos. Glicksman
Radio Accounts Placed—Adam Hats, Portis
Bros. Hat Co.

GOODKIND, JOICE & MORGAN

919 North Michigan Ave., Chicago, Ill.
Phone Superior 6747

AAAA—ANPA—PPA—ABP

*Affiliated with Raymond R. Morgan Co.
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Harlow P. Roberts

Copy Chief.....Garrick M. Taylor
Space Buyer.....Florence A. Neighbors

Radio Accounts Placed—Service Stores,
Inc., Planters Nut & Chocolate Co., Golden-
rod Ice Cream Co., Planters Edible Oil Co.,
Tatman, Inc., Straus Securities Co., Iowa Soap
Co., Pine Forest Co., Hooker Glass & Paint
Co.

**GOTHAM ADVERTISING
COMPANY**

2 West 46th St., New York 19, N. Y.
Phone LOngacre 5-2616

APA—ABP—ANPA—PPA

Officers

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Radio Director.....Arthur A. Kron
Radio Accounts Placed—McCann Pure
Food Hour, Chichester Chemical Co., Morris
Plan Bank.

GRANT ADVERTISING, INC.

1313 Gulf States Bldg., Dallas, Texas
Phone RIVERSide 8121

ABP—ANPA—PPA—PRB—SNPA

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Vice-Presidents.....Claude R. Miller,
George C. Bayna, Eugene W. Cooper
Radio Directors.....L. G. Harris,
D. Lockhart

Branch Offices

919 N. Michigan Ave., Chicago 11, Ill.
Phone SUperior 9052

Radio Director.....James Whipple
30 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 5-4485

Radio Dept.....John C. Morrow,
Perry Dickey, Jim McClain, Evelyn
Elam

Edif. Guardiola, Mexico City, Mexico
Phone 6-1380

Padre Mier 474, Monterrey, Mexico

Radio Accounts Placed—Vick Chemical
Co. (Vitamins Plus), Mars, Inc., Cudahy
Packing Co., American Chicle Co. (Bee-
man's).

GREEN-BRODIE, INC.

420 Madison Ave., New York 17, N. Y.

Phone PLaza 3-9533

ANPA — PPA

Officers

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Secretary-Treasurer.....Alan Green
Vice President-Art Director Murray A. Levin
Production Director.....Harold Lebow
Radio Dept.....Julian P. Brodie
Radio Accounts Placed—Pieter deWitt Dia-
monds, Ltd., Trade Bank & Trust Co.

**GREY ADVERTISING
AGENCY, INC.**

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

ABP — ANPA — PPA — NOAB — APA

Officers

President.....Lawrence Valenstein
Executive Vice-President.....Arthur C. Fatt
Supervisor of Radio.....Herschel Deutsch
Time Buyer.....Maria J. White
Radio Accounts Placed—Berkely Razor
Blades, Dif Corp., Lambert Bros., Major "B"
Vitamins, Miles Shoe Stores.

GRISWOLD-ESHLEMAN

2700 Terminal Tower, Cleveland 13, Ohio
Phone MAin 7626

AAAA—ANPA—PPA—APA—APB—NOAB

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Radio Director.....Earl R. Preble
Radio Accounts Placed—Fleetwing Corp.

JULIAN GROSS ADVERTISING AGENCY

11 Asylum St., Hartford, Conn.
Phone 7-7179

Officers

OwnerJulian Gross
Radio Director.....Geraldine K. Ray
Account Executive.....M. Gold

M. H. HACKETT CO.

9 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-1950

ABP — ANPA — PPA — NOAB

Officers

Partner.....Montague H. Hackett
Members:.....Robt. D. Spahn,
John Small, Henry C. Bainbridge, Louis
Redmond, Aida Stearns.
Radio Accounts Placed—Riggio Tobacco
Corp., Chatham Mfg. Co.

HART-CONWAY CO., INC.

Genesee Valley Trust Bldg., Rochester, N. Y.
Phone Main 2073

ANPA — APA

Officers

President.....H. Lyman Hart
Secretary.....M. Brinkman Hart
Vice President.....Harold E. Kennedy
Radio Director.....John P. Street

GEORGE H. HARTMAN CO.

307 North Michigan Ave., Chicago 1, Ill.
Phone State 0055

ANPA — PPA — APA — ABP — NOAB

Officers

President.....George H. Hartman
Secretary-Treasurer.....Frank R. Hartman
Radio Director.....Thomas Kivlan
Radio Accounts Placed—Hartz Mountain
Products, Nelson Bros. Co., Simoniz Co.,
P. A. Starck Co., Sawyer Biscuit Co.

HENRI HURST & McDONALD, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 3000

ANPA—PPA—APA—ABP—NOAB

Officers

PresidentW. B. Henri
SecretaryW. D. McDonald
TreasurerJ. F. Hurst
Space Buyer.....Louis C. Paul
Radio Director.....W. S. Shartle
Radio Accounts Placed—Network: Hall
Bros., Inc., Skelly Oil Co., John Morrell &
Co. National Spot: John Morrell & Co.,
Ballard & Ballard Co., Carolene Products
Co., Elatz Brewing Co., Acme White Lead &
Color Works.

HILLMAN-SHANE-BREYER, INC.

403 W. 8th St., Los Angeles, Calif.
Phone Vandike 5111

Officers

President.....David S. Hillman
Vice-Pres. & Radio Div.....Donald A. Breyer
Time Buyer.....S. Schonfeld

HIXON-O'DONNELL ADV., INC.

19 West 50th St., New York 20, N. Y.
Circle 5-6590

ANPA—PPA—APA—ABP—NOAB

Officers

President & Treasurer.....S. M. Morey
Vice-President.....Thos. E. Orr
V.-P. & Radio Director.....L. B. Van Doren

Branch Office

555 S. Flower St., Los Angeles, Calif.
Mutual 8331

President.....G. K. Breitenstein
Radio Accounts Placed—Richfield Oil
Corp., Robertshaw Co., Sinclair Refining Co.,
Stein Hall & Co.

WILLIAM F. HOLLAND AGENCY

Hotel Simon, Cincinnati, Ohio
Phone MAin 3450

Officers

Owner.....William F. Holland
Copy Chief.....James Parsons
Art Director.....Pat O'Brien
Research Director.....P. L. West
Program Director.....Walt Covell

CHARLES W. HOYT COMPANY, INC.

551 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-0850

AAAA — ANPA — PPA — ABP — NOAB

Officers

President and Treasurer...Everett W. Hoyt
Secretary.....C. B. Donovan
Vice-Presidents.....F. A. Whipple,
W. K. Dingledine

Director of Radio.....W. P. Smith
Time Buyer.....D. W. Coutlee

Branch Office

650 Main St., Hartford, Conn.
Phone 5-6066

Vice-President.....F. A. Whipple
Radio Accounts Placed—B. C. Remedy
Co., Richardson & Robbins, Charles Gulden,
Inc., American Molasses Co., Merck & Co.,
Burnham & Morrill, Snider Packing Corp.,
E. L. Knowles Co., Rubine.

THE H S G ADVERTISING AGENCY

19 East 53rd St., New York, N. Y.
Phone Wickersham 2-3338

Officers

President-Treasurer.....H. S. Goodman
SecretaryH. Knuth
Vice-Presidents.....Everett F. Goodman,
A. D. Paker

Branch Offices

American National Bank Bldg., Chicago, Ill.
206 S. Spring St., Los Angeles, Calif.

H. B. HUMPHREY CO.

1235 Statler Bldg., Boston, Mass.
Phone Liberty 4714

AAAA — ABP — ANPA — PPA — APA

Officers

Chairman of Board....Henry B. Humphrey
President-Treasurer...Richard S. Humphrey

• • • **ADVERTISING AGENCIES** • • •

Vice-President-Copy Chief,
 Julian L. Watkins
 Vice-President.....Herbert T. Hand, Jr.
 Radio Director.....Wm. H. Eynon
 Account Executives....Herbert T. Hand, Jr.,
 Frank Christian
 Production Manager.....G. L. Leonard
Radio Accounts Placed—Rumford Chemical Works, Christian Science Monitor, The Employers' Group Insurance Companies, Jos. Burnett Co.

•
**HUTCHINS ADVERTISING
 COMPANY, INC.**

Cutler Bldg., Rochester, N. Y.
 Phone Main 3528
 APA—ANPA—PPA—ABP
Officers
 President.....M. S. Hutchins
 Treasurer.....F. I. Hutchins
 Secretary.....F. R. Hutchins
 Vice-President & Director of Radio
 F. A. Hutchins
 Vice-Presidents.....J. P. McCarthy,
 R. P. Weis

•
IVEY & ELLINGTON, INC.

1400 So. Penn Square, Philadelphia 2, Pa.
 Phone Locust 7909
 ANPA—PPA
Officers
 President.....Neal D. Ivey
 Vice-President-Treasurer...Jesse T. Ellington
 Secretary.....George V. Strong
 Media Director.....C. R. Palmer
Branch Office

155 East 44th St., New York 17, N. Y.
 Phone MURray Hill 3-5680
 Vice-Presidents.....Thomas M. Keresey,
 T. S. Strong
Radio Accounts Placed—Bayuk Cigars Inc., General Baking Co., Packers Tar Soap Inc., Young People's Church of the Air.

•
**JOSEPH JACOBS JEWISH MARKET
 ORGANIZATION**

6 East 46th St., New York 17, N. Y.
 Phone MURray Hill 2-6995
 President and Director.....Joseph Jacobs
 General Manager.....Morris Unger
 Time Buyer.....Joseph Jacobs
 Talent Buyer and Program Manager
 M. Keilson
 Production Director.....Sholom Rubinstein
 Research, Script and Radio Publicity
 David M. Hausdorff, J. J. Freedman
Radio Accounts Placed—Maxwell House Coffee, Diamond Crystal Salt, Bab-O, R. B. Davis Co., My-T-Fine Desserts, Cream of Rice, Premier Food Products, Ralston-Purina Co., Sanka Coffee, Grape-Nuts Wheat-Meal, Kemp's Tomato Juice, Colgate Dental Cream, International Cellucotton Products Co., Koly-

nos Tooth Powder, Hecker Products Corp., Anacin, "Junket" Rennet Products, Tetley Soup Mix Ltd., Old English Household Products, Dugan Bros., Royal Baking Powder, H-O Oats, Bond Bread, Pepsodent, Maltex, Grove's B-Complex, Barbasol.

•
JESSOP ADVERTISING CO.

First Central Tower, Akron, Ohio
 Phone Franklin 3232
Officers
 President.....M. K. Jessop
 Space Buyer.....Charles A. Jessop
 Radio Director.....R. Gilbert

•
THE RALPH H. JONES COMPANY

Carew Tower, Cincinnati, Ohio
 Phone Main 3351
 AAAA—ABP—ANPA—PPA
Officers
 President.....C. M. Robertson, Jr.
 Vice-Presidents.....Stanley A. Willer,
 A. E. Johnston
 Secretary.....Elmer A. Vehr
 Time Buyer.....Kathryn M. Hardig
 Publicity.....M. MacPherson

Branch Office
 580 Fifth Ave., New York City
 Phone Wisconsin 7-5500
 Manager.....Philip Meek
Radio Accounts Placed—Dow Drug Co., Kroger Grocery & Baking Co., Carter Coal Co., Miami Margarine, Ten-B-Low, Kutol Products Co.

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

360 N. Michigan Ave., Chicago 1, Ill.
 Phone Central 5331
 ANPA—APA—PPA—NOAB
Officers
 Vice-President.....R. H. Kastor
 Treasurer.....A. G. Kastor
 Secretary.....W. B. Kastor
 Director of Radio.....B. J. Green

Branch Offices
 9 Rockefeller Plaza, New York
 Phone Columbus 5-6135
 Manager.....Herman W. Kastor
 4858 Fountain St., St. Louis, Mo.
 Phone Rosedale 1612
Radio Accounts Placed—Procter & Gamble Co., Welch Grape Juice Co.

•
THE JOSEPH KATZ COMPANY

444 Madison Ave., New York, N. Y.
 Phone Wickersham 2-2740
 AAAA—ANPA—PPA—ABP
Officers
 President.....Joseph Katz
 Vice-President.....Nat C. Wildman
 Treasurer.....Charles M. Harrison
 Director of Radio.....Philip Barrison

Radio Producers & Continuity Writers,
Nat C. Wildman, H. E. Hudgins, Alvan
Sommerfield

Branch Offices

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

Manager.....C. M. Harrison
Director of Radio.....Harold Kaye
Radio Accounts Placed—American Oil Co.,
Maryland Pharmaceutical Co., Ex-Lax, Inc.,
Arrow Beer, Jests, Inc., Laco & Pompeian
Products, Inc., Gibbs & Company, Inc., Mary-
land Drydock, Gude's Pepto-Mangan.

HENRY J. KAUFMAN ADVERTISING

Homer Bldg., Washington 5, D. C.
Phone District 7400

ANPA—APA—ABP—PA—NAAN

Officers

Owner.....Henry J. Kaufman
Radio Director.....Jeffery A. Abel
Copy Chief.....William F. Sigmund
Space Buyer.....Betty D. Gwyer
Time Buyer.....Christine Kempton
Radio Accounts Placed—War Photographs,
A. Kay Co., Service Rings.

KAYTON-SPIERO CO., INC.

230 West 41st St., New York 18, N. Y.
Phone Longacre 5-5090

AAAA—ABP—ANPA—PPA—PRB

Officers

President.....Gerald B. Spiero
Vice-President.....Morris Kinzler
Secretary-Treasurer.....Alvin J. Kayton
Time Buyer.....Heriman Jacobs
Radio Account Placed—Twentieth Century-
Fox Film Corp.

KEELING & CO., INC.

1028 Chamber of Commerce Bldg.
Indianapolis, Ind.
Phone Riley 1478

ANPA—AAAA—APA—PPA—ABP—NOAB

Officers

Pres. & Treas.....Hal Keeling
Vice-Pres. & Time Buyer.....Don Collins
Vice-Pres. & Sec.....Wm. Hutchinson
Radio Account Placed—Wilson Milk Co.

KELLY, ZAHRNDT & KELLY, INC.

745 Cotton Belt Bldg., St. Louis 2, Mo.
Phone Garfield 0777

Officers

President.....C. F. Kelly, Jr.
Vice-Pres. and Treasurer.....W. W. Zahrndt
Vice-Pres. and Secretary.....V. A. Kelly
Director of Radio.....C. F. Kelly, Jr.
Assistant Director.....W. W. Zahrndt
Radio Producers.....C. F. Kelly, Jr.,
V. A. Kelly
Radio Continuity Writers....C. F. Kelly, Jr.,
V. A. Kelly
Radio Accounts Placed—Tremis, Inc., Visit
St. Louis Committee.

KENYON & ECKHARDT, INC.

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

Phone PLaza 3-0700

AAAA — ANPA — PPA — ABP — APA

Officers

Chairman of Board.....Otis Allen Kenyon
President.....Thomas D'Arcy Brophy
Treasurer.....Charles Vasoll
Secretary.....Joseph A. Vessey
Vice-Pres. & Dir. of Radio.....Dwight Mills
Asst. Director of Radio.....Robert D. Wolf
Producers:.....John Hines,
Robt. Brilmayer

Writers:.....Helen Hinckley,
Peggy Holt, Davis Smith, John Mathews

Branch Office

135 S. La Salle St., Chicago 3, Ill.
Phone RAndolph 6470

Vice-President in charge...Chester A. Foust
Radio Accounts Placed—Network: Charles
B. Knox Gelatine Co., Standard Brands
(Fleischman's Foil Yeast), Richard Hudnut,
Wesson Oil & Snowdrift, Rock City, Bosco,
Spool Cotton, Kellogg Co. (All-Bran, Gro-
Pup, 40% Bran, Pep, Raisen 40% Bran),
Corn Flakes, Rice Krispies, Krumbles, Shred-
ded Wheat, Pepperidge Farm, Stetson Co.,
McHugh Bros. & Drummond, RCA, Savavins,
Inc., S. B. Thomas Inc., R. B. Davis Co.,
Borden Co.

**H. M. KIESEWETTER ADVERTISING
AGENCY, INC.**

9 East 40th St., New York 16, N. Y.

Phone Lexington 2-0025

ANPA — PPA — ABP

Officers

President & Treasurer...E. T. Kiewewetter
General Manager...H. M. Kiewewetter
Radio Dept. Manager...Samm S. Baker
Radio Time Buyer...Rhoda Kane Powers
Radio Accounts Placed—Penn Tobacco Co.,
Bathasweet Corp., Lorr Laboratories, The
Mennen Co.

ABBOTT KIMBALL CO., INC.

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

Phone PLaza 3-9600

AAAA—ABP—ANPA—PPA

Officers

President.....Abbott Kimball
Treasurer.....Raymond Kimball
Secretary.....W. Kegg
Director of Radio....Bernard H. Pelzer, Jr.
Director of Radio Sales....Cecil H. Hackett

Branch Office

1443 Merchandise Mart, Chicago, Ill.
Manager.....Grant Chamberlain

**KIRCHER, LYTLE, HELTON &
COLLETT, INC.**

321 West First St., Dayton 10, Ohio

Phone 2151

PPA—ABP—BPA

Officers

PresidentJ. Horace Lytle

• • • **ADVERTISING AGENCIES** • • •

Vice-President.....R. C. Kircher
 Treasurer.....C. B. Helton
 Secretary.....Robert Collett
 Art Director.....Gustave Sigritz

KLINGER ADVERTISING CORP.

119 W. 57th St., New York, N. Y.
 Phone Circle 6-3660

Officers

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

Radio Accounts Placed—Madison Long
 Island Personal Loan Co., Madison Finance
 Co. of N. J., Servus Clothes, Samuel Schloss-
 man & Sons, Inc., Stanback Co. Ltd., Bridge
 Apparel Shops, Smilin' Irishman, Kent Mo-
 tors, Ideal Motors, Price Motors, Superior
 Agencies, Inc.

KNOX REEVES ADVERTISING, INC.

600 First National Bank Bldg.
 Minneapolis 2, Minn.
 Phone Bridgeport 7701
 ANPA—PPA—APA

Officers

President.....E. E. Sylvestre
 Executive Vice-President.....Wayne Hunt
 Vice-Presidents.....J. H. Sarles,
 Elizabeth B. Reeves, Helen A. Brown
 Treasurer.....C. L. Greenwood
 Radio Director.....Lloyd Griffin
 Director of Media & Research,

Dr. A. R. Root
 Radio Production Manager.....Russell Neff
 Program Production.....H. K. Painter
 Radio Script.....E. B. Reeves
 Radio News.....A. H. Lund
 Time Buyer.....K. E. Titus

Branch Office

925 Chanin Bldg., New York 17, N. Y.
 Phone MURray Hill 4-3982
 625 Market St., San Francisco 5, Calif.
 Phone SUtter 6744

Vice President.....R. W. Stafford
 Radio Production Manager...Hal Burdick
Radio Account Placed—General Mills,
 Inc.

MERRILL KREMER, INC.

1711 Exchange Building, Memphis, Tenn.
 Phone 5-4343
 ABP—SNPA—APA—PANY—NAAN

Officers

President.....Merrill Kremer
 Secretary and Treasurer.....Ernest Lee
 Account Executive.....Warren Billingsley
 Production Director.....Homer Gentry
 Time Buyer.....Polly J. Cohen

ARTHUR KUDNER, INC.

630 Fifth Ave., New York 20, N. Y.
 Phone Circle 6-3200
 AAAA — ANPA — PPA — ABP

Officers

President.....J. H. S. Ellis
 Vice-Presidents.....E. J. Owens,
 Sam D. Fuson, Charles F. Gannon, Ken-
 neth Collins

Director of Radio.....Myron P. Kirk
 Script Buyer.....Alan Ward
 Time Buyer.....Eleanore Manning
 Production.....G. Bennett Larson

Branch Offices

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

Radio Accounts Placed—Network: U. S.
 Tobacco Co., National Spot: Goodyear Tire
 & Rubber, General Motors, Bensen & Hedges.

**J. R. KUPSICK ADVERTISING
 AGENCY, INC.**

122 East 42nd St., New York, N. Y.
 Phone MURray Hill 5-9145
 ANPA — ABP — PPA

Officers

President.....J. R. Kupsick
 Vice President.....Saul Kampf
 Radio Director.....Frank Powderly
 Space Buyer.....E. M. Fordman

Radio Accounts Placed—Arco Publ. Co.,
 Hecht Co., N. Y. Auto Exchange, Greiner
 Motor Sales, Maple Motors, Paul Kaskali,
 Cascade Laundry, United Institute of Aero-
 nautics, Ben Marden's Riviera.

LAKE-SPIRO-SHURMAN, INC.

2800 Sterick Tower, Memphis 3, Tenn.
 Phone 5-1571
 ABP—ANPA—PPA—SNPA

Officers

President.....Avron Spiro
 Secretary-Treasurer.....M. M. Shurman
 Radio Director.....Clark R. Brown

Radio Accounts Placed—Plough, Inc., The
 Piso Co.

LAMBERT & FEASLEY, INC.

9 Rockefeller Plaza, New York 20, N. Y.
 Phone Columbus 5-3721
 ANPA — PPA

Officers

President.....John L. Johnston
 Executive V.P.Gordon Seagore
 V.P.-Radio Director.....Martin Horrell
 General Manager.....Frank Mace

Radio Accounts Placed—Lambert Phar-
 maceutical Co.; Prophylactic Brush Co.; Phillips
 Petroleum Co.

LANDSHEFT, INC.

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

ANPA—APA—ABP—NOAB

Pres. & Radio Director....A. Wm. Landsheft
Radio Account Placed — Curtiss-Wright Corp.

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, Ohio

Phone Main 6579

ANPA—ABP—PPA

Officers

President.....H. Jack Lang
Vice President-Secretary.....A. B. Fisher
Vice President-Treasurer..Fred P. Stashower
Production Manager.....George DeWitt
Radio Director.....A. B. Fisher
Radio Accounts Placed—Stouffer's Restaurant, Railley Corp.

LAUESEN & SALOMON

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

Phone Superior 0738

ABP — ANPA — PPA

Officers

President.....A. M. Salomon
Account Executive.....Wendell Walker

LEEFORD ADVERTISING AGENCY

315 Fourth Ave., New York 10, N. Y.

Phone STuyvesant 9-1742

PPA

Officers

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

AL PAUL LEFTON CO., INC.

1617 Penna. Blvd., Philadelphia 3, Pa.

Phone RIttenhouse 1500

ANPA—APA—NOAB

Officers

President.....A. P. Lefton
Vice-Presidents.....G. W. Wolfsten,
P. Brown, T. A. Ballantyne
Radio Director.....Andrew McLean Parker
Time Buyer.....H. B. Gotwals

Branch Offices

521 Fifth Ave., New York 17, N. Y.

Phone VAnderbilt 6-4340

Vice-Presidents.....R. J. Herts,
M. S. Gladstone, R. J. Misch
Radio Director.....Carl Mark

LEIGHTON & NELSON

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

Phone 6-4202

ABP—PPA—ANPA

Officers

PartnersWinslow P. Leighton
and George R. Nelson
Radio Director.....George R. Nelson
Copy Director.....Cecil Woodland

Radio Assistants.....M. L. Croninger,
Shirley Ten Eyck

Radio Accounts Placed—New York State Democratic Committee, The Hudson Coal Co., Saratoga Racing Assn., William W. Lee & Co., The Stanton Brewery, Inc., Breslaw Bros. Furniture, Stanton Brewery, Saratoga Vichy Spring Co., Rudolph Bros., D'Jimas Furs.

LENNEN & MITCHELL, INC.

17 East 45th St., New York 17, N. Y.

Phone MUrray Hill 2-9170

AAAA — ANPA — PPA — APA — NOAB

Officers

President.....Philip W. Lennen
Vice President-Treasurer.....Robert W. Orr
Secretary.....Arthur L. Lynn
Director of Radio.....S. James Andrews
Radio Producer.....Travis D. Wells
Radio Accounts Placed—John H. Woodbury, Inc., Andrew Jergens Co., P. Lorillard Co., Inc., Tide Water Associated Oil Co., Parfums Schiaparelli, Inc., Lehn & Fink.

TED LEVY ADVERTISING AGENCY

Temple Court Bldg., Denver, Colorado

Phone CHerry 4521

ABP — ANPA — APA

Officers

Owner.....Ted Levy
Production Manager.....William Robertson
Copy Director.....Barbara Aiton

A. W. LEWIN CO., INC.

11 Commerce St., Newark, N. J.

Phone MIttell 2-7244

ANPA—AAAA—PPA—ABP

President & Treasurer.....A. W. Lewin

ADDISON LEWIS & ASSOCIATES

1414 Foshay Tower, Minneapolis, Minn.

Phont AT 6235

ABP—ANPA—PPA—NOAB—APA

Officers

Owner.....Addison Lewis
Time Buyer.....Margie Anderson
Account Executives.....Edward Grubb,
Harvey Kruse, J. A. Quint
Radio Accounts Placed—Minneapolis-Honeywell.

LEON LIVINGSTON ADVERTISING AGENCY

Mills Bldg., San Francisco, Calif.

Phone Sntter 7340

AAAA — ABP — ANPA — PPA — NOAB

Officers

President.....Leon G. Livingston
Vice-President.....W. C. Day
Space Buyer.....B. B. Biederman
Radio Accounts Placed—Colgate-Palmolive-Peet (Peet's Granulated Soap), Simon Mattress Mfg. Co., Nestle's Milk Products, Inc., Italian Swiss Colony, Haas Bros.

ADVERTISING AGENCIES

LLOYD, CHESTER & DILLINGHAM, INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 5-8800
ANPA—PPA—NOAB

Officers

President.....Laurence M. Lloyd
Vice-President.....Charles M. Pietsch
Production Manager.....William T. Kaleb
Media Director.....John J. Hagan

LOGAN & ARNOLD

621 S. Hope St., Los Angeles, Calif.
ANPA—AAAA—PPA—APA—ABP

Officers

President.....Dudley L. Logan
Exec. Vice-Pres.....J. C. Arnold
Vice-President.....Van Davis

THE W. E. LONG COMPANY

155 North Clark St., Chicago 1, Ill.
Phone Randolph 4606
ANPA—NOAB

Officers

President.....W. E. Long
Vice-President.....W. D. Warrick
Radio Accounts Placed—Agency is a specialist in wholesale baker advertising servicing hundreds from coast to coast on a syndicated basis.

EARLE LUDGIN, INC.

121 West Wacker Drive, Chicago 1, Ill.
Phone Franklin 1762
ANPA — ABP — PPA — APA

Officers

Partners.....Earle Ludgin,
V. R. Bliss, J. H. Caro, J. H. Willmarth
Radio Director.....V. R. Bliss

MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria, Ill.
Phone 7197
ANPA—ABP—APA—NAAN

Officers

President.....J. F. Fellay
Trea. & Radio Time Buyer.....Jay J. Keith
Vice-President.....Robert J. Rice
Radio Director.....Ann McNatt
Radio Accounts Placed—Keystone Steel & Wire Co., Consolidated Products Co., Schultz, Bausan & Co.

MacFARLAND, AVEYARD & CO.

333 North Michigan Ave., Chicago 1, Ill.
Phone Randolph 9360
ANPA — PPA — ABP — SNPA

NOAB

Officers

President.....Hays MacFarland
Vice-Presidents.....A. E. Aveyard,
Malcolm A. Jennings, Allen B. Dicus,
R. E. Tuttle, Harry M. Coleman

Secretary-Treasurer.....B. G. Ruttingh
Radio Director.....Evelyn Stark
Time Buyer.....Bergi Boe
Production Manager.....Edwin C. Frank
Space Buyer.....Madge C. Drake

Branch Office

RCA Bldg., New York, N. Y.
Circle 6-2890

Radio Director.....H. C. Klein
Radio Accounts Placed—Network: Northwestern Yeast Co., Curtis Publishing Co., National Spot: Omar, Inc., Burma-Vita Co., Stewart Warner Corp., United Wallpaper Factories.

MacLAREN ADVERTISING CO. LTD.

372 Bay St., Toronto, Ont., Canada
Phone Elgin 0321-2551
ANPA—CAAA—CDNA—CWNA

Officers

President-General Manager..J. A. MacLaren
Vice President-Assistant General
Manager.....E. V. Rechnitzer
Vice-President-Treasurer....I. E. Reynolds
Secretary.....C. T. Scroggie
Broadcast Advertising Dept...C. M. Pasmore,
M. Rosenfeld

Branch Office

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

Office Manager.....E. H. H. Smith
224 Curry Bldg., Winnipeg, Man., Canada
Phone 26-622

Manager.....E. P. Thompson
305 Province Bldg., Vancouver, B. C., Can.
Phone Marine 6268

Manager.....W. D. M. Patterson
Radio Accounts Placed—Network: Imperial Oil, Ltd., Tuckett, Ltd., People's Credit Jewelers. National Spot: Bulova Watch Co., Ltd., General Motors Corp., Dalglish Co., Ltd.

MALCOLM-HOWARD ADVERTISING AGENCY

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

Officers

Owner-Time Buyer.....Arthur M. Holland
Radio Account Executive....Max G. Holland
Radio Director.....Maury Cliffer
Radio Writers.....Hal Tate,
Nikki Kaye, Ray Freedman, Eileen Rietz,
Maury Cliffer.

Radio Accounts Placed—Dad's Root Beer, Joy Candy Shoppes, Roller Derby, Alert Laundry, Holland Jewelers, Newart Co., Burde Cologne, Fij-Oil Shampoo, Rubin's Apparel, Roller Derby.

DAVID MALKIEL ADVERTISING AGENCY

260 Tremont St., Boston, Mass.
 Phone Liberty 1421
 ANPA—ABP—APA—PPA—AAAN
Officers

PresidentDavid Malkiel
 SecretaryMartha Brest
 Account Executives.....Harry Weinbaum
 Alfred Black, Martin Kadis

Radio Accounts Placed—I. J. Fox Co., Ace Vacuum Cleaners, Drive-In Theaters, Inc., Paramount Baking Co., E. M. Loew's Theaters, Greater Boston Theaters, Inc., RKO Theaters, Steubcn's Restaurant, Canadian Ace Ale, Casa Manana, Elm Farm Foods Co., Serta-White Cross Co., Freilicher Kabtzen, Lithuanian Corp. Group, Rio Casino, Royal Crown Cola of Boston, Old Monastery Wines, Ritter Dancing School, Essex Hotel, Avery Hotel, Granada Vineyards, Inc., Glendale Coal Co., Racing Guide, Ray Galvin, Kasanof's Bread, Rosoff's, Totem Pole Ballroom, Belmont Furn., L. P. Rogers & Son, Washington Jewelers, Babijuce Oranges, Corner House, Franklin Insulation Co.

MANSON-GOLD ADVERTISING AGENCY

1004 Marquette Ave., Minneapolis 2, Minn.
 Phone GENEVA 9619
 ABP — PPA — PRB — APA
Officers

Radio Director.....D. P. Nathanson
 Account Executive.....Meyer Gold
 Time Buyer.....Jean Hadley
Radio Accounts Placed—Red Devil Soot & Carbon Remover, Vitamin Products of America, St. Paul Lutheran Church, Morton's Dog Food, Snyder's Drug Stores.

MARSCHALK & PRATT COMPANY

535 Fifth Ave., New York 17, N. Y.
 Phone VANDERBILT 6-2022
 ANPA — PPA — ABP — APA — ABC —
 AAAA — NOAB
Officers

Partners.....Harry C. Marschalk,
 C. A. Poetschke, S. H. Giellerup, S. L. Meulendyke

Director of Radio.....Carlo De Angelo
 Radio Continuity Writers...G. W. Freeman,
 Bennett Kolb, Edmund Mitchell, John
 R. Allen

Radio Account Placed—Standard Oil Co. of N. J.

J. M. MATHES, INCORPORATED

122 East 42nd St., New York 17, N. Y.
 Phone LEXINGTON 2-7450
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 Charles O'Donnell, Charles R. Marshall
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Wilfred S. King
 Time Buyer.....Edna Cathcart
Radio Accounts Placed—Ludens, Inc.: National Carbon Co., Canada Dry Ginger Ale & Spur, Magazine Repeating Razor Co., International Salt Co., Bleachette, Pure Foods (Herbox), Pan-American Coffee Bureau, Burlington Mills.

THE MAYERS COMPANY

1240 S. Main St., Los Angeles 27, Calif.
 Phone PROSPECT 0101
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Officers

Principals.....Henry Mayers,
 J. R. Mayers, Arthur Mayers

Manager Radio Dept.....Gertrude Stark
 Time Buyer.....Alden Weiss
 Assistant.....Dean Simmons
 Production.....Martin Weinstein,
 Vern Davies

Radio Accounts Placed—Pennzoil Co., Sears Roebuck & Co., Southern Calif. Telephone Co., Gordon Bread Co., Dad's Root Beer, California Bank.

JOSEPH MAXFIELD COMPANY

36 Exchange Place, Providence 3, R. I.
 Phone GASPEE 4456
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 Vice-President.....Archie M. Finkle
 Treasurer.....Bruno Schnabel
 Executive Secretary.....Anne E. WOLED
 Time Buyer.....Joseph M. Finkle
 Radio Director.....Dorothy M. Taipe
Radio Accounts Placed—Old Monastery Wine Co., Eclipse Food Products, Corp., Jack & Harry's Auto Stores, Candy Mart Stores.

MAXON, INC.

2761 E. Jefferson Ave., Detroit, Mich.
 Phone FITZROY 5710
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 Radio Department.....Ed Wilhelm,
 P. R. Pumphrey

Branch Offices

570 Lexington Ave., New York, N. Y.
 Phone ELDORADO 5-2930
 Vice-President In Charge.....W. Ray Baker
 955 Main St., Bridgeport, Conn.
 Phone BRIDGEPORT 6-2177
 Vice-President In Charge.....W. Ray Baker
 919 N. Michigan Ave., Chicago, Ill.
 Phone DELAWARE 3536
 Vice-President.....L. J. Sholty

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Radio Accounts Placed—Gillette Safety Razor Co., General Electric Co., Ford Motor Co., Pfeiffer Brewing Co., H. J. Heinz Co., Griesedieck Brewery, Feigenspan Brewing Co., Dobler Brewing Co.

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 5-7000
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Vice-Pres. & Gen. Mgr. of Research Dept.
Jackson Taylor

Vice-Pres. in charge of Radio

Lloyd O. Coulter

Radio Producers. Dorothy B. McCann,
Clarence Olmstead, Russ Johnston
Radio Time Buyer. Wm. C. Dekker
Radio Research. Marion Harper, Jr.

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Phone Webster 3701

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Vice-President. H. G. Smith
Vice-President. J. H. Jameson
Guardian Bldg., Cleveland, O.

Phone Cherry 3490

Vice-President-Manager. Albert A. Sommer
Penobscot Bldg., Detroit, Mich.

Phone Randolph 9710

Vice-President and Manager. Donald C. Hight
6331 Hollywood Blvd., Hollywood 28, Calif.
Phone Hillside 8268

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

Manager. Burt Cochran
Hodgson Bldg., Minneapolis, Minn.

Vice-Pres. & Mgr. R. B. Donnelly

Vice-President. Merrill Hutchinson
114 Sansome St., San Francisco, Calif.
Phone Douglas 5560

Vice-President and Manager. Henry Q. Hawes

Vice-Presidents. M. S. Achenbach,
R. H. Cochran, F. H. McCrear, C. E.
Persons, C. F. Ohliger

Public Service Bldg., Portland, Ore.

Phone Atwater 4305

Manager. R. B. Calkins

Radio Accounts Placed—New York: American Molasses Co., Axton-Fisher Tobacco Co., Chesbrough Manufacturing Co., Gruen Watch Co., Manufacturers Trust Co., James McCutcheon & Co., National Biscuit Co., Pacific Coast Borax Co., Stomberg-Carlson Co., Stanco, Inc., Westinghouse Electric and Manufacturing Co.

Chicago: Standard Oil Co. of Nebraska, Standard Oil Co. of Indiana, Milk Foundation, Inc.

Cleveland: Leisy Brewing Co., Richman Bros. Co., Standard Oil Co. of Ohio.

Detroit: Altes Brewing Co.

Los Angeles: Globe Mills Co., Southern California Gas Co. and Southern Counties Gas Co., The Squirt Co.

Minneapolis: Pillsbury Flour Mills Co., Twin City Federal Savings & Loan Assn., Gluek Brewing Co., First National Bank, Northwest Scrap Dealers Assn.

Portland: Northwestern Electric Co., Pacific Power & Light Co., Portland Gas & Coke Co.

San Francisco: Anglo California National Bank of San Francisco, Associated Dental Supply Co., California Packing Corporation, California Walnut Growers Assn., Harold H. Clapp, Inc., Dwight Edwards Company, General Brewing Corporation, Hale Bros. Stores, Inc., Pacific Gas & Electric Co., Roma Wine Co.

R. E. McCARTHY ADVERTISING AGENCY

Tampa Theater Bldg., Tampa 2, Fla.

Phone 2323

PANY—SNPA

Officers

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Treasurer. M. C. Benito
Time Buyer. R. E. McCarthy
Continuity. J. M. Neef

Radio Accounts Placed—Borden's Poinsettia Dairy, Southern Brewing Co., Penninsular Telephone Co., McClosky & Co.

THE McCORD COMPANY, INC.

1100 Hodgson Bldg., Minneapolis, Minn.

Phone Bridgeport 1225

APA—ANPA—PPA—NOAB

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Director of Radio. E. B. Grove
Production Manager. T. L. B. Campbell
Radio Time Buyer. Edith M. Knutsen

Radio Accounts Placed—W. H. Barber Co., Conrad Fur Co., Central Cooperative Live-stock Assn., Furniture Exposition Mart, The Hillex Co., Chocolate Products Co., Goodman

Bros., Jewelers, Minneapolis Gas Light Co., Minnesota Farm Bureau Federation, Griggs, Cooper & Co., Milk Foundation of Minneapolis, American Benefit Assn., Boutill's, Minnesota Farm Bureau Service, Anaconda Sales Co., Sanitary Food Mfg. Co.

McJUNKIN ADVERTISING CO.

228 N. LaSalle St., Chicago 1, Ill.
Phone State 5060

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Donald B. Skinner
Manager, Radio Dept.....Hal R. Makelin
Media Dept. Manager.....Edwin A. Trizil
Production Manager.....W. C. Mottershead
Radio Accounts Placed—Joseph Schlitz
Brewing Co., Carey Salt Co., Florsheim Shoe
Co., Chef Boiardi Food Products Co., Bren-
ner Bros., Carson, Pirie, Scott & Co., Jewel
Food Stores, Andes Candies.

McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia, Pa.
Phone Locust 4737

ANPA—PPA—APA—OAAA

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James A. McFadden
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Time Buyer.....E. R. Walmsley
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Howard H. Yaw
Secretary.....T. E. Libby

Branch Office

30 Rockefeller Plaza, New York 20, N. Y.
Phone COLUMBUS 5-2058
Equitable Bldg., Hollywood, Calif.
Phone Hollywood 8363

Radio Accounts Placed—Sealtest, Inc.

A. McKIM, LTD.

Dominion Square Bldg., Montreal, Que., Can.
Phone Lancaster 5192

Officers

President-General Manager.....C. T. Pearce
Radio Director.....E. W. Brodie
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Branch Offices

320 Bay St., Toronto, Ont., Canada
Phone Elgin 5351

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Electric Railway Bldg., Winnipeg, Man.,
Canada

Manager.....A. A. Brown
514 Province Bldg.,
Vancouver, B. C., Canada

Manager.....H. S. Watson
376 Strand, W. C. 2, London, England

Manager.....H. Suffell

ARTHUR MEYERHOFF & CO.

Wrigley Bldg., Chicago, Ill.

Phone Delaware 7860

ANPA—PPA—APA—AAAA

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Director of Radio.....Nelson A. Shawn
Spot Annct. Dir.....I. J. Wagner
Time Buyers.....Mary Hauser,
A. Kennelly

Branch Office

759 N. Milwaukee St., Milwaukee, Wis.
Phone Marquette 3144

Manager.....George Grabin
Radio Account Placed—William Wrigley,
Jr. Co.

C. L. MILLER COMPANY

521 Fifth Ave., New York 17, N. Y.

Phone MURRAY Hill 2-1010

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Branch Office

333 N. Michigan Ave., Chicago, Ill.
Phone Central 1640

Manager.....I. M. Tuteur
Radio Accounts Placed—Corn Products
Refining Co., Curtis Candy Co., Keeley Brew-
ing Co., Cooter Brokerage Co., Gordon Bak-
ing Co., Tastyest, Inc.

DAN B. MINER CO.

Chamber of Commerce Bldg.

Los Angeles 15, Calif.

Phone Richmond 3101

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Branch Offices

(Affiliated with Continental Agency Network)
Radio Accounts Placed—Interstate Bak-
eries, Forest Lawn Memorial Park, Bill Hay
Reads the Bible (66 station cooperative
show), National Spot: Roman Meal Bread.

EMIL MOGUL CO., INC.

250 West 57th St., New York, N. Y.

Phone, COLUMBUS 5-2482

ABP — ANPA

Officers

Radio Director.....Emil Mogul
Radio Time Buyer.....Helen Munroe
Radio Accounts Placed—Network: Tri-
mount Clipper Craft Clothes, National Spot:
Barney's Clothes, San Gabriel Wine Co., Na-
tional Shoe Stores.

THE CHESTER C. MORELAND CO.

Times-Star Bldg., Cincinnati, Ohio
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6332 Hollywood Blvd., Hollywood, Calif.
Phone Hempstead 4194

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Radio Accounts Placed—Folger Coffee Co.,
Planters Nut & Chocolate Co., White King
Soap Co., Petrol Corp., Sparklett's Drinking
Water Corp., Kerr Glass Mfg. Co., King's X
Flavor Co.

MORSE, INTERNATIONAL, INC.

122 East 42nd St., New York 17, N. Y.
Phone LEXington 2-6727

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Branch Offices

205 Johnston Bldg., Charlotte, N. C.
Radio Accounts Placed—Network: Vick
Chemical Co., Vitamin Plus, Inc. National
Lance, Inc., Matchabelli, Inc.

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.
Phone Utica 4-6141
ABP — ANPA — PPA — NOAB

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Radio Accounts Placed—West End Brewing
Co., Oswego Candy Works, Inc., Saratoga
Springs Authority.

MOSS ASSOCIATES

415 Lexington Ave., New York, N. Y.
Phone VANDerbilt 6-1828
ABP—PANY—APA

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Co., U. S. Rockwool Insulators, Neoderm
Inst., Thomas M. Quinn & Sons, Inc.

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Brazil, Argentina, South Africa,
India, Chili

Radio Accounts Placed—Carter Products,
Inc., General Foods Corp., H. J. Heinz Co.,
Lambert Bros., Lever Bros. Co., Quaker Oats
Co., Welch Grape Juice Co., Wm. R. Warner
Co.

NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone State 5151

AAAA — ANPA — PPA — ABP — APA
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Time Buyer.....O. R. Stadleman

Branch Offices

1680 North Vine St., Hollywood, Calif.
Phone Granite 7186
Manager.....Cecil Underwood
Radio Accounts Placed—Network: Kraft
Cheese Co., S. C. Johnson & Son, Inc. National
Spot: Swift & Co. (Sunbrite Cleaner).

NEFF-ROGOW, INC.

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

Officers

President.....Walter J. Neff
Vice-President.....William Rogow
Radio Accounts Placed—Bond Stores, Inc.,
Melville Shoe Corp., Sears Roebuck & Co.,
Joseph Martinson & Co., Abraham & Straus,
Inc., Ruby Lane Stores.

NEWELL-EMMETT COMPANY

40 East 34th St., New York 16, N. Y.
Phone ASHland 4-4900

AAAA — ANPA — PPA — ABP — PRB —
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Officers

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William Reydel, John P. Cunningham,
Frank Donshea, C. S. Walsh, R. L. Stro-
bridge
Radio Director.....Blayne Butcher
Time Buyer.....Newman McEvoy

Radio Accounts Placed—Liggett & Myers Tobacco Co. (Chesterfields), Loose-Wiles Biscuit Co., Pepsi-Cola Co., Beech-Nut Packing Co., Economics Laboratories, Kirkman's Soap, Sherwin Williams.

OLIAN ADVERTISING CO.

1409 Ambassador Bldg., St. Louis 1, Mo.
Phone CEntral 8380
ABP—ANPA—NOAB

Officers

Owner.....Irwin A. Olian
Radio Director-Time Buyer....Virginia Loeb
Radio Continuity.....James L. Spencer
Radio Accounts Placed—National Waste Paper Conservation Campaign.

MERRITT OWENS ADVERTISING AGENCY

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

Radio Accounts Placed—Penn. Central Oil Co., Sulfa Products Co., Interstate Moving & Storage, Weevil-Fume Corp.

PACIFIC NATIONAL ADVERTISING AGENCY

605 Union St., Seattle 1, Wash.
Phone Eliot 4884
ANPA—AAAA—PPA—APA—NOAB—CAN

Officers

President.....Wm. H. Horsley
Radio Director.....Marjorie McPherson

Branch Office

Spalding Bldg., Portland 1, Ore.
Phone ATwater 4339

Manager.....Ruth Foland
Radio Accounts Placed—Fisher Flouring Mills Co., Washington Co-op Egg & Poultry Assn., Spot: Seattle First National Bank, Hansen Baking Co., Webster-Brinkley Co., Northwest Cherry Bur., Cedergreen Frozen Pack Corp.

PARIS & PEART

370 Lexington Ave., New York, N. Y.
Phone Caledonia 5-9340
ANPA—ABP—PPA

Co-Partners.....A. G. Peart,
John H. Rehn

Radio Time Buyer.....A. C. De Pierro
Radio Accounts Placed—The Great Atlantic & Pacific Tea Co., Spratts Dog Food.

PECK ADVERTISING AGENCY, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-0900

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Secretary-Treasurer.....Harry Krawit
Vice-President.....Walter Schwartz
Director of Radio.....Arthur Sinsheimer
Radio Continuity Writers...James Lawrence,
Muriel Post, Ray White

PEDLAR, RYAN & LUSK, INC.

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

AAAA — ANPA — PPA — ABP

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Supervisor Nighttime Radio,

Chester MacCracken

Supervisor Daytime Radio....Tom L. Riley
Radio Copy Chief.....Cyril J. Mullen
Asst. Radio Copy Chief.....W. B. Finney
Time Buyer.....Helen Wilbur
Radio Accounts Placed—Network: Bristol-Myers Co. (Vitalis, Mum), Procter & Gamble Co. (Camay, Chipso, Dash)

PITLUK ADVERTISING CO.

Alamo Nat'l Bank Bldg., San Antonio, Texas
Phone Garfield 7268

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386 Fourth Ave., New York 16, N.Y.
Phone Caledonia 5-4440

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Vice-President-Treasurer...Rutherford Platt
Vice-President.....T. F. Cosgrove
Secretary.....W. S. Walker
Space Buyer & Prod. Manager..T. O'Donnell

Branch Office

75 Pearl St., Hartford, Conn.

G. Frank Sweet

Phone Hartford 7-9017

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

R. J. POTTS—CALKINS & HOLDEN

215 W. Pershing Road, Kansas City, Mo.
Phone Victor 4433

APA — NOAB — ANPA — PPA

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W B. Hill, John M. Farrell, G. S. Lannon,
M. H. Straight

THE POTTS TURNBULL COMPANY

10th Floor, Carbide & Carbon Bldg.
 Kansas City 6, Mo.
 Phone Victor 9400
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 V.P.-Production Mgr..... D. E. Dexter
 Secretary G. F. Magill
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3701 N. Broad St., Philadelphia 40, Pa.
 Phone Radcliff 1900
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 Exec. Vice-Pres. & Treas..... E. B. Loveman
 Vice-President..... G. F. Magill
Radio Account Placed — Philco Hall of Fame.

THE L. W. RAMSEY ADVERTISING AGENCY

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

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 Secretary..... E. G. Naeckel
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 Vice-President..... A. C. Naeckel
 Production Manager..... A. M. Walgren
Branch Office

230 N. Michigan Ave., Chicago 1, Ill.
 Phone Franklin 8155

Vice-President..... F. L. Eason
 Vice-Presidents..... N. B. Langworthy,
 L. H. Copeland
 Production Manager..... Vito M. Volino
Radio Accounts Placed—F. W. Fitch Co.,
 Loyal Order of Moose, National Oats, Starline
 (farm equipment).

THE RANDALL COMPANY

75 Pearl St., Hartford, Conn.
 Phone 7-2828

CHAS. DALLAS REACH CO.

58 Park Place, Newark 2, N. J.
 Phone Market 3-5100
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Officers

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 Chas. Dallas Reach
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 Secretary..... F. R. Risley
Radio Accounts Placed—Cut-Rite Waxed
 Paper, R. B. Davis Sales Co., Koppers Co.-
 Minnesota Division, Admiracion Labora-
 tories, L. E. Waterman Co., Dugan Bros. of
 New Jersey, Inc.

REDFIELD-JOHNSTONE, INC.

420 Madison Ave., New York 17, N. Y.
 Phone PLaza 3-6121
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Radio Accounts Placed—Network: Howard
 Clothes, Inc. National Spot: Stera-Kleen,
 Poslam, Allenru.

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1736 Franklin St., Oakland, Calif.
 Phone Templebar 2408
 ABP — ANPA — APA
Officers

Owner..... Emil Reinhardt
 Space Buyer..... Mildred McMahon
 Writers..... David Lane, Joseph Connor
Radio Accounts Placed—Kilpatrick Bak-
 ery Co., Mary Ellen's, Inc., J. L. Tuttle, Inc.,
 Wood Briquettes, Inc., Music for Fun, Inc.,
 Standard Beverages.

REISS ADVERTISING

30 Rockefeller Plaza, New York 19, N. Y.
 Phone COLUMbus 5-7733
 ANPA — ABP — PPA — APA
Officers

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 Vice-President..... Harold Reiss
 Secretary-Treasurer..... B. M. Reiss

RESNIK-MILLER-ENGLAND, INC.

152 Temple St., New Haven, Conn.
 Phone 7-0241

Officers
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 Secretary..... Harvey N. Ladin
 Radio Dept. Manager..... Ellen Simmons

Branch Offices

75 Pratt St., Hartford, Conn.
 Phone 2-9987

Manager..... Harry D. Resnik-WTIC
 77 Summer Hill Ave., Worcester, Mass.

Phone 6-0223

Manager..... Isabelle Whitaker-WTAG
 26 Custom House St., Providence, R. I.
 Phone Gaspee 9526

Manager..... Frank Jones-WJAR

C. E. RICKERD, INC.

5462 Second Blvd., Detroit, Michigan
 Phone Temple 1-3636
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President-Treasurer-Time Buyer,
 C. E. Rickerd
 Treasurer..... Cco. Rickerd
 Secretary..... Fred B. Collier
 Production..... Royal Cressy

ROCHE, WILLIAMS & CUNNYNGHAM, INC.

310 S. Michigan Ave., Chicago 4, Ill.
Phone Harrison 8490
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Director of Radio.....Phil Stewart

Branch Offices

225 S. 15th St., Philadelphia, Pa.
Phone PENNYPACKER 2766

In Charge.....Guy C. Pierce
400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-7444

In Charge.....R. A. Porter
Radio Director.....Harold F. Kemp

Radio Accounts Placed—Network: Lewis-Howe Co., Schutter Candy Co., Sun Oil Co. National Spot: Chicago, Milwaukee, St. Paul & Pacific RR., Domestic Finance Co., Dr. Peter Fahrney & Sons Co., Holland Furnace Co., Kenton Pharmaceutical Co., Inc., National Toilet Co., John Puhl Products Co., Portland Cement Assn., Sempray Jovenay Co., The Studebaker Corp.

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701 Keefer Bldg., Montreal, Que.
Phone Plateau 4803

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Treas.....Angus Ahern
Radio Dir.....W. K. Vale

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570 Seventh Ave., New York 18, N. Y.
Phone CHICKERING 4-4420
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Production Manager.....H. B. Fleischman
Research Director...Walter Alwyn-Schmidt
Copy & Plans.....Harrison J. Cowan,
H. B. Sadler, Joseph Elner

CHARLES L. RUMRILL & CO.

364 East Ave., Rochester 4, N. Y.
Phone Stone 592

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

RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
Phone MURRAY HILL 6-6400

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V-P & Director of Radio...Donald D. Stauffer
V-P & Associate Director...S. Heagan Bayles
V-P in Charge of Radio Programs,
Merritt W. Barnam, Jr.

Business Manager.....Charles T. Ayres
Production Directors.....John Bates,
Bob Byron, Lee Cooley, Marguerite Dougherty, Knowles Entrikin, Thomas H. Hutchinson, Addison Smith

Commercial Writers.....Regina Morgan,
Robert Mann, Florence Miles, Vivian Washburn, Dorothy Haller, Meil O'Brien, Maxine Smith, Cecil Billings, Frances Kennedy, Philip Thompson

Time Buyer.....T. C. Fisher
Radio Publicity Director...Grant Y. Flynn

Branch Offices

360 N. Michigan Ave., Chicago 1, Ill.
Phone RANDOLPH 2625

Executive Vice-President.....Paul Watson
Vice-President-Director of Radio,

Ros Metzger
Assistant Radio Director.....Arthur Trask
Executive-In-Charge of Production,
Warren Johnson

Executive-In-Charge of Scripts,
Catherine Haynie
Writers.....Irene Small,
M. Crutcher, Van R. Carlson

Time Buyer.....Albert Callies
7430 Second Blvd., Detroit 2, Mich.
Phone MADISON 1980

Vice-President In Charge...Mathew J. Casey
812 Olive St., St. Louis, Mo.
Phone MAIN 0128

Manager.....Oscar A. Zahner
1680 N. Vine St., Hollywood, Calif.
Phone HILLSIDE 7593

Radio Director.....Nate Tufts
Production Directors.....Murray Bolen,
Don Clark, Dick Gibson, Sam Pierce
712 Main St., Houston, Texas
Phone, CHARTER 4-1741

Manager.....W. Van A. Combs
235 Montgomery St., San Francisco, Calif.
Phone DOUGLAS 5822

Manager.....R. W. Watson
1216 Third Ave., Seattle, Wash.
Phone MAIN 6727

Manager.....F. S. Mullins
80 Richmond St., Toronto, Ont.
Canada
Phone, ADELAIDE 4096

Manager.....Douglas Philpott
Radio Production.....Alan Savage

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Radio Accounts Placed—American Tobacco Co., Canadian Ironized Yeast Co., Chrysler Corp., Delaware, Lackawanna & Western Coal Co., Dodge Motor Corp., H. Fendrieb, Inc., Ironized Yeast Co., Lever Bros. Co., Lever Bros., Ltd., Noxema Chemical Co., Oshkosh B'Gosh, Inc., Quaker Oats Co., Sterling Brewery, Inc., Emerson Drug Co., Jacob Ruppert Brewery, Binyon Optical Co., Garrett & Co., Gilmore Oil Co., Golden State Co. Ltd., Griesedieck Bros. Brewery Co., Johnson, Stephens & Shinkle Shoe Co., Krim-Ko Company, Lambert Pharmacal Co., Langendorf United Bakeries, Inc., Southwestern Drug Co.

ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
Phone, PLaza 3-6920
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Radio Director.....Victor van der Linde

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Phone PLaza 3-1670

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Radio Account Placed—Chas. E. Hires Co., Inc.

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

Officers

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Radio Director.....Fred Montgomery

J. WM. SHEETS

Central Bldg., Seattle, Wash.
Phone Main 2442
ANPA—PPA—APA—NOAB

Owner.....J. Wm. Sheets
Radio Accounts Placed—Skinner & Eddy Corp., Minute Man Soup.

MARCEL SCHULOFF & CO.

19 West 44th St., New York 18, N. Y.
Phone VA 6-0373

Partners.....Marcel Schuloff,
Miriam C. Schuloff

Accounts Placed—Station WHOM, Basch Radio Prod., Sure-Fit Products Co., Stylepark Hats, Keal Textile Co., National Sure-Fit Quilting Co., Voice of Experience.

SCHWAB & BEATTY, INC.

1230 Sixth Ave., New York 20, N. Y.
Phone Circle 5-9090

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Officers

President.....Victor O. Schwab
Time Buyer.....Robert W. Beatty
Radio Account Placed—Book-of-the-Month Club.

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75 E. Wacker Drive, Chicago 1, Ill.
Phone Dearborn 1815

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Officers

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RUSSEL M. SEEDS COMPANY, INC.

Palmolive Bldg., Chicago 11, Ill.
Phone, Delaware 1045

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Treasurer.....Jack Harding
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Maus, John Guedel
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Lemcke Bldg., Indianapolis, Ind.
Phone Market 1395

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Taft Bldg., Hollywood, Calif.
Phone, Hillside 7256

Manager.....John Guedel
Radio Director.....John Guidel

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

SHERMAN & MARQUETTE, INC.

Room 3400 Palmolive Bldg., Chicago, Ill.
Phone Delaware 8000

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SNPA—APA—NOAB

Officers

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Vice-President and Treasurer.

Arthur Marquette
Radio Director.....Morgan Ryan
Time Buyer.....C. E. Bonnesen

Branch Office

50 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 6-1550

Vice-President & Manager.....Carl S. Brown
Radio Director.....Morgan Ryan
Time Buyer.....Kelso M. Taeger

Radio Account Placed—Colgate-Palmolive-Pect Co. (for Colgate Shave Creams, Colgate Tooth Powder, Halo Shampoo, Quaker Oats Co. (for Quaker Farina and Ful-O-Pep Feeds, Quaker Puffed Wheat Sparkies, Quaker Puffed Rice Sparkies), Dr. W. B. Caldwell, Inc. (Dr. Caldwell's Laxative), Syrup of Figs, Sante, Pape's Cold Compound, Blackstone Aspirin, Tasty Lax.

SIMON & GWYNN, INC.

624 Commerce Title Bldg., Memphis, Tenn.
Phone 5-2404

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SIMONS-MICHELSON CO.

1207 Washington Blvd., Detroit 26, Mich.
Phone CHerry 3000

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L. J. Michelson
General Manager.....Leon Wayburn
Radio Director.....Glenn Kyper
Production.....Art Copland

SMALL & SEIFFER, INC.

24 West 40th St., New York, N. Y.
Phone WIsconsin 7-8765

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Officers

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Secretary & Treasurer.....Marvin Small
Time Buyer.....Joya Krakauer
Radio Accounts Placed—Arrid, Allcock Mfg. Co., Souplets.

SMITH & DRUM, INC.

Dexter-Horton Bldg., Los Angeles, Calif.
Phone Trinity 3454

ABP—ANPA—PPA—PRB—NOAB
Officers

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Vice-President.....Harry C. Drum
Radio Account Placed—General Petroleum Corp.

SORENSEN & CO.

919 No. Michigan Ave., Chicago, Ill.
Phone, Delaware 5030

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Radio Director.....Muriel Wageman

Radio Accounts Placed—Bowey's, Inc., Sunway Vitamin Co., F. H. Pfunder, Inc., Hotel & Restaurant Co-operative Adv., J. P. Harding Restaurants, Old Heidelberg Corp.

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201 Commercial St., Worcester 8, Mass.
Phone: 3-4789

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RAYMOND SPECTOR COMPANY, INC.

595 Madison Ave., New York 17, N. Y.
Phone ELdorado 5-1270

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Officers

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Time Buyer.....Hal Winter
Radio Research.....Bernard Serlin
Radio Accounts Placed—Network: Serutan Co. National Spot: Serutan Co., Rum & Maple Tobacco Corp., Journal of Living, King David Memorial Park, Purity Products Co., Beverly Hills Memorial Park, The Lone Ranger, Inc., Macfadden Publications (True Story Magazine), National Nutrition Society, Three Squires Tobacco, Doubleday Doran & Co., Nutrex Co., Book League of America.

SPITZER & MILLS LTD.

19 Richmond St., West, Toronto, Ont.
Phone WA 1151

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Manager Radio Dept.....Marguerite Deans

Branch Office

1010 Catherine St., W., Montreal, P. Q.
Manager.....W. G. Power
Radio Accounts Placed—Colgate-Palmolive-Pect Co., RCA Victor Co., Lehn & Fink, Quaker Oats Co., California Fruit Growers Exchange.

HOWARD D. STEERE ADVERTISING

David Stott Bldg., Detroit, Mich.
Phone CHerry 5688

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70 West 40th St., New York 18, N. Y.
PPA

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280 Broadway, New York, N. Y.
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ABP — ANPA — PPA

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Radio Account Placed—Fada Radio.

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1303 First National Bank Bldg., Cincinnati, O.
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AAAA

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Radio Accounts Placed—Ohio Oil Co.,
Clyffside Brewery, Cincinnati Gas & Elec. Co.

STODEL ADVERTISING CO.

411 W. Seventh St., Los Angeles, Calif.
Phone, TRinity 8577

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Radio Accounts Placed—Warner Bros.
Pictures, Brooks Clothing Co., Eastern-Co-
lumbia Department Stores, Beneficial Casu-
alty Insurance Co.

**STRAUCHEN & McKIM
ADVERTISING**

810 Chamber of Commerce Bldg.,
Cincinnati, Ohio
Phone, MAin 2245

Officers

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Radio Director..... Ardeane Heiskell
Media Research..... Geo. Rink
Art Director..... Russell N. Withenbury
Radio Accounts Placed—George Wiede-
mann Brewing Co., Inc.

STREET & FINNEY, INC.

330 West 42nd St., New York 18, N. Y.
Phone: BRyant 9-2400
ANPA—PPA—ABC—NOAB—APA

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Director of Radio..... Howard Miller

Radio Accounts Placed—National Spot:
Foster-Milburn Co. (Doan's Pills), Raladam
Co. (Marmola), G. T. Fulford Co. (Baby's
Own Tablets, Children's Own Tablets, Dr.
William's Pink Pills).

**BARTON A. STEBBINS
ADVERTISING AGENCY**

811 West Seventh St., Los Angeles
Phone Trinity 8821

AAAA — ANPA — PPA — ABP — NOAB

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Chief Executive..... Leigh Crosby
Acct. Executive..... Arthur W. Gudelman
Program Director..... Edward Bloodworth
Time Buyer..... Dorothy Miller
Radio Accounts Placed—Signal Oil Com-
pany, Ben Hur Products, Inc., Packard Bell
Company, E. F. Hutton Company, Ryan Aero-
nautical Company.

SWAFFORD & KOEHL, INC.

341 Madison Ave., New York 17, N. Y.
Phone, MUrray Hill 6-8860

ABP—ANPA—PPA—APA—NOAB

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SWEENEY & JAMES CO.

1501 Euclid Ave., Cleveland, Ohio
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T. M. Gregory
Radio Account Placed—Network: Fire-
stone Tire & Rubber Co.

J. WALTER THOMPSON CO.

420 Lexington Ave., New York 17, N. Y.
Phone Mohawk 4-7700

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Jaccaci, William G. Palmer, Samuel W.
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Branch Offices

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

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 Radio Talent Buyer.....Norman Blackburn
 410 N. Michigan Ave., Chicago, Ill.
 Phone Superior 0303

Vice-President and General Manager,
 Henry T. Stanton

Vice-Presidents: Merton V. Wieland, Willard
 F. Lochridge, James D. Woolf

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

Radio Time Buyer.....Lowell Mainland
 612 South Hope St., Los Angeles, Calif.
 Phone Trinity 2591

General Manager.....Norton W. Mogge
Radio Accounts Placed—Atlantis Sales
 Corp., P. Ballantine & Sons, Bank of America,
 Block Drug Company (Gold Medal Capsules
 and Dentu-Grip), Bowman Dairy Co., A. S.
 Boyle Co., Carter Products, Inc. (Superin),
 H. C. Cole Milling Co., Elgin National Watch
 Co., Fanny Farmer Candy, General Cigar Co.,
 Johns-Manville Corp., Kraft Cheese Co.,
 Lamont P. Corliss & Co., P. Lorillard Co.
 (Old Gold Cigarettes), Lever Bros. Co. (Lux
 Flakes & Lux Toilet Soap), Libby, McNeil
 & Libby, Mentholatum Co., Northam Warren
 Corp., Northern Trust Co., Owens-Illinois
 Glass Co., Parker Pen Co., Penick & Ford,
 Ltd., Planters Nut & Chocolate Co. (Planters
 Peanuts), R. C. A., Safeway Stores, Inc., Shell
 Oil Co., Standard Brands, Inc. (Chase & San-
 born Coffee and Tender Leaf Tea), Swift &
 Co., Universal Pictures, Ward Baking Co.,
 Washington State Apple Commission, Weco
 Products Co., J. B. Williams Co., William
 Wrigley, Jr. Co., W. F. Young

TOMASCHKE-ELLIOTT, INC.

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

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 Vice President.....Bruce W. Elliott
 Secretary.....William M. Maxfield
Radio Accounts Placed—Cardinet Candy
 Co., Par Soap Co., Downtown Merchants
 Association, Key System, Frozen Food Dis-
 tributors, Inc.

TRACY, KENT & CO., INC.

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

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 Copy Chief.....K. H. Thompson
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 Co., John Opitz, Inc.

TRACY-LOCKE-DAWSON, INC.

Affiliated with

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629 Ten Pryor St. Bldg., Atlanta, Ga.
 Phone Walnut 6701

ANPA—PPA—APA—ABP—SNPA—OAAA

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 Radio Director.....D. D. Connah
Radio Accounts Placed—Southern Bell
 Telephone & Telegraph Co., Southern Spring
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 CORP.**

612 N. Michigan Ave., Chicago 11, Ill.
 Phone Delaware 4466
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21 West 45th St., New York 19, N. Y.
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 Phone, Plaza 5280
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 Executive Vice-President & Treasurer,
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 Vice-President-Copy Director....J. P. Daiger
 Vice-President.....R. E. Daiger
 Production Manager.....C. D. Carr
 Space Buyer.....G. M. Talbot
Radio Accounts Placed—Network: Sher-
 wood Bros., Richfield Oil Co. National Spot:
 Sherwood Bros., Manhattan Co., Crosse &
 Blackwell Co., The Equitable Trust Co.,
 Baltimore Transit Co..

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208 W. Washington St., Chicago 6, Ill.
Phone State 7369
ANPA—PPA—APA—NOAB

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Managing Director.....W. A. Wade
Radio Time Buyer.....L. J. Nelson
Radio Producers.....Edward Simmons
P. C. Lund, Jeff Wade, Riley Jackson
Radio Continuity Writers.....R. E. Dwyer,
L. W. Davidson, Margot O'Flaherty

Radio Account Placed—Miles Laboratories, Inc., Murphy Products Co., Morris B. Sachs, Illinois Bottled Gas Co., Wear Proof Mat Co., Hoover Liniment Co., General Bandages, Inc., Chicago Sun, Haskelite Mfg. Corp., Wait-Cahill Co.

•
WALKER & DOWNING

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

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Radio Accounts Placed—American Fruit Growers, Inc., Clark Bros. Chewing Gum Co., D. L. Clark Co., Colonial Biscuit Co., Duquesne Brewing Co. Pittsburgh Coal Co., Allegheny County Milk Exchange, Allegheny-Ludlum Steel Corp., Clearfield Taxidermy Co., Joseph Horne Company, Mail Pouch Tobacco Co., Meadow Gold Dairies, Inc., Moto-Radio Distributing Co., Sterling Oil Division of Quaker State Refining Co.

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WARWICK & LEGLER, INC.

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Radio Director.....Tevis Huhn
Radio Accounts Placed—The Wm. R. Warner Co., Larus & Bro. Company, The Sherwin-Williams Company, Pabst Brewing Co., Tangee Cosmetics, Hanover Shoe Co.

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NORMAN D. WATERS & ASSOCIATES, INC.

1140 Broadway, New York, N. Y.
Phone, CAledonia 5-7430
ABP — PPA — NOAB

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200 Globe Bldg., St. Paul 1, Minn.
Phone Cedar 3777
APA

Officers

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Associate.....Donald Gardner
Director of Radio.....Blanche Anderson
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•
MILTON WEINBERG ADVERTISING CO.

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Phone Tucker 4111
ANPA — PPA — ABP

Officers

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Space Buyer.....E. Cousino
Publicity.....W. H. Krauch

Radio Accounts Placed—Gaffers & Sattler, Hollywood Pantages Theater, Hollywood Turf Club, May Co., Pep Boys of California, Sontag Cut Rate Drug Stores, Grayson's, K's Beverages, Lyman's Restaurants, Zukor's, Min's Dog Food Co., Hamilton Diamond Co., Hollywood Film Studios.

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Talent.....Vera A. Lea

Research.....Tom F. Hughes
 Time Buyer.....William Gallow
 Copy Chief.....Kennon Jewett
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 Glass Corp., Cresta Blanca Wine Co., Du-
 bonnet Corp., Hellbros Watch Co., Revlon
 Products Corp.

WEISS AND GELLER, INC.

400 Madison Ave., New York 17, N. Y.
 Phone PLaza 3-4070
 ANPA—PPA

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 Time Buyer.....Jos. E. Bloom

Branch Office

400 N. Michigan Ave., Chicago, Ill.
 Phone Del. 1124

Radio Accounts Placed—Nedick's Stores,
 Inc., Columbia Pictures Corp., Monogram
 Pictures Corp., Kenmore Publ.

WESTON-BARNETT INC.

Arts & Crafts Bldg., Waterloo, Iowa
 Phone, 766
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Branch Office

520 N. Michigan Ave., Chicago, Ill.
 Phone, Whitehall 7725

Executive-In-Charge.....A. C. Barnett
Radio Accounts Placed—Iowa Soap Co.,
 American Bird Products, Inc., Walker Rem-
 edy Co., Vinton Hybrid Corn Co.

FRANK E. WHALEN ADV. CO.

15 W. 10th St. Kansas City, Mo.
 Phone, Victor 7290
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WARD WHELOCK CO.

Lincoln-Liberty Bldg., Philadelphia 7, Pa.
 Phone Rittenhouse 7500
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Branch Office

444 Madison Ave., New York 22, N. Y.
 Phone, PLaza 3-7120

Vice-President.....R. K. Strassman
Radio Account Placed—Campbell Soup Co.

WOOD, BROWN & WOOD, INC.

209 Washington St., Boston, Mass.
 Phone: Capitol 1850
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 Phone MURray Hill 4-2757
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 James Gorton
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Radio Account Placed—Harrisburg Steel
 Corp.

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285 Madison Ave., New York 17, N. Y.
 Phone Ashland 4-8400
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 V-P & Director of Research...George Gallup
 V-P & Art Director.....Walter K. Nield
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 Bureau.....Joseph A. Moran
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 Manager, Radio Publicity
 Bureau.....Wm. J. Thomas, Jr.
 Special Announcer.....Harry von Zell

Branch Offices

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 Phone Hollywood 2734
 Radio Manager.....Glen Taylor
 V.-P. & Pacific Coast Mgr.....Wm. A. Brees
 333 N. Michigan Ave., Chicago 1, Ill.
 Phone Central 9389
 Vice-President-Manager.....John F. Whedon
 Vice-President.....D. G. Schneider
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 Phone Madison 4300
 Vice Pres. & Manager.....George Davis
 235 Montgomery St., San Francisco 4, Calif.
 Phone Exbrook 6685
 Manager.....Robbins Milbank
 660 St. Catherine Street, West, Montreal, Que.
 Phone Plateau 4691

Manager.....L. C. Arbutnot
 80 King St., West, Toronto, Ont.
 Phone Elgin 5347
 Manager.....Stuart B. Smith
 Dir. of For. Offices.....Lorimer B. Slocum
Radio Accounts Placed—American Can Co., The Borden Co., Johnson & Johnson (Band-Aid), General Food Corp. (Calumet, Grape-Nuts and Grape-Nuts Products, Swans Down, Minute Tapioca, Sanka Jell-O and Jell-O Products, La France, Satina, Postum), Drake's Bakeries, Cummer Products (Energine, Molle), Gulf Oil Corp., Igleheart Bros., Inc., International Silver Co., Life Savers, Inc., Thomas J. Lipton, Inc., R. H. Macy & Co., Packard Motor Car Co., Bristol-Myers Co. (Ipana, Sal Hepatica, Minit Rub, Tushay); Rath Packing Co., Time, Inc.

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Chain Broadcasting Rules



National Defense Rules



Growth of Radio Stations



FEDERAL COMMUNICATIONS COMMISSION



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F. C. C. REGULATIONS REGARDING BROADCASTING APPLICATIONS

As of January 1, 1944

PLACE of filing; number of copies. Each application for construction permit or station license, and all papers incorporated therein and made a part thereof, with respect to the number of copies and place of filing, shall be submitted as follows:

Three copies direct to Washington, D. C.

Contents. Each application shall be specific with regard to frequency or frequencies, power, hours of operation, equipment, location of the station, and other information required by the application forms. An application for broadcast facilities in the band 550 kilocycles to 1600 kilocycles shall be limited to one specific frequency. An application for radio station construction permit or license requesting alternate facilities will not be accepted.

Full disclosures. Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial and other qualifications, and as to all matters and things required to be disclosed by the application forms.

Additional statements. In addition the Commission may require an applicant to submit such documents and written statements of fact, under oath, as in its judgment may be necessary.

Installation or removal of apparatus. Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at least sixty days prior to the contemplated removal and/or installation.

Forfeiture of construction permits: extensions of time.—(a) A construction permit shall be automatically forfeited if the station is not ready for operation within the time specified therein or within such further time as the Commission may have allowed for completion, and a notation of the forfeiture of any construction permit under this provision will be placed in the records of the Commission as of the expiration date.

(b) Any application (FCC Form No. 701) for extension of time within which to construct a station shall be filed at least thirty days prior to the expiration date of such permit if the facts supporting such application for extension are known to the applicant in time to permit such filing. In other cases such applications will be accepted upon a showing satisfactory to the Commission of sufficient reasons for filing within less than thirty days prior to the expiration date. Such applications will be granted upon a specific and detailed showing that the failure to complete was due to causes not under the control of the grantee, or upon a specific and detailed showing of other matters sufficient to justify the extension.

License following construction permit. In all cases where a construction permit is required by Section 319 of the Act for the construction of a station, the application for station license (or for station license or modification thereof, if for station other than broadcast) shall be filed by permittee prior to service or program tests.

Where construction permit not required. Each application for new license, except amateur, where a construction permit is not a prerequisite thereto, shall be filed at least sixty days prior to the contemplated operation of the station: *Provided, however,* That in emergency and for good cause shown, the Commission may waive the requirements of this rule.

Modification of license. An application for modification of license, except amateur, and except as otherwise provided by these rules, may be filed for change in frequency, change in operating power where no construction is necessary, change in hours of operation, and for change in name of licensee where no change in ownership or control is involved. In case of a broadcast station, an application for modification of license may be filed for change in location of main studio. In case of all stations other than broadcast, an application for modification of license may be filed for change in points of communication, change in nature of authorized service,

and to cover an outstanding construction permit where the station is already licensed. Except when filed to cover construction permit, each application for modification of license shall be filed at least sixty days prior to the contemplated modification of license; *Provided, however*, that in emergencies and for good cause shown, the requirements hereof may be waived in so far as time for filing is concerned.

Renewal of license. Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least sixty days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a standard broadcast station will be considered unless there is on file with the Commission, the balance sheet and income statement currently required by the rules of practice and procedure of the Commission, reference to which by date and file number shall be included in the application.

Financial statements. Each licensee of a standard broadcast station shall file with the Commission on or before March 1 of each year on such forms as may be prescribed by the Commission, a balance sheet showing the financial condition of a licensee as of December 31 of the preceding year and an income statement for the preceding calendar year. Each such form shall be subscribed and verified by: (1) the parties or party filing the statement; (2) in the case of a corporation, an officer of the corporation. (An attorney for either is allowed with sufficient reason.)

Filing directed by Commission. Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

Temporary extension of station licenses. Where there is pending before the Commission any application, investigation, or proceeding which, after hearing might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing license, the Commis-

sion may, in its discretion, grant a temporary extension of such license; *Provided, however*, That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license; *And providea further*, That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

Assignment or transfer of control. (a) *General.* An application for consent to assignment of a construction permit or license, or for consent to transfer of control of a corporation holding a construction permit or license, shall be filed with the Commission at least sixty days prior to the contemplated effective date of assignment or transfer of control. If the assignment or transfer is voluntary, the appropriate application shall be fully executed by all parties and, if involuntary, by assignee or transferee only.

(b) *Broadcast.* With each such application, involving any standard broadcast station construction permit or license, there shall be submitted under oath or affirmation all information required to be disclosed by the application forms prescribed by the Commission, together with such other information under oath or affirmation as the Commission may require.

(c) *Other than broadcast.* In all classes of applications for consent to assignment of construction permit or license or for consent to transfer of control of a corporation holding a construction permit or license, other than those prescribed in paragraph (b), the Commission may require the furnishing of such information as in its discretion is deemed necessary.

Special temporary authorizations. (a) Special temporary authority may be granted for the operation of a station for a limited time, or in a manner and to an extent or for service other or beyond that authorized in an existing license upon proper application therefor; *Provided, however*, That no such request will be considered unless:

1. It is received by the Commission at least ten days previous to the date of proposed operation: *Provided, however*, That any such request received within less than

ten days may be accepted upon due showing of sufficient reasons for the delay in submitting such request.

2. Full particulars as to the purpose for which the request is made are stated.

(b) If the request is for operation of a standard broadcast station, the following additional requirements shall apply:

1. No such authority may be granted to a person other than the licensee of an existing standard broadcast station.

2. The request shall be limited to a definite or temporary period or periods for the transmission of programs or events which are not recurrent, and approval thereof will not be granted for a period in excess of thirty days.

3. The request shall show that it has been seasonably submitted to other stations whose operations may be affected (to be determined as indicated below), and the date on which such request was so submitted, which such stations shall submit direct to the Commission waiver of objection to the granting thereof or a statement of the nature of any objections that such stations may desire to interpose:

4. If the request is for operation upon a clear channel, showing required above shall be made with respect to the Class I station or stations on the channel.

5. If the request is made by time sharing station, the showing required above shall be made with respect to the station or stations with which time is shared.

6. In any case, the showing required above must be made with respect to any station on the same or adjacent channels when any such station is located within the interference range of the station making the request to be determined by the "Standards of Good Engineering Practice Concerning Standard Broadcast Stations."

7. Waiver of objections, or statement of objections, when furnished under this rule, shall be forwarded direct to the Commission by the responding station, and in the case of waiver shall show whether the waiver covers simultaneous operation or whether the station is giving up the time sought by the applicant. Where it appears that the proposed operation has been seasonably submitted to the station or stations referred to in sub-paragraphs (4), (5), and (6), above, and no reply has been received, it will be considered that such stations have waived any objections to the granting of the request.

Special Service Authorizations. Special Service Authority may be issued to the licensee of a radio station for a service other or beyond that authorized in its

existing license for a period not exceeding that of its existing license upon proper application therefor*; and satisfactory showing in regard to the following, among others:

(a) That the requested operation may not be granted on a regular basis under the existing rules governing the operation of standard broadcast stations;

(b) That in the event the application is on behalf of a standard broadcast station that experimental operation is not involved as provided for by Part 3, Section 3.22, of the Rules and Regulations;

(c) That public interest, convenience, and necessity will be served by the authorization requested.

Inconsistent or conflicting applications.

When an applicant has an application pending and undecided, no other inconsistent or conflicting application filed by the same applicant, his successor or assignee, or on behalf or for the benefit of said applicant, will be accepted for consideration.

Multiple applications; broadcast service. In the broadcast service, while there is one application for new or additional facilities pending for a standard, international, television, facsimile, high frequency or experimental broadcast station, the Commission will not consider another application for new or additional facilities for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest. Two such applications may not be filed simultaneously.

Repetitious applications. (a) *Broadcast services.* In the broadcast service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new standard, international, television, facsimile, high frequency, or developmental broadcast station, or for an extension or enlargement of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order.

* Applications for authorizations to use frequencies assigned to the international broadcast service may be made on an informal basis; formal application must be made for other authorizations.